

A

predicted likelihood of choosing 'single' action

0.3

0.2

0.1

0.0

learning

no goal

performance

presentation

goal

context

no-social

social

B

phi value

1.00

0.75

0.50

0.25

0.00

no-social.learning

social.learning

no-social.no goal

social.no goal

no-social.performance

social.performance

social.presentation

phi

learning

performance

presentation