Participants’ responses were coded for content by two independent coders according to a pre-specified system. Coders assigned codes to each participant independently, and then a third coder arbitrated between discrepancies. Participants were assigned at least one code, and assigned two codes in cases where two codes described their response equally well.

* Instead of writing about “I” or the self, writing about “you” or “Everyone” (1)
* Writing that they don’t know, don’t want to answer, or that they can’t answer (2)
* Writing about deserving more when in the lowent/control condition, or writing about being undeserving while in the hient/entitlement condition. (3)
* “Only if hard work” (4)
* “It depends” without mention of work (5)
* Writing in a language other than English, or otherwise unintelligibly to an average English speaker. (6)
* Not left completely blank, but less than eight words (7)
* Writing about a topic unrelated to the manipulation instructions. (8)
* In addition, there may be unanticipated ways in which participants fail to satisfactorily complete the manipulation. If a participant has failed to satisfactorily complete the manipulation for a reason other than those listed above, mark code (9).
* Left completely blank (10)

Codes of 0 indicated absence of any of the above codes. Data of participants whose responses received only codes of 0 and 1 were analyzed.