**Table XX**

*Descriptive Statistics for Virtue Discounting by Vignette Split by Publicity and Social Target*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Vignette | Private | | Public | |
|  | Self | Other | Self | Other |
| Lend money to a friend | 5.57 (1.20) | 5.86 (1.16) | 4.94 (1.27) | 4.44 (1.43) |
| Pay colleague a compliment | 5.40 (1.11) | 5.53 (1.10) | 4.97 (1.25) | 4.98 (1.36) |
| Hold door for someone | 5.61 (1.15) | 5.84 (0.98) | 5.33 (1.12) | 5.44 (1.13) |
| Fix someone's flat tire | 6.29 (0.78) | 6.30 (0.81) | 5.91 (1.09) | 5.75 (1.17) |
| Walk elderly person across street | 6.18 (1.01) | 6.35 (0.85) | 6.10 (0.94) | 5.85 (1.11) |
| Tip waiter generously | 5.72 (0.97) | 5.96 (1.05) | 5.17 (1.20) | 4.98 (1.29) |
| Buy groceries for someone in need | 6.31 (0.90) | 6.31 (0.98) | 5.87 (1.09) | 5.76 (1.06) |
| Buy food for homeless person | 6.24 (0.91) | 6.27 (0.99) | 5.81 (1.00) | 5.62 (1.22) |
| Donate car to charity | 6.20 (0.94) | 6.16 (1.01) | 4.97 (1.29) | 5.00 (1.25) |
| Mow friend's lawn | 5.89 (1.03) | 5.94 (1.12) | 5.37 (1.17) | 5.36 (1.24) |
| Walk friend's dog | 5.55 (1.13) | 5.64 (1.11) | 5.00 (1.12) | 4.97 (1.29) |
| Donate to an artist | 5.61 (1.05) | 5.66 (1.19) | 4.71 (1.20) | 4.81 (1.26) |
| Pick up trash | 6.10 (0.94) | 6.15 (0.98) | 5.66 (1.13) | 5.61 (1.12) |
| Donate to charity | 6.19 (0.96) | 6.25 (0.88) | 5.07 (1.25) | 5.03 (1.22) |
| Buy friend an expensive gift | 5.27 (1.30) | 5.56 (1.26) | 4.42 (1.32) | 4.39 (1.29) |
| Let someone in a rush skip the line | 5.64 (1.16) | 5.79 (1.06) | 4.95 (1.42) | 5.17 (1.46) |
| Help coworker after hours | 5.94 (0.99) | 5.99 (1.11) | 5.81 (0.98) | 5.71 (1.10) |

*Note.* Valuesrepresentative of mean and standard deviation in the format *M* (*SD*). A hyphen denotes missing data.