**Table 1**

*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 | 6.04 (0.92) | 5.96 (0.89) | 5.05 (1.10) | 4.46 (1.24) |
| Pay colleague a compliment | 5.33 (1.19) | 5.48 (0.88) | 5.17 (1.01) | 5.22 (1.19) |
| Hold door for someone | 5.76 (1.13) | 5.61 (0.92) | 5.68 (0.94) | 5.20 (1.16) |
| Fix someone's flat tire | 6.17 (0.93) | 6.29 (1.05) | 6.36 (0.80) | 6.00 (0.87) |
| Walk elderly person across street | 6.17 (0.91) | 6.26 (0.82) | 5.97 (0.88) | 5.80 (1.15) |
| Tip waiter generously | 5.73 (1.06) | 5.82 (0.95) | 5.35 (1.12) | 5.10 (0.99) |
| Buy groceries for someone in need | 5.92 (1.12) | 6.14 (0.85) | 6.03 (0.98) | 5.81 (1.14) |
| Buy food for homeless person | 6.14 (0.86) | 6.41 (0.82) | 6.11 (0.88) | 5.58 (1.38) |
| Donate car to charity | 6.19 (0.81) | 6.18 (0.97) | 5.23 (1.16) | 5.11 (1.09) |
| Mow friend's lawn | 5.94 (0.99) | 5.94 (1.03) | 5.89 (0.92) | 5.49 (1.26) |
| Walk friend's dog | 5.58 (1.01) | 5.70 (1.00) | 5.31 (1.06) | 5.14 (1.20) |
| Donate to an artist | 5.25 (1.31) | 5.75 (0.92) | 4.98 (1.18) | 4.84 (1.10) |
| Pick up trash | 6.07 (0.96) | 6.13 (0.85) | 5.78 (0.95) | 5.69 (1.34) |
| Donate to charity | 5.95 (1.16) | 6.24 (0.90) | 5.51 (1.05) | 5.08 (1.26) |
| Buy friend an expensive gift | 5.54 (1.28) | 5.35 (1.07) | 4.65 (1.37) | 4.37 (1.07) |
| Let someone in a rush skip the line | 5.68 (1.05) | 5.72 (1.00) | 5.19 (1.23) | 5.34 (1.13) |
| Help coworker after hours | 5.89 (0.99) | 6.06 (0.93) | 5.73 (0.85) | 5.90 (0.84) |

*Note.* Valuesrepresentative of mean and standard deviation in the format *M* (*SD*).

**Table 2**

*Descriptive Statistics for Trust by Vignette Split by Publicity and Social Target*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Vignette | Private | | Public | |
|  | Self | Other | Self | Other |
| Lend money to a friend | 5.73 (1.31) | 5.63 (0.99) | 4.78 (1.08) | 4.24 (1.29) |
| Pay colleague a compliment | 5.25 (1.22) | 5.02 (1.00) | 4.94 (1.04) | 4.88 (1.02) |
| Hold door for someone | 5.50 (1.10) | 5.24 (0.93) | 5.24 (1.09) | 4.64 (1.17) |
| Fix someone's flat tire | 5.90 (1.07) | 5.65 (1.19) | 5.91 (0.98) | 5.38 (1.03) |
| Walk elderly person across street | 5.90 (1.10) | 5.94 (1.01) | 5.59 (0.96) | 5.14 (1.27) |
| Tip waiter generously | 5.22 (1.17) | 5.37 (1.11) | 4.70 (1.18) | 4.52 (1.16) |
| Buy groceries for someone in need | 5.58 (1.21) | 5.55 (1.16) | 5.56 (1.02) | 5.16 (1.12) |
| Buy food for homeless person | 5.60 (1.21) | 5.88 (1.03) | 5.61 (0.97) | 4.90 (1.42) |
| Donate car to charity | 5.60 (1.26) | 5.60 (1.18) | 4.72 (1.16) | 4.53 (1.08) |
| Mow friend's lawn | 5.67 (1.08) | 5.51 (1.08) | 5.33 (1.01) | 5.05 (1.08) |
| Walk friend's dog | 5.46 (0.99) | 5.42 (1.16) | 5.11 (1.10) | 4.84 (1.24) |
| Donate to an artist | 4.99 (1.40) | 5.19 (1.12) | 4.79 (1.25) | 4.48 (1.17) |
| Pick up trash | 5.37 (1.42) | 5.40 (1.11) | 5.06 (1.26) | 4.96 (1.33) |
| Donate to charity | 5.41 (1.19) | 5.64 (1.09) | 5.04 (1.08) | 4.51 (1.08) |
| Buy friend an expensive gift | 5.49 (1.22) | 5.10 (1.14) | 4.53 (1.37) | 4.12 (1.19) |
| Let someone in a rush skip the line | 5.29 (1.26) | 5.16 (1.16) | 4.91 (1.19) | 5.09 (1.16) |
| Help coworker after hours | 5.80 (1.15) | 5.63 (1.13) | 5.67 (1.00) | 5.52 (1.00) |

*Note.* Valuesrepresentative of mean and standard deviation in the format *M* (*SD*).

**Table 3**

*Descriptive Statistics for Norm Signaling by Vignette Split by Publicity and Social Target*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Vignette | Private | | Public | |
|  | Self | Other | Self | Other |
| Lend money to a friend | 5.66 (0.92) | 5.81 (0.79) | 5.14 (1.07) | 4.52 (1.12) |
| Pay colleague a compliment | 5.14 (1.05) | 5.23 (0.77) | 4.82 (1.03) | 4.95 (1.01) |
| Hold door for someone | 5.65 (0.88) | 5.64 (0.82) | 5.43 (0.89) | 5.08 (1.03) |
| Fix someone's flat tire | 5.98 (0.86) | 6.02 (0.99) | 6.06 (0.86) | 5.63 (1.06) |
| Walk elderly person across street | 6.03 (0.72) | 6.13 (0.78) | 5.57 (1.02) | 5.61 (1.01) |
| Tip waiter generously | 5.47 (0.91) | 5.59 (1.02) | 4.96 (1.11) | 4.79 (1.03) |
| Buy groceries for someone in need | 5.92 (0.78) | 5.71 (0.97) | 5.67 (0.89) | 5.52 (1.12) |
| Buy food for homeless person | 5.75 (0.81) | 6.18 (0.77) | 5.59 (0.86) | 5.28 (1.29) |
| Donate car to charity | 5.74 (1.08) | 5.88 (0.84) | 4.93 (1.02) | 4.77 (1.17) |
| Mow friend's lawn | 5.77 (0.87) | 5.92 (0.81) | 5.56 (0.79) | 5.33 (0.91) |
| Walk friend's dog | 5.21 (1.04) | 5.69 (0.77) | 5.24 (0.99) | 4.99 (0.90) |
| Donate to an artist | 5.50 (1.04) | 5.69 (0.75) | 4.93 (1.01) | 4.81 (1.01) |
| Pick up trash | 5.59 (1.08) | 5.72 (0.80) | 5.30 (1.09) | 5.23 (1.25) |
| Donate to charity | 5.72 (1.20) | 6.03 (0.83) | 5.25 (0.96) | 4.74 (0.96) |
| Buy friend an expensive gift | 5.24 (1.13) | 4.96 (0.82) | 4.63 (1.22) | 4.22 (0.70) |
| Let someone in a rush skip the line | 5.64 (0.90) | 5.56 (0.90) | 5.10 (1.08) | 5.27 (0.97) |
| Help coworker after hours | 5.65 (0.83) | 5.81 (0.79) | 5.36 (0.93) | 5.58 (0.86) |

*Note.* Valuesrepresentative of mean and standard deviation in the format *M* (*SD*).

**Table 4**

*Descriptive Statistics for Reputation Signaling by Vignette Split by Publicity and Social Target*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Vignette | Private | | Public | |
|  | Self | Other | Self | Other |
| Lend money to a friend | 3.14 (1.53) | 2.72 (1.12) | 4.66 (1.27) | 4.99 (1.24) |
| Pay colleague a compliment | 3.26 (1.24) | 3.18 (1.11) | 4.09 (1.17) | 4.27 (1.40) |
| Hold door for someone | 2.87 (1.28) | 2.62 (0.99) | 3.40 (1.34) | 3.72 (1.23) |
| Fix someone's flat tire | 3.19 (1.26) | 2.80 (1.24) | 3.43 (1.36) | 3.40 (1.22) |
| Walk elderly person across street | 3.09 (1.29) | 2.54 (1.08) | 3.55 (1.28) | 3.86 (1.49) |
| Tip waiter generously | 3.24 (1.06) | 3.30 (1.31) | 4.69 (1.27) | 4.98 (1.13) |
| Buy groceries for someone in need | 3.02 (1.19) | 2.79 (0.92) | 3.95 (1.40) | 4.18 (1.22) |
| Buy food for homeless person | 3.06 (1.22) | 2.68 (1.08) | 3.99 (1.38) | 4.29 (1.50) |
| Donate car to charity | 3.16 (1.41) | 2.90 (1.30) | 4.78 (1.35) | 5.39 (0.91) |
| Mow friend's lawn | 2.98 (1.21) | 2.82 (1.01) | 3.64 (1.42) | 4.01 (1.20) |
| Walk friend's dog | 3.09 (1.44) | 2.83 (1.25) | 3.35 (1.43) | 4.21 (1.33) |
| Donate to an artist | 3.19 (1.42) | 2.77 (1.14) | 4.80 (1.25) | 5.11 (1.08) |
| Pick up trash | 3.28 (1.43) | 2.81 (1.01) | 3.75 (1.41) | 4.21 (1.47) |
| Donate to charity | 3.12 (1.35) | 2.66 (1.02) | 4.90 (1.16) | 5.36 (1.00) |
| Buy friend an expensive gift | 3.14 (1.38) | 3.55 (1.24) | 4.85 (1.34) | 5.05 (1.01) |
| Let someone in a rush skip the line | 3.13 (1.31) | 3.05 (1.22) | 3.59 (1.20) | 3.71 (1.31) |
| Help coworker after hours | 3.42 (1.35) | 3.42 (1.17) | 3.86 (1.26) | 4.17 (1.18) |

*Note.* Valuesrepresentative of mean and standard deviation in the format *M* (*SD*).

**Table 5**

*Descriptive Statistics for Normative Expectation by Vignette Split by Publicity and Social Target*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Vignette | Private | | Public | |
|  | Self | Other | Self | Other |
| Lend money to a friend | 4.59 (1.41) | 4.54 (1.16) | 4.52 (1.07) | 4.57 (1.06) |
| Pay colleague a compliment | 4.98 (1.20) | 4.81 (1.02) | 4.85 (1.04) | 5.13 (1.15) |
| Hold door for someone | 5.59 (1.13) | 5.44 (1.03) | 5.43 (1.06) | 5.34 (1.09) |
| Fix someone's flat tire | 5.23 (1.12) | 5.23 (1.09) | 5.14 (1.05) | 5.19 (1.16) |
| Walk elderly person across street | 5.48 (1.11) | 5.14 (0.96) | 5.06 (1.02) | 5.18 (0.91) |
| Tip waiter generously | 4.87 (1.24) | 4.41 (1.43) | 4.64 (1.06) | 4.63 (1.19) |
| Buy groceries for someone in need | 4.52 (1.14) | 4.45 (1.19) | 4.25 (1.31) | 4.37 (1.21) |
| Buy food for homeless person | 4.89 (1.26) | 4.81 (1.23) | 4.71 (1.00) | 5.03 (0.96) |
| Donate car to charity | 4.73 (1.40) | 4.10 (1.34) | 4.34 (1.12) | 4.70 (1.23) |
| Mow friend's lawn | 4.89 (1.31) | 4.98 (1.10) | 4.99 (1.08) | 4.89 (1.09) |
| Walk friend's dog | 4.75 (1.12) | 4.76 (1.36) | 4.89 (1.28) | 4.90 (1.03) |
| Donate to an artist | 4.54 (1.17) | 4.29 (1.20) | 4.64 (1.13) | 4.87 (1.07) |
| Pick up trash | 5.01 (1.35) | 4.53 (1.06) | 4.70 (1.12) | 4.97 (1.22) |
| Donate to charity | 4.82 (1.25) | 4.52 (1.26) | 4.71 (0.92) | 4.93 (1.00) |
| Buy friend an expensive gift | 4.69 (1.36) | 4.35 (1.13) | 4.35 (1.25) | 4.40 (0.91) |
| Let someone in a rush skip the line | 4.98 (1.30) | 5.00 (1.12) | 4.51 (1.16) | 4.82 (1.11) |
| Help coworker after hours | 4.95 (1.23) | 4.88 (0.98) | 4.77 (1.13) | 5.18 (0.88) |

*Note.* Valuesrepresentative of mean and standard deviation in the format *M* (*SD*).