**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 | 5.57 (1.16) | 5.72 (0.90) | 4.92 (1.26) | 4.81 (1.19) |
| Pay colleague a compliment | 5.24 (1.11) | 5.11 (1.24) | 5.27 (1.08) | 5.03 (1.17) |
| Hold door for someone | 5.51 (1.18) | 5.52 (1.03) | 5.77 (0.89) | 5.61 (0.99) |
| Fix someone's flat tire | 6.00 (1.01) | 6.14 (0.94) | 5.90 (0.98) | 6.06 (0.80) |
| Walk elderly person across street | 6.12 (1.10) | 6.39 (0.91) | 5.85 (0.97) | 5.91 (1.07) |
| Tip waiter generously | 5.61 (1.09) | 5.84 (1.25) | 5.24 (1.07) | 5.29 (0.96) |
| Buy groceries for someone in need | 6.07 (1.08) | 6.31 (0.81) | 5.83 (1.24) | 5.98 (0.74) |
| Buy food for homeless person | 6.04 (1.05) | 6.32 (0.94) | 5.55 (1.17) | 5.49 (1.15) |
| Donate car to charity | 5.78 (1.18) | 6.10 (0.88) | 4.90 (1.24) | 5.22 (1.04) |
| Mow friend's lawn | 5.86 (1.04) | 6.00 (1.03) | 5.52 (1.02) | 5.67 (0.93) |
| Walk friend's dog | 5.25 (1.27) | 5.53 (1.00) | 5.19 (1.13) | 4.85 (1.20) |
| Donate to an artist | 5.07 (1.21) | 5.46 (0.95) | 4.83 (1.14) | 4.90 (1.11) |
| Pick up trash | 6.06 (1.16) | 6.32 (0.70) | 5.86 (1.03) | 5.71 (0.96) |
| Donate to charity | 5.62 (1.32) | 6.11 (0.83) | 5.28 (1.07) | 5.28 (0.99) |
| Buy friend an expensive gift | 5.27 (1.33) | 5.52 (0.99) | 4.26 (1.02) | 4.34 (0.99) |
| Let someone in a rush skip the line | 5.44 (1.18) | 5.47 (1.06) | 4.96 (1.41) | 4.97 (1.42) |
| Help coworker after hours | 5.76 (0.95) | 5.88 (0.98) | 5.90 (1.04) | 5.67 (0.82) |

*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 | 5.71 (1.07) | 5.34 (1.18) | 5.17 (1.29) | 4.40 (1.27) |
| Pay colleague a compliment | 5.35 (0.98) | 4.84 (1.21) | 5.53 (1.01) | 4.50 (1.10) |
| Hold door for someone | 5.47 (1.13) | 5.02 (1.14) | 5.73 (1.09) | 4.93 (1.08) |
| Fix someone's flat tire | 5.53 (1.22) | 5.69 (1.18) | 5.85 (1.08) | 5.35 (0.98) |
| Walk elderly person across street | 5.92 (0.93) | 5.87 (1.17) | 5.96 (0.94) | 5.50 (1.05) |
| Tip waiter generously | 5.56 (1.12) | 5.33 (1.30) | 5.40 (1.21) | 4.58 (1.13) |
| Buy groceries for someone in need | 5.87 (1.06) | 5.64 (1.13) | 5.69 (1.20) | 5.31 (1.00) |
| Buy food for homeless person | 5.51 (1.29) | 5.70 (1.17) | 5.53 (1.03) | 4.78 (1.18) |
| Donate car to charity | 5.38 (1.11) | 5.55 (0.97) | 4.93 (1.27) | 4.68 (0.99) |
| Mow friend's lawn | 5.61 (1.13) | 5.51 (1.12) | 5.65 (0.96) | 5.13 (1.12) |
| Walk friend's dog | 5.49 (1.24) | 5.14 (1.11) | 5.53 (1.20) | 4.94 (1.11) |
| Donate to an artist | 5.28 (1.09) | 4.95 (1.07) | 4.75 (1.24) | 4.44 (1.06) |
| Pick up trash | 5.57 (1.33) | 5.46 (0.99) | 5.69 (1.06) | 4.87 (1.11) |
| Donate to charity | 5.44 (1.32) | 5.38 (1.05) | 5.23 (1.10) | 4.66 (0.97) |
| Buy friend an expensive gift | 5.29 (1.33) | 5.45 (1.22) | 4.91 (1.16) | 4.11 (1.12) |
| Let someone in a rush skip the line | 5.37 (1.32) | 5.05 (0.96) | 5.01 (1.30) | 4.65 (1.35) |
| Help coworker after hours | 5.69 (1.02) | 5.55 (1.05) | 5.88 (1.09) | 5.53 (0.90) |

*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 | 5.46 (1.12) | 5.55 (0.86) | 5.03 (1.21) | 4.75 (1.19) |
| Pay colleague a compliment | 5.08 (0.98) | 4.86 (0.96) | 5.12 (1.02) | 4.79 (1.06) |
| Hold door for someone | 5.42 (1.00) | 5.37 (1.07) | 5.46 (1.12) | 5.34 (1.07) |
| Fix someone's flat tire | 5.58 (1.06) | 6.09 (0.81) | 5.80 (0.80) | 5.70 (0.85) |
| Walk elderly person across street | 6.03 (0.78) | 6.02 (0.93) | 5.70 (1.05) | 5.58 (0.88) |
| Tip waiter generously | 5.39 (0.86) | 5.53 (1.03) | 5.00 (1.22) | 4.70 (1.13) |
| Buy groceries for someone in need | 5.79 (0.95) | 6.06 (0.78) | 5.55 (1.00) | 5.53 (0.85) |
| Buy food for homeless person | 5.72 (0.97) | 6.16 (0.68) | 5.36 (1.05) | 5.13 (1.11) |
| Donate car to charity | 5.60 (1.05) | 5.71 (0.80) | 4.70 (1.38) | 4.93 (1.02) |
| Mow friend's lawn | 5.72 (0.96) | 5.76 (0.91) | 5.63 (0.82) | 5.37 (0.99) |
| Walk friend's dog | 5.26 (1.13) | 5.36 (0.90) | 5.27 (1.12) | 4.99 (1.03) |
| Donate to an artist | 5.36 (0.95) | 5.43 (0.92) | 4.83 (0.97) | 4.85 (1.04) |
| Pick up trash | 5.77 (0.93) | 5.89 (0.69) | 5.53 (1.00) | 5.20 (1.09) |
| Donate to charity | 5.65 (1.04) | 5.98 (0.76) | 5.05 (1.12) | 5.15 (0.88) |
| Buy friend an expensive gift | 4.97 (1.04) | 5.26 (0.92) | 4.35 (1.05) | 4.21 (0.97) |
| Let someone in a rush skip the line | 5.22 (1.23) | 5.33 (0.94) | 5.01 (1.23) | 5.09 (1.09) |
| Help coworker after hours | 5.63 (0.91) | 5.69 (0.83) | 5.68 (0.93) | 5.40 (0.78) |

*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 | 2.72 (1.17) | 2.82 (1.00) | 4.05 (1.68) | 4.68 (1.49) |
| Pay colleague a compliment | 2.92 (1.35) | 3.48 (1.07) | 3.45 (1.38) | 4.09 (1.42) |
| Hold door for someone | 3.12 (1.26) | 2.82 (1.14) | 2.85 (1.37) | 3.29 (1.11) |
| Fix someone's flat tire | 2.69 (1.05) | 2.60 (0.95) | 3.23 (1.31) | 3.63 (1.26) |
| Walk elderly person across street | 2.66 (0.99) | 2.63 (0.96) | 3.04 (1.31) | 3.87 (1.31) |
| Tip waiter generously | 2.88 (1.16) | 3.20 (1.01) | 4.22 (1.63) | 4.77 (1.18) |
| Buy groceries for someone in need | 3.00 (1.41) | 2.65 (0.91) | 3.43 (1.55) | 4.24 (1.13) |
| Buy food for homeless person | 2.75 (1.07) | 2.68 (0.87) | 3.61 (1.35) | 4.26 (1.19) |
| Donate car to charity | 2.94 (1.20) | 2.77 (1.10) | 4.77 (1.60) | 5.18 (0.99) |
| Mow friend's lawn | 2.67 (1.07) | 2.89 (0.94) | 3.03 (1.21) | 3.83 (1.26) |
| Walk friend's dog | 2.77 (1.18) | 2.88 (0.92) | 3.09 (1.46) | 3.90 (1.29) |
| Donate to an artist | 2.55 (1.00) | 2.63 (0.88) | 4.34 (1.49) | 4.93 (1.03) |
| Pick up trash | 2.57 (1.01) | 2.70 (0.98) | 3.41 (1.42) | 3.90 (1.33) |
| Donate to charity | 2.70 (1.11) | 2.50 (1.06) | 4.47 (1.68) | 5.10 (1.12) |
| Buy friend an expensive gift | 2.90 (1.37) | 3.16 (1.21) | 4.31 (1.55) | 5.15 (0.96) |
| Let someone in a rush skip the line | 2.77 (1.12) | 2.93 (1.06) | 3.18 (1.46) | 3.43 (1.30) |
| Help coworker after hours | 2.98 (1.19) | 3.12 (1.16) | 3.68 (1.43) | 4.19 (1.02) |

*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 | 4.40 (1.34) | 4.60 (1.21) | 4.16 (1.32) | 4.55 (1.21) |
| Pay colleague a compliment | 4.84 (1.13) | 4.89 (0.88) | 4.73 (1.46) | 5.17 (0.86) |
| Hold door for someone | 5.38 (1.25) | 5.53 (1.00) | 5.27 (1.31) | 5.70 (0.87) |
| Fix someone's flat tire | 4.88 (1.27) | 5.30 (1.04) | 4.89 (1.22) | 5.32 (1.05) |
| Walk elderly person across street | 5.19 (1.29) | 5.15 (1.07) | 4.76 (1.49) | 5.29 (1.05) |
| Tip waiter generously | 4.29 (1.32) | 5.02 (1.22) | 4.30 (1.58) | 4.70 (1.18) |
| Buy groceries for someone in need | 4.43 (1.45) | 4.87 (0.99) | 4.23 (1.34) | 4.71 (1.08) |
| Buy food for homeless person | 4.58 (1.38) | 4.95 (1.02) | 4.25 (1.39) | 4.92 (0.99) |
| Donate car to charity | 4.13 (1.38) | 4.38 (1.14) | 4.08 (1.37) | 4.72 (1.00) |
| Mow friend's lawn | 4.81 (1.44) | 4.65 (1.28) | 4.71 (1.41) | 5.01 (0.95) |
| Walk friend's dog | 4.75 (1.33) | 4.72 (1.05) | 4.44 (1.39) | 5.17 (1.04) |
| Donate to an artist | 4.17 (1.18) | 4.45 (1.10) | 4.31 (1.16) | 4.96 (1.01) |
| Pick up trash | 4.87 (1.35) | 5.09 (1.17) | 4.77 (1.37) | 5.15 (1.04) |
| Donate to charity | 4.57 (1.45) | 4.80 (1.27) | 4.48 (1.32) | 5.19 (1.03) |
| Buy friend an expensive gift | 4.42 (1.54) | 4.45 (1.25) | 3.99 (1.37) | 4.53 (0.89) |
| Let someone in a rush skip the line | 4.55 (1.18) | 4.90 (1.08) | 4.34 (1.47) | 4.84 (1.10) |
| Help coworker after hours | 4.71 (1.25) | 4.93 (1.06) | 4.71 (1.19) | 4.99 (0.86) |

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