

	Allocated share change	Cohen's d
Study 1 – 16.6% money to other		
KitKat	+13.4 p.p.	0.61
Minutes	+16.8 p.p.	0.72
Coke can	+19.3 p.p.	0.80
Bic pen	+22.7 p.p.	0.98
Study 2 – 38.1% money to other		
Minutes	+7.7 p.p.	0.34
Music	+11.2 p.p.	0.52
Space	+12.6 p.p.	0.67
Bic pen	+14.6 p.p.	0.72
Chocolate	+16.2 p.p.	0.73
Ramen	+17 p.p.	0.78
Baby carrots	+19.9 p.p.	0.85
Study 3 – 36.4% money to other		
Minutes	+1.3 p.p.	0.05
Music	+13.4 p.p.	0.58
Bic pen	+17.4 p.p.	0.84
Chocolate	+18 p.p.	0.81
Ramen	+18.7 p.p.	0.76
Baby carrots	+21.5 p.p.	0.86
Oatmeal packs	+21.5 p.p.	0.85
Binder clip	+28.3 p.p.	1.20
Study 4 – 36.8% money to other		
Apple	+10.3 p.p.	0.56
Chocolate	+12.9 p.p.	0.65
Study 5 – 45.1% money to other		
Minutes	+4.8 p.p.	0.40
Bic pen	+9.2 p.p.	0.51
Oatmeal packs	+13.9 p.p.	0.74
Amazon vouchers	+1.5 p.p.	0.08
Chocolate	+10.4 p.p.	0.51
Chocolate + fungibility	+2.3 p.p.	0.10
Chocolate + likeability	+5.3 p.p.	0.26
Chocolate	+15 p.p.	0.68