

| | 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 – 33.8% money to other | | |
| Chocolate + fungibility | +2.3 p.p. | 0.10 |
| Chocolate + likeability | +5.3 p.p. | 0.26 |
| Chocolate | +15 p.p. | 0.68 |