

1 Supplement Document

1.1 Appendix

A Poster Image with Watching Eyes and Quote



Fig. A1 Posters used in the study featured an image of watching eyes and a motivational quote. Displayed in the auditorium during poster intervention days.

B Auditorium Setup Without and With Posters



Fig. B1 Auditorium setup without any posters. (*Baseline environment before intervention.*)



Fig. B2 Auditorium setup with watching eye posters installed. (*Environment during poster intervention phase.*)

C Online Sound Meter Pressure Tool

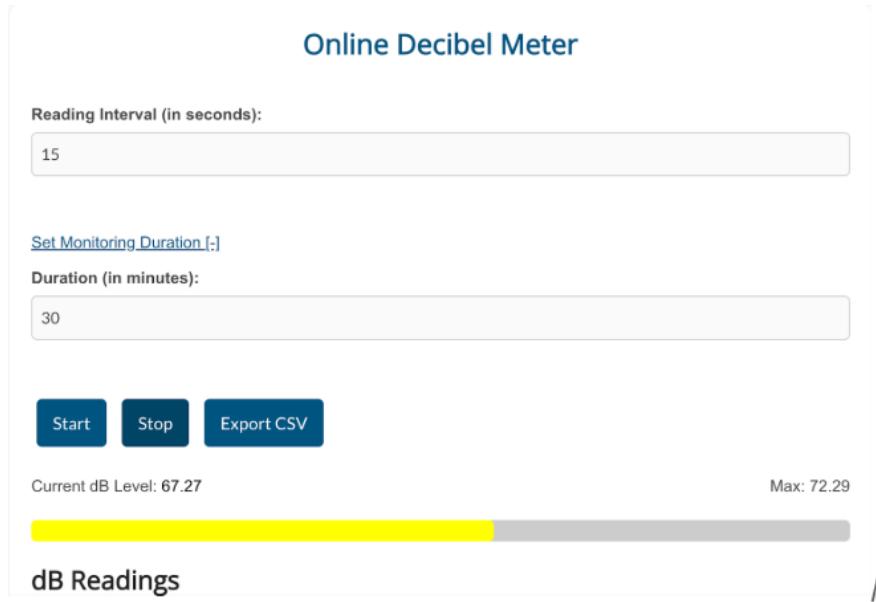


Fig. C1 Screenshot of the online sound meter pressure tool used to measure noise levels in decibels (dB).

D Python Randomizer Screenshot



The screenshot shows a PyCharm terminal window with two tabs labeled "rsrch". The current tab displays a Python script for randomizing observation days. The code uses a while loop to generate 20 random integers between 1 and 2, printing each result. The terminal output shows the results of running this script.

```
1. 1
2. 2
3. 2
4. 2
5. 2
6. 1
7. 1
8. 1
9. 1
10. 1
11. 2
12. 1
13. 1
14. 1
15. 2
16. 2
17. 1
18. 2
19. 2
20. 2

1
2
3 import random
4
5 count = 0
6 while count != 20:
7     count+=1
8     print(f"{count}."random.randint(1,2))
```

Fig. D1 Screenshot of Python code used to assign control and poster days randomly. (*Used to ensure unbiased scheduling of observation days.*)

E Codebook Planning Calendar Example

JANUARY 2025

| S U N | M O N | T U E | W E D | T H U | F R I | S A T |
|-------|--------------------|--------------------|--------------------|--------------------|--------------------|-------|
| | | | 1 | 1 Control Day 1 | 2 Poster Day 1 | 4 |
| 5 | 2 Poster Day 2 | X | 2 Poster Day 3 | 1 Control Day 2 | 1 Control Day 3 | 11 |
| 12 | 1 Control Day 4 | 1 Control Day 5 | 1 Control Day 6 | 2 Poster Day 4 | X | 18 |
| 19 | MLK day off | 1 Control Day 7 | 1 Control Day 8 | 2 Poster Day 5 | 2 Poster Day 6 | 25 |
| 26 | 1 Control Day 9 | 2 Poster Day 7 | 2 Poster Day 8 | 2 Poster Day 9 | | |
| | | | | | 31 | |

Fig. E1 Canva calendar used as an example for planning and organizing data collection days. (*Visual breakdown for systematic data collection.*)

F Scatterplots: Control Group (10 Days)

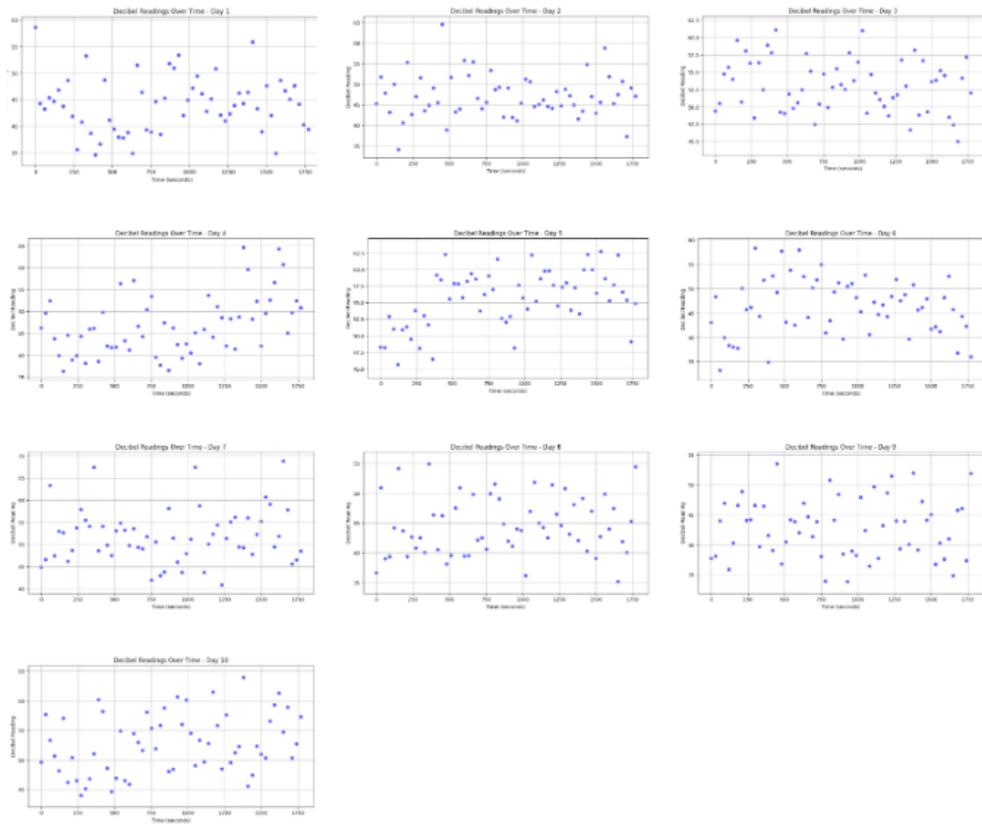


Fig. F1 Scatterplots displaying daily noise levels during control days without posters. (*Each scatterplot represents one day of control data, Figures F1–F10.*)

G Scatterplots: Poster Group (10 Days)

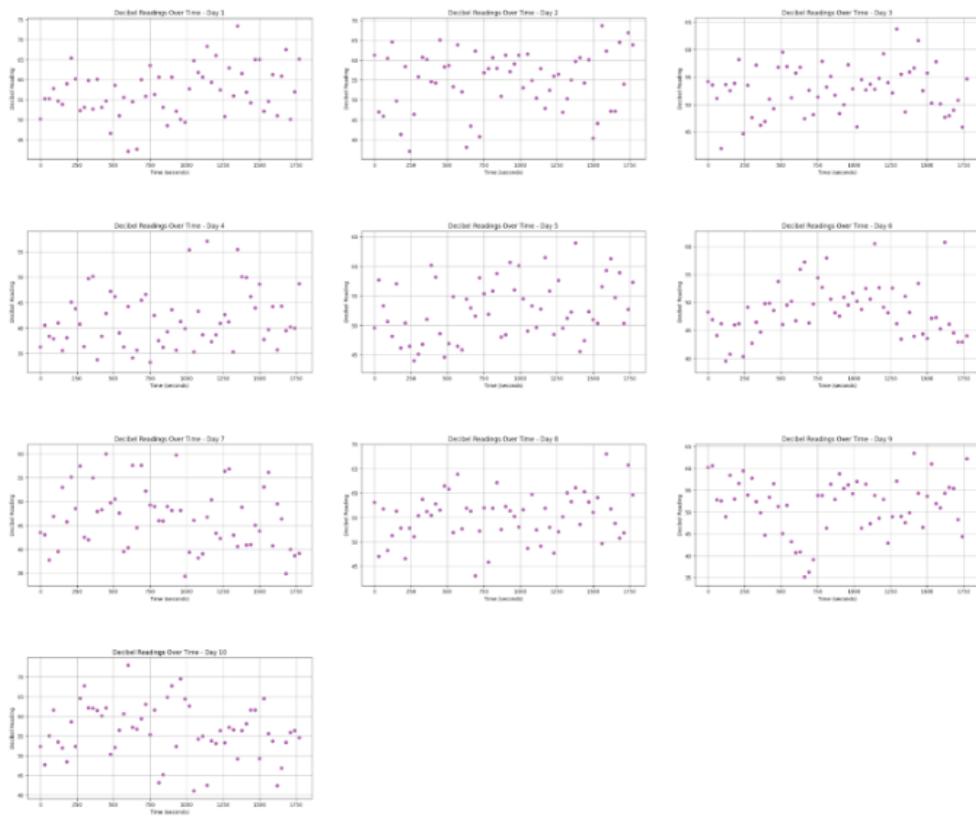


Fig. G1 Scatterplots displaying daily noise levels during poster intervention days. (*Each scatterplot represents one day of poster data, Figures G1–G10.*)

H Trial Run Base Code Example

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import matplotlib

from google.colab import drive
drive.mount('content.drive')

print(f"matplotlib version: {matplotlib.__version__}")

# Drive already mounted at content.drive; to attempt to forcibly remount, call drive.mount("content.drive", force_remount=True).
# matplotlib version: 3.10.0

df = pd.read_csv("/content/content.drive/MyDrive/AP RESEARCH DATA/empty_auditorium.csv")

# Drop unnecessary columns and rename for clarity
df = df.drop(columns=['S.N'])
df.columns = ['Time (15 sec)', 'Decibel Reading']

# Select only rows 20 to 80
df_selected = df.iloc[20:80].reset_index(drop=True)

# Convert time intervals for selected data
df_selected['Time (15 sec)'] = np.arange(0, len(df_selected) * 30, 30)

# Plotting Decibel Readings Over Time (Only Middle 60 Rows)
plt.figure(figsize=(10, 5))
plt.plot(df_selected['Time (15 sec)'], df_selected['Decibel Reading'],
marker='o', linestyle='--')
plt.style.use("dark_background")
plt.title("Decibel Readings Over Time (Silent Auditorium - Middle 60 Data Points)")
plt.xlabel('Time (seconds)')
plt.ylabel('Decibel Reading')
plt.ylim(25, 30)
plt.xlim(0, 900)
plt.axhline(mean_decibel, color='red', linestyle='--', label=f'Mean: {mean_decibel:.2f} dB')
plt.legend()
plt.grid(True)
plt.show()

# Box Plot for Variation
plt.figure(figsize=(5, 6))
plt.boxplot(df_selected['Decibel Reading'], vert=True, patch_artist=True)
plt.title("Variation in Decibel Readings (Silent Auditorium - Middle 60)")
plt.ylabel("Decibel Level (dB)")
plt.ylim(25, 30)
plt.show()

# Mean Decibel: 29.00 dB
# Standard Deviation: 0.00 dB
# Min Decibel: 29.00 dB
# Max Decibel: 29.00 dB
```

Fig. H1 Screenshot of base machine learning code used during the trial run. (*Trial ensured code accuracy before running full dataset analyses.*)

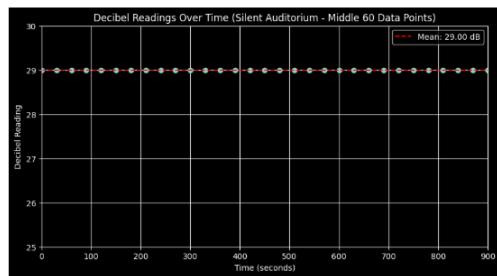


Fig. H2 Scatterplot obtained through the trial run.

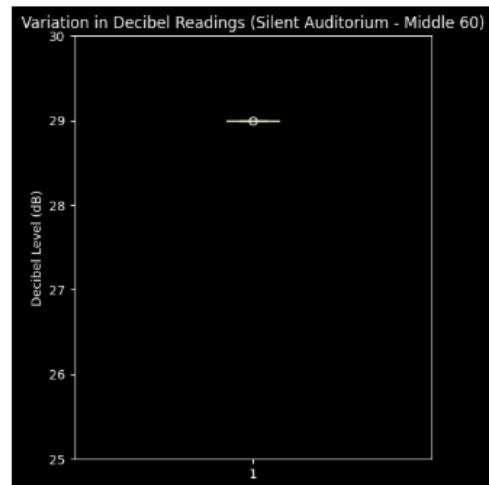
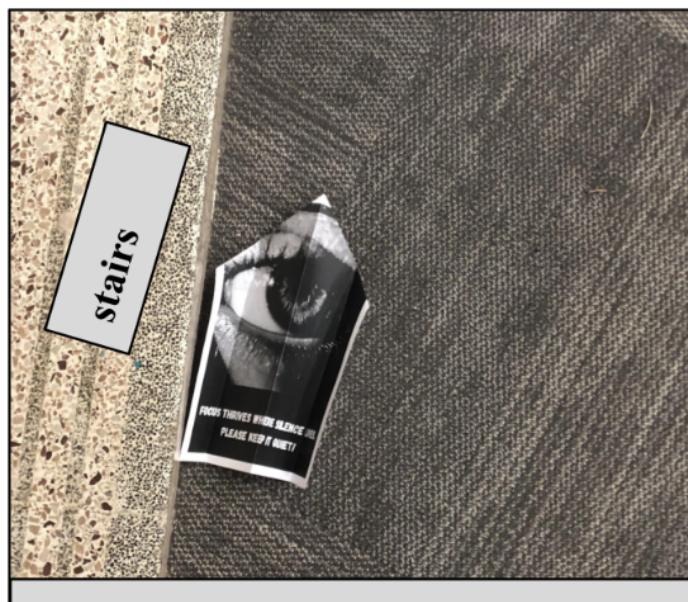


Fig. H3 Box plot obtained through the trial run.

I Paper Airplane Created During Experiment

Showcase of intervention: A paper airplane was created on the first day of the experiment.



Refer to Figure 1, exit near the stairs to the right

Fig. I1 Visual metaphor representing the subconscious influence of the environmental cues. *Refer to Figure 1, exit near the stairs to the right.*

J Codebook Used for Qualitative Reading

Screenshot of the codebook used for qualitative reading.

Recorded in the calendar pages of a planner for three months.

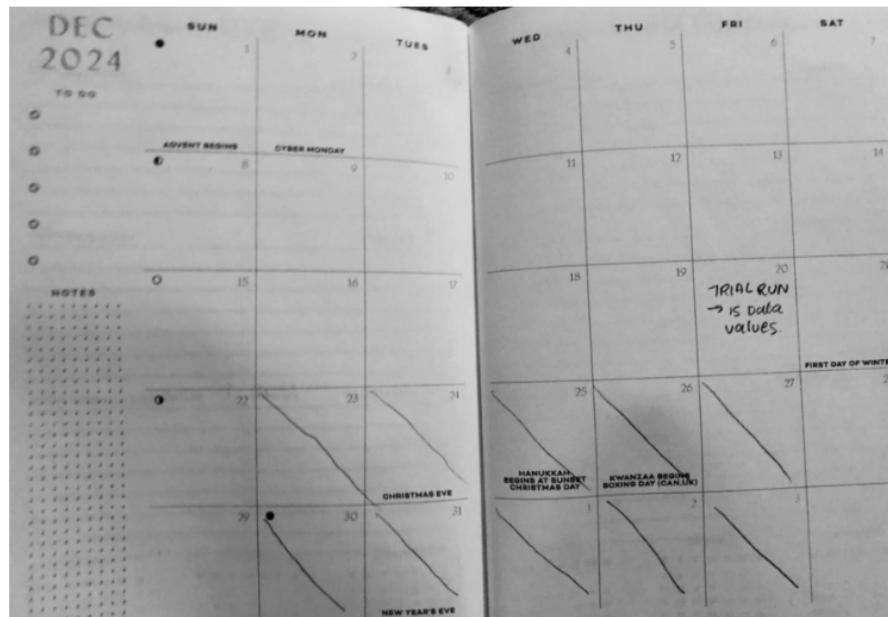


Fig. J1 December 2024 planner pages showing initial entries for codebook notes.

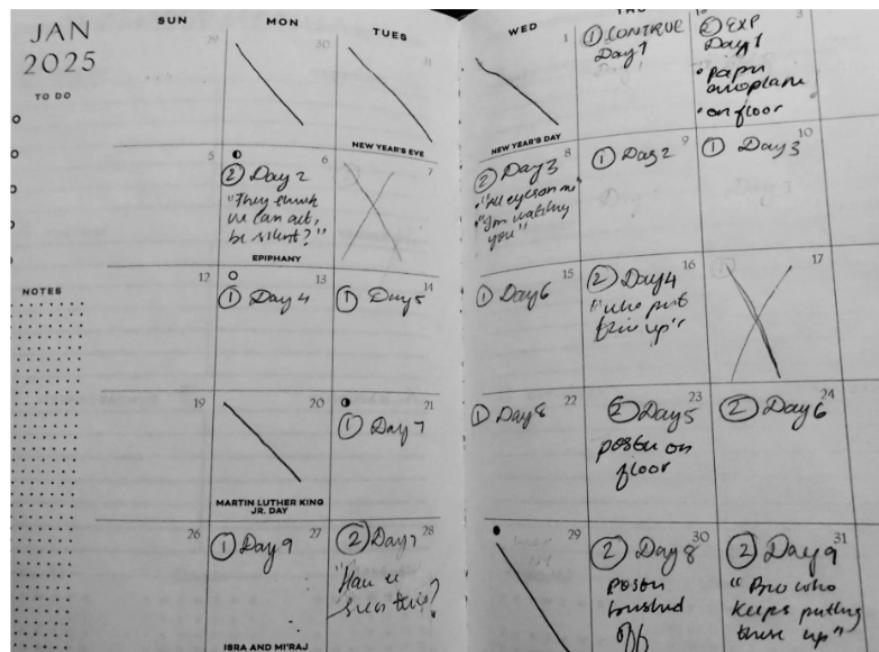


Fig. J2 January 2025 planner pages with compliance-to-stimulus annotations.

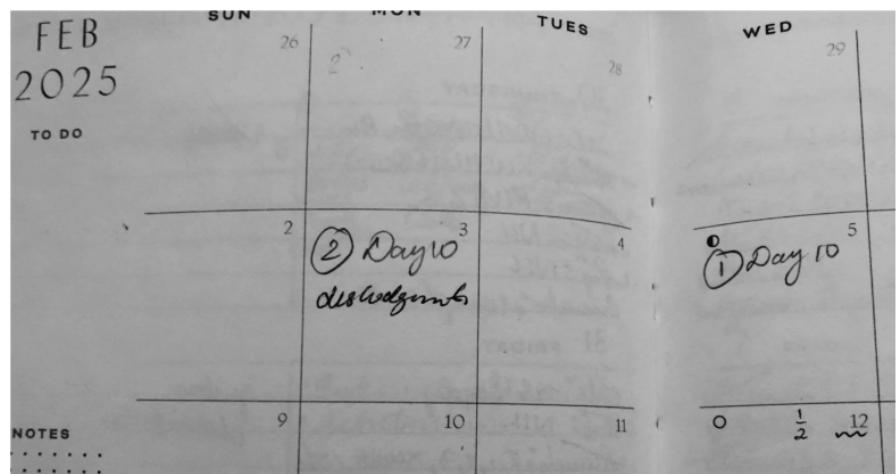


Fig. J3 February 2025 planner pages continuing qualitative coding.

K 2-Way ANOVA Test Results

Data table from 2-way ANOVA test results.

Table 1 ANOVA results for Group, Day, and Group \times Day interaction.

| | sum_sq | df | F | PR(>F) |
|-----------------|--------------|--------|-----------|--------------|
| C(Group) | 2304.391038 | 1.0 | 75.478850 | 1.212470e-17 |
| C(Day) | 8602.589543 | 9.0 | 31.308034 | 1.896086e-49 |
| C(Group):C(Day) | 14970.602521 | 9.0 | 54.483609 | 5.430873e-83 |
| Residual | 36025.739816 | 1180.0 | NaN | NaN |