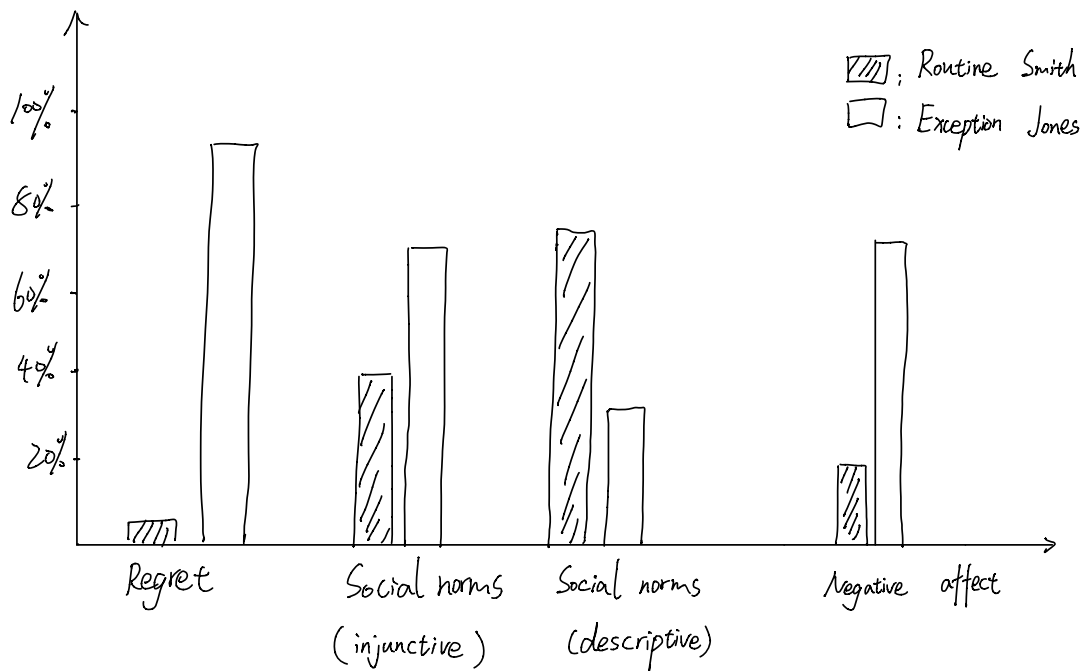


Experiment 1

J: Exception Jones S: Routine Smith

ID	Regret	Social norm (injunctive)	Social norms (descriptive)	Negative affect
1	J	J	J	S
2	J	J	S	J
3	J	S	S	J
4	J	J	S	J
5	S	J	J	J
6	J	J	S	J
7	J	J	S	J
...

	Regret		Social norm (injunctive)		Social norm (descriptive)		Negative affect	
	counts	%	Counts	%	Counts	%	Counts	%
Routine Smith.	91	18.2	115	23	64	12.8	210	42
Exception Jones	409	81.8	385	77	436	87.2	290	58



Experiment 2

ID	Regret	Luck
1	A	W
2	W	A
3	W	A
4	A	W
5	W	W
6	W	A
⋮	⋮	⋮
⋮	⋮	⋮

A: Routine Adams

W: Exception White

	Regret		Luck	
	Counts	%	Counts	%
Routine Adams	188	37.6	207	41.4
Exception White	312	62.4	293	58.6

