sustainability

Supplement

Title: When does being watched change pro-environmental behaviors in the laboratory?

Extra stimuli and materials are shown below, followed by supplemental interaction analyses.

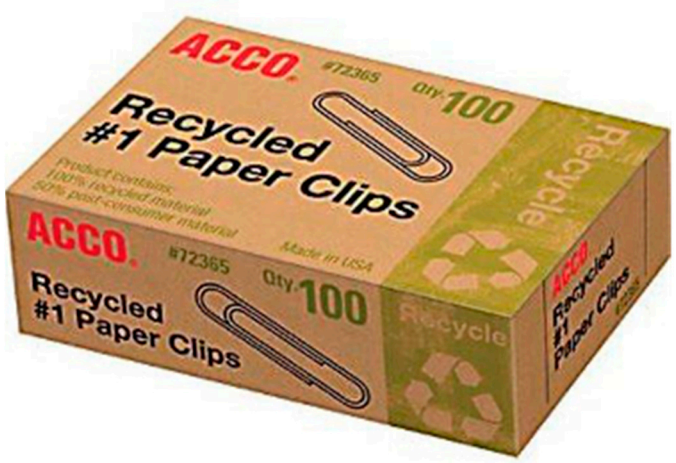

Figure S1. Recycled paper clips were a "green" product physically handled and evaluated by participants (Study 1). See OSF for all stimuli.

Transition (Study 2). "Thanks for giving those ratings. Because we have time left, we'd like you to please give your opinion on student groups as part of a collaboration with [school name] Associated Students. For your extra time, you will have a chance to win $50. The Associated Students of [school name] is a non-profit organization and a department of the [school name] campus, funded by undergraduate student fees. Through elected student positions and appointments they voice student concerns and express student opinion to the [school name] administration, [school system], our community, and state and local governments. They have dozens of boards, committees, and commissions that are organized and funded through Associated Students to enrich student life and give students services and opportunities not offered by the administration. Their mission is to help students uphold the high academic standards and give them leadership, employment, cultural and growth opportunities to serve the campus community." Next, participants read: "One of the core goals of Associated Students is to ensure student groups are fulfilling their mission to enrich student life. Today, one of these groups will be selected at random for your detailed feedback" [see OSF for all stimuli]. The next screen displayed: "Choosing a random group, please wait…" for 15 seconds. All students then saw: "The student group is: ENVIRONMENTAL AFFAIRS BOARD. The Environmental Affairs Board is the largest and most active environmental group on campus. The charge of EAB is to protect, preserve and enhance the environment, principally at [school name] and its surrounding communities. They focus on ecology, energy, food, climate change, water policy and conservation, the economy, environmental justice and other issues. They coordinate and coalition-build with other groups to promote environmental perspectives and sustainability throughout [school name] and its surrounding communities, as well as at the state, national, and global level." To increase the plausibility of the cover story, participants answered

six questions about the student group, including if and where they had heard about the group, whether the group contained graduate students, whether there was a membership fee, and how often the group met. These answers were shared in anonymized form with the student group and are not analyzed here.

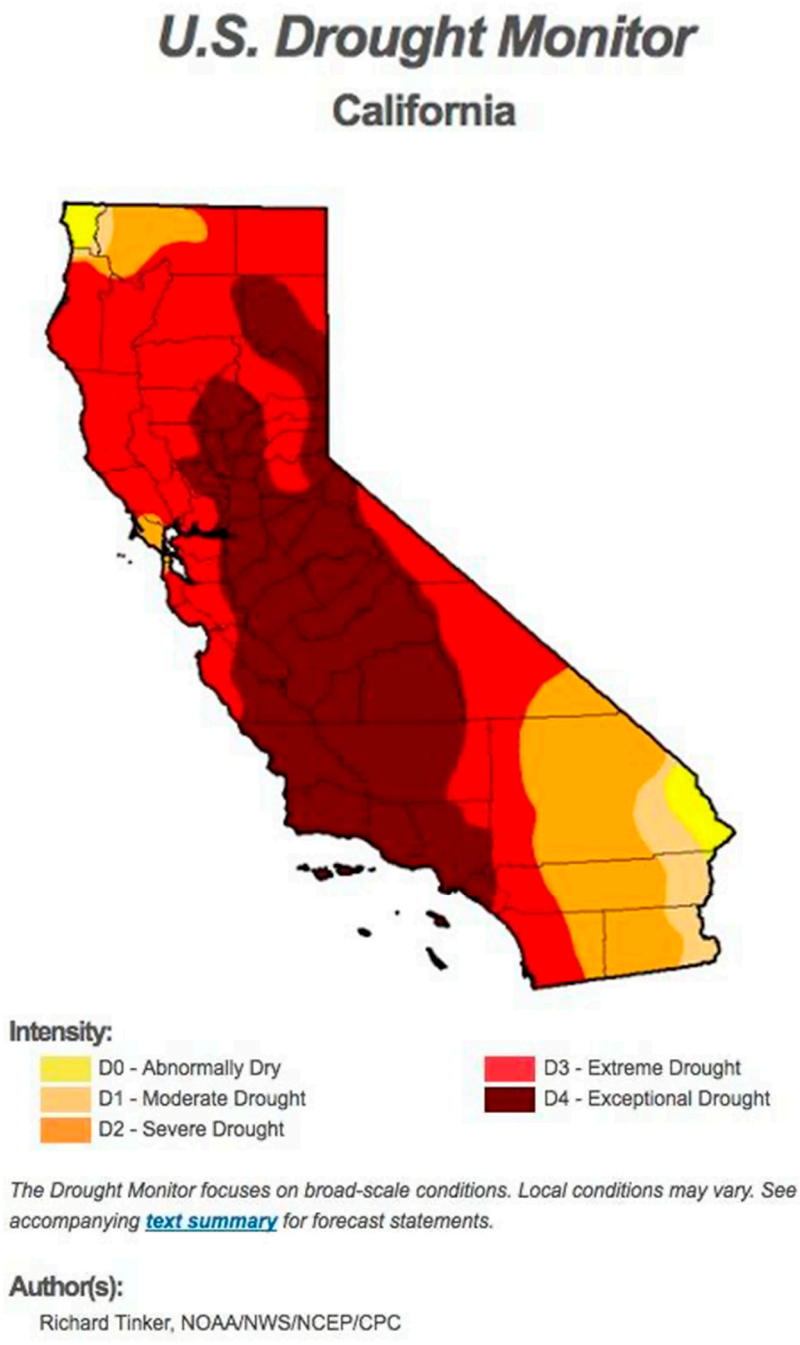

Figure S2. This graphic was used to illustrate the extreme drought in the participants' state, and to connect the meal plan type to environmental conservation (Study 3).

Transition (Study 3). Next, participants read: "Thanks for giving those ratings. If you have at least ten minutes left in your session, we'd like you to please give your opinions for a survey by [School name] Dining Services. Please continue, or if you have any concerns about time, notify the research assistant. Thank you. [All participants continued to the next page.] [School name] is considering changes to their meal plans and would like your feedback. Please read this introduction

by the director" [see OSF for all stimuli]. "[School name] offers different meal packages depending on how often you plan to eat in the dining halls. Which on-campus meal plan do you have? If you don't know, take your best guess," with the four actual meal plans listed, ranging from 10 to unlimited meals per week, and an option to indicate no meal plan. Participants then rated how happy they were with their meal plan from 1 (*Not at all)* to 7 (*Extremely*), to boost the plausibility of the cover story.

Figure S3. The cover story stated that "Green Plan" students would have to display this sticker on their student identification card (Study 3).

Interactions

In all three studies, we conducted analyses to test the interaction between environmentalist identity and visibility condition on pro-environmental behavior. Because well-powered interactions would require much larger samples than in these studies, these results should be interpreted with caution. The predicted and observed interactions in Brick et al. (2017) may also have been underpowered, but they used a complicated multilevel model and it is not clear what the power was. Here, we report the hypotheses and interactions for the current studies. These interactions were moved to the Supplement during peer review because they were underpowered and not the main focus.

Hypothesis 2a: When environmentalist identity is high, being watched will lead to more pro-environmental behavior ("green to be seen").

Hypothesis 2b: When environmentalist identity is low, being watched will lead to less pro-environmental behavior ("gray to keep away").

Study 1: This test was underpowered. In a regression without covariates, there was no main effect of identity, β = -.01 (*SE* = .21), $t(184)$ = -0.05, p = .96, nor of visibility, β = -.21 (*SE* = .13), $t(184)$ = -1.91, p = .06. There was also no interaction of environmentalist identity and public vs. private condition on green product preference, β = -.00 (*SE* = .13), $t(184)$ = -0.03, p = .98 (Figure 1).

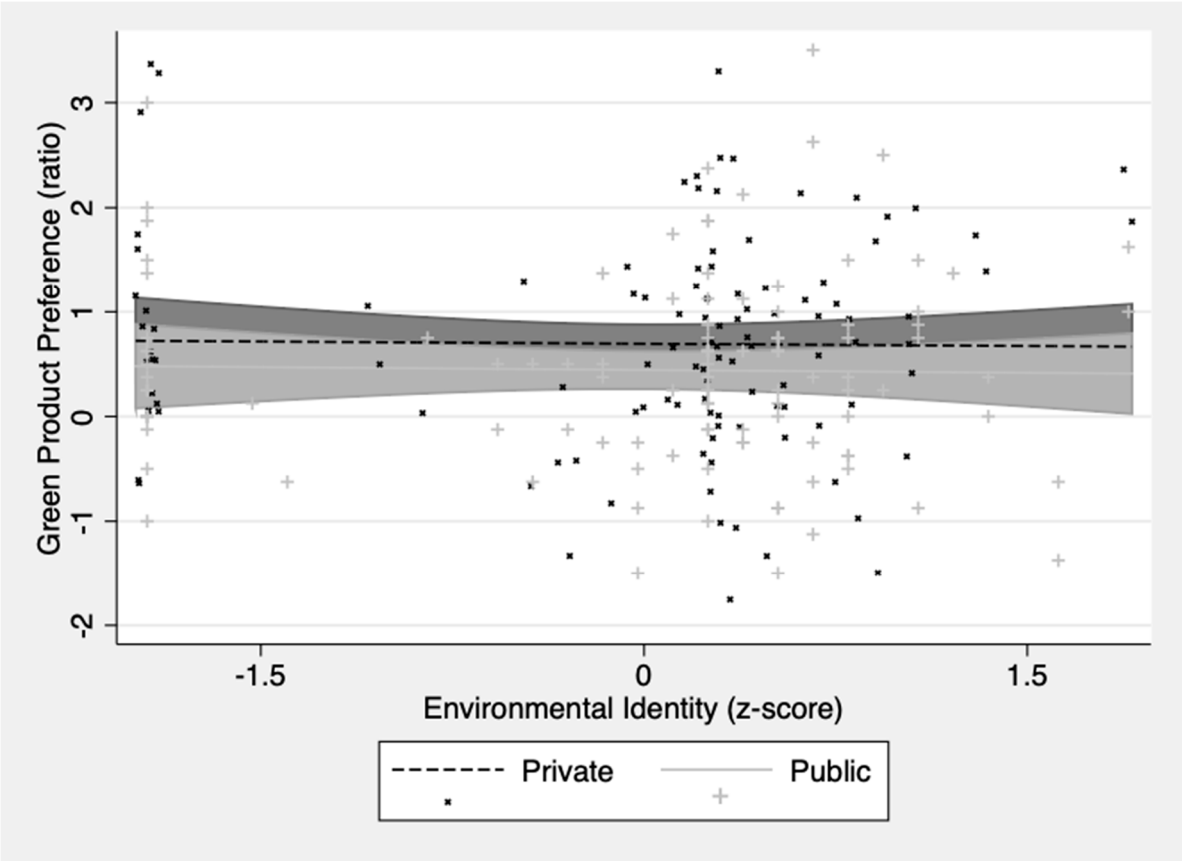

Figure S4. No interaction was found between environmentalist identity and "green" product preference as a function of social visibility; trend lines shown with continuous 95% confidence intervals (Study 1).

Study 2: This test was underpowered. In a regression without covariates, there was no main effect of identity, β = .14 (*SE* = .99), $t(155)$ = .14, p = .89, nor of visibility, β = -.47 (*SE* = .62), $t(155)$ = -0.76, p = .45. There was also no interaction of identity and public vs. private condition on raw donation amount, β = .04 (*SE* = .63), $t(155)$ = 0.05, p = .94 (Figure 3).

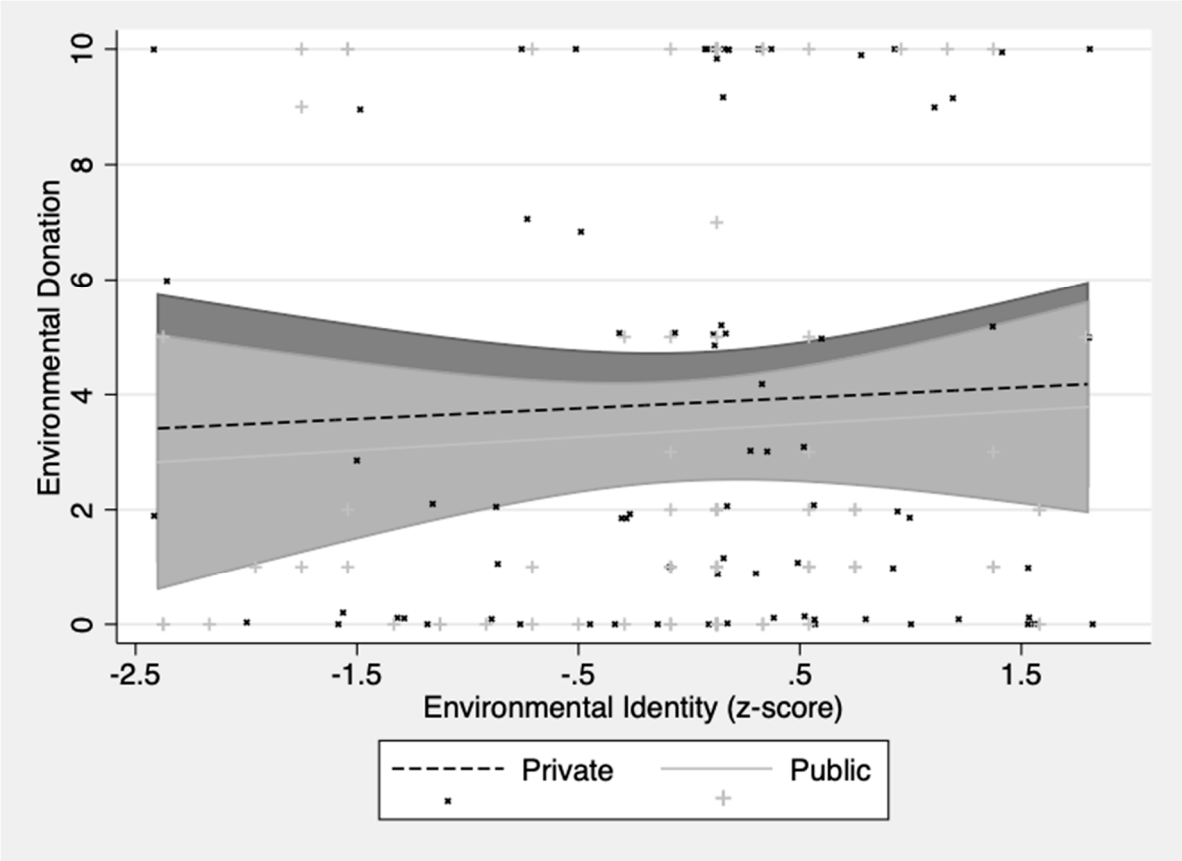

Figure S5. No interaction was found between environmentalist identity and "green" product preference as a function of social visibility; trend lines shown with continuous 95% confidence intervals (Study 2).

Study 3: The interaction test was underpowered. There was no interaction of identity and public vs. private condition on preference for the Green Plan, β = -.26 (*SE* = .21), $t(289)$ = -1.26, p = .21 (Figure 4).

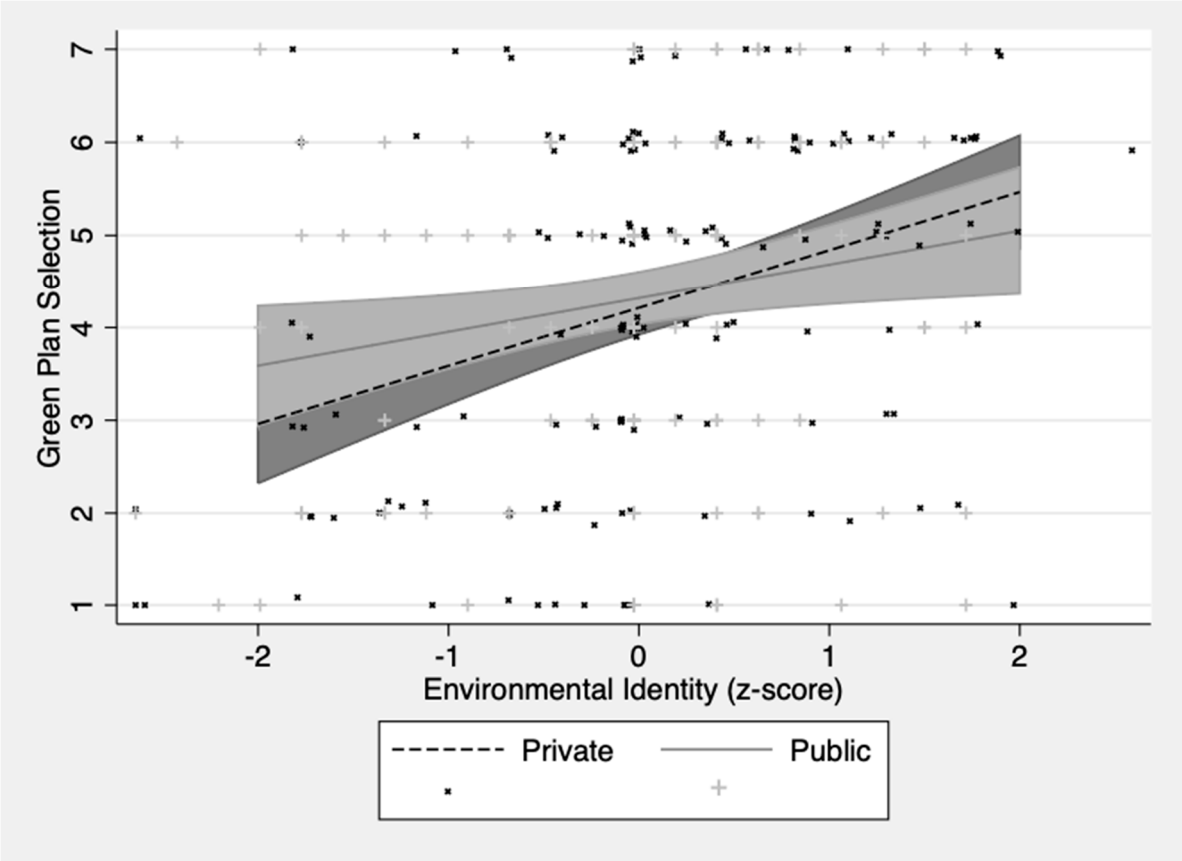

Figure S6. Although identity predicted preference for the Green Plan, there was no interaction between identity and social visibility; trend lines shown with continuous 95% confidence intervals (Study 3).