

**Stimulus Material File**

## Table of Contents

---

<i>Study</i>	<i>Page Numbers</i>
1a-b	S2-S3
2	S4-S5
3	S6-S7
4	S8-S9
5	S10

---

**STUDIES 1A AND 1B****Pen Gift Manipulation – Study 1a**

Imagine that you received two pens as a gift from two different people.

Person A gives you a state of the art pen which is considered very fancy. It has a nice hand feel and highly rated aesthetics and is perfect for formal business functions. However, it is not as portable or practical due to its weightiness.

Person B gives you a very practical pen that has a long ink life and is retractable so that it is easily portable. The aesthetics are medium rated and it is suitable for all practical occasions.

Both pens cost the same amount. Assume that you have known both gift-givers for the same amount of time, and you like both gift-givers to the same extent.

--- page break ---

Please take a moment to imagine receiving these gifts:

Now imagine the gifts and describe what it might be like to have them in the space below. Remember, the pen from Person A is a state of the art pen which is fancy but not very portable because of its weightiness. The pen from Person B is a very practical pen that is easily portable but the aesthetics are medium. Write what the gifts look like, what they can be used for, and anything else that comes to mind in the space provided below. After a few seconds the continue button will appear on the bottom right and you will be able to advance.

**Restaurant Gift Certificate Manipulation – Study 1b**

Imagine that you received two gift certificates from two different people.

Person A gives you a gift certificate to an upscale Italian restaurant (30/30 rating in Zagat's restaurant guide) that is about a 1 hour drive away.

Person B gives you a gift certificate to an ordinary Italian restaurant (20/30 rating in Zagat's restaurant guide) that is about a 5 minute drive away.

Both gift certificates have the same monetary value.

Assume that you have known both gift-givers for the same amount of time, that they both know you to the same extent and that you like them both to the same extent. Also assume that they both live the same distance away from you.

--- page break ---

Please take a moment to imagine receiving these gifts.

Now imagine the gifts and describe what it might be like to have them in the space below. Remember, the gift certificate from Person A is to an upscale Italian restaurant (30/30 rating in Zagat's restaurant guide) that is about a 1 hour drive away. The gift certificate from Person B is to an ordinary Italian restaurant (20/30 rating in Zagat's restaurant guide) that is about a 5 minute drive away. Write what the gifts would be like, what they can be used for, and anything else that comes to mind in the space provided below. After a few seconds the continue button will appear on the bottom right and you will be able to advance.

(The order of presentation for the high feasibility and desirability gifts was randomized. In other words, in another condition, Person A gave the feasible gift and Person B gave the desirable gift.)

### **Similarity Dependent Variable**

Please answer the questions below. Assume that you have known both gift-givers for the same amount of time and like them both to the same extent.

Who would you say is more similar to yourself, in general?

Who would you say is more similar to yourself, in terms of background?

Who would you say is more similar to yourself, in terms of attitudes?

Who would you say is more similar to yourself, in terms of personal dispositions (personality)?

### **Closeness and Connectedness Dependent Variables**

Who would you say you feel closer to?

Who would you say you feel more connected to?

(1 = Person A, 7 = Person B or 1 = Person B, 7 = Person A)

### **Liking Measure**

How much do you like the gift certificate to the restaurant that has a high Zagat rating but is one hour away?

How much do you like the gift certificate to the restaurant that is five minutes away but has a medium Zagat rating?

(1 = very little, 7 = very much)

**STUDY 2****Pen Gift Manipulation**

In this study, we are interested in gift giving and receiving among friends. Either you or your friend will be able to choose a pen to give as a gift to the other person. The experimenter has randomly assigned for you to choose a pen for your friend or your friend to choose a pen for you.

**Please see below for your assignment:**

You will choose a pen as a gift for your friend.

Your friend will choose a pen as a gift for you.

**There are two types of pens available, which cost the same:**

**Pen A:** A very practical pen that has long ink life and is retractable so that it is easily portable. The aesthetics are medium rated and it is suitable for all practical occasions.

**Pen B:** A state of the art pen which is considered very fancy. It has a nice hand feel and highly rated aesthetics and is perfect for formal business functions. However, it is not as portable or practical due to its weightiness.

--- page break ---

**Which pen did your friend give you as a gift? (Circle your response)**

**Pen A** - A very practical pen that has long ink life and is retractable so that it is easily portable. The aesthetics are medium rated and it is suitable for all practical occasions.

**Pen B** - A state of the art pen which is considered very fancy. It has a nice hand feel and highly rated aesthetics and is perfect for formal business functions. However, it is not as portable or practical due to its weightiness.

*Note: Pen A and Pen B cost the same*

**Before turning the page!**

*Please take a minute to re-read the descriptions of the two pens above.*

*Think about the pen that you got as a gift from your friend and the pen that you did not get as a gift from your friend.*

**Spatial Distance Dependent Variables**

In terms of physical distance, how close or far do you feel from your friend right now? (1 = very close, 7 = very far)

Please estimate how far away in physical distance this friend is from you right now. Please estimate the distance in number of feet. (It is possible that you will feel that you do not have enough information to adequately respond to this question. If this occurs, do not worry. There are no right or wrong responses to the questions; we are just interested in your intuitive judgments.)

**Similarity Dependent Variable**

How similar would you say this friend is to yourself, in general?

How similar would you say this friend is to yourself, in terms of background?

How similar would you say this friend is to yourself, in terms of attitudes?

How similar would you say this friend is to yourself, in terms of personal dispositions (personality)?

(1 = not at all, 7 = very much)

### STUDY 3

#### **Pen Gift Manipulation**

Imagine you received the following gift from someone for your birthday:

#### **Desirable Condition**

A state of the art pen which is considered very fancy. It has a nice hand feel and highly rated aesthetics and is perfect for formal business functions. However, it is not as portable or practical due to its weightiness.

The cost of the pen is \$6.85.

#### **Feasible Condition**

A very practical pen that has long ink life and is retractable so that it is easily portable. The aesthetics are medium rated and it is suitable for all practical occasions.

The cost of the pen is \$6.85.

#### **Elaboration (in both conditions)**

Please take a moment to imagine receiving this gift: Write whatever thoughts come to mind about this gift in the space provided below. For instance, you can write what this gift looks like, what it can be used for, or anything else that comes to mind in the space provided below. After a few seconds the continue button will appear on the bottom right and you will be able to advance.

#### **Spatial Distance Dependent Variable**

Now we would like you to think about the person who gave you this gift. Please think about how far away in physical distance this person is from you. For example, you may have a sense of the gift-giver being very far away or being very close in physical distance. Please estimate the distance in number of miles. It is possible that you will feel that you do not have enough information to adequately respond to this question. If this occurs, do not worry. There are no right or wrong responses to the questions; we are just interested in your intuitive judgments.

#### **Liking Measure**

How much do you like this gift? (1 = very little, 7 = very much)

#### **Giver's Focus Mediator Variable**

A gift can be described in various ways and one such way is in terms of its desirability and/or its feasibility. Desirability refers to the overall quality of the gift. Feasibility refers to the ease of using the gift. Think about the gift that you received: A state of the art pen which is considered very fancy. It has a nice hand feel and highly rated aesthetics and is perfect for formal business

functions. However, it is not as portable or practical due to its weightiness. *[or the feasible pen scenario, depending on condition]*

To what extent do you think the gift-giver focused on the desirability or feasibility of the pen? (1 = very much focused on “feasibility”, 7 = very much focused on “desirability”)

### **Recipients’ Natural Preference and Perceived Cost**

Imagine you were on the market for a new pen for your own birthday:

A state of the art pen which is considered very fancy. It has a nice hand feel and highly rated aesthetics and is perfect for formal business functions. However, it is not as portable or practical due to its weightiness. The cost of the pen is \$6.85. *[or the feasible pen scenario, depending on condition]*

How likely is it that you would choose this pen for yourself? (1 = not at all likely, 7 = highly likely)

How expensive does this pen seem to you? (1 = not at all, 7 = very much)

## STUDY 4

### **Mini-Tablet Gift Manipulation**

Imagine you received the following gift from someone for a special occasion:

#### **Desirable Condition**

A state of the art mini tablet with highly-rated design and capabilities (e.g., excellent graphics). However, it is not very portable or practical due to its weightiness.

The mini-tablet costs about \$60-\$70.

Please take a moment to imagine receiving this gift: Remember, you received a state of the art mini-tablet with highly-rated design and capabilities (e.g., excellent graphics). However, it is not very portable or practical due to its weightiness. The mini-tablet costs about \$60-\$70. Write whatever thoughts come to mind about this gift in the space provided below. For instance, you can write what this gift looks like, what it can be used for, or anything else that comes to mind in the space provided below. After 20 seconds the continue button will appear on the bottom right and you will be able to advance.

#### **Feasible Condition**

A very practical mini-tablet that is light so that it is easily portable. However, its capabilities are medium-rated (e.g., moderate graphics) and so is its design.

The mini-tablet costs about \$60-\$70.

Please take a moment to imagine receiving this gift: Remember, you received a very practical mini-tablet that is light so that it is easily portable. However, its capabilities are medium-rated (e.g., moderate graphics) and so is its design. The mini-tablet costs about \$60-\$70. Write whatever thoughts come to mind about this gift in the space provided below. For instance, you can write what this gift looks like, what it can be used for, or anything else that comes to mind in the space provided below. After 20 seconds the continue button will appear on the bottom right and you will be able to advance.

### **Spatial Distance Dependent Variable**

Now we would like you to think about the person who gave you this gift. Please think about how far away in physical distance this person is from you. For example, you may have a sense of the gift-giver being very far away or being very close in physical distance. Please estimate the distance in number of miles. It is possible that you will feel that you do not have enough information to adequately respond to this question. If this occurs, do not worry. There are no right or wrong responses to the questions; we are just interested in your intuitive judgments.

**Liking Measure**

How much do you like this gift? (1 = very little, 7 = very much)

**Preference Match and Perceived Cost**

How much does the gift-giver's choice of gift match what you might get for yourself? (1 = poor match, 7 = excellent match)

How expensive does the mini-tablet seem to you? (1 = not at all, 7 = very much)

**STUDY 5****Restaurant Gift Certificate Manipulation**

Imagine you received the following gift from someone for your birthday:

**Desirability Focus**

A gift certificate to an upscale Italian restaurant (30/30 rating in Zagat's restaurant guide) that is about a 5 minute drive away. There are many factors that one considers when choosing a gift for someone. When choosing this gift for you, the gift-giver was mostly focused on value and quality of the gift, and what you would get out of it. They were not as focused on the logistics of how you would use it.

Please take a moment to think about what it means for someone to be mostly focused on the value and quality of the gift they are giving you and not as focused on the logistics of how you will use the gift.

**Feasibility Focus**

A gift certificate to an upscale Italian restaurant (30/30 rating in Zagat's restaurant guide) that is about a 5 minute drive away. There are many factors that one considers when choosing a gift for someone. When choosing this gift for you, the gift-giver was mostly focused on the logistics of how you would use the gift. They were not as focused on the value or quality of the gift.

Please take a moment to think about what it means for someone to be mostly focused on the logistics of how you will use the gift and not as focused on the value or quality of the gift.

Write your thoughts in the space provided below. After a few seconds the continue button will appear on the bottom right and you will be able to advance.

**Spatial Distance Dependent Variable (same as Study 3)**

Now we would like you to think about the person who gave you this gift. Please think about how far away in physical distance this person is from you. For example, you may have a sense of the gift-giver being very far away or being very close in physical distance. Please estimate the distance in number of miles. It is possible that you will feel that you do not have enough information to adequately respond to this question. If this occurs, do not worry. There are no right or wrong responses to the questions; we are just interested in your intuitive judgments.