

Life Sciences Reporting Summary

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For further information on the points included in this form, see [Reporting Life Sciences Research](#). For further information on Nature Research policies, including our [data availability policy](#), see [Authors & Referees](#) and the [Editorial Policy Checklist](#).

► Experimental design

1. Sample size

Describe how sample size was determined.

We set out to collect a large sample (≈ 200 per cell) across all our studies to ensure we could detect smaller effects, while ensuring we minimized the probability of Type-1 error. For Study 1, given the very subtle manipulation, we set out to collect larger sample than the other 5 studies.

2. Data exclusions

Describe any data exclusions.

Across all studies, all participants who completed the survey were included in our analyses. Thus, none of the participants were excluded from our analyses. Participants who had participated in one of the previous studies were excluded from participating again in other studies.

3. Replication

Describe whether the experimental findings were reliably reproduced.

All attempts of replication were successful, and reported within the manuscript.

4. Randomization

Describe how samples/organisms/participants were allocated into experimental groups.

Participants were randomly assigned across the experimental/treatment groups and any control groups through Qualtrics, an online data collection software that enables researchers to collect data from participants.

5. Blinding

Describe whether the investigators were blinded to group allocation during data collection and/or analysis.

Investigators were blind to group allocation, as this was done automatically by the Qualtrics software, as described above.

Note: all studies involving animals and/or human research participants must disclose whether blinding and randomization were used.

6. Statistical parameters

For all figures and tables that use statistical methods, confirm that the following items are present in relevant figure legends (or in the Methods section if additional space is needed).

n/a Confirmed

- ☐ ☒ The exact sample size (n) for each experimental group/condition, given as a discrete number and unit of measurement (animals, litters, cultures, etc.)
- ☐ ☒ A description of how samples were collected, noting whether measurements were taken from distinct samples or whether the same sample was measured repeatedly
- ☒ ☐ A statement indicating how many times each experiment was replicated
- ☐ ☒ The statistical test(s) used and whether they are one- or two-sided (note: only common tests should be described solely by name; more complex techniques should be described in the Methods section)
- ☐ ☒ A description of any assumptions or corrections, such as an adjustment for multiple comparisons
- ☐ ☒ The test results (e.g. P values) given as exact values whenever possible and with confidence intervals noted
- ☐ ☒ A clear description of statistics including central tendency (e.g. median, mean) and variation (e.g. standard deviation, interquartile range)
- ☐ ☒ Clearly defined error bars

See the web collection on [statistics for biologists](#) for further resources and guidance.

► Software

Policy information about [availability of computer code](#)

7. Software

Describe the software used to analyze the data in this study.

All analyses were performed using the statistical software Stata (v. 14).

For manuscripts utilizing custom algorithms or software that are central to the paper but not yet described in the published literature, software must be made available to editors and reviewers upon request. We strongly encourage code deposition in a community repository (e.g. GitHub). *Nature Methods* [guidance for providing algorithms and software for publication](#) provides further information on this topic.

► Materials and reagents

Policy information about [availability of materials](#)

8. Materials availability

Indicate whether there are restrictions on availability of unique materials or if these materials are only available for distribution by a for-profit company.

All stimulus materials, study protocols and data are available on Open Science Framework. Direct link to these can be found at: <https://osf.io/yw47v/>

9. Antibodies

Describe the antibodies used and how they were validated for use in the system under study (i.e. assay and species).

N/A

10. Eukaryotic cell lines

a. State the source of each eukaryotic cell line used.

N/A

b. Describe the method of cell line authentication used.

N/A

c. Report whether the cell lines were tested for mycoplasma contamination.

N/A

d. If any of the cell lines used are listed in the database of commonly misidentified cell lines maintained by [ICLAC](#), provide a scientific rationale for their use.

N/A

► Animals and human research participants

Policy information about [studies involving animals](#); when reporting animal research, follow the [ARRIVE guidelines](#)

11. Description of research animals

Provide details on animals and/or animal-derived materials used in the study.

N/A

12. Description of human research participants

Describe the covariate-relevant population characteristics of the human research participants.

All participants were sampled via Amazon Mechanical Turk (AMT), ensuring they resided in the US - a relevant target for DTC advertisements.