

The Expression and Transfer of Valence Associated with Social Conformity

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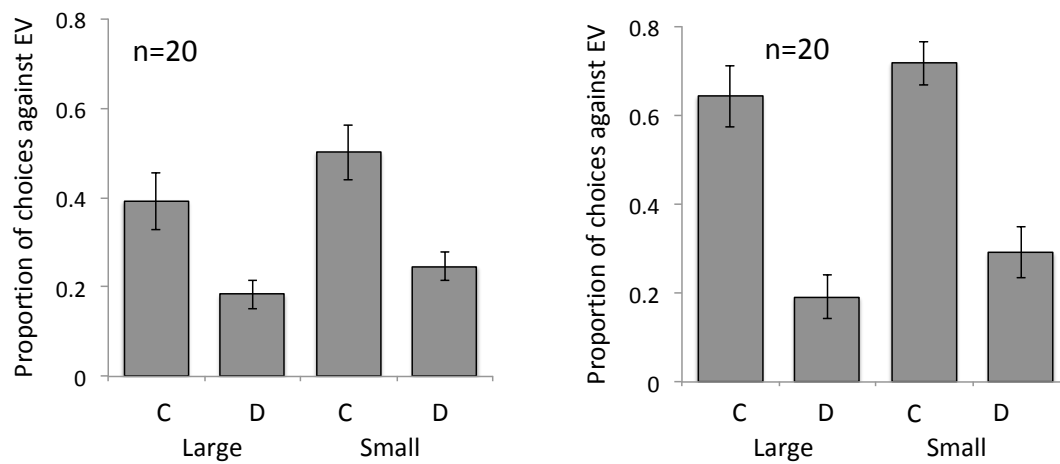
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Supplementary Figure 1. Behavioral results from two exploratory studies corresponding to Experiment 1 (left) and Experiment 2 (right) respectively. Bars show mean proportions of two-alternative forced choices favoring the slot option with the lesser expected monetary value (left), or that endorsed by a target gambler with a lesser cumulative monetary gain (right), in each of four conditions, defined by the magnitude of the difference in monetary value (Small or Large) and by whether an option is associated with conformity (C) or dissent (D). See main text for details. Error bars=SEM.