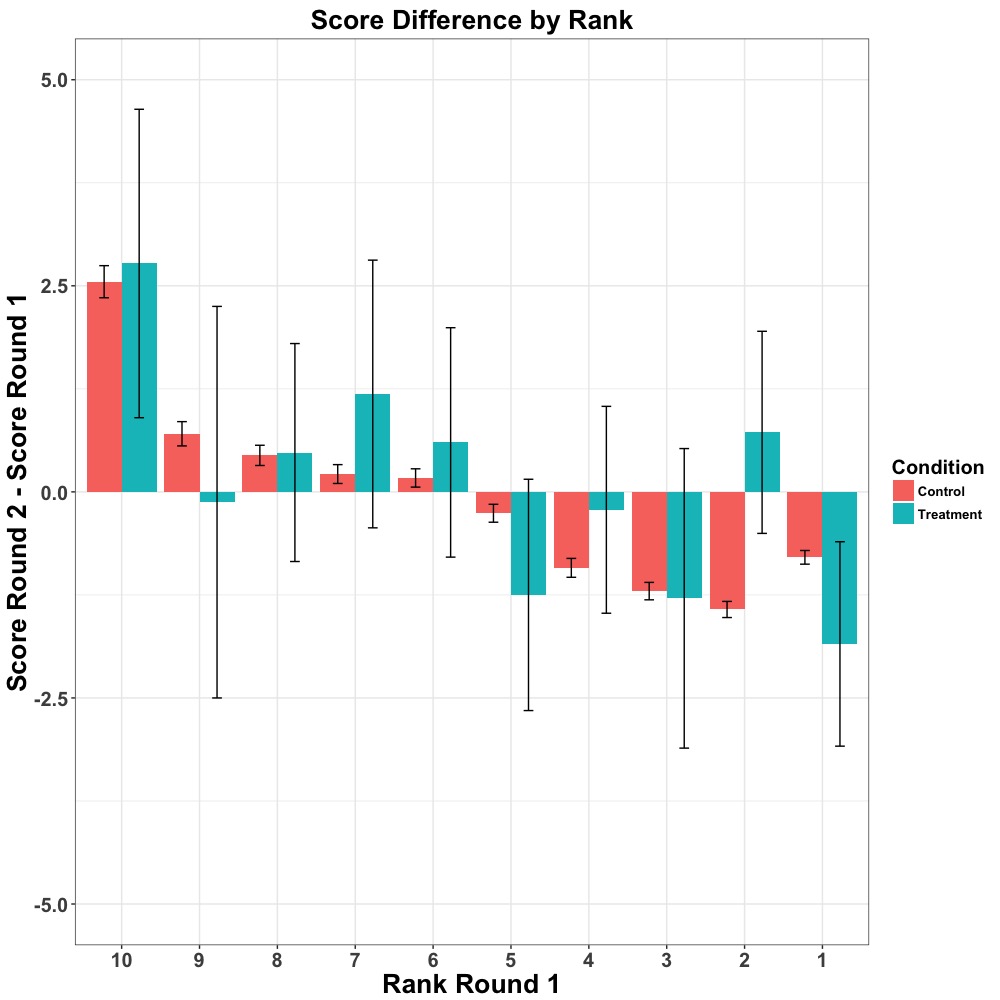
**Figure A1**

Analogous to Figure 1 of main paper, for Study 1b (n = 1960).

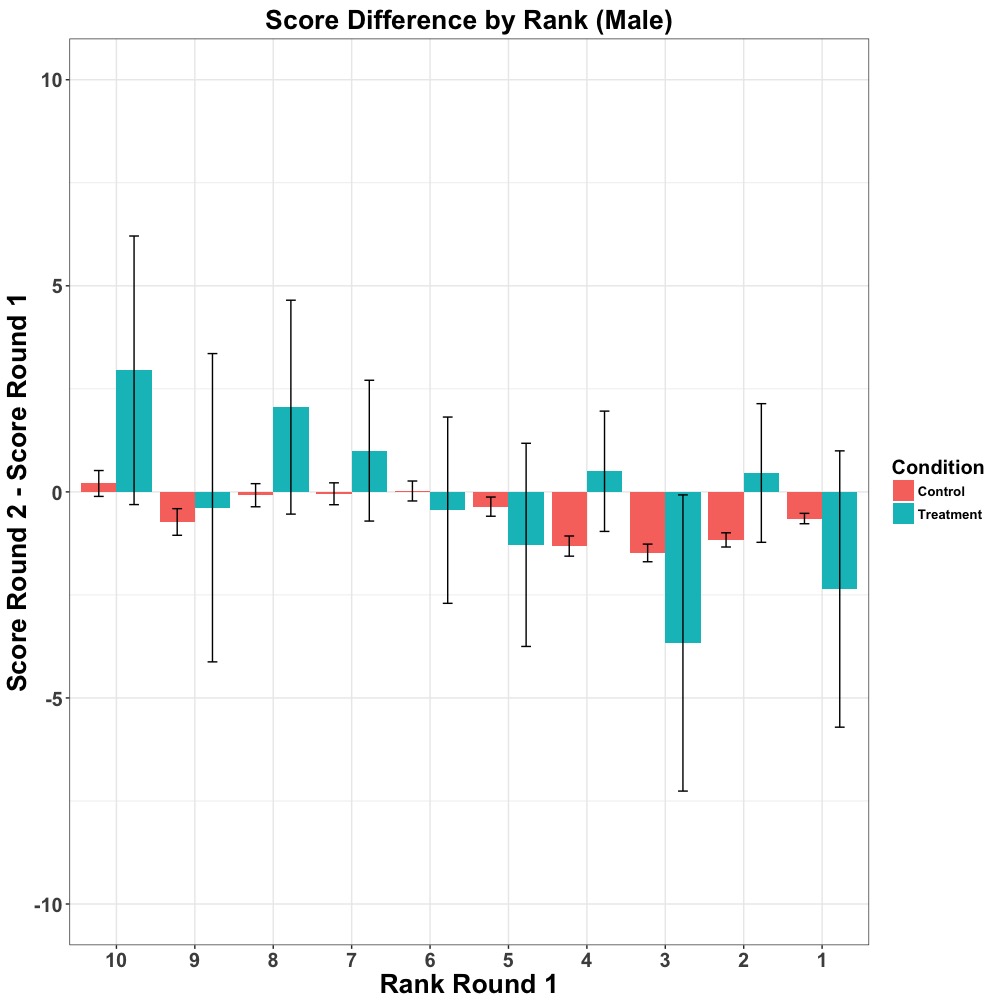
**Figure A2**

Analogous to Figure 1 of main paper, for Study 1c (n = 423).



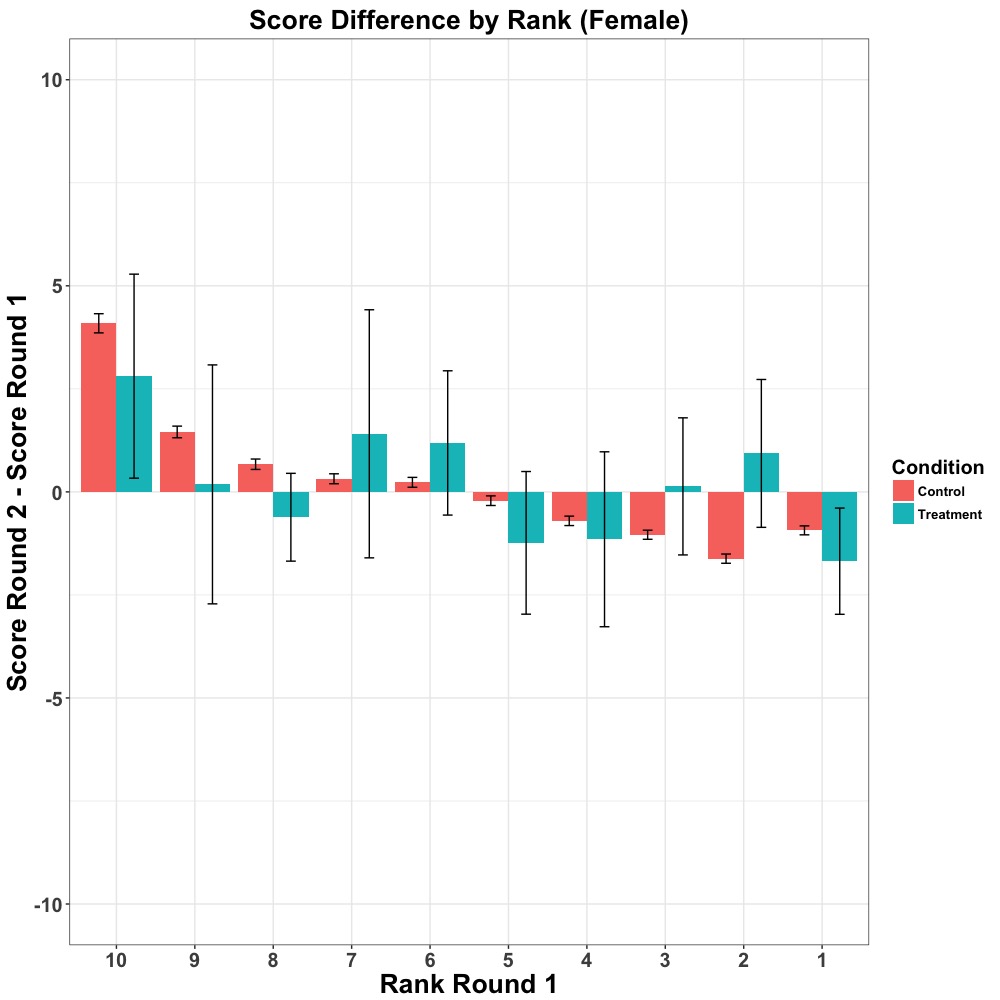
**Figure A3**

Change in puzzle score from round 1 to round 2, by rank (Study 2).



**Figure A4**

Change in male puzzle score from round 1 to round 2, by rank (Study 2).



**Figure A5**

Change in female puzzle score from round 1 to round 2, by rank (Study 2).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Study label** | **Utility Second> Utility Second-to-Last** | **Convex at Second** | **Concave at Second-to-Last** | **Drop from First >**  **Drop to Last** |
| 1b | **87%** | **79%** | **72%** | **68%** |
| 1c | **91%** | **79%** | **68%** | **70%** |

**Table A1**

Analogous to Table 2 of main paper, for studies 1b and 1c.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Study label** | **Utility Second> Utility Second-to-Last** | **Convex at Second** | **Concave at Second-to-Last** | **Drop from First >**  **Drop to Last** |
| 1a (males) | **84%** | **81%** | **64%** | **73%** |

**Table A2**

Analogous to Table 2 of main paper, for Study 1a, male subjects (n = 494).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Study label** | **Utility Second> Utility Second-to-Last** | **Convex at Second** | **Concave at Second-to-Last** | **Drop from First >**  **Drop to Last** |
| 1a (females) | **87%** | **80%** | **72%** | **64%** |

**Table A3**

Analogous to Table 2 of main paper, for studies 1a, female subjects (n = 498).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Estimate | Std Error | t | Pr(>|t|) |
| Intercept | -44.23 | 0.55 | -79.82 | < .001 |
| Condition | 18.60 | 6.37 | 2.92 | < .01 |
| RankR1 | 12.78 | 0.14 | 89.79 | < .001 |
| Condition\*RankR1 | -2.93 | 1.65 | -1.77 | < .10 |

**Table A4**

Regression model for Study 2 (step competition), with round 2 - round 1 steps as the dependent variable and condition (treatment or control) and round 1 rank as the independent variables, along with their interaction term. The controls are from the bootstrapped samples.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Estimate | Std Error | t | Pr(>|t|) |
| Intercept | -93.30 | 1.71 | -54.63 | < .001 |
| Condition | 70.07 | 20.33 | 3.45 | < .001 |
| RankR1 | 21.30 | .44 | 48.63 | < .001 |
| Gender | 33.49 | 1.08 | 30.95 | < .001 |
| Condition\*Gender | -35.12 | 12.50 | -2.81 | < .01 |
| RankR1\*Gender | -5.88 | .28 | -21.17 | < .001 |
| Condition\*RankR1 | -16.62 | 5.36 | -3.10 | < .01 |
| Condition\*RankR1\*Gender | 9.05 | 3.26 | 2.77 | < .01 |

**Table A5**

Regression model for Study 2 (step competition), with gender included as a predictor, along with all 2- and 3-way interactions.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Treatment or Control** | **Sample size** | **% male** | **Avg age** | **Avg male comp** | **Avg female comp** |
| Treatment | 248 | 41% | 21.2 | 5.4 | 4.9 |
| Control | 180 | 36% | 22.0 | 5.1 | 4.8 |

**Table A6**

Summary of subjects from Study 2, puzzle competition

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Rank | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Overall | 0.109 | 0.002 | 0.926 | 0.285 | 0.180 | 0.551 | 0.254 | 0.960 | 0.501 | 0.820 |
| Male | 0.356 | 0.086 | 0.268 | 0.032 | 0.490 | 0.698 | 0.258 | 0.146 | 0.860 | 0.134 |
| Female | 0.270 | 0.015 | 0.189 | 0.690 | 0.263 | 0.303 | 0.494 | 0.036 | 0.410 | 0.332 |

**Table A7**

p-values for t-tests of difference in mean score differences (from round 1 to round 2) at each rank, overall and by gender, for the puzzle competition of Study 2