

Online Appendix

A Question Wording

This section presents the survey protocol used in the social pressure experiment. Questions are presented in the order that they appeared during the experiment. Questions used to generate social pressure are preceded by the question labels used in the text. Questions from the three periods of the experiment are followed by the debriefing language and questions.

Individual Pre Period

Q1. Do you favor special security checks at airports for Muslims?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Q2. Would you worry a lot, a moderate amount, a little, or not at all about having a Muslim as a neighbor?

- A lot
- A moderate amount
- A little
- Not at all

What is your gender?

- Male
- Female

Q3. Based on the events of September 11th, 2001, would you favor or oppose the U.S. government tightening immigration laws to restrict the number of immigrants from Arab or Muslim countries entering the United States?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Q4. Some people say that law enforcement should be able to stop or detain people of certain racial or ethnic backgrounds if these groups are thought to be more likely to commit crimes. Others think this should not be done because it harasses many innocent people just because of their race or ethnicity. What is your opinion—do you support or oppose the ability of law enforcement to stop or detain people on the basis of race or ethnicity?

- Strongly support
- Support
- Oppose
- Strongly oppose

Some people say that because of past and current discrimination, African Americans should be given preferences in hiring and promotion. Others think that giving preferences in hiring and promotion of African Americans is wrong because it discriminates against others. What is your opinion—do you favor or oppose preferential hiring and promotion of African Americans?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Do you approve or disapprove of the way that President Obama is handling the situation in Afghanistan?

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove

Q5. Would you be nervous if a Muslim man were on the same flight as you?

- Yes
- No

Q6. Would you mind living in a neighborhood where half of your neighbors are Muslim?

- Yes
- No

Q7. Would you mind if your children were to attend a predominantly Muslim school?

- Yes
- No

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Critical, Quarrelsome

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Do you favor or oppose the idea that homosexuals should be allowed to serve openly in the United States military?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Should someone who says that terrorist attacks against America are the fault of how America behaves in the world be allowed to teach in a public school?

- Yes
- No

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Extraverted, Enthusiastic

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Open to new experiences, Complex

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Suppose that a group of Muslims wanted to build a mosque in your local community. Which of the following best describes your personal views about their right to do so?

- I would support their right to build the mosque and I would personally like to see it built.
- I would support their right to build the mosque even though I would personally not like to see it built.
- I would oppose their right to build the mosque if a majority of people in my community would personally not like to see it built.
- I would oppose their right to build the mosque under any circumstances.

Do you think that most, many, only some, or very few Muslims living in the United States today support the use of violence by Muslims against non-Muslims?

- Most
- Many
- Only some
- Very few

In what year of schooling are you?

- Undergraduate, first year
- Undergraduate, second year
- Undergraduate, third year
- Undergraduate, fourth year
- Undergraduate, fifth year or higher
- Graduate or professional

An ongoing debate in American politics is whether more government or less government activity is better for stimulating economic growth. Considering the current economic situation, which of the following comes closest to your view?

- The government should do more to promote economic growth.
- The government is doing about the right amount in promoting economic growth.
- The government should do less and allow the private sector to handle economic growth.

What racial or ethnic group or groups best describe(s) you? Please check all that apply.

- White or Caucasian
- Black or African American
- Asian
- Native American
- Hispanic
- Other
- If Other, please specify [open textbox]

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Anxious, Easily upset

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Do you favor or oppose the ability of homosexual couples to adopt children?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Some people think America should promote equal opportunity for all, that is, allowing everyone to compete for jobs and wealth on a fair and even basis. Other people think America should promote equal outcomes, that is, insuring that everyone has a decent standard of living and that there are only small differences in wealth and income between the top and bottom in society. Which do you favor—promoting equal opportunity or promoting equal outcomes?

- Promoting equal opportunity
- Promoting equal outcomes

Some people say it's acceptable to torture people suspected of terrorism in cases where other methods have failed and the authorities believe the suspect has information that could prevent terrorist attacks and save lives. Other people say the use of torture is never acceptable because it's cruel, it may violate international law, it may not work, and it could be used unnecessarily or by mistake on innocent people. What's your view—do you think it's acceptable to torture people suspected of terrorism in some cases, or do you think the use of torture is never acceptable?

- Acceptable in most or almost all cases
- Acceptable in many cases
- Acceptable in only a few cases
- Never acceptable

Are you worried about being able to find a job when you leave school?

- Yes
- No

Are you an American citizen?

- Yes
- No

Q8. In general, do you think that Islam is more likely than other religions to encourage violence among its believers?

- Yes
- No

Do you personally know any Muslims?

- Yes
- No

Q9. Would you mind having a Muslim supervisor at work?

- Yes
- No

Do you approve or disapprove of the way that President Obama is handling the War on Terrorism?

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Dependable, Self-disciplined

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Do you have a religious affiliation? If so, please select the option or options that best describe(s) you. If not, please select "None."

- Buddhist
- Christian
- Hindu
- Jewish
- Muslim
- None
- Other
- If Other, please specify [open textbox]

Do you approve or disapprove of President Obama's decision to withdraw U.S. troops from Iraq?

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove

Q10. Do people have the right to keep Muslim organizations out of their neighborhoods?

- Yes
- No

Do you feel that people are best represented in politics by members of their racial or ethnic group, or doesn't it make much difference?

- Members of their own racial group
- It doesn't matter much

Q11. In light of the government's war on terrorism in response to the terrorist attacks on the World Trade Center and the Pentagon, some people think that the government should have more power to monitor the activities of Muslims legally living in the United States than it has to monitor other religious groups. Others say that monitoring Muslims more closely than others would violate the Muslims' right to free exercise of their religion. Which of these comes closest to your own opinion?

- Monitoring Muslims more closely is perfectly acceptable.
- Monitoring Muslims more closely violates their rights.

Should someone who says that terrorist attacks against America are the fault of how America behaves in the world be allowed to make a speech at a college?

- Yes
- No

Should someone who says that terrorist attacks against America are the fault of how America behaves in the world be allowed to work in government?

- Yes
- No

Do you approve or disapprove of the way that President Obama is handling the economy?

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove

The United States is commonly cited as having a high level of poverty compared to most other Western democracies. Considering the fundamental reasons for poverty, which of the following is the most important factor, in your opinion?

- Failure of the government to provide jobs
- Failure of private industry to provide jobs
- A lack of educational opportunities for the poor
- A lack of motivation on the part of the poor themselves

Do you favor or oppose laws that protect homosexuals against job discrimination?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Many things have been done or might be done to improve security and protect against terrorism in the United States. For the following, say if you strongly favor it, are willing to accept it if necessary, or think it goes too far.

Random ID checks on the streets and highways

- Strongly favor
- Willing to accept it if necessary
- Goes too far

Making it easier for intelligence and law enforcement agents to monitor people's private telephone conversations and email

- Strongly favor
- Willing to accept it if necessary
- Goes too far

Detaining people at airports solely because of their religion

- Strongly favor
- Willing to accept it if necessary
- Goes too far

Giving government the power to detain American citizens suspected of crimes indefinitely, without review by a judge

- Strongly favor
- Willing to accept it if necessary
- Goes too far

Using race, religion, or ethnicity as a factor in determining who is a suspected terrorist

- Strongly favor
- Willing to accept if necessary
- Goes too far

Giving government the power to detain illegal immigrants suspected of crimes indefinitely, without review by a judge

- Strongly favor
- Willing to accept if necessary
- Goes too far

Group Period

Are you worried about being able to find a job when you leave school?

- Yes
- No

Do you approve or disapprove of the way that President Obama is handling the War on Terrorism?

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove

Q5. Would you be nervous if a Muslim man were on the same flight as you?

- Yes
- No

Do you favor or oppose the idea that homosexuals should be allowed to serve openly in the United States military?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Do you approve or disapprove of President Obama's decision to withdraw U.S. troops from Iraq?

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove

Q6. Would you mind living in a neighborhood where half of your neighbors are Muslim?

- Yes
- No

Do you approve or disapprove of the way that President Obama is handling the situation in Afghanistan?

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove

Q1. Do you favor special security checks at airports for Muslims?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Do you approve or disapprove of the way that President Obama is handling the economy?

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove

Q2. Would you worry a lot, a moderate amount, a little, or not at all about having a Muslim as a neighbor?

- A lot
- A moderate amount
- A little
- Not at all

The United States is commonly cited as having a high level of poverty compared to most other Western democracies. Considering the fundamental reasons for poverty, which of the following is the most important factor, in your opinion?

- Failure of the government to provide jobs
- Failure of private industry to provide jobs
- A lack of educational opportunities for the poor
- A lack of motivation on the part of the poor themselves

Q3. Based on the events of September 11th, 2001, would you favor or oppose the U.S. government tightening immigration laws to restrict the number of immigrants from Arab or Muslim countries entering the United States?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Do you feel that people are best represented in politics by members of their own racial or ethnic group, or doesn't it make much difference?

- Members of their own racial or ethnic group
- It doesn't matter much

Do you favor or oppose the ability of homosexual couples to adopt children?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Q7. Would you mind if your children were to attend a predominantly Muslim school?

- Yes
- No

Q4. Some people say that law enforcement should be able to stop or detain people of certain racial or ethnic backgrounds if these groups are thought to be more likely to commit crimes. Others think that this should not be done because it harasses many innocent people just because of their race or ethnicity. What is your opinion—do you support or oppose the ability of law enforcement to stop or detain people on the basis of race or ethnicity?

- Strongly support
- Support
- Oppose
- Strongly oppose

Some people say that because of past and current discrimination, African Americans should be given preferences in hiring and promotion. Others think that preference[s sic] in hiring and promotion of African Americans is wrong because it discriminates against others. What is your opinion—do you favor or oppose preferential hiring and promotion of African Americans?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

An ongoing debate in American politics is whether more government or less government activity is better for stimulating economic growth. Considering the current economic situation, which of the following comes closest to your view?

- The government should do more to promote economic growth.
- The government is doing the right amount in promoting economic growth.
- The government should do less and allow the private sector to handle economic growth.

Q10. Do people have the right to keep Muslim organizations out of their neighborhoods?

- Yes
- No

Should someone who says that terrorist attacks against America are the fault of how America behaves in the world be allowed to teach in a public school?

- Yes
- No

Some people think that America should promote equal opportunity for all, that is, allowing everyone to compete for jobs and wealth on a fair and even basis. Other people think America should promote equal outcomes, that is, insuring that everyone has a decent standard of living and that there are only small differences in wealth and income between the top and bottom in society. Which do you favor—promoting equal opportunity or promoting equal outcomes?

- Promoting equal opportunity
- Promoting equal outcomes

Second Individual Round

Which of the following best describes the type of community where you MOSTLY grew up as a child?

- A large urban area
- A suburb near a large urban area
- A small farming community
- A small town, but not a farming community
- Other

Some people think its important to stand up for your own opinion even if it makes others around you uncomfortable. Which position comes closer to your view?

- Stand up for your own views even if it makes others uncomfortable
- Keep your views to yourself if they make others uncomfortable

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Conventional, Uncreative

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Here is a 7-point scale on which the political views that people hold are arranged from extremely liberal to extremely conservative. Where would you place yourself on this scale, or haven't you thought much about this?

- Extremely Liberal
- Liberal
- Moderate
- Conservative
- Extremely Conservative
- Havent thought much about it

Q5. Would you be nervous if a Muslim man were on the same flight as you?

- Yes
- No

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Calm, Emotionally stable

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Q1. Do you favor special security checks at airports for Muslims?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

- Republican
- Democrat
- Independent
- Something else
- No preference/Don't know

Q6. Would you mind living in a neighborhood where half of your neighbors are Muslim?

- Yes
- No

Q2. Would you worry a lot, a moderate amount, a little, or not at all about having a Muslim as a neighbor?

- A lot
- A moderate amount
- A little
- Not at all

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Disorganized, Careless

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Q10. Do people have the right to keep Muslim organizations out of their neighborhoods?

- Yes
- No

Are you a member of a fraternity or sorority?

- Yes
- No

Q7. Would you mind if your children were to attend a predominantly Muslim school?

- Yes
- No

Q3. Based on the events of September 11th, 2001, would you favor or oppose the U.S. government tightening immigration laws to restrict the number of immigrants from Arab or Muslim countries entering the United States?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Sympathetic, Warm

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Q4. Some people say that law enforcement should be able to stop or detain people of certain racial or ethnic backgrounds if these groups are thought to be more likely to commit crimes. Others think that this should not be done because it harasses many innocent people just because of their race or ethnicity. What is your opinion—do you support or oppose the ability of law enforcement to stop or detain people on the basis of race or ethnicity?

- Strongly support
- Support
- Oppose
- Strongly oppose

Are you married?

- Yes
- No

Should someone who says that terrorist attacks against America are the fault of how America behaves in the world be allowed to teach in a public school?

- Yes
- No

Here is a personality trait that may or may not apply to you. Please check a category next to the statement to indicate the extent to which you agree or disagree with the statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I see myself as Reserved, Quiet

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

Do you favor or oppose the idea that homosexuals should be allowed to serve openly in the United States military?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Do you think that most, many, only some, or very few Muslims living in the United States today are peaceable and do not condone violence?

- Most
- Many
- Only some
- Very few

Do you favor laws that prohibit discrimination against Muslims?

- Strongly favor
- Favor
- Oppose
- Strongly oppose

Debriefing

You have reached the end of the questionnaire. Thank you for your participation in the preceding experiment. Contrary to what you were told prior to the study today, there will not be a face-to-face group task today. The researchers would now like to make clear what the actual experimental procedure was.

The primary goal of the overall study is to compare people's responses in isolation to people's responses in settings in which they have some information about the general opinions of others, and in which they are under the impression that their responses will become public knowledge. The answers that you provided today will be used to make general comparisons between subjects who had no information about others' opinions and subjects who went through various conditions in which they were aware of the opinions of others, and in which they believed that their answers would become public knowledge.

However, we want to stress that the group condition was actually an artificial construction by the researchers. At no time during the experiment were you actually networked to any other individuals in the room, and no other participants in the experiment saw your responses to the questions. All responses by your fellow group members were preprogrammed by the researcher. Only the researchers will have any knowledge of the responses that you gave during this experiment.

To test our hypotheses, it was necessary to simulate the experience of having to provide responses publicly. The purpose of the photographs was to reinforce the idea that group members were others in the room. But it was also necessary to control the responses given by fellow group members. This was the reason for the deception.

Finally, the researchers request your assistance in keeping the details of the experiment confidential. This is ongoing research that depends on the subjects being unaware of the specifics of the experimental procedure prior to their participation. Prior knowledge of the experimental procedure by participants will COMPLETELY DESTROY the experiment. For these reasons, we ask that you please refrain from discussing the experimental procedure with others outside of the laboratory.

On the next pages, you will answer just a couple of questions about the experiment itself, and then you will be free to leave. When you are ready, press the "Next" button.

[Next Button]

You will now answer a couple of questions about the experiment itself. Your honest answers to these will help us improve the study in the future.

When you were answering the questions in the group round, were you under the impression that you were networked to other people participating in the experiment?

Yes

No

Some of the time

If not, or if only some of the time, please explain: [open textbox]

Did anyone outside of the laboratory give you details about the experiment prior to your coming in today? Please be honest. Your answer will NOT affect your extra credit. It will just be helpful for the researchers.

Yes

No

If so, please explain in your own words: [open textbox]

B Instructions to Participants

Two experimental conditions were administered via instructions given to the group of subjects prior to the beginning of the computer portion of the study. In one condition, subjects were told that they would meet in a face-to-face setting following the computer portion of the study (Condition 2), and in another they were told that they would not engage in any face-to-face tasks (Condition 1). The following is the instruction script read to subjects. Language present in both sets of instructions appears in regular text, language present only in Condition 1 appears in italics, and language present only in Condition 2 appears in boldface.

Welcome.

Today you are going to be participants in a broader research study on individual and group decision making. What you do today will be used to compare across a variety of situations in which individuals make decisions in individual settings, in group settings over a computer network, and in face-to-face group settings.

Today, you will not be involved in any face-to-face tasks. That is, you will engage in some tasks as individuals, and then some more tasks in groups over the computer network, and then you'll be finished. **Today, you will do some of all three of these. That is, you will engage in some tasks as individuals, some more tasks in groups over the computer network, and then some more tasks in face-to-face groups.**

The study today will take place on these computer terminals. **The first part of the study today will take place on these computer terminals.** You will first go through some questions as an individual. Then following the individual questioning, you will be assigned to a group of other people participating in the study today, and go through some similar questions as a group. The software will assign people to groups based on when people finish the individual portion, so you may have to wait a few minutes as people finish the first part. Then after the group portion finishes, you'll go through a second short round of questioning as an individual. *Then the software will instruct you that you are finished and that you can come out into the common area.* **Then you will be finished with the computer portion of the study, and the software will instruct you to come out in the common area and meet your computer-networked group face to face. At**

that point you will go through another very brief set of tasks as a group. And then you'll be finished. In total, this generally takes people about 40-50 minutes to go through.

Does anyone have any questions? [Q&A]

So to reiterate, you're going to sit at a computer terminal, then go through a set of individual tasks, a set of computer-networked group tasks, then another set of individual tasks. *Then the software will instruct you that you are finished.* **Then you'll come out of the computer terminal and meet the same group face to face, and go through a brief set of tasks together.**

So go ahead and choose a computer terminal. You will find instructions already on the screen. Just read everything very carefully, and the software should lead you through the whole process on the computer and let you know when to come out. Go ahead and begin and just read everything very carefully. And I am going to come around and shut your doors.

C Screenshots from Experimental Protocol

This section presents a description of the experimental protocol along with screenshots encountered by the experimental subjects. The experiment proceeded as follows.

Experimental subjects gathered in a waiting room adjoined to the set of private computer terminals used for experiment. Prior to taking a seat at a terminal to begin the study, subjects were led into one of the terminals, one at a time, to upload headshots of themselves. Suppose a subject uploaded the following headshot of herself:



Following the picture upload process, all subjects took seats at individual computer terminals, where the first screen of the experimental protocol asked them to select their email addresses in order to confirm their identities. The subjects then read instructions and went through the questionnaire in the *Individual Pre Period*.

After finishing the *Individual Pre Period*, subjects reached the following waiting screen that informed them that they were being assigned to a group:

Group Round

Please wait while you are assigned to a group with other participants. Because all participants may not be finished with the first round of questions, this may take a few minutes.

When your group is ready, a button will appear below this message.

Please be patient while your group is formed...



The image on the bottom of the screen was intended to complete the ruse that subjects were actually waiting for other group participants to finish the *Individual Pre Period*. In reality, however, the time that subjects stayed at the wait screen was randomly selected to be between 45 and 90 seconds.

After the wait time, a button appeared telling subjects that their groups had formed and that they could now move on to the *Group Period*. After clicking the button, the subject would be taken to a screen like this:

Group Round

Here is your assigned group. In the questions that follow, you and your fellow group members will answer one at a time in a randomly assigned order. The assigned order will be shown by displaying group members' photos from left to right.

When you are ready to proceed to the group questions, press the "Next" button.



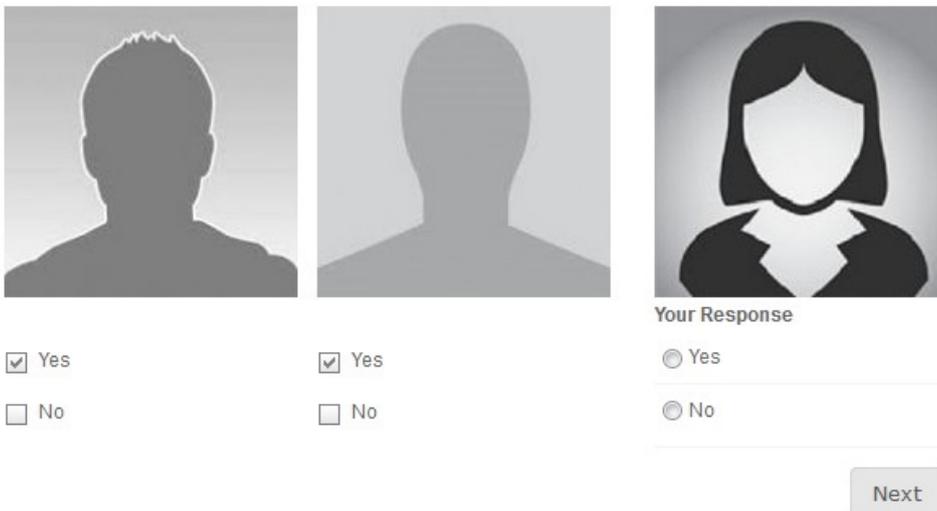
The two images to the left of the subject would be the actual headshots of two randomly selected participants in the study during that particular session. Because subjects all gathered in the same waiting room together prior to the start of the experiment and during the picture upload process, presumably these faces would be familiar to the subject. In this way, participants in the

room with the subject at the same time acted as confederates.

Subjects would then go through a round of questioning in which all members of a group could supposedly witness the responses of all other group members. The ordering of the pictures for each question was preprogrammed, but should have been seemingly random to subjects. Members of a group would be called upon to answer the questions in order from left to right, with the time between confederate responses controlled by several-second delays.

After having responded to several distraction questions in the first and middle position, the subject would then come to one of the questions of interest for examining social pressure, and find themselves seemingly randomly placed in the last position in the group. Then the confederate fellow group members would each answer in the opposite direction of the subject's response in the *Individual Pre Period*. For instance, say that subject responded to the question asking whether she would be nervous if a Muslim man were on the same flight as her by saying "No." In the *Group Period*, she would eventually find herself at the following screen:

Would you be nervous if a Muslim man were on the same flight as you?



The screenshot displays a survey interface with three avatars at the top. The first two are grey silhouettes of men, and the third is a woman with dark hair. Below the avatars are three sets of response options. The first two sets have checkboxes for 'Yes' and 'No', with 'Yes' selected. The third set has radio buttons for 'Yes' and 'No', with 'Yes' selected. A 'Next' button is located at the bottom right.

<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="radio"/> Yes
<input type="checkbox"/> No	<input type="checkbox"/> No	<input type="radio"/> No

Next

Then, following the *Group Period*, subjects were asked to go through the *Individual Post Period*, followed by a debriefing and several questions about whether the deception had been convincing. Further information about the software is available from the author upon request.

D Summary Statistics and Logistic Regressions

Table OI.D.1 presents summary statistics for the covariates used as controls in the models appearing in Tables 3 and 4.

Table OI.D.1: Summary Statistics for Control Variables Used in Logistic Regression Models

	Mean	S.D.	Min.	Med.	Max.	<i>N</i>
White	0.69	0.46	0	1	1	150
Female	0.51	0.50	0	1	1	150
Christian	0.55	0.50	0	1	1	150
Republican	0.27	0.45	0	0	1	150
Education (Years in School)	2.74	1.08	1	3	5	150
Number of Participants	6.39	1.45	3	6	9	150

Tables OI.D.2, OI.D.3, and OI.D.4 present logistic regression models with control variables corresponding to the models presented in Tables 3, 4, and 5, respectively, in the main text.

Table OI.D.2: Logistic Regression Models of Changing Responses Between *Individual Pre* and *Group* Periods for Direct Social Pressure Questions

	Q5: 1st Group Question [†]	Q6: 2nd Group Question [†]	Q1: 3rd Group Question [‡]	Q2: 4th Group Question [†]	Pooled Direct Questions
Initial Inegalitarian	3.47*	2.11*	4.35*	2.55	3.30*
	(0.71)	(0.50)	(0.88)	(1.47)	(0.45)
White	-0.15	-0.85	-0.22	-0.01	-0.46
	(0.69)	(0.51)	(0.77)	(0.89)	0.52
Female	-0.08	0.05	0.61	0.16	0.24
	(0.66)	(0.48)	(0.70)	(0.74)	(0.48)
Christian	-0.43	-0.76	-0.36	0.32	-0.59
	(0.76)	(0.54)	(0.80)	(0.92)	(0.55)
Republican	0.33	0.32	-0.30	1.65	0.81
	(0.81)	(0.57)	(0.83)	(0.87)	(0.57)
Education	0.03	0.28	0.81*	-0.09	0.30
	(0.29)	(0.23)	(0.38)	(0.36)	(0.23)
Number of Participants	0.50*	0.15	0.08	0.19	0.23
	(0.24)	(0.17)	(0.24)	(0.25)	(0.17)
Q5					-0.04
					(0.57)
Q6					0.23
					(0.57)
Q1					-0.29
					(0.58)
Constant	-6.26*	-3.30*	-6.72*	-4.85*	-5.83*
	(1.96)	(1.42)	(2.40)	(2.01)	(1.43)
Subjects	150	150	150	150	150
Observations					600
Var(α_i)					2.47
Log-likelihood	-36.15	-59.11	-30.76	-29.95	-158.66

Note: Cell entries are logistic regression coefficients with standard errors in parentheses. The binary dependent variable is 1 if the subject changed responses to a given question between the *Individual Pre Period* and the *Group Period*, and 0 otherwise. Unit of analysis for columns 1–4 is the subject. Unit of analysis for column 5 is the subject-question. Model in column 5 includes subject-level random intercept, α_i , where i indexes subjects.

[†]Subject appears in last group position; [‡]Subject appears in middle group position.

* $p < .05$, two-tailed.

Table OI.D.3: Logistic Regression Models of Changing Responses Between *Individual Pre* and *Group* Periods for Indirect Social Pressure Questions

	Q3: 5th Group Question [†]	Q7: 6th Group Question [†]	Q4: 7th Group Question [†]	Pooled Indirect Questions
Initial Inegalitarian	-1.73 (0.94)	-1.77 (1.00)	5.25* (1.56)	0.00 (0.57)
Proportion of Changed Responses	2.16 (1.20)	2.46 (1.62)	4.07* (1.71)	2.59* (1.08)
White	-0.55 (0.60)	1.48 (1.12)	1.24 (1.17)	0.22 (0.62)
Female	0.21 (0.58)	-0.35 (0.76)	-0.21 (1.03)	-0.27 (0.56)
Christian	0.56 (0.65)	0.82 (0.81)	0.47 (1.30)	0.40 (0.63)
Republican	0.65 (0.67)	0.09 (0.87)	-1.17 (1.41)	0.36 (0.65)
Education	0.23 (0.29)	0.51 (0.39)	-0.10 (0.54)	0.27 (0.28)
Number of Participants	-0.18 (0.21)	-0.33 (0.29)	-0.45 (0.41)	-0.20 (0.20)
Q3				0.55 (0.60)
Q7				0.21 (0.58)
Constant	-2.01 (1.55)	-3.50 (2.22)	-3.74 (3.07)	-3.78* (1.55)
Subjects	150	150	150	150
Observations				449
Var(α_i)				2.16
Log-likelihood	-44.08	-28.27	-16.16	-108.67

Note: Cell entries are logistic regression coefficients with standard errors in parentheses. The binary dependent variable is 1 if the subject change responses to a given question between the *Individual Pre Period* and the *Group Period*, and 0 otherwise. Unit of analysis for columns 1–3 is the subject. Unit of analysis for column 4 is the subject-question. Model in column 4 includes subject-level random intercept, α_i , where i indexes subjects.

[†]Subject appears in first group position.

* $p < .05$, two-tailed.

Table OI.D.4: Pooled Logistic Regression Models of Changing Back to Original Response in *Individual Post Period*

	All <i>Pre</i> → <i>Group</i> Changers	Initial Inegalitarian <i>Pre</i> → <i>Group</i> Changers
Direct Social Pressure Question	2.43* (0.77)	2.73* (1.31)
White	0.35 (0.66)	-0.64 (0.93)
Female	-0.75 (0.67)	-0.39 (0.99)
Christian	-0.40 (0.73)	0.06 (1.05)
Republican	0.26 (0.66)	0.99 (1.04)
Education	-0.08 (0.38)	0.26 (0.54)
Number of Participants	0.61* (0.25)	0.94* (0.39)
Constant	-5.88* (2.19)	-9.58* (3.46)
Subjects	48	31
Observations	79	46
Var(α_i)	0.00	0.00
Log-likelihood	-38.89	-21.93

Note: Cell entries are logistic regression coefficients with standard errors in parentheses. The binary dependent variable is 1 if the subject changed responses to a given question between the *Group Period* and the *Individual Post Period*, and 0 otherwise. Analysis is limited to subjects who changed responses between the *Individual Pre Period* and the *Group Period* and to questions that were asked in all three rounds of the experiment. Unit of analysis is the subject-question. Models include subject-level random intercepts, α_i , where i indexes subjects.

* $p < .05$, two-tailed.