

WEB APPENDIX

Explanations about the sample size calculations (used in all studies)

Given the reproducibility issues faced in numerous research areas (see Munafò et al. 2017), we decided to perform sample size calculation before collecting data to ensure our samples have enough statistical power. The statistical power of a study depends on the strength of the effect size, the α level, and the sample size (Ellis 2010). Researchers thus can calculate up front the required sample size to reliably find and interpret a certain effect size. Because there was no prior research testing the specific set of hypotheses that we formulated in this paper, we anticipated for all studies a medium effect size ($r = .30$). We also used a .80 statistical power level (Krzywinski and Altman 2013) and the conventional .05 α level as inputs. All sample size calculations were performed using G*Power 3.1.6 (Faul et al. 2007).

Description of a typical car-sharing service (used in Study 1 and Study 4)

Adapted from both the website of a popular car-sharing program and the car-sharing description developed by Lamberton and Rose (2012):

Car-sharing companies typically operate in large cities. They offer a fleet of vehicles that are available at numerous stations (reserved parking slots), spread all over the cities. To use the car-sharing system, you first need to subscribe and then pay membership and usage fees (depending on the number of kilometers traveled and your reservation periods). Everything is included: gasoline, parking fees, and insurance.

As a consumer, you can book a car by phone (thanks to a mobile application) and/or via the Internet, 7 days a week and 24h per day, for any duration of your choice. The reservations can either be done at the last minute or weeks in advance. Once the car is reserved, you just need to go to the station where the previous user left the car (within 7 minutes walking time maximum), unlock it using your membership card, and use it to your needs during the reservation period. Afterwards, you need to drop the car back to the initial station; all without any contact with employees or previous users.

WEB APPENDIX (continued)

Stimuli used in Study 4

Advertisement used in the high contact incidence and similarity present condition:



Car-sharing. A different degree of freedom.

CityCar. Simple, Always, Everywhere.

1. join 2. reserve 3. unlock 4. drive

One CityCar is used by **15** different drivers from the University!

The advertisement features a green header with the text "Car-sharing. A different degree of freedom." Below this is a photograph of a person's hands on a steering wheel, driving a car on a road. The image is framed by a green border. Below the photo, the CityCar logo is displayed in green, followed by the tagline "Simple, Always, Everywhere." in black. Below the tagline are four circular icons in green, each representing a step in the car-sharing process: 1. join (a hand holding a card), 2. reserve (a car with a signal wave), 3. unlock (a car), and 4. drive (a hand on a steering wheel). Below these icons are the corresponding numbers and labels: "1. join", "2. reserve", "3. unlock", and "4. drive". At the bottom, a green banner contains the text "One CityCar is used by 15 different drivers from the University!" in black, with the number "15" in green.

WEB APPENDIX
(continued)

Advertisement used in the high contact incidence and similarity absent condition:

Car-sharing. A different degree of freedom.



CityCar. Simple, Always, Everywhere.



1. join

2. reserve

3. unlock

4. drive

One CityCar is used by **15** different drivers!

WEB APPENDIX
(continued)

Advertisement used in the low contact incidence and similarity absent condition:

Car-sharing. A different degree of freedom.



CityCar. Simple, Always, Everywhere.



1. join

2. reserve

3. unlock

4. drive

One CityCar takes **15**
private cars off the roads!

WEB APPENDIX
(continued)

Advertisement used in the low contact incidence and similarity present condition:

Car-sharing. A different degree of freedom.



CityCar. Simple, Always, Everywhere.



1. join 2. reserve 3. unlock 4. drive

One CityCar takes **15**
private cars off the
University campus roads!

WEB APPENDIX (continued)

References used in the Web Appendix:

- Ellis, Paul D. (2010), *The Essential Guide to Effect Sizes: Statistical Power, Meta-Analysis, and the Interpretation of Research Results*, Cambridge: Cambridge University Press.
- Faul, Franz, Edgar Erdfelder, Albert-Georg Lang, and Axel Buchner (2007), "G*Power 3: A Flexible Statistical Power Analysis Program for the Social, Behavioral, and Biomedical Sciences," *Behavior Research Methods*, 39(2), 175–91.
- Krzywinski, Martin and Naomi Altman (2013), "Points of Significance: Power and Sample Size," *Nature: Methods*, 10(12), 1139-40.
- Munafò, Marcus R., Brian A. Nosek, Dorothy V. M. Bishop, Katherine S. Button, Christopher D. Chambers, Nathalie Percie du Sert, Uri Simonsohn, Eric-Jan Wagenmakers, Jennifer J. Ware, and John P. A. Ioannidis (2017), "A Manifesto for Reproducible Science," *Nature: Human Behaviour*, 1(1), 1-9.