Supplemental Materials

**Trait List**

Below are characteristics that some people consider to be important qualities in a **friend**.

1. Ambitious
2. Generous
3. Trustworthy
4. Stable
5. Active lifestyle
6. Assertive
7. Deals well with criticism
8. Independent
9. Reliable
10. Affectionate
11. Driven
12. Good fun
13. Exciting
14. Broad-Minded
15. Sporty and athletic
16. Adventurous
17. Supportive
18. Sensitive
19. Spontaneous

**Profile Creation**

In the prescreen survey that participants completed, they selected (a) three traits from the list of 19 traits that they considered most essential or desirable in an ideal friend (i.e., ideal traits), (b) three traits they considered least essential or desirable in an ideal friend (i.e., nonideal traits), and (c) three traits that best describe themselves (i.e., self-selected traits). The experimenter used the ideal and nonideal traits to create the ideal and nonideal “profiles” respectively (see Figure 1 in the main manuscript for an example). The three self-selected traits were simply part of the cover story; participants would later meet two partners at the experimental session (i.e., ostensibly other students) and would be told that their partners’ “profiles” contained these three self-selected traits.

In reality, these traits were selected by the experimenter. A day before each participant arrived for their study session, the first author created the ideal and nonideal profiles idiosyncratically for each participant. For the ideal profile, she selected two of the participant’s three ideal traits at random and placed them in two of the three slots on the profile. The remaining slot was a trait selected at random that the participant did not choose as most or least essential in an ideal friend. For example, if the participant chose “Reliable”, “Generous”, and “Stable” as her three most essential traits in an ideal friend, the three traits on the ideal profile might be “Broad-minded”, “Generous” and “Reliable”. The first author then repeated the procedure with nonideal traits for the nonideal profile.

**Supplemental Table 1: Trait Frequencies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Prescreen | |  | Profiles | |
| Traits | Ideal | Nonideal |  | Ideal | Nonideal |
| ambitious | 12 | 29 |  | 18 | 31 |
| generous | 14 | 1 |  | 17 | 22 |
| trustworthy | 110 | 0 |  | 66 | 7 |
| stable | 9 | 15 |  | 15 | 22 |
| active lifestyle | 6 | 48 |  | 16 | 32 |
| assertive | 0 | 55 |  | 5 | 39 |
| deals well with criticism | 5 | 11 |  | 9 | 8 |
| independent | 10 | 9 |  | 22 | 19 |
| reliable | 60 | 0 |  | 46 | 8 |
| affectionate | 13 | 19 |  | 19 | 21 |
| driven | 11 | 8 |  | 23 | 9 |
| good fun | 29 | 9 |  | 37 | 19 |
| exciting | 10 | 7 |  | 23 | 15 |
| broad-minded | 28 | 7 |  | 23 | 14 |
| sporty and athletic | 2 | 88 |  | 3 | 47 |
| adventurous | 24 | 10 |  | 24 | 14 |
| supportive | 72 | 2 |  | 45 | 10 |
| sensitive | 3 | 55 |  | 6 | 40 |
| spontaneous | 2 | 47 |  | 6 | 46 |

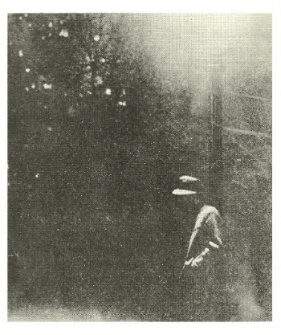
*Note*. “Prescreen” columns indicate the frequency of traits selected by participants as “most essential” (ideal) and “least essential” (nonideal) in a potential friend on the prescreen survey. “Profile” columns indicate the frequency of traits that participants actually encountered on the ideal and nonideal profiles at the experimental session. After the study was completed, we were unable to locate one participant’s prescreen survey responses; thus, the total prescreen selections (420) are lower than the total profile selections (423). Profile frequencies can exceed the prescreen frequencies for a given trait because each trait was occasionally selected as one of the two random traits on the profile.

**In-Person Confederate Script**

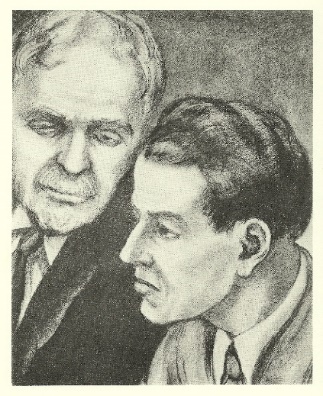
PICTURE SET 1

*Picture 7*

There’s a woman and a man in a room. Uh the woman seems to be older. She’s shorter than the man. Uh she looks a little worried or concerned. Her hair is tied up in like a little bun or an up-do. The man is stern looking and he looks worried as well. And he’s dressed in very proper clothes and he’s holding a hat.

*Picture 29*

Ummm This looks more like a photograph also very dark. A man or a person of some sort is walking down a street and there is like a.. some… foliage behind him maybe? And then a fence? Umm this person is wearing a hat and a coat. His hands are in his pockets. And then there is a flair from the lighting.

*Picture 9*

There are 2 men-- one older with white hair and a mustache, the other one younger with dark hair. Uhm, both of them are wearing suits. It looks as if they were sitting next to each other at an event and perhaps the older man was going to turn his head to say something to the younger man. Uhm, Again, they’re both in suits. (Pause) Uhm the younger man has kind of a prominent nose. Uhh..Yeah, that’s it.



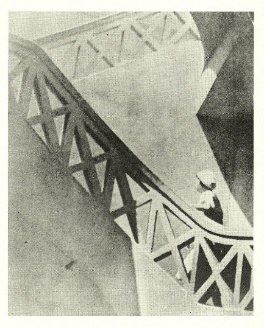
*Picture 10*

There is a woman and a girl sitting on a couch. The woman is looking at the girl. Uh she is wearing a dark shirt with a light collar, almost like a maid uniform. And the girl is dresses in a nice dress and um…shoes with a little platform. And she’s holding a doll.

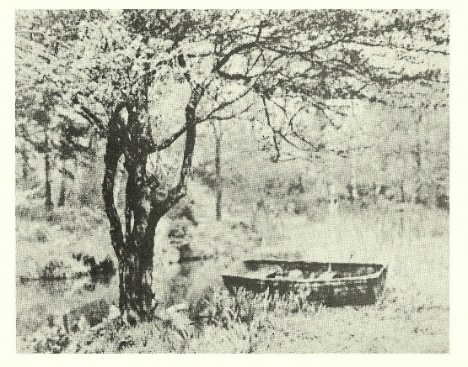
PICTURE SET 2

*Picture 13*

There’s a group of 4 men, 3 of them are laying down. One we can’t see his face, but the other three we can. Uhm three of them are wearing hats, it looks like they’re in a field. And it’s some sort of uniform. Maybe they were uhm..i don’t know (pause) farming. No, not farming. Like they were fighting in a war and they just laid down to take a rest. Uhm, yeah.

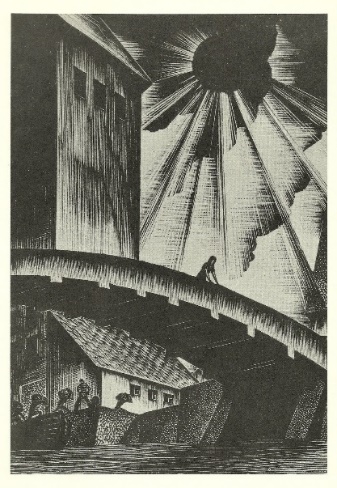
*****Picture 21*

The picture is a black and white drawing of a person going up the stairs… these are big stairs…um the stairs are white. The stairs have big x’s on them…ornamental x’s…I cant tell if this person is a man or woman. It kind of looks like a young.. younger girl and she’s wearing a white hat.. I think a white dress

******

*Picture 19*

There’s like a boat.. But it’s like not in the water and there’s a uh tree. Or a lot of trees…. There are no people around…… And uh yeah the picture is pretty empty. There’s uh water, and a boat, and some trees…. And grass.

*****Picture 25*

There’s a bridge and there’s a women standing on top of the bride. Water is running under it, there’s a boat. And then a bunch of men who are carrying things on their shoulders, so it’s probably a dock. They’re unloading stuff, carrying it to a building. There’s a huge building behind them all and then there’s a sun that looks like it’s being blacked out. Uhm probably a port and they’re unloading goods.

**Online Chat Confederate Script**

PICTURE SET 1

*Picture 7*

There’s a woman and a man in a room

the woman seems to be older…she’s shorter than the man

She looks a little worried or concerned

Her hair is tied up

in like a little bun

or an up do

The man is stern looking

he looks worried as well

And he’s dressed in very proper clothes

he’s holding a hat

*Picture 29*

This looks more like a photograph

Very dark

A man or a person is walking down a street

and there is like a

foliage?

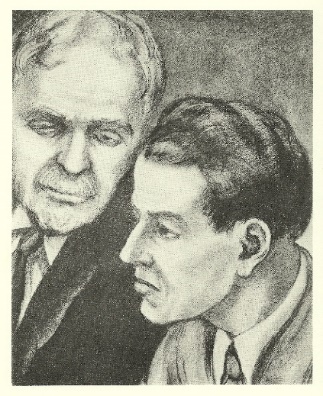
behind him maybe?

And then a fence?

He’s wearing a hat and a coat

His hands are in his pockets

And there’s a flare from the lighting.

*Picture 9*

There are 2 men

one older with white hair

and a mustache

the other one younger with dark hair

both of them are wearing suits

It looks as if they were sitting next to each other

at an event

and perhaps the older man was going to turn his head to say something

to the younger man

Again, they’re both in suits

Uhm the younger man has kind of a prominent nose

Yeah

*Picture 10*

There is a woman and a girl sitting on a couch

The woman is looking at the girl

She’s wearing a dark shirt with a light collar

almost like a maid uniform

The girl’s in a nice dress

And, uhm

shoes with a little platform

And she’s holding a doll

PICTURE SET 2

*Picture 13*

**There’s a group of four men

three of them are laying down

One we can’t see his face, but the other three we can

three of them are wearing hats

it looks like they’re in a field

And it’s some sort of uniform

Maybe they were farming

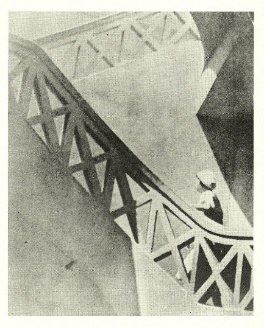
idk

No, like they were fighting in a war

and they just laid down to take a rest

yeah

*Picture 21*

****

The picture is a black and white drawing of a person going up the stairs

these are big stairs

the stairs are white

They have big x’s on them

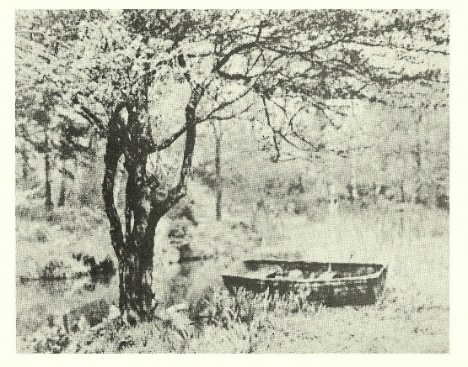
ornamental x’s

I cant tell if this person is a man or woman

It kind of looks like a younger girl and she’s wearing a white hat

I think a white dress

*Picture 19*

**

There’s a boat

But it’s like

not in the water

there’s a tree, or a lot of trees

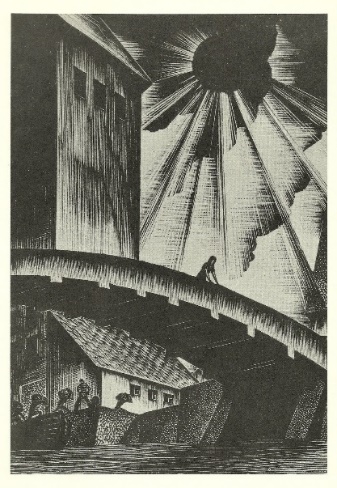
there isn’t anyone around

Yeah…the picture is pretty empty

There’s water and a boat

some trees and grass

*Picture 25*

****There’s a bridge and there’s a women standing on top of the bride

Water is running under it

there’s a boat

Bunch of men are carrying things on their shoulders

it’s probably a dock

They’re unloading stuff

Carrying it to a building

There’s a huge building behind them

there’s a sun that looks like it’s being blacked out

probably a port

they’re unloading goods

**Post-Profile Partner Impression Questionnaire**

Please use the rating scale below to indicate the extent to which you agree with the following statements. **If you feel unsure about your answer to a specific question, just give it your best guess.**

**1 2 3 4 5 6 7 8 9**

Strongly Disagree Neutral Strongly Agree

1. I would be excited to get to know my interaction partner better
2. I really like my interaction partner
3. I would be interested in hanging out with my interaction partner
4. I think my interaction partner is very much like my ideal friend
5. The 3 characteristics chosen by my interaction partner are probably accurate in

describing him/her

Please recall the 3 characteristics (in no particular order) that **your interaction partner said best described him/her** (if you can’t remember the exact word, give a synonym or take your best guess).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

INSTRUCTIONS: Any behavior can be described in many ways. For example, one person might describe a behavior as "writing a paper," while another person might describe the same behavior as "pushing keys on the keyboard." Yet another person might describe it as "expressing thoughts." This next task focuses on your personal preferences for how a number of different behaviors should be described.

In a moment, you will see several behaviors listed. After each behavior will be two different ways in which the behavior might be identified. For example:

Attending class

A. Sitting in a chair

B. Looking at a teacher

Your task is to imagine YOUR INTERACTION PARTNER engaging in each behavior, and choose the identification, A or B, that best describes the behavior of your partner. Please circle only one identification for each question. Remember, select the description that you personally believe is more appropriate in describing YOUR PARTNER for each behavior.

1. Imagine your partner… Making a list

Is your partner:

A. Getting organized

B. Writing things down

2. Imagine your partner… Reading

Is your partner:

A. Following lines of print

B. Gaining knowledge

3. Imagine your partner… Washing clothes

Is your partner:

A. Removing odors from clothes

B. Putting clothes into the machine

4. Imagine your partner… Picking an apple

Is your partner:

A. Getting something to eat

B. Pulling an apple off a branch

5. Imagine your partner… Measuring a room for carpeting

Is your partner:

A. Getting ready to remodel

B. Using a yard stick

6. Imagine your partner… Painting a room

Is your partner:

A. Applying brush strokes

B. Making the room look fresh

7. Imagine your partner… Paying the rent

Is your partner:

A. Maintaining a place to live

B. Writing a check

8. Imagine your partner… Locking a door

Is your partner:

A. Putting a key in the lock

B. Securing the house

9. Imagine your partner… Voting

Is your partner:

A. Influencing the election

B. Marking a ballot

10. Imagine your partner… Climbing a tree

Is your partner:

A. Getting a good view

B. Holding on to branches

11. Imagine your partner… Toothbrushing

Is your partner:

A. Preventing tooth decay

B. Moving a brush around in her mouth

12. Imagine your partner… Greeting someone

Is your partner:

A. Saying hello

B. Showing friendliness

13. Imagine your partner… Eating

Is your partner:

A. Getting nutrition

B. Chewing and swallowing

14. Imagine your partner… Traveling by car

Is your partner:

A. Following a map

B. Seeing countryside

15. Imagine your partner… Pushing a doorbell

Is your partner:

A. Moving a finger

B. Seeing if someone's home

**Post-Interaction Partner Impression Questionnaire**

Please use the rating scale below to indicate the extent to which you agree with the following statements. **If you feel unsure about your answer to a specific question, just give it your best guess.**

**1 2 3 4 5 6 7 8 9**

Strongly Disagree Neutral Strongly Agree

1. I would be excited to get to know my interaction partner better
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B. Seeing countryside

15. Imagine your partner… Pushing a doorbell

Is your partner:

A. Moving a finger

B. Seeing if someone's home

**Final Questionnaire**\*

\*Measures have not been analyzed.

Below are characteristics that some people consider to be important qualities in a friend. Please rate the extent to which the following characteristics describe **your ideal friend:**

**1 2 3 4 5 6 7 8 9**

Not at all Extremely

1. Ambitious
2. Generous
3. Trustworthy
4. Stable
5. Active lifestyle
6. Assertive
7. Deals well with criticism
8. Independent
9. Reliable
10. Affectionate
11. Driven
12. Good fun
13. Exciting
14. Broad-Minded
15. Sporty and athletic
16. Adventurous
17. Supportive
18. Sensitive
19. Spontaneous

We are interested in what you learned about the other participant during the interaction that you just had. For each of the characteristics listed below, **indicate how much you learned about your partner during the interaction** with respect to that characteristic.

**1 2 3 4 5 6 7 8 9**

“I learned nothing “I learned a great deal

about this characteristic” about this characteristic”

For example, **if you learned nothing from the interaction** about whether or not your partner is “adventurous”, then you would **put a low number** for #16.

However, **if you learned a lot** **from the interaction** about whether or not your partner is “adventurous”, you would **put a high number** for #16.

1. Ambitious
2. Generous
3. Trustworthy
4. Stable
5. Active lifestyle
6. Assertive
7. Deals well with criticism
8. Independent
9. Reliable
10. Affectionate
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12. Good fun
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14. Broad-Minded
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16. Adventurous
17. Supportive
18. Sensitive
19. Spontaneous

**Order effects**

Finally, we wanted to confirm that our key patterns observed in Figures 2 and 3 (in the main text) were not moderated by the order in which participants completed the two tasks (i.e., in-person vs. online interaction). For the in-person interaction, the three-way interaction of Ideal-Perceived Trait Match (ideal vs. non-ideal) × Assessment (post-profile vs. post-interaction) × Order (first vs. second) revealed a nonsignificant three-way interaction *F*(1,127)=1.04, *p=*.310, *ηG2*=.002, , *ηp2*=.008, 90% CI(.000, .052), and the key Ideal × Assessment interaction remained significant, *F*(1,127)=6.52, *p*=.012, *ηG2*=.010, *ηp2*=.049, 90% CI(.006, .121). For the online interaction, the same three-way interaction was also nonsignificant, *F*(1,128)=0.70, *p=*.404, *ηG2*=.001, *ηp2*=.005, 90% CI(.000, .045), and again the key Ideal × Assessment interaction remained significant, *F*(1,128)=11.92, *p*=.001, *ηG2*=.017, *ηp2*=.085, 90% CI(.023, .168). Thus, order did not qualify the key effects reported in the main text.