

Appendix 1: Questionnaire items

Variable	Item	Answer	Reference
Pre-experiment questionnaire			
<i>Demographics</i>			
Year of birth	In what year were you born?	Open-ended	
Gender	What is your gender	Male; Female; Other	
Education level	What is your highest completed education?	No education; Elementary education; High school education; Bachelor degree (MBO, HBO, WO); Master degree (HBO; WO); MBA or Doctoral/PhD.	
Ethnicity	Do you belong to an ethnic minority in The Netherlands?	Yes; No	European Social Survey, 2016
<i>Potential covariates</i>			
Screener	On which of the following social media platforms do you have an account?	Twitter; Facebook; Snapchat; Vine; Musical.ly; LinkedIn; Yammer; Instagram; Flickr; Pinterest; Other, namely___; I do not have an account on any social media platform	
Time spend on social media	How many <u>minutes</u> do you spend <u>per day</u> on average on social media?	Open-ended	
Public transport usage	How many <u>times per week</u> do u use public transport on average? Note: 1 journey equals 1 time. Please count one-way journeys. A round trip, thus, counts as 2 times.	Open-ended	
Experience fines	How many <u>times</u> in the past <u>month</u> have you been fined while using public transport?	Open-ended	
Compliance motivation:	To what extent do you (dis)agree with the following statements:	Scale 1 – 10 (completely disagree; completely agree)	Inspired by Winter & May (2011); Nielsen & Parker (2012)
<i>Calculative</i>	The chance of getting caught for violating public transport laws is high		
<i>Normative</i>	I comply with public transport laws because it is my duty		
<i>Social</i>	My friends and family expect me to comply with public transport laws		

Procedural fairness	<p>To what extent do you (dis)agree with the following statements:</p> <p>(1) In the execution of their tasks, the public transport respects passengers' rights</p> <p>(2) You can rely on just actions from the public transport</p> <p>(3) The public transport treats every passenger equally</p>		Adapted from Grimmelikhuijsen & Meijer (2015)
Post-experiment questionnaire			
<i>Experiment checks</i>			
Attention check	Please select <i>red</i> for this question.	Green; Red; Blue	
Treatment check	To what extent do you (dis)agree with the following statements?	Scale 1 – 10 (completely disagree; completely agree)	Inspired by de Boer (2018)
<i>Legal dimension</i>	<p>The train conductor/city watch was:</p> <p>(1) Threatening</p> <p>(2) Coercive</p> <p>(3) Rigid</p>		
<i>Facilitation dimension</i>	<p>(1) Advising</p> <p>(2) Helpful</p> <p>(3) Facilitating</p>		
<i>Dependent variables</i>			
Obedience	You have two options regarding the fine. Which of the two options do you choose?	<p>(1) Pay the conductor/city watch the fine immediately</p> <p>(2) Object to the fine and do not pay the conductor/city watch the fine immediately</p>	
Public shaming	(1) What is the tone of your review?	Scale 1- 10 (completely negative – completely positive)	
	(2) How do you describe your interaction with the conductor?	Scale 1 – 10 (very unpleasant – very pleasant)	

	(3) How do you describe the conductor?	Scale 1 – 10 (very incompetent – very competent)	
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Appendix II: Factor analysis latent variables

Treatment check

Perceived enforcement style (Scale from 1 – 10)

Experiment 1: To what extent do you (dis)agree with the following statements?

The train conductor was:

	Item	Facilitation dimension	Legal dimension
1	Advising	.903	-.193
2	Helpful	.904	-.261
3	Facilitating	.890	-.104
4	Threatening	-.166	.877
5	Coercive	-.138	.925
6	Rigid	-.229	.844
	α	.907	.882
	Eigenvalue	3.46	1.52
	Variance explained	57.65	25.27

Note: PCA with varimax rotated factor loadings

Experiment 2: To what extent do you (dis)agree with the following statements?

The city watch officer was:

	Item	Facilitation dimension	Legal dimension
1	Advising	.790	.074
2	Helpful	.843	-.266
3	Facilitating	.873	-.124
4	Threatening	-.050	.856
5	Coercive	-.113	.908
6	Rigid	-.106	.852
	α	.797	.852
	Eigenvalue	1.73	2.77
	Variance explained	28.72	46.24

Note: PCA with varimax rotated factor loadings

Dependent variable

Online public shaming of bureaucrats (Scale from 1 – 10)

Experiment 1: After your train journey, you decide to write an online review about your interaction with the conductor:

Item	F1
1 What is the tone of your review? (R) (Scale: completely negative – completely positive)	.862
2 How do you describe your interaction with the conductor? (R) (Scale: very unpleasant – very pleasant)	.893
3 How do you describe the conductor? (R) (Scale: very incompetent – very competent)	.848
	α .835
	Eigenvalue 2.26
	Variance explained 75.28

Note: PCA with varimax rotated factor loadings

Experiment 2: After your car journey, you decide to write an online review about your interaction with the city watch officer:

Item	F1
1 What is the tone of your review? (R) (Scale: completely negative – completely positive)	.891
2 How do you describe your interaction with the conductor? (R) (Scale: very unpleasant – very pleasant)	.926
3 How do you describe the conductor? (R) (Scale: very incompetent – very competent)	.900
	α .890
	Eigenvalue 2.46
	Variance explained 82.02

Note: PCA with varimax rotated factor loadings

Covariates

Procedural fairness (Scale from 1 – 10)

Experiment 1: To what extent do you (dis)agree with the following statements?

Item	F1
1 In the executing of their task, the public transport respects passengers' rights	.888
2 You can rely on just actions from the public transport	.873
3 The public transport treats every passenger equally	.871
	α .851
	Eigenvalue 2.31
	Variance explained 77.00

Note: PCA with varimax rotated factor loadings

Experiment 2: To what extent do you (dis)agree with the following statements?

Item	F1
1 In the executing of their task, the city watch respects passengers' rights	.912
2 You can rely on just actions from the city watch	.936
3 The city watch treats every passenger equally	.919
	α .910
	Eigenvalue 2.55
	Variance explained 85.10

Note: PCA with varimax rotated factor loadings