Online Appendix for "Does Feedback Enhance Diversity in Selection Decisions?"

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Table of Contents

Supplemental Studies 5
Study S1 5
Study S2A 7
Study S2B 9
Study S3 12
Study S4 13
Cross-Study Pooled Analysis of Participants Whose Initial Selections Contain Zero of the Target Attribute 16
Tables 19
Table S1. Ordinary Least Squares (OLS) Regressions Predicting the Proportion of the Final Three Experts to Feature on NPR Selected in Study 1 Who Were Women as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Initially Selected Set of 10 Experts Who Were Women, with Various Robustness Tests 19
Table S2. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Biography Selected Was About a Woman in Study 2 as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Biographies That Were About Women, with Various Robustness Tests 20
Table S3. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Film Selected in Study 3A as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Seven Films 21
Table S4. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Film Included a Racial Minority Protagonist in Study 3A as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Films That Featured a Racial Minority Protagonist, with Various Robustness Tests 22
Table S5. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Film Selected in Study 3B as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Films 23
Table S6. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Film Included a Woman Protagonist in Study 3B as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Films That Featured a Woman Protagonist, with Various Robustness Tests 24
Table S7. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Author Selected in Study 4A as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Authors 25

Table S8. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Author Was a Racial Minority in Study 4A as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Authors Who Were Racial Minorities, with Various Robustness Tests 26

Table S9. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Author Selected in Study 4B as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Authors 27

Table S10. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Author Was a Woman in Study 4B as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Authors Who Were Women, with Various Robustness Tests 28

Table S11. Logistic Regressions Predicting Whether the Final Panelist Selected Was a Woman in Study 5 as a Function of Assignment to Gender Feedback and Candidate Pool Composition Conditions 29

Table S12. Comparison of the Effects of Our Descriptive Feedback Intervention in Studies 2, 3A, 3B, 4A and 4B with the Effects of a Simulated Quota Requiring that at Least One Woman Be Selected (Studies 2, 3B and 4B) or One Racial Minority Be Selected (Studies 3A and 4A) 30

Table S13. Demonstration of Quota Rule Implementation 31

Table S14. Ordinary Least Squares (OLS) Regressions Predicting Whether the Final Selectee in Studies 2, 3A, 3B, 4A and 4B Was a Woman (Studies 2, 3B and 4B) or a Racial Minority (Studies 3A and 4A) as a Function of (1) Assignment to Receive Feedback on the Proportion of Initial Selectees Who Were Women (in Studies 2, 3B and 4B) or Racial Minorities (in Studies 3A and 4A) and (2) Assignment to Our Synthetic Quota Condition 32

Table S15. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Panelist Selected in Study S1 as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Panelists 33

Table S16. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Panelist Was a Woman in Study S1 as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Panelists Who Were Women, with Various Robustness Tests 34

Table S17. Ordinary Least Squares (OLS) Regression Predicting the Effect of Gender Feedback as a Function of Whether Participants Received an Injunctive Norm Message Encouraging a Focus on Gender Diversity for Their Seventh and Final Panelist Selection in Study S2A 35

Table S18. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Panelist Selected in Study S2A as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Panelists 36

Table S19. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Panelist Was a Woman in Study S2A as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Panelists Who Were Women and Whether They Were Assigned to the Injunctive Norm Messaging Conditions, with Various Robustness Tests 37

Table S20. Ordinary Least Squares (OLS) Regression Predicting Whether the Final Podcast Selected in Study S2B Featured a Woman Host as a Function of (1) Whether Participants Were Randomly Assigned to Receive Feedback on the Gender of the Host of Their Initially Selected Set of Six Podcasts and (2) Whether Participants Received an Injunctive Norm Message Encouraging a Focus on the Gender Diversity of Podcast Hosts When Making Their Final Podcast Selection 38

Table S21. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Podcast Selected in Study S2B as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Podcasts 39

Table S22. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Podcast Selected in Study S2B Featured a Woman Host as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Podcasts That Included a Woman Host and Whether They Were Assigned to the Injunctive Norm Messaging Conditions, with Various Robustness Tests 40

Table S23. Author Attribute Importance Ratings Compared to Gender in Study S4 41

Table S24. Ordinary Least Squares (OLS) Regressions Estimating the Effect of Feedback on Participants' Final Selection in Studies 2, 3A, 3B and 4B, Among Participants Whose Initial Selection Contained Zero of the Attribute Targeted with Feedback 43

Figures 44

Figure S1. Pictures of Study 2's (A) On-campus Recruitment Display and (B) Final On-campus Display of Selected Books 44

Figure S2. The Effect of Random Assignment to Receive Different Pieces of Descriptive Feedback about Prior Film Selections on Which Film is Subsequently Added to the Set Featured in a Facebook Advertisement in Study 3A (Panel A) and Study 3B (Panel B) 45

Figure S3. The Effect of Random Assignment to Receive Different Pieces of Descriptive Feedback about Prior Author Selections on Which Author is Subsequently Added to the Library Reading List in Study 4A (Panel A) and Study 4B (Panel B) 47

Figure S4. The Effect of Random Assignment to Receive Descriptive Feedback on Different Attributes of the Six People Initially Selected for a Panel on Who is Subsequently Chosen as the Final Panelist in Study S1 49

Figure S5. The Effect of Random Assignment to Receive Descriptive Feedback on a Set of 6 Original Business Panel Selections on Which Business Panelist is Subsequently Chosen to be Featured as the 7th Panelist, among Participants Who Did Not and Did Receive an Injunctive Norm Message Encouraging a Focus on Diversity in Study S2A 50

Figure S6. The Effect of Random Assignment to Receive Descriptive Feedback on a Set of 6 Original Podcast Selections on Which Podcast is Subsequently Chosen to be Featured as the 7th Podcast, among Participants Who Did Not and Did Receive an Injunctive Norm Message Encouraging a Focus on Diversity in Study S2B 52

Materials Section 54

Study 1 54

Study 2 58

Study 3A 65

Study 3B 70

Study 4A 74

Study 4B 81

Study 5 88

Study S1 97

Study S2A 100

Study S2B 104
References 108

Supplemental Studies

Study S1

Study S1 was a conceptual replication of Study 3A and Study 3B in a new decision context. In Study S1, we examined how describing the gender distribution of panelists in a participant's selected panel shaped future panel selections and whether this effect was larger than providing descriptive feedback about whether the panelists included CEOs, founders, or technologists.

Methods

Participants. As preregistered (https://aspredicted.org/PBR_WZL), we recruited 1,000 participants through Cloudresearch in September 2022 and paid them $0.75 (47.9% women; 50.9% men; M_{age} = 41.25; 77.1% White, 7.9% Black, 7.1% Hispanic, 7.6% Asian, 0.3% American Indian or Alaskan Native).

Procedure. Participants were asked to imagine they were planning a major international business conference and had been tasked with selecting a panel of business leaders to provide insights on the global business landscape during the event. We presented a list of 25 real business leaders in randomized order to each participant. We included each leader's name (e.g., Jeff Bezos, Mary Barra), title (e.g., Founder, CEO), and company affiliation (e.g., Amazon, General Motors). Five of the business leaders in the set of 25 (20%) were women, meaning that women were underrepresented (and yet, were roughly two-and-a-half times as well represented in our list as they were among Fortune 500 CEOs at the time of this study; Fortune, 2022). Participants were instructed to select six leaders for their panel. After creating their six-person panel, they were presented with summary statistics describing the composition of their selections.

Participants were then randomly assigned to one of two conditions: (1) the *no gender feedback* condition, or (2) the *gender feedback* condition. In the *no gender feedback* condition, participants were randomly assigned to see either two or three of the following pieces of descriptive feedback about the panelists they had selected: the percentage who (1) were from the tech industry, (2) were CEOs, and/or

(3) founded companies. In the *gender feedback* condition, participants always received descriptive feedback about the percentage of panelists they had selected who were women, as well as two additional pieces of descriptive feedback randomly drawn from the list of feedback attributes above. After receiving this descriptive feedback, participants were asked to add a seventh panelist to their original selections from the choices remaining in the list of 25 business leaders. Finally, participants reported their demographics.

Results

Participants in all conditions first selected six panelists. Of these initial selections, 19.8% were women panelists (19.8% in the no gender feedback condition and 19.8% in the gender feedback condition, $t(998) = 0.02$, $p = .985$, 95% CI = [-0.021, 0.022]). Following our pre-registration, we ran an ordinary least squares regression (OLS) with robust standard errors to predict whether participants selected a woman as the seventh panelist, with assignment to the gender feedback condition as our primary predictor. As shown in Figure S4 and Table S16, Model 1, participants were significantly more likely to choose a woman as their seventh panelist in the *gender feedback* condition (50.10% chose a woman panelist) than in the *no gender feedback* condition (27.74% chose a woman panelist; $B = 0.224$, 95% CI = [0.165, 0.283], $t(998) = 7.46$, $p < .001$). These results were robust to controlling for participant demographics and to a logistic specification (see Table S16, Models 3-4).

We also examined the effect of random assignment to receive feedback about the percentage of initially selected panelists who were (1) CEOs, (2) technologists, and (3) founders on the likelihood of selecting a panelist with the corresponding feature as the seventh panelist using OLS regressions (see Figure S4 as well as Table S15, Models 2-4). We see that feedback on these attributes has primarily null effects on subsequent decisions.

To formally test whether offering feedback about the percentage of initially selected panelists who were women had a larger effect on the subsequent selection of women panelists than offering feedback about other panelist attributes had on the subsequent selection of panelists with those attributes, we constructed three systems of simultaneous equations (Zellner, 1962). For each system, we included a

pair of equations: one modeling the effect of *gender feedback* and one modeling the effect of feedback on another panelist attribute (i.e., initially selected panelists who were CEOs, technologists, or founders, see Table S15, Models 5-8). We then used Wald tests to formally compare the effects estimated in the paired equations. Three paired Wald tests confirmed that the effect of assignment to the *gender feedback* condition on the likelihood of selecting a seventh panelist who was a woman was larger than the effects of assignment to receive descriptive feedback about the percentage of initial panelists selected who were (1) CEOs ($F(1, 1992) = 76.78$, $p < .001$), (2) technologists ($F(1, 1992) = 70.59$, $p < .001$), or (3) founders ($F(1, 1992) = 27.32$, $p < .001$) on subsequent selections of a seventh and final panelist who was, respectively, a (1) CEO, (2) technologist, or (3) founder.

Discussion

We found that providing descriptive feedback about the proportion of women panelists in a participant's past selectees significantly increased the likelihood that participants selected a woman in the future. On the other hand, descriptive feedback about other relevant attributes of past selectees that were not expected to trigger image or reputational concerns (e.g., feedback about the number of CEOs or technologists) had a significantly smaller impact on selection decisions; this type of descriptive feedback, in fact, had no effect whatsoever. This finding supports our theory that descriptive feedback that does not raise concerns about the violation of injunctive norms will not motivate behavior change to the same degree as descriptive feedback that triggers image or reputational concerns.

Study S2A

In Study S2A, in addition to randomly assigning some participants to receive different types of descriptive feedback about their initial candidate selections, we simultaneously randomly assigned some to receive explicit injunctive norm messaging conveying that gender diverse selectees are valued. This allowed us to benchmark the effectiveness of our descriptive feedback intervention.

Methods

Participants. As preregistered (https://aspredicted.org/JS2_W6N), we recruited 1,000 participants through Cloudresearch in December 2022 and paid them $0.75 (51.5% women; 47.2% men; M_{age} = 40.36; 74.1% White, 11.2% Black, 5.7% Hispanic, 8.5% Asian).

Procedure. The stimuli for Study S2A were identical to Study S1 (participants selected a set of six panelists to participate in a high-profile, international business conference). We used the same *gender feedback* manipulation as Study S1 but also varied whether participants received injunctive norm messaging or not. This resulted in a 2 (*gender feedback vs. no gender feedback*) X 2 (*injunctive norm messaging vs. no injunctive norm messaging*) design. Participants in the *injunctive norm messaging* condition saw an additional statement when receiving feedback on their first six panelist selections: "The organization planning this event cares deeply about presenting a diversity of speakers in terms of [their experience in CEO roles, their experience as company founders, their background in the technology industry] and their gender." The terms "CEO," "founder," or "technologist" were only included whenever the corresponding feedback was randomly selected to be shown. In the *no injunctive norm messaging* conditions, the previous statement was omitted (thus making the procedure exactly identical to Study S1). After receiving injunctive norm messaging and/or feedback, participants were asked to select a seventh and final panelist.

Results

Participants in all conditions first selected six panelists. Of these initial selections, 22.7% were women panelists. There was no significant difference based on assignment to the *gender feedback* condition (p = .676) or injunctive norm condition (p = .614). Following our pre-registration, we ran an OLS regression with robust standard errors to predict whether the seventh and final panelist selected was a woman. Our primary predictors were indicators for assignment to the *gender feedback* condition and the *injunctive norm messaging* condition, and their interaction. As shown in Table S17, we replicated our main effect: participants were significantly more likely to choose a woman panelist as their seventh and final panelist in the *gender feedback* condition (47.66% chose a woman) than in the *no gender feedback* condition (28.33% chose a woman; B = 0.193, 95% CI = [0.109, 0.277], $t(996)$ = 4.51, $p < .001$).

Participants were not significantly more likely to choose a woman panelist when assigned to the *injunctive norm messaging* condition (31.33% chose a woman) compared to the *no injunctive norm messaging* condition (28.33% chose a woman; $B = 0.030$, 95% CI = [-0.052, 0.111], $t(996) = 0.72$, $p = .471$). Furthermore, the interaction between *gender feedback* and *injunctive norm messaging* was not significant ($B = -0.005$, 95% CI = [-0.124, 0.115], $t(996) = -0.07$, $p = .941$), indicating that the effect of *gender feedback* did not differ based on whether participants received the injunctive norm message. Robustness checks are presented in Table S19. Comparisons of *gender feedback* effects to other feedback types (among those not receiving the injunctive norm message) are shown in Table S18 and Figure S5A; results mirror Study S1.

Study S2B

In Study S2B, we replicate and extend the findings from Study S2A but under an incentivized decision context and with a different set of stimuli.

Methods

Participants. As preregistered (https://osf.io/jz6sq), we recruited 1,000 participants on Cloudresearch in January 2024 and paid them $0.75 (52.8% women; 46.3% men; $M_{age} = 43.77$; 79.2% White, 8.4% Black, 4.6% Hispanic, 7.5% Asian).

Procedure. Our procedure here was very similar to the procedure used in Study 3B. However, instead of selecting films for inclusion in a real Facebook marketing campaign, participants selected which podcasts to feature in a campaign to draw more listeners to podcasts. Participants were provided with a grid of 25 podcasts that were candidates for inclusion. Each podcast's description included its show art overlaid with the host's photograph, the name of the podcast's host, a short description of the host's profession (e.g., Actor), the year when the podcast launched, and the number of episodes of the podcast that had been created to date; five of the 25 podcasts (20%) featured a woman host. Participants were asked to select six podcasts for inclusion in the Facebook campaign. After making their selections, participants were randomly assigned to one of four conditions in a 2 (*gender feedback vs. no gender feedback*) X 2 (*injunctive norm messaging vs. no injunctive norm messaging*) design. In the *no*

gender feedback condition, we presented three pieces of descriptive feedback to participants (in random order) that summarized the percentage of podcasts they had selected that: (1) had an average episode length of over two hours, (2) had been launched over three years ago, and (3) boasted over 300 episodes. In the *gender feedback* condition, participants always received feedback about the percentage of podcasts they had selected that featured a woman host, alongside two randomly drawn pieces of feedback from the list above.

Participants in the *injunctive norm messaging* condition saw an additional statement when receiving descriptive feedback about their first six podcast selections. This statement read as follows: "We care deeply about presenting podcasts that are diverse in terms of [how many episodes of the show already exist, their average episode length, how long they've been running] and the gender of their hosts." The statements in the brackets pertaining to specific podcast features were only included when the feedback about the corresponding attribute was randomly selected to be provided. In the *no injunctive norm messaging* conditions, the injunctive norms statement was not provided. After receiving injunctive norm messaging and/or descriptive feedback about their initial six podcast selections, participants nominated a seventh and final podcast for inclusion in our Facebook campaign.

Results

Participants in all conditions first selected six podcasts. Of these initial selections, 23.0% featured women hosts. There was no significant difference based on assignment to the *gender feedback* condition ($p = .203$) or injunctive norm condition ($p = .953$). Following our pre-registration, we ran an OLS regression with robust standard errors to predict whether the seventh and final podcast selected featured a woman host. Our primary predictors were indicators for assignment to the *gender feedback* condition and the *injunctive norm messaging* condition, and their interaction. As shown in Table S20, we replicated our main effect: participants were significantly more likely to choose a podcast with a woman host as their seventh and final selection in the *gender feedback* condition (42.57% chose a woman host) than in the *no gender feedback* condition (23.60% chose a woman host; $B = 0.190$, 95% CI = [0.108, 0.271], $t(996) = 4.58$, $p < .001$). Participants were not significantly more likely to choose a podcast with a woman host

when assigned to the *injunctive norm messaging* condition (28.91% chose a woman host) compared to the *no injunctive norm messaging* condition (23.60% chose a woman host; $B = 0.053$, 95% CI = [-0.024, 0.130], $t(996) = 1.35$, $p = .176$).

Furthermore, the interaction between *gender feedback* and *injunctive norm messaging* was not significant ($B = 0.019$, 95% CI = [-0.098, 0.136], $t(996) = 0.32$, $p = .748$). Robustness checks are presented in Table S22. Comparisons of *gender feedback* effects to other feedback types (among those not receiving the injunctive norm message) are shown in Table S21 and Figure S6A. A post-hoc Wald test confirmed the effect of descriptive *gender feedback* was significantly larger than the effect of the injunctive norm message ($F(1, 997) = 10.71$, $p = .001$). This highlights that a descriptive feedback intervention can enhance organizational diversity even more than more traditional and direct calls for increasing the diversity of candidate selections.

Study S3

In this study, we sought to rule out the possibility that the unique effect of descriptive feedback about the gender of past selectees on subsequent expert selections seen in Study 1 stemmed from participants perceiving gender as a more important attribute than the three comparison attributes featured in feedback about past selections. To address this concern, we conducted a separate preregistered, between-subjects experiment measuring the importance participants assigned to each of the four NPR expert attributes targeted with feedback in Study 1.

Methods

Participants. As preregistered (https://aspredicted.org/xa7u94.pdf), we recruited 300 participants on Prolific (U.S.-based, English-speaking, with at least a 90% approval rate and at least 1,000 prior survey completions) in May 2026 to complete a brief survey for $0.50.

Procedure. All participants first read a brief cover story designed to match the cover story shared with participants in Study 1: "Imagine you work as a producer at National Public Radio (NPR). As part of your role, you are responsible for identifying and booking expert sources to interview for various news segments and stories." They were then told to imagine they had been asked to select expert sources for an upcoming NPR news segment focused on the future of work in America and how artificial intelligence is reshaping employment across industries. On the next screen, participants were asked: "When making your selections for this news segment, how important would it be for you to consider the expert attribute listed below?" Each participant was then randomly assigned with equal probability to rate the importance of one of the four expert attributes featured in Study 1 feedback: (1) the percentage of experts who were women, (2) the percentage of experts who were under 50 years old, (3) the percentage of experts who were based on the West Coast of the United States, or (4) the percentage of experts who worked at a university. Participants then rated the importance of considering their assigned attribute on a scale from 1 ("Not at all important") to 7 ("Very important").

Results

Following our pre-registration, we conducted three t-tests comparing the rated importance of considering whether experts were women (our reference attribute) against the rated importance of each of the three comparison attributes. Participants rated the importance of considering whether experts "worked at a university" (M = 5.04, SD = 1.93) as significantly greater than the importance of considering whether experts "were women" (M = 4.28, SD = 2.33; $t(142.6) = 2.17$, $p = .032$, $d = 0.36$). The rated importance of considering whether experts "were under 50 years old" (M = 4.49, SD = 2.17) did not differ significantly from the importance of considering whether experts "were women" (M = 4.28, SD = 2.33; $t(147.2) = 0.58$, $p = .563$, $d = 0.09$). Participants rated the importance of considering whether experts "were based on the West Coast of the United States" (M = 3.35, SD = 2.17) as significantly lower than the importance of considering whether experts "were women" (M = 4.28, SD = 2.33; $t(146.5) = -2.51$, $p = .013$, $d = -0.41$).

Discussion

Together, these results suggest that gender is not viewed as a more important feature of NPR experts than the set of comparison attributes included in Study 1; two of the three comparison attributes (university affiliation and age) were rated as at least as important as gender, while one (geographic location) was rated as significantly less important. This helps rule out the possibility that differences in perceived attribute importance could explain the unique impact of *gender feedback* observed in Study 1 on subsequent selection decisions.

Study S4

In this study, we sought to rule out the possibility that feedback about the gender of past selectees had a larger effect on subsequent selections in Study 4B than feedback about other attributes simply because gender was perceived to be a more important attribute. Before running Study 4B, we conducted this pretest to identify comparison attributes that were perceived as at least as important as gender when creating a reading list in order to select attributes to use in Study 4B that were of a similar importance to gender.

Methods

Participants. We recruited 575 U.S.-based participants through Cloudresearch in September 2025 to complete a brief survey for $0.50 (45.0% women; 53.9% men; 1.1% non-binary or other; 75.2% White, 8.2% Black, 5.4% Hispanic, 11.0% Asian, 0.2% American Indian).

Procedure. Participants were asked to imagine they were creating a reading list for their local library. The description of the reading list was identical to the description used in Study 4B. Each participant was then randomly assigned to rate the importance of one of 23 author attributes (including whether authors were women and whether authors were racial minorities). Participants rated the importance of considering their assigned attribute when making reading list selections on a scale from 1 ("Not at all important") to 7 ("Very important"). The 21 comparison attributes tested (excluding gender and race) were: whether authors (1) wrote at least one book that sold over 1 million copies, (2) published their first book in the last 5 years, (3) wrote one of the 500 most commonly taught books in US colleges, (4) were born in the United States, (5) wrote at least one book that remained in continuous print for over 50 years, (6) had their work translated into at least 20 languages, (7) ever wrote poetry, (8) wrote books, poems, or essays spanning multiple genres, (9) ever had their work adapted into a major motion picture, (10) wrote at least one book that appears on the American Library Association's banned books list, (11) ever wrote fiction, (12) ever had their work included in a major literary anthology, (13) won a Pulitzer Prize, Nobel Prize, or National Book Award, (14) wrote an autobiography, (15) wrote primarily about war and civil unrest, (16) have been writing professionally for over 30 years, (17) are still alive, (18) wrote more than 10 books, (19) died in the last century, (20) were born in the 1800s, and (21) published their first book before the age of 25.

Results

Because this was a between-subjects design, we used independent samples t-tests to compare the mean importance rating of each attribute to the importance rating of gender. We computed Cohen's *d* as the measure of effect size between attributes. Additionally, we conducted one-sided equivalence tests with an equivalence bound of Cohen's $d = 0.5$ to confirm that key comparison attributes were unlikely to be meaningfully less important than gender.

Approximately 25 participants rated each attribute (*n*'s ranged from 24 to 26 per attribute). The mean importance rating for whether authors were women was 3.81 (*SD* = 1.52). As shown in Table S23, 15 of the 21 comparison attributes were not rated as significantly different from gender in importance (all *p*'s > .05). Six attributes received numerically higher mean importance ratings than gender: whether authors won a Pulitzer Prize, Nobel Prize, or National Book Award (*M* = 4.44); ever wrote fiction (*M* = 4.40); wrote books spanning multiple genres (*M* = 4.33); wrote at least one book that remained in continuous print for over 50 years (*M* = 4.23); wrote one of the 500 most commonly taught books in US colleges (*M* = 4.16); and wrote at least one book that sold over 1 million copies (*M* = 4.00). None of these differences reached statistical significance. Six attributes were rated as significantly less important than gender (all *p*'s < .05): whether authors have been writing professionally for over 30 years (*M* = 2.92, *p* = .048, *d* = 0.57); are still alive (*M* = 2.80, *p* = .034, *d* = 0.61); wrote more than 10 books (*M* = 2.84, *p* = .032, *d* = 0.62); died in the last century (*M* = 2.72, *p* = .024, *d* = 0.66); were born in the 1800s (*M* = 2.38, *p* = .001, *d* = 0.98); and published their first book before the age of 25 (*M* = 1.84, *p* < .001, *d* = 1.38). Based on these results, we selected three attributes for use as comparison conditions in Study 4B that (a) received higher mean importance ratings than gender and (b) were not significantly different from gender. The three attributes were: whether authors wrote works spanning multiple genres (*M* = 4.33, *p* = .263, *d* = -0.32), whether authors had at least one book that sold over 1 million copies (*M* = 4.00, *p* = .685, *d* = -0.11), and whether authors had works that remained in continuous print for over 50 years (*M* = 4.23, *p* = .319, *d* = -0.28).

Lastly, we conducted one-sided equivalence tests to confirm that these comparison attributes were unlikely to have true importance ratings that were meaningfully less important than gender. We defined this range using an equivalence bound of Cohen's *d* = 0.5, such that differences smaller than this threshold would not be considered substantively meaningful. All three one-sided equivalence tests were statistically significant (spanning multiple genres: *p* = .003; sold over 1 million copies: *p* = .017; continuous print over 50 years: *p* = .004; all *p*'s < .05). This allows us to reject the hypothesis that these attributes are meaningfully less important than gender.

Cross-Study Pooled Analysis of Participants Whose Initial Selections Contain Zero of the Target Attribute

One alternative explanation for the differential effects of descriptive feedback observed across attributes is that feedback about other attributes besides the race and gender of past selectees produces a smaller response simply because participants already incorporate those attributes "appropriately" into their initial selections, leaving little room for feedback to shift their subsequent decisions. To test this possibility, we pooled participant-level data from Studies 2, 3A, 3B, and 4B and restricted our sample to participants whose initial selections contained zero films or books with a given attribute (e.g., a Study 3A participant whose seven initial films contained no films released after 2010, or a Study 4B participant whose six initial books contained no books by women authors). Because these participants selected no books or films with the target attribute, we presume they would not believe they had already used it "appropriately" in their initial selections upon receiving feedback, and we propose this absence is a conservative signal of underrepresentation that should provoke a reaction to feedback regardless of which attribute is involved if inappropriate initial attribute weightings are what drive the effects of feedback.

Methods

We pooled participant-level data from Studies 2, 3A, 3B, and 4B. We excluded Study 4A because it did not yield any participants who selected zero books with any non-race attributes for which feedback was provided.

For each combination of a study and a target attribute (e.g., Study 3A and films released after 2010, or Study 4B and books by women authors), we restricted our sample to participants whose initial selections contained zero items with that attribute.

We ran two separate OLS regressions: one to estimate a (pooled) race or *gender feedback* effect and one to estimate a (pooled) comparison-attribute feedback effect. In each regression, we predicted whether the participant's final selection exhibited the target attribute, with assignment to receive feedback about that attribute as the primary predictor. Both regressions included study fixed effects (Study 2 omitted) and standard errors clustered at the participant level. In the race/gender regression, where each

participant contributed a single observation, our clustering convention is equivalent to using robust standard errors (Cameron & Miller, 2015). In the comparison-attribute regression, clustering accounts for the fact that participants could contribute more than one observation to the pooled dataset (e.g., a Study 3B participant whose six initial film selections contained no high-budget films and no films with a political-leader protagonist contributes two observations to the pooled comparison-attribute regression). We then used a Wald test to compare the two feedback coefficients across our two regressions, testing whether the pooled race/*gender feedback* effect differed significantly from the pooled comparison-attribute feedback effect.

Results

As shown in Table S24, Model 1, among participants who selected zero women or racial minorities initially, receiving feedback that they had selected no women or racial minorities significantly increased their subsequent likelihood of selecting a woman or racial minority as their final selection by 22.50 percentage points on average across Studies 2, 3A, 3B and 4B (women cells: +27.59 pp; racial-minority cell: +9.77 pp; $p < .001$, $N = 864$ observations). As shown in Table S24, Model 2, among participants in these same studies who initially selected zero books or films with any of the other attributes about which feedback was provided (e.g., the film had a big budget (over $40 million), the book was over 500 pages long), giving participants feedback that none of their initial selections featured those attributes did not significantly shift subsequent selections of films or books with the targeted attribute (pooled estimate: +7.25 pp, $p = .193$, $N = 414$ observations). A Wald test reported in Table S24 confirms that the pooled estimate for race/gender is significantly larger than the pooled estimate for other attributes ($\Delta = +15.25$ pp, $p = .017$, 95% CI = [+2.74, +27.76]).

Discussion

This analysis suggests it is unlikely that race or *gender feedback* shifts subsequent selections more than feedback about other attributes only because participants already feel they have weighted those other attributes appropriately in their initial selections. Within the subset of participants whose initial selections contained zero of a given attribute (a signal of underrepresentation on that dimension),

feedback about the race or gender of past selectees still significantly increased subsequent selections of women or racial minorities, whereas feedback about other attributes did not have a similar impact on subsequent selection decisions.

Tables

Table S1. Ordinary Least Squares (OLS) Regressions Predicting the Proportion of the Final Three Experts to Feature on NPR Selected in Study 1 Who Were Women as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Initially Selected Set of 10 Experts Who Were Women, with Various Robustness Tests

Dependent Variable:	The Proportion of the Final Three Experts Selected Who Were Women		
	Model 1	Model 2	Model 3
Indicator for Whether Feedback was Provided on % of Original Experts Who Were…			
Women	0.125***	0.234***	0.120***
	(0.017)	(0.015)	(0.016)
Under 50 Years Old		0.119***	
		(0.019)	
Based on the West Coast of the U.S.		0.116***	
		(0.019)	
Working at a University		0.101***	
		(0.017)	
Controls	No	No	Yes
Observations	1,000	1,000	1,000
R-Squared	0.054	0.706	0.083

Notes: This table reports the results of three ordinary least squares (OLS) regressions that predict the proportion of women among the three experts a participant selected after receiving feedback on prior selections. Model 1 predicts the proportion of women experts selected with an indicator for receiving feedback on the % of the original ten experts who were women. Model 2 predicts the proportion of women experts selected with indicators for receiving feedback on the % of the original ten experts who were women, were under 50 years old, were based on the West Coast of the U.S., and worked at a university. Model 3 predicts the proportion of women experts selected with an indicator for receiving feedback on the % of the original experts who were women, controlling for participant gender, race, and age. Standard errors reported in parentheses are estimated robustly using HC3. +p<0.1;*p<0.05;**p<0.01;***p<0.001.

Table S2. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Biography Selected Was About a Woman in Study 2 as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Biographies That Were About Women, with Various Robustness Tests

Dependent Variable:	The Final Biography Selected Was About a Woman			
	Model 1	Model 2	Model 3	Model 4
Indicator for Whether Feedback was Provided on % of Original Biographies That Were…				
About a Woman	0.132*	0.204***	0.136*	0.660*
	(0.052)	(0.047)	(0.057)	(0.260)
Over 500 Pages		0.095+		
		(0.056)		
Written in the Past 25 Years		0.045		
		(0.056)		
About an Entertainer		0.079		
		(0.066)		
Controls	No	No	Yes	No
Observations	302	302	239	302
R-Squared	0.022	0.301	0.051	
AIC				358.3

Notes: This table reports the results of three ordinary least squares (OLS) regressions and one logistic regression that predict whether participants selected a biography that was about a woman as their final choice. Model 1 predicts whether the final biography selected was about a woman with an indicator for receiving feedback on the % of the original six biographies that were about women. Model 2 predicts whether the final biography selected was about a woman with indicators for receiving feedback on the % of the original six biographies that were about women, were over 500 pages, were written in the past 25 years, and were about an entertainer. Model 3 predicts whether the final biography selected was about a woman with an indicator for receiving feedback on the % of the original six biographies that were about women, controlling for participant gender, race, and age. Model 4 is a logistic regression that predicts the likelihood of selecting the final biography that was about a woman with an indicator for receiving feedback on the % of the original six biographies that were about women. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-3. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S3. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Film Selected in Study 3A as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Seven Films

	Independent Regression Equations				Simultaneous System of Equations			
Dependent Variable: The Final Film Selected…	Featured a Racial Minority Protagonist	Had a Budget Above $40M	Was Released after 2010	Was Over Two Hours	Featured a Racial Minority Protagonist	Had a Budget Above $40M	Was Released after 2010	Was Over Two Hours
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Films That Were…								
About a Racial Minority Protagonist	0.094***				0.155***	0.088***	0.152***	0.272***
	(0.026)				(0.022)	(0.026)	(0.027)	(0.024)
Above a Budget of $40M		-0.002			0.101***	0.107***	0.168***	0.280***
		(0.041)			(0.027)	(0.031)	(0.032)	(0.029)
Released After 2010			0.065		-0.014	0.118***	0.222***	0.219***
			(0.043)		(0.027)	(0.032)	(0.033)	(0.030)
Over Two Hours				-0.067+	0.091***	0.163***	0.158***	0.196***
				(0.036)	(0.027)	(0.031)	(0.033)	(0.029)
Observations	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
R-Squared	0.013	0.001	0.002	0.003	0.239	0.367	0.534	0.716

Notes: This table reports the results of eight ordinary least squares (OLS) regressions that predict whether the final film a participant selected in Study 3A had a given attribute (e.g., Was the film released after 2010? Did the film feature a racial minority protagonist?). Model 1 predicts whether the final film selected featured a racial minority protagonist with an indicator for receiving feedback on the % of the original seven films selected that were about a racial minority protagonist. Model 2 predicts whether the final film selected had a budget above $40M with an indicator for receiving feedback on the % of the original seven films selected that were made for a budget above $40M. Model 3 predicts whether the final film selected was released after 2010 with an indicator for receiving feedback on the % of the original seven films selected that were released after 2010. Model 4 predicts whether the final film selected was over two hours with an indicator for receiving feedback on the % of the original seven films selected that were over two hours. Models 5-8 were used to construct a simultaneous system of equations in which the predictors were indicators for receiving feedback on the % of the original seven films selected that (1) featured a racial minority protagonist, (2) had a budget above $40M, (3) were released after 2010 and (4) were over two hours. Model 5 predicts whether the final film selected included a racial minority protagonist. Model 6 predicts whether the final film selected had a budget above $40M. Model 7 predicts whether the final film selected was released after 2010. Model 8 predicts whether the final film selected was over two hours. Models 5-8 had the constant suppressed to prevent collinearity. Standard errors reported in parentheses are estimated robustly using HC3 and are clustered by participant in Models 5-8. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S4. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Film Included a Racial Minority Protagonist in Study 3A as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Films That Featured a Racial Minority Protagonist, with Various Robustness Tests

Dependent Variable:	The Final Film Selected Featured a Racial Minority Protagonist			
	Model 1	Model 2	Model 3	Model 4
Indicator for Whether Feedback was Provided on % of Original Films That Were…				
About a Racial Minority Protagonist	0.094***	0.155***	0.095***	0.545***
	(0.026)	(0.023)	(0.026)	(0.154)
Above a Budget of $40M		0.101***		
		(0.028)		
Released After 2010		-0.014		
		(0.030)		
Over Two Hours		0.091**		
		(0.028)		
Controls	No	No	Yes	No
Observations	1,000	1,000	1,000	1,000
R-Squared	0.013	0.239	0.018	
AIC				1055.1

Notes: This table reports the results of three ordinary least squares (OLS) regressions and one logistic regression that predict whether the final film selected included a racial minority protagonist in Study 3A. Model 1 predicts whether the final film selected included a racial minority protagonist with an indicator for receiving feedback on the % of the original seven films that included a racial minority protagonist. Model 2 predicts whether the final film selected included a racial minority protagonist and includes indicators for receiving feedback on the % of the original seven films that included racial minority protagonists, had a budget above $40M, were released after 2010, and were longer than two hours. Model 3 predicts whether the final film selected included a racial minority protagonist with an indicator for receiving feedback on the % of the original seven films that included a racial minority protagonist, controlling for participant gender, race, and age. Model 4 is a logistic regression that predicts the likelihood of selecting the final film with a racial minority protagonist with an indicator for receiving feedback on the % of the original seven films that included racial minority protagonists. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-3. +$p<0.1$;*$p<0.05$;**$p<0.01$;***$p<0.001$.

Table S5. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Film Selected in Study 3B as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Films

	Independent Regression Equations				Simultaneous System of Equations			
Dependent Variable: The Final Film Selected…	Featured a Woman Protagonist	Had a Budget Above $40M	Was about a Political Leader	Was Released after 2010	Featured a Woman Protagonist	Had a Budget Above $40M	Was about a Political Leader	Was Released after 2010
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Films That Were…								
About a Woman Protagonist	0.206***				0.270***	0.080**	0.205***	0.178***
	(0.028)				(0.027)	(0.028)	(0.029)	(0.030)
Above a Budget of $40M		0.020			0.092**	0.111***	0.108**	0.216***
		(0.039)			(0.031)	(0.033)	(0.034)	(0.034)
About a Political Leader			-0.051		0.045	0.099**	0.122***	0.186***
			(0.036)		(0.029)	(0.031)	(0.031)	(0.032)
Released After 2010				-0.003	0.065	0.149***	0.113**	0.184***
				(0.062)	(0.039)	(0.042)	(0.043)	(0.043)
Observations	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
R-Squared	0.050	0.000	0.002	0.000	0.340	0.345	0.393	0.577

Notes: This table reports the results of eight ordinary least squares (OLS) regressions that predict whether the final film a participant selected in Study 3B had a given attribute (e.g., Was the film released after 2010? Was the film about a political leader?). Model 1 predicts whether the final film selected featured a woman protagonist with an indicator for receiving feedback on the % of the original six films selected that were about a woman protagonist. Model 2 predicts whether the final film selected had a budget above $40M with an indicator for receiving feedback on the % of the original six films selected that were made for a budget above $40M. Model 3 predicts whether the final film selected was about a political leader with an indicator for receiving feedback on the % of the original six films selected that were about a political leader. Model 4 predicts whether the final film selected was released after 2010 with an indicator for receiving feedback on the % of the original six films selected that were released after 2010. Models 5-8 were used to construct a simultaneous system of equations. All of these models include the following indicators as predictors: indicators for receiving feedback on the % of the original six films selected that (1) featured a woman protagonist, (2) had a budget above $40M, (3) featured a political leader protagonist and (4) were released after 2010. Model 5 predicts whether the final film selected featured a woman protagonist. Model 6 predicts whether the final film selected had a budget above $40M. Model 7 predicts whether the final film selected was about a political leader. Model 8 predicts whether the final film selected was released after 2010. Models 5-8 had the constant suppressed to prevent collinearity. Standard errors reported in parentheses are estimated robustly using HC3 and are clustered by participant in Models 5-8. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S6. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Film Included a Woman Protagonist in Study 3B as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Films That Featured a Woman Protagonist, with Various Robustness Tests

Dependent Variable:	The Final Film Selected Featured a Woman Protagonist			
	Model 1	Model 2	Model 3	Model 4
Indicator for Whether Feedback was Provided on % of Original Films That Were…				
About a Woman Protagonist	0.206***	0.270***	0.208***	1.002***
	(0.028)	(0.028)	(0.028)	(0.141)
Above a Budget of $40M		0.092**		
		(0.034)		
About a Political Leader		0.045		
		(0.032)		
Released After 2010		0.065		
		(0.043)		
Controls	No	No	Yes	No
Observations	1,000	1,000	1,000	1,000
R-Squared	0.050	0.340	0.054	
AIC				1181.7

Notes: This table reports the results of three ordinary least squares (OLS) regressions and one logistic regression that predict whether the final film selected featured a woman protagonist in Study 3B. Model 1 predicts whether the final film selected featured a woman protagonist with an indicator for receiving feedback on the % of the original six films that included women protagonists. Model 2 predicts whether the final film selected featured a woman protagonist with indicators for receiving feedback on the % of the original six films that featured a woman protagonist, had a budget above $40M, were about a political leader, and were released after 2010. Model 3 predicts whether the final film selected featured a woman protagonist with an indicator for receiving feedback on the % of the original six films that included women protagonists, controlling for participant gender, race, and age. Model 4 is a logistic regression that predicts the likelihood of selecting a final film featuring a woman protagonist with an indicator for receiving feedback on the % of the original six films that included women protagonists. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-3. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S7. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Author Selected in Study 4A as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Authors

	Independent Regression Equations				Simultaneous System of Equations			
Dependent Variable: The Final Author Selected…	Was a Racial Minority	Was Born in the 1800s	Was a Poet	Wrote More than 10 Books	Was a Racial Minority	Was Born in the 1800s	Was a Poet	Wrote More than 10 Books
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Authors Who…								
Were Racial Minorities	0.134***				0.200***	0.025	0.123***	0.090**
	(0.030)				(0.027)	(0.029)	(0.029)	(0.028)
Were Born in the 1800s		0.074+			0.110***	0.244***	0.147***	0.246***
		(0.038)			(0.026)	(0.028)	(0.028)	(0.027)
Were Poets			0.064+		0.121***	0.143***	0.248***	0.281***
			(0.036)		(0.026)	(0.028)	(0.028)	(0.027)
Wrote More than 10 Books				0.007	0.092***	0.208***	0.199***	0.243***
				(0.034)	(0.026)	(0.027)	(0.027)	(0.026)
Observations	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
R-Squared	0.020	0.004	0.003	0.000	0.356	0.468	0.507	0.627

Notes: This table reports the results of eight ordinary least squares (OLS) regressions that predict whether the final author a participant selected in Study 4A had a given attribute. Model 1 predicts whether the final author selected was a racial minority with an indicator for receiving feedback on the % of the original six authors who were racial minorities. Model 2 predicts whether the final author selected was born in the 1800s with an indicator for receiving feedback on the % of the original six authors who were born in the 1800s. Model 3 predicts whether the final author selected was a poet with an indicator for receiving feedback on the % of the original six authors who were poets. Model 4 predicts whether the final author selected wrote more than 10 books with an indicator for receiving feedback on the % of the original six authors who wrote more than 10 books. Models 5-8 were used to construct a simultaneous system of equations. All of these models include the following indicators as predictors: indicators for receiving feedback on the % of the original six authors who (1) were racial minorities, (2) were born in the 1800s, (3) were poets, and (4) wrote more than 10 books. Model 5 predicts whether the final author selected was a racial minority. Model 6 predicts whether the final author selected was born in the 1800s. Model 7 predicts whether the final author selected was a poet. Model 8 predicts whether the final author selected wrote more than 10 books. Models 5-8 had the constant suppressed to prevent collinearity. Standard errors reported in parentheses are estimated robustly using HC3 and are clustered by participant in Models 5-8. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S8. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Author Was a Racial Minority in Study 4A as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Authors Who Were Racial Minorities, with Various Robustness Tests

Dependent Variable:	The Final Author Selected was a Racial Minority			
	Model 1	Model 2	Model 3	Model 4
Indicator for Whether Feedback was Provided on % of Original Authors Who…				
Were Racial Minorities	0.134***	0.200***	0.135***	0.595***
	(0.030)	(0.027)	(0.030)	(0.135)
Were Born in the 1800s		0.110***		
		(0.027)		
Were Poets		0.121***		
		(0.026)		
Wrote More than 10 Books		0.092***		
		(0.026)		
Controls	No	No	Yes	No
Observations	1,000	1,000	1,000	1,000
R-Squared	0.020	0.356	0.035	
AIC				1277.8

Notes: This table reports the results of three ordinary least squares (OLS) regressions and one logistic regression that predict whether participants selected a racial minority author as their final choice. Model 1 predicts whether the final author selected was a racial minority with an indicator for receiving feedback on the % of the original six authors who were racial minorities. Model 2 predicts whether the final author selected was a racial minority with indicators for receiving feedback on the % of the original six authors who were racial minorities, were born in the 1800s, were poets, and wrote more than 10 books. Model 3 predicts whether the final author selected was a racial minority with an indicator for receiving feedback on the % of the original six authors who were racial minorities, controlling for participant gender, race, and age. Model 4 is a logistic regression that predicts the likelihood of selecting the final author who was a racial minority with an indicator for receiving feedback on the % of the original six authors who were racial minorities. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-3. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S9. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Author Selected in Study 4B as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Authors

	Independent Regression Equations				Simultaneous System of Equations			
Dependent Variable: The Final Author Selected…	Was a Woman	Wrote Multiple Genres	Sold >30M Copies of a Book	Wrote a Work in Print for >50 Years	Was a Woman	Wrote Multiple Genres	Sold >30M Copies of a Book	Wrote a Work in Print for >50 Years
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Authors Who…								
Were Women	0.119***				0.216***	0.167***	0.153***	0.237***
	(0.030)				(0.026)	(0.027)	(0.026)	(0.023)
Wrote Multiple Genres		-0.082			0.141***	0.092**	0.075*	0.256***
		(0.043)			(0.032)	(0.033)	(0.033)	(0.028)
Sold >30M Copies of a Book			0.012		0.034	0.207***	0.150***	0.263***
			(0.040)		(0.032)	(0.032)	(0.031)	(0.028)
Wrote a Work in Print for >50 Years				0.021	0.121***	0.157***	0.154**	0.266***
				(0.037)	(0.032)	(0.033)	(0.032)	(0.028)
Observations	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
R-Squared	0.016	0.004	0.001	0.001	0.368	0.465	0.394	0.772

Notes: This table reports the results of eight ordinary least squares (OLS) regressions that predict whether the final author a participant selected in Study 4B had a given attribute. Model 1 predicts whether the final author selected was a woman and includes an indicator for receiving feedback on the % of the original six authors selected who were women. Model 2 predicts whether the final author selected wrote in multiple genres and includes an indicator for receiving feedback on the % of the original six authors selected who wrote in multiple genres. Model 3 predicts whether the final author selected sold >30M copies of a book and includes an indicator for receiving feedback on the % of the original six authors selected who sold >30M copies of a book. Model 4 predicts whether the final author selected had written a book that was in print for >50 years and includes an indicator for receiving feedback on the % of the original six authors selected who wrote a book that was in print for >50 years. Models 5-8 were used to construct a simultaneous system of equations. All of these models include the following indicators as predictors: indicators for receiving feedback on the % of the original six authors who (1) were women, (2) wrote in multiple genres, (3) wrote a book that sold >30M copies, and (4) wrote a book that was in print for >50 years. Model 5 predicts whether the final author selected was a woman. Model 6 predicts whether the final author selected wrote in multiple genres. Model 7 predicts whether the final author selected wrote a book that sold >30M copies. Model 8 predicts whether the final author selected wrote any books that were in print for >50 years. Models 5-8 had the constant suppressed to prevent collinearity. Standard errors reported in parentheses are estimated robustly using HC3 and are clustered by participant in Models 5-8. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S10. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Author Was a Woman in Study 4B as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Authors Who Were Women, with Various Robustness Tests

Dependent Variable:	The Final Author Selected was a Woman			
	Model 1	Model 2	Model 3	Model 4
Indicator for Whether Feedback was Provided on % of Original Authors Who…				
Were Women	0.119***	0.216***	0.121***	0.525***
	(0.030)	(0.026)	(0.030)	(0.140)
Wrote Multiple Genres		0.141***		
		(0.032)		
Sold >30M Copies of a Book		0.034		
		(0.032)		
Wrote a Work in Print for >50 Years		0.121***		
		(0.032)		
Controls	No	No	Yes	No
Observations	1,000	1,000	1,000	1,000
R-Squared	0.016	0.368	0.020	
AIC				1289.3

Notes: This table reports the results of three ordinary least squares (OLS) regressions and one logistic regression that predict the selection of a woman author in Study 4B. Model 1 predicts whether the final author selected was a woman with an indicator for receiving feedback on the % of the original six authors who were women. Model 2 predicts whether the final author selected was a woman with indicators for receiving feedback on the % of the original six authors who were women, wrote in multiple genres, sold more than 30 million copies of a book, and wrote a book that remained in print for more than 50 years. Model 3 predicts whether the final author selected was a woman with an indicator for receiving feedback on the % of the original six authors who were women, controlling for participant gender, race, and age. Model 4 is a logistic regression that predicts the likelihood that the final author selected was a woman with an indicator for receiving feedback on the % of the original six authors who were women. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-3. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S11. Logistic Regressions Predicting Whether the Final Panelist Selected Was a Woman in Study 5 as a Function of Assignment to Gender Feedback and Candidate Pool Composition Conditions

Dependent Variable: The Final Panelist Selected was a Woman	Participants Randomly Assigned to See Women Underrepresented in the Candidate Set	Participants Randomly Assigned to See Women Overrepresented in the Candidate Set	Full Participant Sample
	Model 1	Model 2	Model 3
Feedback was Provided on the % of Panelists Who Were Women	0.994***	-0.526**	0.994***
	(0.170)	(0.183)	(0.170)
Women Overrepresented			1.887***
			(0.184)
(Feedback was Provided on the % of Panelists Who Were Women) **x** (Women Overrepresented)			-1.520***
			(0.249)
Observations	598	602	1,200
AIC	792.6	715.9	1508.6

Notes: This table reports the results of three logistic regressions predicting the likelihood that the final panelist selected in Study 5 was a woman. Model 1 shows results including only participants randomly assigned to select panelists from a candidate pool where women were underrepresented (i.e., the pool was primarily male). Model 2 shows results including only participants randomly assigned to select panelists from a candidate pool where women were overrepresented. Model 3 includes the full sample. The primary predictors are indicators for receiving *gender feedback* and assignment to the *women overrepresented* pool condition and their interaction term (in Model 3). Coefficients represent log-odds. Standard errors are reported in parentheses. +p<0.1;*p<0.05;**p<0.01;***p<0.001.

Table S12. Comparison of the Effects of Our Descriptive Feedback Intervention in Studies 2, 3A, 3B, 4A and 4B with the Effects of a Simulated Quota Requiring that at Least One Woman Be Selected (Studies 2, 3B and 4B) or One Racial Minority Be Selected (Studies 3A and 4A)

Study Number: Outcome of Interest	Estimated Effect of Gender (or Race) Feedback on the Likelihood of Selecting a Woman (or Racial Minority) Candidate†	Simulated Effect of Quota Rule on Likelihood of Selecting a Woman (or Racial Minority) Candidate†	% of Quota Rule Effect Achieved by Providing Gender (or Race) Feedback
Study 2: Selection of a Final Biography About a Woman.	13.2%*	18.5%***	71.4%
Study 3A: Selection of a Final Film Featuring a Racial Minority Protagonist.	9.4%***	17.1%***	54.7%
Study 3B: Selection of a Final Film Featuring a Woman Protagonist.	20.6%***	25.7%***	80.0%
Study 4A: Selection of a Final Author Who Was a Racial Minority.	13.4%***	29.6%***	45.3%
Study 4B: Selection of a Final Author Who Was a Woman.	11.9%***	15.6%***	76.7%

Notes: This table compares the relative effects of our descriptive feedback intervention with those of a simulated experimental condition in which a quota is imposed on control condition participants requiring them to select at least one woman (in Studies 2, 3B and 4B) or one racial minority (in Studies 3A and 4A). The "Estimated Effect of Gender (or Race) Feedback" column reports the regression-estimated increase in the likelihood of selecting a woman or racial minority as the final selectee caused by our descriptive feedback intervention (compared to each experiment's control condition). The "Simulated Effect of Quota Rule" column reports the regression-estimated increase in the likelihood of selecting a woman or racial minority as the final selectee caused by a simulated quota applied to control condition data (compared to each experiment's actual control condition). The "% of Quota Rule Effect Achieved by Providing Gender (or Race) Feedback" column shows the proportion of the quota effect achieved by the descriptive feedback intervention in each study. Complete regression results are presented in Table S14. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

†In studies where the outcome of interest was the selection of a woman candidate, we estimate the effect of each treatment on the likelihood of selecting a woman candidate. In studies where the outcome of interest was the selection of a racial minority candidate, we estimate the effect of each treatment on the likelihood of selecting a racial minority candidate.

Table S13. Demonstration of Quota Rule Implementation

Illustration of Synthetic Data Creation for Simulated Quota Condition		
% of Control Condition Participant's Initial Selectees Who Were Women	**Control Participant's Final Selectee's Gender**	**Simulated "Quota Condition" Final Selectee's Gender**
17%	Man	Man
0%	Man	**Woman**
33%	Woman	Woman
0%	Woman	Woman

Notes: This table illustrates the creation of synthetic data for the simulated quota condition. For participants in the control conditions who did not select any women (or racial minorities) among their initial selectees and also did not pick a woman (or a racial minority) as their final selectee, we simulated compliance with a quota by changing their final selection to a woman (or a racial minority). This mechanical adjustment ensured that every participant in the simulated quota condition had at least one woman (or a racial minority) in their overall selectee set, meeting the requirements of a quota. The bolded entry indicates changes made under the simulated quota condition.

Table S14. Ordinary Least Squares (OLS) Regressions Predicting Whether the Final Selectee in Studies 2, 3A, 3B, 4A and 4B Was a Woman (Studies 2, 3B and 4B) or a Racial Minority (Studies 3A and 4A) as a Function of (1) Assignment to Receive Feedback on the Proportion of Initial Selectees Who Were Women (in Studies 2, 3B and 4B) or Racial Minorities (in Studies 3A and 4A) and (2) Assignment to Our Synthetic Quota Condition

Dependent Variable: The Final Selection in the Choice Set Was…	A Biography About a Woman (Study 2)	A Film Featuring a Racial Minority Protagonist (Study 3A)	A Film Featuring a Woman Protagonist (Study 3B)	A Book by a Racial Minority Author (Study 4A)	A Book by a Woman Author (Study 4B)
	Model 1	Model 2	Model 3	Model 4	Model 5
Indicator for Whether Feedback was Provided on the % of Initial Selectees Who Were…					
Women	0.132* (0.052)		0.206*** (0.028)		0.119*** (0.030)
Racial Minorities		0.094*** (0.026)		0.134*** (0.030)	
Quota Condition	0.185*** (0.053)	0.171*** (0.027)	0.257*** (0.029)	0.296*** (0.030)	0.156*** (0.030)
Observations	453	1,502	1,498	1,500	1,501
R-Squared	0.028	0.025	0.054	0.060	0.019

Notes: This table reports the results of five ordinary least squares (OLS) regressions that predict whether the biography (Model 1), final film (Models 2-3) or book (Models 4-5) a participant selected was about a woman (Model 1), featured a racial minority protagonist (Model 2), featured a woman protagonist (Model 3), was written by a racial minority author (Model 4), or was written by a woman author (Model 5), after adding the synthetic quota rule condition. Model 1 analyzes data from Study 2 to predict the selection of a biography about a woman with an indicator for receiving feedback on the % of the original six selected biographies about women, and an indicator for the simulated quota condition. Model 2 analyzes data from Study 3A to predict the selection of a final film featuring a racial minority protagonist with an indicator for receiving feedback on the % of the original seven selected films about racial minority protagonists and an indicator for the simulated quota condition. Model 3 analyzes data from Study 3B to predict the selection of a final film featuring a woman protagonist with an indicator for receiving feedback on the % of the original six selected films about women protagonists, and an indicator for the simulated quota condition. Model 4 analyzes data from Study 4A to predict the selection of a final book by a racial minority author with an indicator for receiving feedback on the % of the original six selected books by racial minority authors and an indicator for the simulated quota condition. Model 5 analyzes data from Study 4B to predict the selection of a final book by a woman author with an indicator for receiving feedback on the % of the original six selected books by women authors and an indicator for the simulated quota condition. Standard errors reported in parentheses are estimated robustly using HC3. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S15. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Panelist Selected in Study S1 as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Panelists

Dependent Variable: The Final Panelist Selected was a…	Independent Regression Equations				Simultaneous System of Equations			
	Woman	CEO	Technologist	Founder	Woman	CEO	Technologist	Founder
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Panelists Who Were…								
Women	0.224***				0.284***	0.184***	-0.024	-0.002
	(0.030)				(0.027)	(0.029)	(0.026)	(0.025)
CEOs		0.005			0.161***	0.189***	0.119***	0.081**
		(0.037)			(0.026)	(0.028)	(0.025)	(0.025)
Technologists			0.014		0.100***	0.166***	0.130***	0.126***
			(0.034)		(0.026)	(0.028)	(0.025)	(0.025)
Founders				0.076*	0.061*	0.146***	0.174***	0.157***
				(0.030)	(0.026)	(0.027)	(0.025)	(0.024)
Observations	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
R-Squared	0.053	0.000	0.000	0.006	0.422	0.471	0.316	0.281

Notes: This table reports the results of eight ordinary least squares (OLS) regressions that predict whether the final panelist a participant selected in Study S1 had a given attribute (e.g., Were they a woman? Were they a CEO?). Model 1 predicts whether the final panelist selected was a woman with an indicator for receiving feedback on the % of the original six panelists who were women. Model 2 predicts whether the final panelist selected was a CEO with an indicator for receiving feedback on the % of the original six panelists who were CEOs. Model 3 predicts whether the final panelist selected was a technologist with an indicator for receiving feedback on the % of the original six panelists who were technologists. Model 4 predicts whether the final panelist selected was a founder with an indicator for receiving feedback on the % of the original six panelists who were founders. Models 5-8 were used to construct a simultaneous system of equations. All of these models include the following indicators as predictors: indicators for receiving feedback on the % of the original six panelists who (1) were women, (2) were CEOs, (3) were technologists, and (4) were founders. Model 5 predicts whether the final panelist selected was a woman. Model 6 predicts whether the final panelist selected was a CEO. Model 7 predicts whether the final panelist selected was a technologist. Model 8 predicts whether the final panelist selected was a founder. Models 5-8 had the constant suppressed to prevent collinearity. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-4 and are clustered by participant in Models 5-8. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S16. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Panelist Was a Woman in Study S1 as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Panelists Who Were Women, with Various Robustness Tests

Dependent Variable:	The Final Panelist Selected was a Woman			
	Model 1	Model 2	Model 3	Model 4
Indicator for Whether Feedback was Provided on % of Original Panelists Who Were…				
Women	0.224***	0.229***	0.223***	0.961***
	(0.030)	(0.036)	(0.030)	(0.134)
CEOs		0.071		
		(0.047)		
Technologists		0.008		
		(0.048)		
Founders		-0.030		
		(0.048)		
Controls	No	No	Yes	No
Observations	1,000	1,000	1,000	1,000
R-Squared	0.053	0.058	0.055	
AIC				1287.5

Notes: This table reports the results of three ordinary least squares (OLS) regressions and one logistic regression that predict whether the final panelist a participant selected in Study S1 was a woman. Model 1 predicts whether the final panelist was a woman with an indicator for receiving feedback on the % of the original six panelists who were women. Model 2 predicts whether the final panelist was a woman with indicators for receiving feedback on the % of the original six panelists who were women, CEOs, technologists, and founders. Model 3 predicts whether the final panelist selected was a woman, using an indicator for receiving feedback on the % of the original six panelists who were women and controlling for participant gender, race, and age. Model 4 is a logistic regression that predicts whether the final panelist selected was a woman with an indicator for receiving feedback on the % of the original six panelists who were women. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-3. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S17. Ordinary Least Squares (OLS) Regression Predicting the Effect of Gender Feedback as a Function of Whether Participants Received an Injunctive Norm Message Encouraging a Focus on Gender Diversity for Their Seventh and Final Panelist Selection in Study S2A

Dependent Variable:	The Final Panelist Selected was a Woman
	Model 1
Feedback was Provided on the % of Panelists Who Were Women	0.193***
	(0.043)
Injunctive Norm Message	0.030
	(0.042)
(Feedback was Provided on the % of Panelists Who Were Women) **x** Injunctive Norm Message	-0.005
	(0.061)
Observations	1,000
R-Squared	0.039

Notes: This table reports the results of an ordinary least squares (OLS) regression that predicts whether the final panelist a participant selected in Study S2A was a woman. The model predicts whether the final panelist selected was a woman with an indicator for receiving feedback on the % of the original six panelists who were women, an indicator for receiving an injunctive norm message encouraging a focus on gender diversity, and an interaction between the two aforementioned indicators. Standard errors reported in parentheses are estimated robustly using HC3. +p<0.1;*p<0.05;**p<0.01;***p<0.001.

Table S18. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Panelist Selected in Study S2A as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Panelists

	Independent Regression Equations				Simultaneous System of Equations			
Dependent Variable: The Final Panelist Selected was a…	Woman	CEO	Technologist	Founder	Woman	CEO	Technologist	Founder
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Panelists Who Were…								
Women	0.193***				0.263***	0.216***	0.006	-0.017
	(0.043)				(0.039)	(0.040)	(0.038)	(0.038)
CEOs		-0.016			0.137***	0.174***	0.109**	0.176***
		(0.050)			(0.036)	(0.038)	(0.036)	(0.036)
Technologists			0.000		0.137***	0.165***	0.118**	0.113**
			(0.049)		(0.037)	(0.039)	(0.037)	(0.037)
Founders				0.067	0.052	0.142***	0.224***	0.187***
				(0.051)	(0.038)	(0.040)	(0.038)	(0.038)
Observations	496	496	496	496	496	496	496	496
R-Squared	0.039	0.000	0.000	0.003	0.406	0.481	0.359	0.362

Notes: This table reports the results of eight ordinary least squares (OLS) regressions that predict whether the final panelist a participant selected in Study S2A had a given attribute. These results represent participants who were not encouraged to focus on diversity. Model 1 predicts whether the final panelist selected was a woman with an indicator for receiving feedback on the % of the original six panelists who were women. Model 2 predicts whether the final panelist was a CEO with an indicator for receiving feedback on the % of the original six panelists who were CEOs. Model 3 predicts whether the final panelist was a technologist with an indicator for receiving feedback on the % of the original six panelists who were technologists. Model 4 predicts whether the final panelist selected was a founder with an indicator for receiving feedback on the % of the original six panelists who were founders. Models 5-8 were used to construct a simultaneous system of equations. All of these models include the following indicators as predictors: indicators for receiving feedback on the % of the original six panelists who (1) were women, (2) were CEOs, (3) were technologists, and (4) were founders. Model 5 predicts whether the final panelist selected was a woman. Model 6 predicts whether the final panelist selected was a CEO. Model 7 predicts whether the final panelist selected was a technologist. Model 8 predicts whether the final panelist selected was a founder. Models 5-8 had the constant suppressed to prevent collinearity. Standard errors reported in parentheses are estimated robustly using HC3 and are clustered by participant in Models 5-8. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S19. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Panelist Was a Woman in Study S2A as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Panelists Who Were Women and Whether They Were Assigned to the Injunctive Norm Messaging Conditions, with Various Robustness Tests

Dependent Variable:	The Final Panelist Selected was a Woman							
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Panelists Who Were…								
Women	0.193***	0.192***	0.193***	0.834***	0.193***	0.220***	0.192***	0.834***
	(0.043)	(0.053)	(0.043)	(0.190)	(0.043)	(0.048)	(0.043)	(0.190)
CEOs		0.021				0.098*		
		(0.067)				(0.047)		
Technologists		0.026				0.070		
		(0.066)				(0.047)		
Founders		-0.067				-0.039		
		(0.073)				(0.051)		
Indicators for Injunctive Norm Message								
Injunctive Norm Message					0.030	0.030	0.032	0.143
					(0.042)	(0.041)	(0.042)	(0.198)
(Feedback was Provided on the % of Panelists Who Were Women) **x** Injunctive Norm Message					-0.005	-0.010	-0.008	-0.041
					(0.061)	(0.061)	(0.061)	(0.266)
Controls	No	No	Yes	No	No	No	Yes	No
Observations	496	496	496	496	1,000	1,000	1,000	1,000
R-Squared	0.039	0.045	0.046		0.039	0.050	0.043	
AIC				644.4				1311.5

Notes: This table reports the results of six ordinary least squares (OLS) regressions and two logistic regressions that predict whether the final panelist a participant selected in Study S2A was a woman. Models 1-4 include only participants who were not encouraged to focus on diversity. Model 1 predicts whether the final panelist selected was a woman with an indicator for receiving feedback on the % of the original six panelists who were women. Model 2 predicts whether the final panelist selected was a woman with indicators for receiving feedback on the % of the original six panelists who were women, CEOs, technologists, and founders. Model 3 predicts whether the final panelist selected was a woman with an indicator for receiving feedback on the % of the original six panelists who were women, controlling for participant gender, race, and age. Model 4 is a logistic regression that predicts the likelihood of selecting the final woman panelist with an indicator for receiving feedback on the % of the original six panelists who were women. Models 5-8 analyze the full participant sample. All of these models include the following as predictors: an indicator for receiving feedback on the % of the original six panelists who were women, an indicator for receiving an injunctive norm message encouraging a focus on gender diversity in their subsequent selection, and an interaction of the two previous indicators. Model 5 predicts whether the final panelist selected was a woman. Model 6 predicts whether the final panelist selected was a woman with additional indicators for receiving feedback on the % of the original six panelists who were CEOs, technologists, and founders. Model 7 predicts whether the final panelist selected was a woman with additional controls for participant race, gender, and age. Model 8 is a logistic regression that predicts the likelihood of selecting the final woman panelist. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-3 and 5-7. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S20. Ordinary Least Squares (OLS) Regression Predicting Whether the Final Podcast Selected in Study S2B Featured a Woman Host as a Function of (1) Whether Participants Were Randomly Assigned to Receive Feedback on the Gender of the Host of Their Initially Selected Set of Six Podcasts and (2) Whether Participants Received an Injunctive Norm Message Encouraging a Focus on the Gender Diversity of Podcast Hosts When Making Their Final Podcast Selection

Dependent Variable: The Final Podcast Selected Featured a Woman Host	Model 1
Feedback was Provided on the % of Podcast Hosts Who Were Women	0.190***
	(0.041)
Injunctive Norm Message Delivered Encouraging Focus on Diversity	0.053
	(0.039)
(Feedback was Provided on the % of Podcast Hosts Who Were Women) **x** (Injunctive Norm Message Delivered Encouraging Focus on Diversity)	0.019
	(0.060)
Observations	1,000
R-Squared	0.047

Notes: This table reports the results of an ordinary least squares (OLS) regression that predicts whether the final podcast a participant selected in Study S2B was hosted by a woman. The model predicts whether the final podcast selected was hosted by a woman with an indicator for receiving feedback on the % of the original six podcasts that were hosted by women, an indicator for receiving an injunctive norm message encouraging a focus on gender diversity, and an interaction between the two aforementioned indicators. Standard errors reported in parentheses are estimated robustly using HC3. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S21. Ordinary Least Squares (OLS) Regressions Predicting Attributes of the Final Podcast Selected in Study S2B as a Function of the Pieces of Feedback Participants Were Randomly Assigned to Receive on Their Initially Selected Set of Six Podcasts

	Independent Regression Equations				Simultaneous System of Equations			
Dependent Variable: The Final Podcast Selected…	Included a Woman Host	Had More than 300 Episodes	Had an Average Episode Length Over Two Hours	Had a Start Date of Over 3 Years Ago	Included a Woman Host	Had More than 300 Episodes	Had an Average Episode Length Over Two Hours	Had a Start Date of Over 3 Years Ago
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Podcasts That…								
Included a Woman Host	0.190***				0.294***	0.082*	-0.023	0.312***
	(0.041)				(0.039)	(0.040)	(0.032)	(0.042)
Had More than 300 Episodes		-0.031			0.132**	0.048	0.038	0.218***
		(0.058)			(0.045)	(0.047)	(0.037)	(0.048)
Had an Average Episode Length Over Two Hours			0.097+		-0.013	0.291***	0.112*	0.049
			(0.052)		(0.057)	(0.059)	(0.047)	(0.061)
Started Over Three Years Ago				-0.081	0.117**	0.013	0.070*	0.184***
				(0.051)	(0.042)	(0.044)	(0.035)	(0.045)
Observations	499	499	499	499	499	499	499	499
R-Squared	0.041	0.001	0.004	0.005	0.361	0.373	0.189	0.531

Notes: This table reports the results of eight ordinary least squares (OLS) regressions that predict whether the final podcast a participant selected in Study S2B had a given attribute. These results represent participants who were not encouraged to focus on diversity. Model 1 predicts whether the final podcast selected had a woman host with an indicator for receiving feedback on the % of the original six podcasts that had a woman host. Model 2 predicts whether the final podcast selected had more than 300 episodes with an indicator for receiving feedback on the % of the original six podcasts that had more than 300 episodes. Model 3 predicts whether the final podcast selected had an average episode length of over two hours with an indicator for receiving feedback on the % of the original six podcasts that had an average episode length of over two hours. Model 4 predicts whether the final podcast selected started over three years ago with an indicator for receiving feedback on the % of the original six podcasts that started over three years ago. Models 5-8 were used to construct a simultaneous system of equations. All of these models include the following indicators as predictors: indicators for receiving feedback on the % of the original six podcasts that (1) had a woman host, (2) had more than 300 episodes, (3) had an average episode length of over two hours, and (4) started over three years ago. Model 5 predicts whether the final podcast selected had a woman host. Model 6 predicts whether the final podcast selected had more than 300 episodes. Model 7 predicts whether the final podcast selected had an average episode length of over two hours. Model 8 predicts whether the final podcast selected started over three years ago. Models 5-8 had the constant suppressed to prevent collinearity. Standard errors reported in parentheses are estimated robustly using HC3 and are clustered by participant in Models 5-8. +p<0.1;*p<0.05;**p<0.01;***p<0.001.

Table S22. Ordinary Least Squares (OLS) and Logistic Regressions Predicting Whether the Final Podcast Selected in Study S2B Featured a Woman Host as a Function of Whether Participants Were Randomly Assigned to Receive Feedback on the Fraction of Their Originally Selected Set of Podcasts That Included a Woman Host and Whether They Were Assigned to the Injunctive Norm Messaging Conditions, with Various Robustness Tests

Dependent Variable:	The Final Podcast Selected Featured a Woman Host							
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Indicator for Whether Feedback was Provided on % of Original Podcasts That Had…								
A Woman Host	0.190***	0.294***	0.191***	0.875***	0.190***	0.278***	0.190***	0.875***
	(0.041)	(0.041)	(0.042)	(0.197)	(0.041)	(0.038)	(0.042)	(0.197)
More than 300 Episodes		0.132**				0.106**		
		(0.049)				(0.035)		
An Average Episode Length Over Two Hours		-0.013				0.041		
		(0.063)				(0.043)		
Started Over Three Years Ago		0.117*				0.089**		
		(0.046)				(0.033)		
Indicators for Injunctive Norm Message								
Injunctive Norm Message					0.053	0.053	0.054	0.275
					(0.039)	(0.039)	(0.039)	(0.203)
(Feedback was Provided on the % of Podcast Hosts Who Were Women) **x** Injunctive Norm Message					0.019	0.017	0.018	0.016
					(0.060)	(0.060)	(0.060)	(0.272)
Controls	No	No	Yes	No	No	No	Yes	No
Observations	499	499	499	499	1,000	1,000	1,000	1,000
R-Squared	0.041	0.361	0.047		0.047	0.392	0.050	
AIC				616.9				1268.4

Notes: This table reports the results of six ordinary least squares (OLS) regressions and two logistic regressions that predict whether the final podcast a participant selected in Study S2B was hosted by a woman. Models 1-4 are among participants who were not encouraged to focus on diversity. Model 1 predicts whether the final podcast selected had a woman host with an indicator for receiving feedback on the % of the original six podcasts that had a woman host. Model 2 predicts whether the final podcast selected had a woman host with indicators for receiving feedback on the % of the original six podcasts that were hosted by a woman, had more than 300 episodes, had an average episode length of over two hours, and started over three years ago. Model 3 predicts whether the final podcast selected was hosted by a woman with an indicator for receiving feedback on the % of the original six podcasts that had a woman host, controlling for participant gender, race, and age. Model 4 is a logistic regression that predicts the likelihood of selecting the final podcast that was hosted by a woman with an indicator for receiving feedback on the % of the original six podcasts that were hosted by a woman. Models 5-8 analyze the full participant sample. All of these models include the following as predictors: an indicator for receiving feedback on the % of the original six podcasts that were hosted by a woman, an indicator for receiving an injunctive norm message encouraging a focus on gender diversity in their subsequent selection, and an interaction of the two previous indicators. Model 5 predicts whether the final podcast selected was hosted by a woman. Model 6 predicts whether the final podcast selected was hosted by a woman with additional indicators for receiving feedback on the % of the original six podcasts that had more than 300 episodes, had an average episode length of over two hours, and started over three years ago. Model 7 predicts whether the final podcast selected was hosted by a woman with additional controls for participant race, gender, and age. Model 8 is a logistic regression that predicts the likelihood of selecting the final podcast that was hosted by a woman. Standard errors reported in parentheses are estimated robustly using HC3 in Models 1-3 and 5-7. $+p<0.1$;$*p<0.05$;$**p<0.01$;$***p<0.001$.

Table S23. Author Attribute Importance Ratings Compared to Gender in Study S4

Attribute	Gender *M* (*SD*)	Attribute *M* (*SD*)	Cohen's *d*	One-sided equivalence *p*-value
wrote at least one book that sold over 1 million copies.	3.81 (1.52)	4.00 (1.83)	-0.11	.017
published their first book in the last 5 years.	3.81 (1.52)	3.44 (1.83)	0.22	.161
wrote one of the 500 most commonly taught books in US colleges.	3.81 (1.52)	4.16 (1.57)	-0.23	.006
were born in the United States.	3.81 (1.52)	3.40 (2.00)	0.23	.170
wrote at least one book that remained in continuous print for over 50 years.	3.81 (1.52)	4.23 (1.50)	-0.28	.004
had their work translated into at least 20 languages.	3.81 (1.52)	3.28 (1.97)	0.30	.240
ever wrote poetry.	3.81 (1.52)	3.24 (2.09)	0.31	.252
wrote books, poems or essays spanning multiple genres.	3.81 (1.52)	4.33 (1.74)	-0.32	.003
ever had their work adapted into a major motion picture.	3.81 (1.52)	3.29 (1.65)	0.33	.269
wrote at least one book that appears on the American Library Association's banned books list.	3.81 (1.52)	3.24 (1.83)	0.34	.282
ever wrote fiction.	3.81 (1.52)	4.40 (1.94)	-0.34	.002
ever had their work included in a major literary anthology (e.g. Norton, Oxford).	3.81 (1.52)	3.16 (2.01)	0.36	.314
won a Pulitzer Prize, Nobel Prize or National Book Award.	3.81 (1.52)	4.44 (1.76)	-0.38	.001
wrote an autobiography.	3.81 (1.52)	3.12 (1.76)	0.42	.385
wrote primarily about war and civil unrest.	3.81 (1.52)	3.12 (1.67)	0.43	.403
have been writing professionally for over 30 years.	3.81 (1.52)	2.92 (1.61)	0.57	.594
are still alive.	3.81 (1.52)	2.80 (1.76)	0.61	.656
wrote more than 10 books.	3.81 (1.52)	2.84 (1.60)	0.62	.664
died in the last century.	3.81 (1.52)	2.72 (1.79)	0.66	.707
were born in the 1800s.	3.81 (1.52)	2.38 (1.38)	0.98	.954
published their first book before the age of 25.	3.81 (1.52)	1.84 (1.31)	1.38	.999

Notes: This table reports the importance of considering each author attribute when creating a library reading list (1 = Not at all important, 7 = Very important). Each participant rated one attribute in a between-subjects design. Positive Cohen's *d* indicates gender was rated as more important than the comparison attribute. The "One-sided equivalence *p*-value" column reports an upper-bound equivalence (TOST) test of whether each comparison attribute is not significantly less important than gender; $p < .05$ confirms the attribute is not less important than gender.

Table S24. Ordinary Least Squares (OLS) Regressions Estimating the Effect of Feedback on Participants' Final Selection in Studies 2, 3A, 3B and 4B, Among Participants Whose Initial Selection Contained Zero of the Attribute Targeted with Feedback

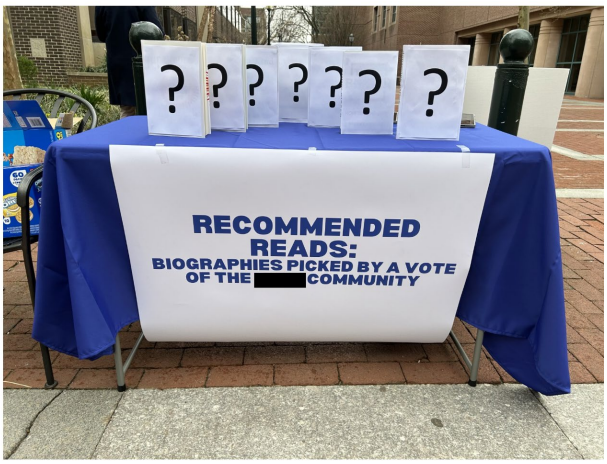
Dependent Variable: An Indicator for Whether the Participant's Final Selection Exhibited the Target Attribute	Target Attribute: Race or Gender	Target Attribute: Not Race or Gender
	Model 1	Model 2
Indicator for Whether Feedback was Provided on the Target Attribute	0.225***	0.072
	(0.031)	(0.056)
Study Fixed Effects	Yes	Yes
Observations	864	414
Unique Participants	864	340
R-Squared	0.058	0.134
Wald Test, Δ (Indicator for Whether Feedback was Provided on the Target Attribute in Model 1 − Indicator for Whether Feedback was Provided on the Target Attribute in Model 2)	+0.152* (*SE* = 0.064), *p* = .017, 95% CI = [+0.027, +0.278]	

Notes: This table reports the results of two ordinary least squares (OLS) regressions estimating the effect of being randomly assigned to receive feedback about the representation of a given target attribute in a set of selected books or films on whether the participant's final film or book selection exhibited that attribute, pooling data from Studies 2, 3A, 3B and 4B. Analyses only include participants whose initial selections contained zero books or films with the target attribute. Model 1 pools observations from the race or gender feedback cells of relevant studies (each participant contributes one observation). Model 2 pools observations from the comparison-attribute feedback cells (never race or gender) across the same studies (a single participant can contribute multiple observations because some studies included feedback on more than one comparison attribute; for example, a Study 3B participant whose six initial film selections contained no high-budget films and no films with a political-leader protagonist contributes two observations to Model 2). Both regressions include study fixed effects (Study 2 omitted) and cluster standard errors at the participant level. Standard errors are reported in parentheses. The Wald test row reports the cross-regression difference between the coefficients in Model 1 and Model 2 on the indicator for whether feedback was provided on the target attribute. +p<0.1;*p<0.05;**p<0.01;***p<0.001.

Figures

Figure S1. Pictures of Study 2's (A) On-campus Recruitment Display and (B) Final On-campus Display of Selected Books

(A)



(B)

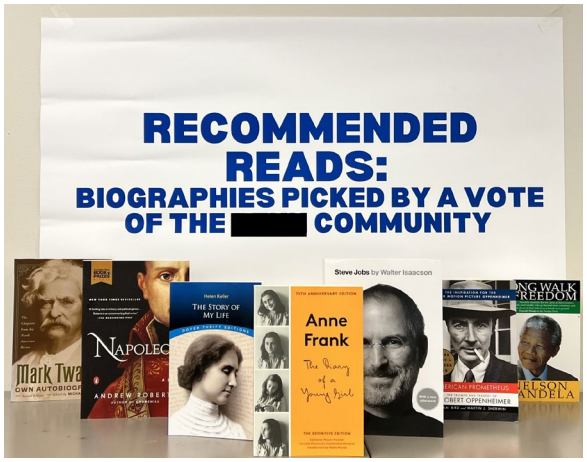
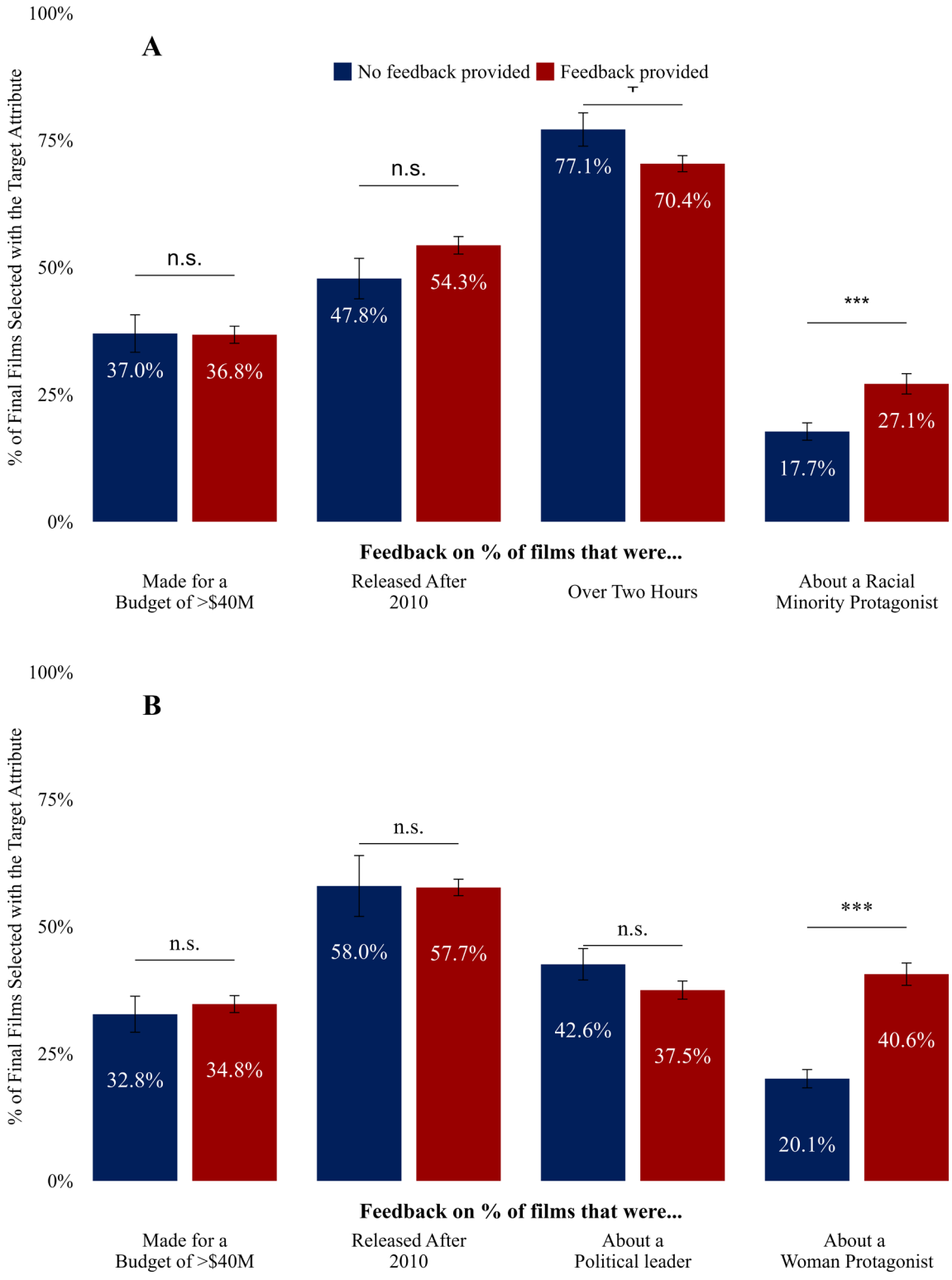


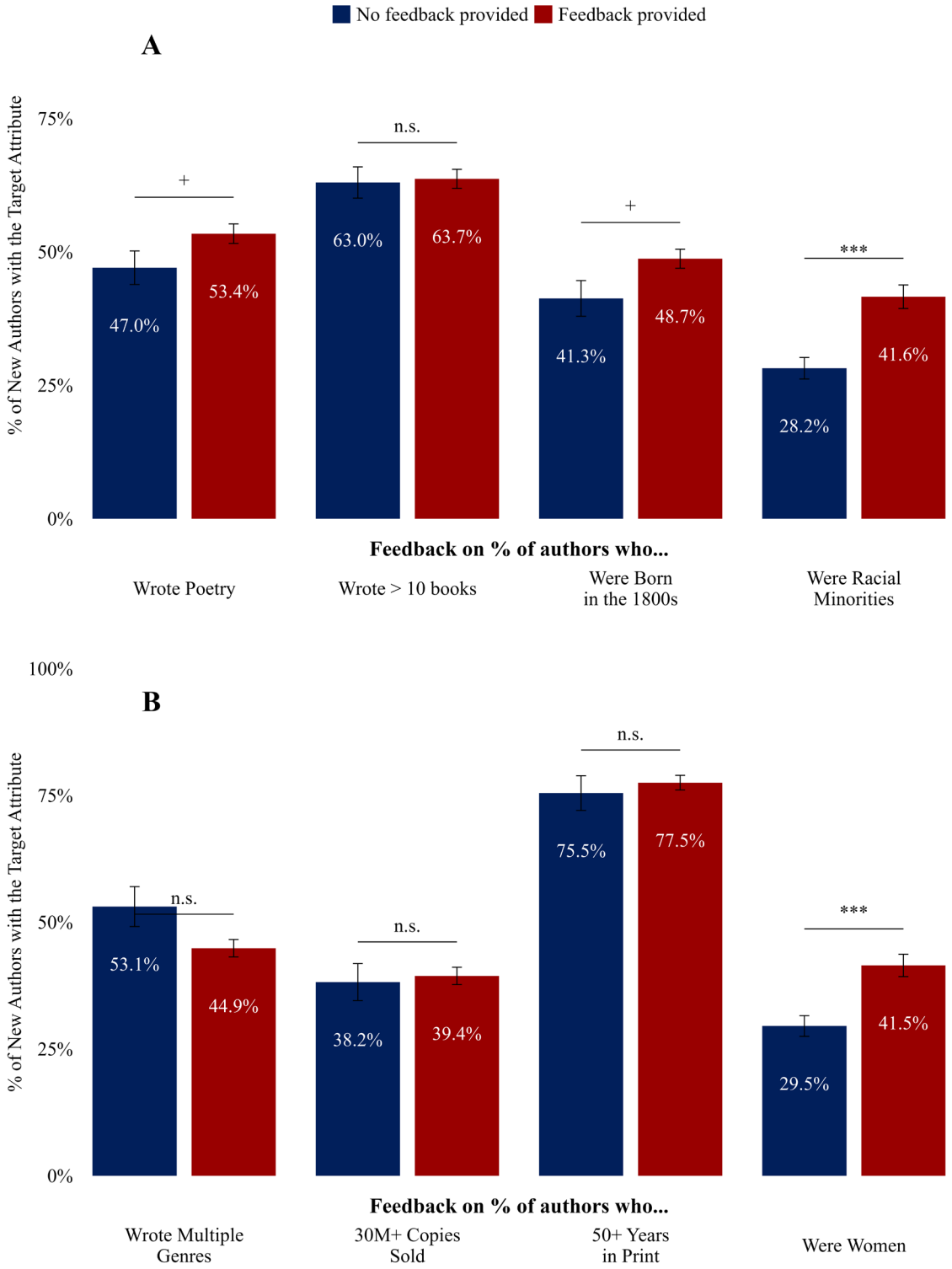
Figure S2. The Effect of Random Assignment to Receive Different Pieces of Descriptive Feedback about Prior Film Selections on Which Film is Subsequently Added to the Set Featured in a Facebook Advertisement in Study 3A (Panel A) and Study 3B (Panel B)



Notes: Figure S2 presents the percentage of participants by experimental condition who selected a final

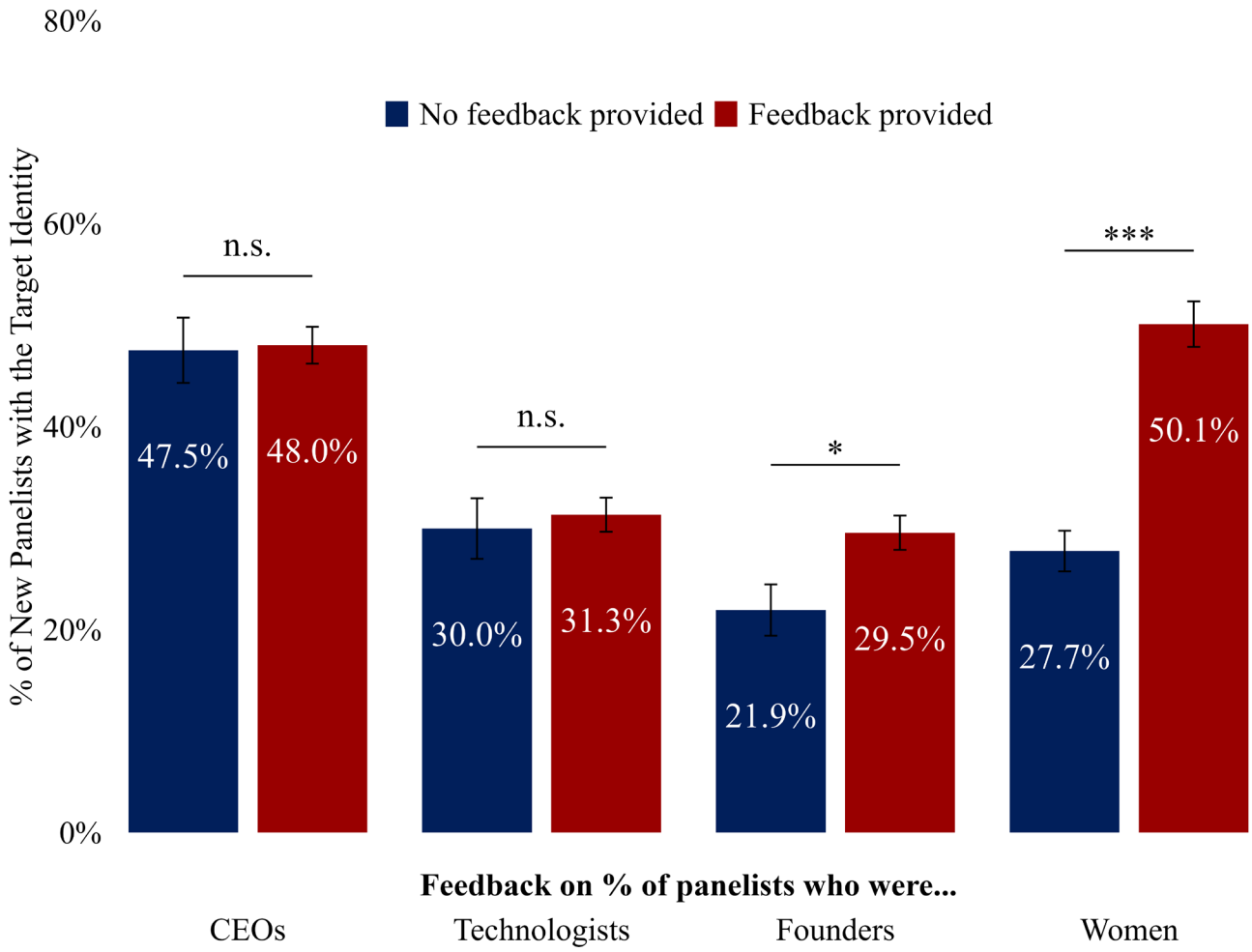
film with a given attribute. (A) presents results from Study 3A and (B) presents results from Study 3B. The x-axis labels indicate which film attribute was (randomly) targeted with feedback (e.g., % of selected films that were released after 2010). The y-axis presents the percentage of the selected final films that had a given target attribute (e.g., a racial minority protagonist) matching the feedback target listed on the corresponding portion of the x-axis. The blue bars summarize the percentage of final films selected with a given attribute (e.g., a racial minority protagonist) when feedback on that target attribute was not provided. The red bars summarize the percentage of final films selected with a given attribute (e.g., a racial minority protagonist) when feedback on that target attribute was provided. The error bars represent +/- 1 standard error. *n.s.* $p \geq .10$; + $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$.

Figure S3. The Effect of Random Assignment to Receive Different Pieces of Descriptive Feedback about Prior Author Selections on Which Author is Subsequently Added to the Library Reading List in Study 4A (Panel A) and Study 4B (Panel B)



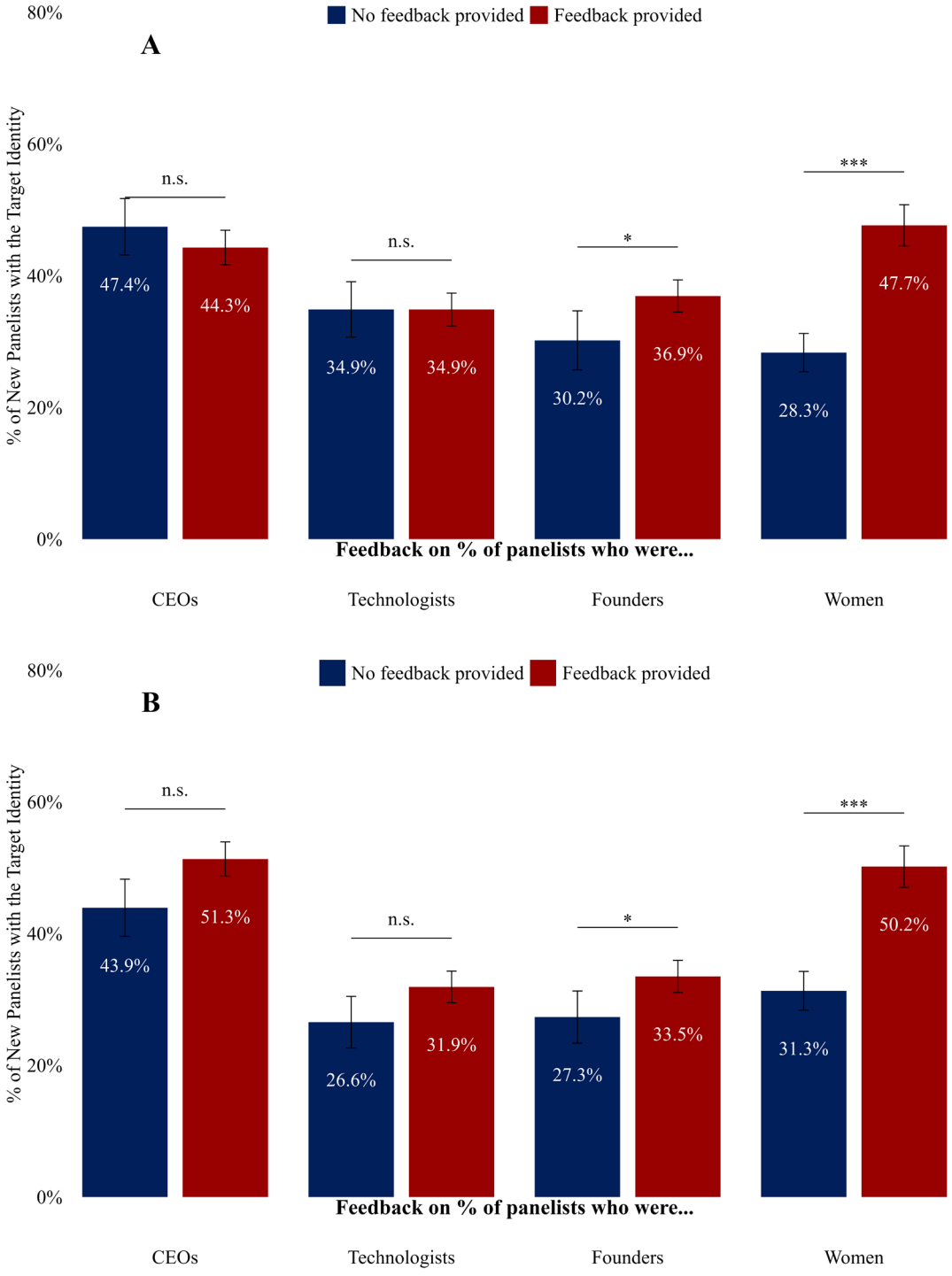
Notes: Figure S3 presents the percentage of participants by experimental condition who selected a final author with a given attribute. (A) presents results from Study 4A and (B) presents results from Study 4B. The x-axis labels indicate which author attribute was (randomly) targeted with feedback (e.g., % of authors who were racial minorities; % of authors who wrote works spanning multiple genres). The y-axis presents the percentage of the selected final authors that had a given target attribute (e.g., was a racial minority; was a woman) matching the feedback target listed on the corresponding portion of the x-axis. The blue bars summarize the percentage of final authors selected with a given attribute when feedback on that target attribute was not provided. The red bars summarize the percentage of final authors selected with a given attribute when feedback on that target attribute was provided. The error bars represent +/- 1 standard error. *n.s.* $p \geq .10$; + $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$.

Figure S4. The Effect of Random Assignment to Receive Descriptive Feedback on Different Attributes of the Six People Initially Selected for a Panel on Who is Subsequently Chosen as the Final Panelist in Study S1



Notes: Figure S4 presents the percentage of participants who selected a seventh panelist with a given attribute by experimental condition. The x-axis labels indicate different attributes of the original set of panelists that were experimentally targeted with descriptive feedback (or a lack thereof) in this study (e.g., % of panelists who were women). The y-axis presents the percentage of those selected for the final panelist slot who had the target identity described on the corresponding portion of the x-axis. The blue bars summarize the percentage of the time the final panelist selected had the target attribute when feedback on that target attribute was not provided. The red bars summarize the percentage of the time the final panelist selected had the target attribute when feedback on that target attribute was provided. The error bars represent +/- 1 standard error. *n.s.* $p \geq .10$; + $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$.

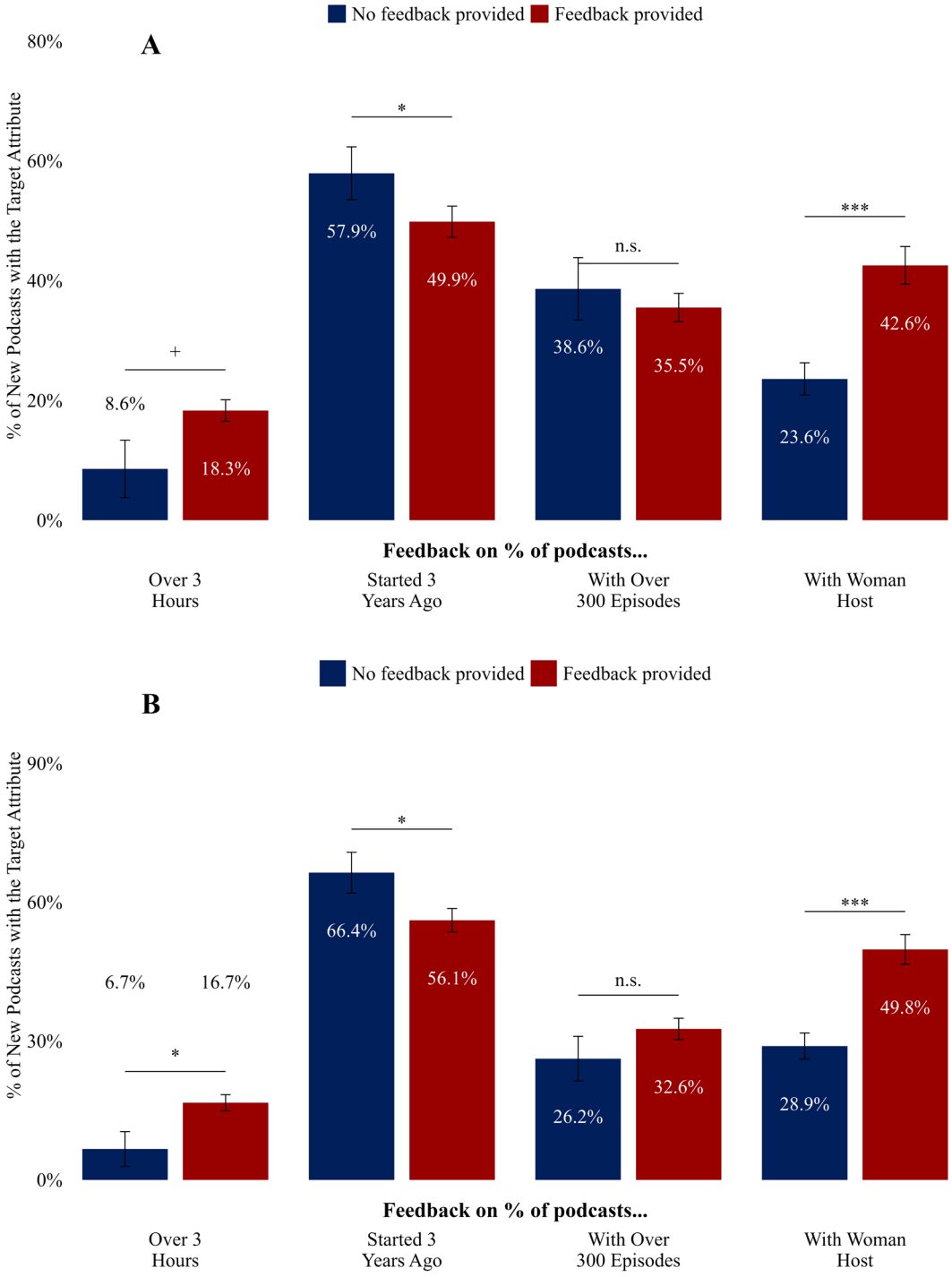
Figure S5. The Effect of Random Assignment to Receive Descriptive Feedback on a Set of 6 Original Business Panel Selections on Which Business Panelist is Subsequently Chosen to be Featured as the 7th Panelist, among Participants Who Did Not and Did Receive an Injunctive Norm Message Encouraging a Focus on Diversity in Study S2A



Notes: (A) presents the percentage of participants who selected a seventh panelist with a given attribute among the participants who were only in the feedback conditions ($N = 496$). (B) presents the percentage

of participants who selected a seventh panelist with a given attribute among the participants who were in the injunctive norm messaging conditions ($N = 504$). The x-axis labels indicate which identity attribute of the members of the original panel was targeted with feedback (e.g., % of panelists who were women). The y-axis presents the percentage of those selected for the final panelist slot who had the target identity described on the corresponding portion of the x-axis. The blue bars summarize the percentage of seventh and final panelists selected when the target feedback attribute was not provided. The red bars summarize the percentage of seventh and final panelists selected when the target feedback attribute was provided. The error bars represent +/- 1 standard error. *n.s.* $p \geq .10$; + $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$.

Figure S6. The Effect of Random Assignment to Receive Descriptive Feedback on a Set of 6 Original Podcast Selections on Which Podcast is Subsequently Chosen to be Featured as the 7th Podcast, among Participants Who Did Not and Did Receive an Injunctive Norm Message Encouraging a Focus on Diversity in Study S2B



Notes: (A) presents the percentage of participants who selected a seventh podcast with a given attribute among the participants who were only in the feedback conditions ($N = 499$). (B) presents the percentage

of participants who selected a seventh podcast with a given attribute among the participants who were in the injunctive norm messaging conditions ($N = 501$). The x-axis labels indicate which feedback attribute of the original podcasts was targeted (e.g., % of podcasts that had a certain attribute). The y-axis presents the percentage of those selected for the final podcast who had the target attribute described on the corresponding portion of the x-axis. The blue bars summarize the percentage of seventh podcasts selected when the target feedback attribute was not provided. The red bars summarize the percentage of seventh podcasts selected when the target feedback attribute was provided. The error bars represent +/- 1 standard error. *n.s.* $p \geq .10$; + $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$.

Materials Section

Study 1

[Instructions]

Imagine you work as a producer at National Public Radio (NPR). As part of your role, **you are responsible for identifying and booking expert sources to interview for various news segments and stories.**

Over the past three months, you have been working on a series of stories **about the future of work in America**.

You have selected and interviewed 10 experts for these stories. These experts have included economists, labor organizers, business executives, and policy experts who provided insights on topics such as remote work, automation, and the gig economy.

[Non-Gender Feedback]

> This scenario is based on the real tracking system currently used at NPR to provide producers with summary statistics about the sources they have selected.
>
> Below are summary statistics describing the ten experts you selected over the past three months for your NPR stories on the future of work:
>
> - 30% were under 50 years old
> - 10% were based on the West Coast
> - 50% worked at a university

[Gender Feedback]

> This scenario is based on the real tracking system currently used at NPR to provide producers with summary statistics about the sources they have selected.
>
> Below are summary statistics describing the ten experts you selected over the past three months for your NPR stories on the future of work:
>
> - 20% were women
> - 50% were under 50 years old
> - 70% were based on the West Coast

[Stimuli Selection Instructions][1]

You are now preparing to produce a new segment on the future of work in America, focusing on how artificial intelligence is reshaping employment across different industries. You need to select 3 expert sources from the list of candidates below prepared by your team who you will invite for an interview during this segment.

An NPR intern has generated a list of 25 experts that your team has prepared as possible candidates.

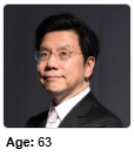
Please select three to interview for this upcoming segment.

As a reminder, here is the breakdown about the ten experts you selected over the past three months:

- 50% were under 50 years old
- 70% were based on the West Coast
- 10% worked at a university

[1] These instructions and the stimuli were displayed on the same page, but we present them separately here due to space constraints.

[Stimuli]

Moira Gunn	**Paris Marx**	**Andrew Ng**	**Azeem Azhar**	**Jason Calacanis**
				
Age: 75 **Occupation:** Host for NPR - Tech Nation **Location:** San Francisco, CA	**Age:** 33 **Occupation:** Tech journalist and podcaster (Tech Won't Save Us) **Location:** St. John's, NL, Canada	**Age:** 49 **Occupation:** Founder of Coursera, Partner at AIFund, Instructor at Stanford **Location:** Palo Alto, CA	**Age:** 53 **Occupation:** Author and tech entrepreneur **Location:** London, England	**Age:** 54 **Occupation:** Host of All-in Podcast **Location:** Austin, TX
Kevin Roose	**Austan Goolsbee**	**Ethan Mollick**	**Michael Safi**	**Aaron Pressman**
				
Age: 38 **Occupation:** Host for NYT - Hard Fork **Location:** San Francisco, CA	**Age:** 55 **Occupation:** President & CEO of Federal Reserve Bank of Chicago **Location:** Chicago, IL	**Age:** 49 **Occupation:** Professor, Wharton **Location:** Pennsylvania, PA	**Age:** 42 **Occupation:** Host for The Guardian - Black Box **Location:** London, England	**Age:** 59 **Occupation:** Tech Journalist for The Boston Globe **Location:** Boston, MA
Emily Kwong	**Kai-Fu Lee**	**Spencer Kelly**	**Brittany Luse**	**Craig Smith**
				
Age: 33 **Occupation:** Host for NPR - Short Wave **Location:** Washington, DC	**Age:** 63 **Occupation:** Founder and CEO of 01.A **Location:** Beijing, China	**Age:** 52 **Occupation:** Host for BBC - Click **Location:** London, England	**Age:** 36 **Occupation:** Host of NPR - AI + U (It's Been a Minute) **Location:** New York, NY	**Age:** 70 **Occupation:** Former NYT executive, Host of Eye on AI **Location:** Chappaqua, NY
Nilay Patel	**Amandeep Singh Gill**	**Zoe Kleinman**	**Erik Brynjolfsson**	**Jane Barrett**
				
Age: 44 **Occupation:** Editor-in-chief for The Verge, host of Decoder **Location:** New York, NY	**Age:** 57 **Occupation:** Tech Envoy for UN **Location:** New York, NY	**Age:** 48 **Occupation:** Tech editor for BBC **Location:** Glasgow, Scotland	**Age:** 62 **Occupation:** Professor, Senior Fellow, Stanford **Location:** Stanford, CA	**Age:** 48 **Occupation:** Head of AI at Reuters **Location:** London, England
Ed Zitron	**Bobby Allyn**	**Davar Ardalan**	**Ezra Eeman**	**Anton Korinek**
				
Age: 39 **Occupation:** AI podcaster (Better Offline) and writer **Location:** San Francisco, CA	**Age:** 37 **Occupation:** Tech correspondent for NPR **Location:** Los Angeles, CA	**Age:** 61 **Occupation:** Former NPR producer, author, AI consultant **Location:** Washington, DC	**Age:** 42 **Occupation:** Director at NPO, advisor for AI in Media Initiative **Location:** Brussels, Belgium	**Age:** 47 **Occupation:** Professor, UVA **Location:** Charlottesville, VA

Study 2

Study 2 was a much shorter study since it was done in the field; therefore, we had a script for research assistants to use for providing instructions, and the first page of the survey was the stimuli below.

Field Experiment Script:

Hook:

- Hi! We're part of a campus group holding a vote on which biographies of important people should be put up on display at Wharton. Do you have two minutes to vote? Everyone who votes gets a candy bar!

Follow-up:

- The vote is on which biographies we should display in Huntsman Hall. As you can see here [show laminated photo of display case], the winning selections will be recommended and set out on display.
- The goal is to encourage more non-fiction reading by Penn community members. We'd really appreciate your vote on which books to recommend. We have a set of candidates but need to winnow them down. It will take 2 minutes and just involves a few clicks on this iPad [hold out iPad] to vote anonymously.
- And of course, you can pick which candy you'd like as a thank you for your time.

Question bank:

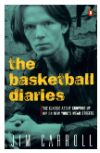
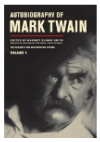
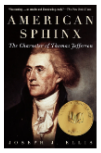
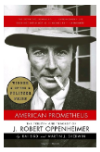
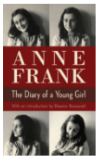
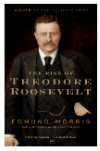
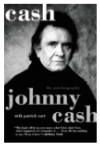
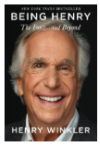
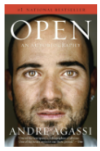
1. Is this an experiment?
    a. This is part of an effort to promote more reading on campus.

b. (Continue to promote that the purpose of the project is to promote reading.)

2. Who is organizing this?
    a. A group of faculty and students at Wharton
3. Why are you doing this?
    a. To promote more reading on campus and engagement with non-fiction books about inspiring people.
4. Where will the results be posted?
    a. The books will be on display on the 5th floor of JMHH. Please stop by anytime in late April to check them out!
5. Are my votes anonymous?
    a. Yes
6. Is there any incentive for doing this?
    a. Absolutely. We'll give you a candy bar, and we'll be grateful for your help.

[Stimuli of Biographies]

Please vote for the 6 biographies you would like to include in the display.

 A biography of **Barbra Streisand** (992 pages) Published in 2023. Who was she? Singer and Actress	 A biography of **John Stamos** (342 pages) Published in 2023. Who is he? Actor and Musician	 A biography of **Jim Carroll** (224 pages) Published in 1987. Who was he? Author	 A biography of **Mark Twain** (736 pages) Published in 2010. Who was he? Writer	 A biography of **Tennessee Williams** (784 pages) Published in 2014. Who was he? Playwright
 A biography of **Willie Nelson** (400 pages) Published in 2016. Who is he? Musician	 A biography of **Thomas Jefferson** (440 pages) Published in 1998. Who was he? 3rd U.S. President	 A biography of **Michael J. Fox** (256 pages) Published in 2020. Who is he? Actor	 A biography of **Jackie Kennedy** (511 pages) Published in 2023. Who was she? Former First Lady	 A biography of **J. Robert Oppenheimer** (721 pages) Published in 2006. Who was he? Theoretical Physicist
 A biography of **Anne Frank** (283 pages) Published in 1993. Who was she? Diarist during the Holocaust	 A biography of **Andrew Jackson** (512 pages) Published in 2009. Who was he? 7th U.S. President	 A biography of **Theodore Roosevelt** (920 pages) Published in 2001. Who was he? 26th U.S. President	 A biography of **Johnny Cash** (320 pages) Published in 2003. Who was he? Musician	 A biography of **Tina Fey** (272 pages) Published in 2013. Who is she? Comedian and Actress
 A biography of **Steve Jobs** (656 pages) Published in 2011. Who was he? Apple Co-Founder	 A biography of **Nelson Mandela** (656 pages) Published in 1995. Who was he? Anti-apartheid Revolutionary	 A biography of **Henry Winkler** (256 pages) Published in 2023. Who is he? Actor	 A biography of **Che Guevara** (175 pages) Published in 2003. Who was he? Revolutionary Leader	 A biography of **Robin Williams** (560 pages) Published in 2019. Who was he? Comedian and Actor
 A biography of **Helen Keller** (80 pages) Published in 1996. Who was she? Author and Activist	 A biography of **Anthony Bourdain** (312 pages) Published in 2007. Who was he? Chef and TV Personality	 A biography of **Andre Agassi** (400 pages) Published in 2010. Who is he? Tennis Player	 A biography of **Keith Richards** (576 pages) Published in 2011. Who is he? Musician	 A biography of **Napoleon Bonaparte** (976 pages) Published in 2014. Who was he? Military Leader

[Non-Gender Feedback]

Thank you for your votes.

To confirm, here is a breakdown of your selected biographies:

- 67% are over 500 pages
- 83% were written in the past 25 years
- 17% feature an entertainer

[Gender Feedback]

Thank you for your votes.

To confirm, here is a breakdown of your selected biographies:

- 33% feature a female protagonist
- 67% were written in the past 25 years
- 33% are over 500 pages

[DV Selection][2]

Thank you for your votes.

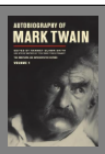
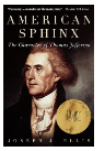
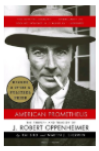
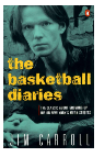
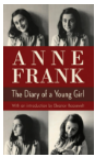
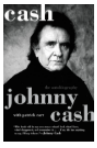
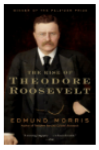
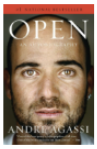
To confirm, here is a breakdown of your selected biographies:

- 33% feature an entertainer
- 83% were written in the past 25 years
- 67% are over 500 pages

So far, you've voted for six biographies to be included in our display, but you can vote for one more.

[2] The descriptive feedback, these selection instructions, and the stimuli were all displayed on the same page, but we present them separately here due to space constraints.

[Stimuli]

 A biography of **Andrew Jackson** (512 pages) Published in 2009. Who was he? 7th U.S. President	 A biography of **Nelson Mandela** (656 pages) Published in 1995. Who was he? Anti-apartheid Revolutionary	 A biography of **Mark Twain** (736 pages) Published in 2010. Who was he? Writer	 A biography of **Thomas Jefferson** (440 pages) Published in 1998. Who was he? 3rd U.S. President	 A biography of **Keith Richards** (576 pages) Published in 2011. Who is he? Musician
 A biography of **J. Robert Oppenheimer** (721 pages) Published in 2006. Who was he? Theoretical Physicist	 A biography of **Che Guevara** (175 pages) Published in 2003. Who was he? Revolutionary Leader	 A biography of **Tennessee Williams** (784 pages) Published in 2014. Who was he? Playwright	 A biography of **Jim Carroll** (224 pages) Published in 1987. Who was he? Author	 A biography of **Steve Jobs** (656 pages) Published in 2011. Who was he? Apple Co-Founder
 A biography of **Barbra Streisand** (992 pages) Published in 2023. Who was she? Singer and Actress	 A biography of **Anne Frank** (283 pages) Published in 1993. Who was she? Diarist during the Holocaust	 A biography of **Jackie Kennedy** (511 pages) Published in 2023. Who was she? Former First Lady	 A biography of **Johnny Cash** (320 pages) Published in 2003. Who was he? Musician	 A biography of **Michael J. Fox** (256 pages) Published in 2020. Who is he? Actor
 A biography of **Theodore Roosevelt** (920 pages) Published in 2001. Who was he? 26th U.S. President	 A biography of **Helen Keller** (80 pages) Published in 1996. Who was she? Author and Activist	 A biography of **Napoleon Bonaparte** (976 pages) Published in 2014. Who was he? Military Leader	 A biography of **Willie Nelson** (400 pages) Published in 2016. Who is he? Musician	 A biography of **Henry Winkler** (256 pages) Published in 2023. Who is he? Actor
 A biography of **Tina Fey** (272 pages) Published in 2013. Who is she? Comedian and Actress	 A biography of **Robin Williams** (560 pages) Published in 2019. Who was he? Comedian and Actor	 A biography of **John Stamos** (342 pages) Published in 2023. Who is he? Actor and Musician	 A biography of **Andre Agassi** (400 pages) Published in 2010. Who is he? Tennis Player	 A biography of **Anthony Bourdain** (312 pages) Published in 2007. Who was he? Chef and TV Personality

Study 3A

[Instructions]

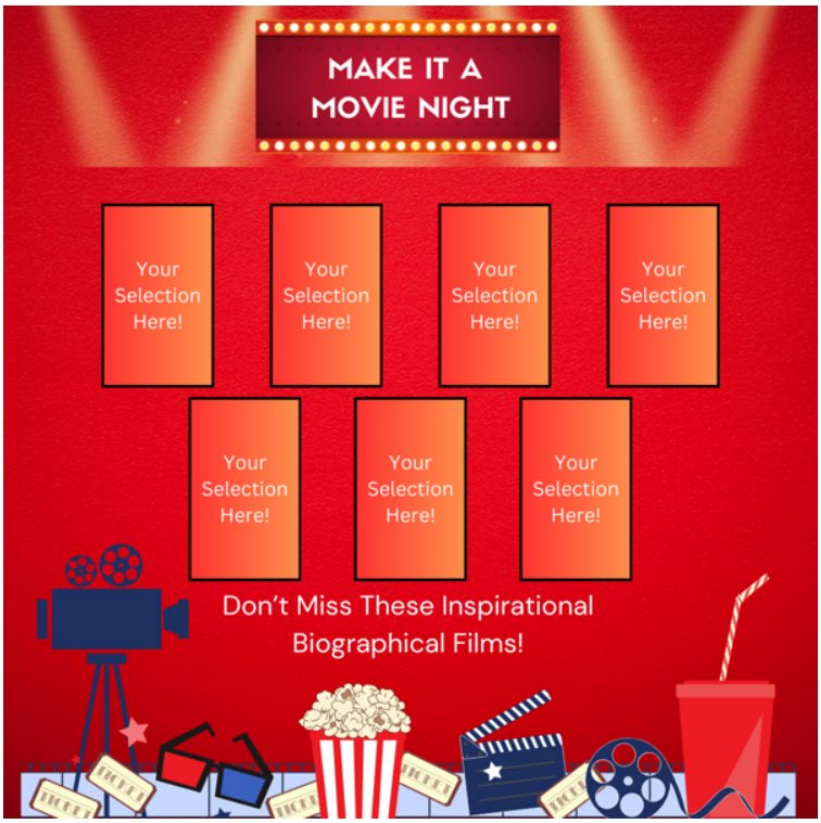
We are preparing a campaign on Facebook, marketing a set of popular and inspirational biographical films. Such films provide important educational content and our mission is to draw more viewers to these kinds of movies.

The purpose of this HIT is to help us identify a set of biographical films that are widely admired and therefore the right set to feature in our Facebook campaign. We appreciate your help with this selection task in advance.

On the next page you will see a set of 25 biographical films. We will ask you to select a subset of these films that you believe would be of broad interest to audiences and are therefore ideal to feature in our Facebook campaign.

To provide extra motivation to take this seriously, we'll send you a $5 bonus if your list is selected (there will be an eventual vote on all of the lists generated).

Here is a preview of the Facebook advertisement!



[Stimuli of Biographical Films]

Please select the 7 biopics you would like to include in the Facebook advertisement.

 A film about **Alfred Hitchcock** Who was he? Master of suspense films. Year: 2012 Budget: $15m Length: 1hr 38m	 A film about **Jackie Robinson** Who was he? Broke MLB's color barrier in 1947. Year: 2013 Budget: $40m Length: 2hr 8m	 A film about **J.R.R. Tolkien** Who was he? Author of "The Lord of the Rings" and "The Hobbit". Year: 2019 Budget: $20m Length: 1hr 52m	 A film about **Martin Luther King Jr.** Who was he? Civil right leader. Year: 2014 Budget: $20m Length: 2hr 8m	 A film about **J. Edgar Hoover** Who was he? Founding FBI director. Year: 2011 Budget: $35m Length: 2hr 17m
 A film about **Ray Kroc** Who was he? Businessman who turned McDonald's into a fast food empire. Year: 2016 Budget: $12m Length: 1hr 55m	 A film about **King George VI** Who was he? King of the United Kingdom from 1936 to 1952. Year: 2010 Budget: $138m Length: 1hr 58m	 A film about **Alan Turing** Who was he? WWII codebreaker and mathematician. Year: 2014 Budget: $14m Length: 1hr 53m	 A film about **Jim Morrison** Who was he? The Doors' charismatic lead singer. Year: 1991 Budget: $38m Length: 2hr 20m	 A film about **Elton John** Who was he? Iconic English singer-songwriter. Year: 2019 Budget: $195m Length: 2hr 1m
 A film about **Coco Chanel** Who was she? Pioneering French fashion designer. Year: 2009 Budget: $23m Length: 1hr 45m	 A film about **Lyndon B. Johnson** Who was he? The 36th President of the United States. Year: 2016 Budget: $20m Length: 1hr 38m	 A film about **Charlie Chaplin** Who was he? Iconic silent film actor and director. Year: 1992 Budget: $31m Length: 2hr 23m	 A film about **George Patton** Who was he? WWII United States Army general. Year: 1970 Budget: $49m Length: 2hr 52m	 A film about **Ruth Bader Ginsburg** Who was she? Supreme Court Justice. Year: 2018 Budget: $20m Length: 2hr
 A film about **William Wallace** Who was he? Scottish freedom fighter. Year: 1995 Budget: $10m Length: 2hr 58m	 A film about **Truman Capote** Who was he? Famed American writer. Year: 2005 Budget: $7m Length: 1hr 45m	 A film about **Johnny Cash** Who was he? Legendary country music singer-songwriter. Year: 2005 Budget: $186m Length: 2hr 16m	 A film about **Fred Rogers** Who was he? An Iconic American children's television actor. Year: 2019 Budget: $25m Length: 1hr 47m	 A film about **J. Robert Oppenheimer** Who was he? The scientist behind the atomic bomb. Year: 2023 Budget: $100m Length: 3hr
 A film about **George W. Bush** Who was he? 43rd U.S. President. Year: 2008 Budget: $25m Length: 2hr 9m	 A film about **Howard Hughes** Who was he? Aviation pioneer and filmmaker. Year: 2004 Budget: $110m Length: 2hr 50m	 A film about **Harriet Tubman** Who was she? Led slaves to freedom via Underground Railroad. Year: 2019 Budget: $17m Length: 2hr 5m	 A film about **Ted Kennedy** Who was he? U.S. Senator from Massachusetts. Year: 2017 Budget: $19m Length: 1hr 46m	 A film about **Richard Nixon** Who was he? 37th U.S. President. Year: 1995 Budget: $16.5m Length: 3hr 12m
 A film about **P.T. Barnum** Who was he? American showman and founder of Barnum & Bailey Circus. Year: 2017 Budget: $434m Length: 1hr 45m	 A film about **Steve Jobs** Who was he? Co-founder of Apple Inc. Year: 2013 Budget: $12m Length: 2hr 8m	 A film about **Billy Beane** Who was he? Oakland Athletics' general manager. Year: 2011 Budget: $50m Length: 2hr 13m	 A film about **Muhammad Ali** Who was he? Legendary boxer who resisted the draft. Year: 2001 Budget: $107m Length: 2hr 37m	 A film about **John Nash** Who was he? Brilliant mathematician, Nobel laureate. Year: 2001 Budget: $58m Length: 2hr 15m

[Non-Race Feedback]

Thank you for your selections.

Here is the breakdown of your selected films:

- 71% had a runtime over 2 hrs
- 14% had a big budget (>$40 million)
- 43% were released after 2010

[Race Feedback]

Thank you for your selections.

Here is the breakdown of your selected films:

- 14% featured a racial minority protagonist
- 71% had a runtime over 2 hrs
- 29% had a big budget (>$40 million)

[DV Selection]

Please select an additional film.

As a reminder, here is the breakdown of your previous selected films:

- 71% had a runtime over 2 hrs
- 14% featured a racial minority protagonist
- 57% had a big budget (>$40 million)

 A film about **Muhammad Ali** Who was he? Legendary boxer who resisted the draft. Year: 2001 Budget: $107m Length: 2hr 37m	 A film about **Richard Nixon** Who was he? 37th U.S. President. Year: 1995 Budget: $16.5m Length: 3hr 12m	 A film about **P.T. Barnum** Who was he? American showman and founder of Barnum & Bailey Circus. Year: 2017 Budget: $434m Length: 1hr 45m	 A film about **Ruth Bader Ginsburg** Who was she? Supreme Court Justice. Year: 2018 Budget: $20m Length: 2hr	 A film about **Alan Turing** Who was he? WWII codebreaker and mathematician. Year: 2014 Budget: $14m Length: 1hr 53m
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 A film about **Steve Jobs** Who was he? Co-founder of Apple Inc. Year: 2013 Budget: $12m Length: 2hr 8m	 A film about **George W. Bush** Who was he? 43rd U.S. President. Year: 2008 Budget: $25m Length: 2hr 9m	 A film about **J. Robert Oppenheimer** Who was he? The scientist behind the atomic bomb. Year: 2023 Budget: $100m Length: 3hr	 A film about **Martin Luther King Jr.** Who was he? Civil right leader. Year: 2014 Budget: $20m Length: 2hr 8m	 A film about **John Nash** Who was he? Brilliant mathematician, Nobel laureate. Year: 2001 Budget: $58m Length: 2hr 15m

Study 3B

[Instructions]

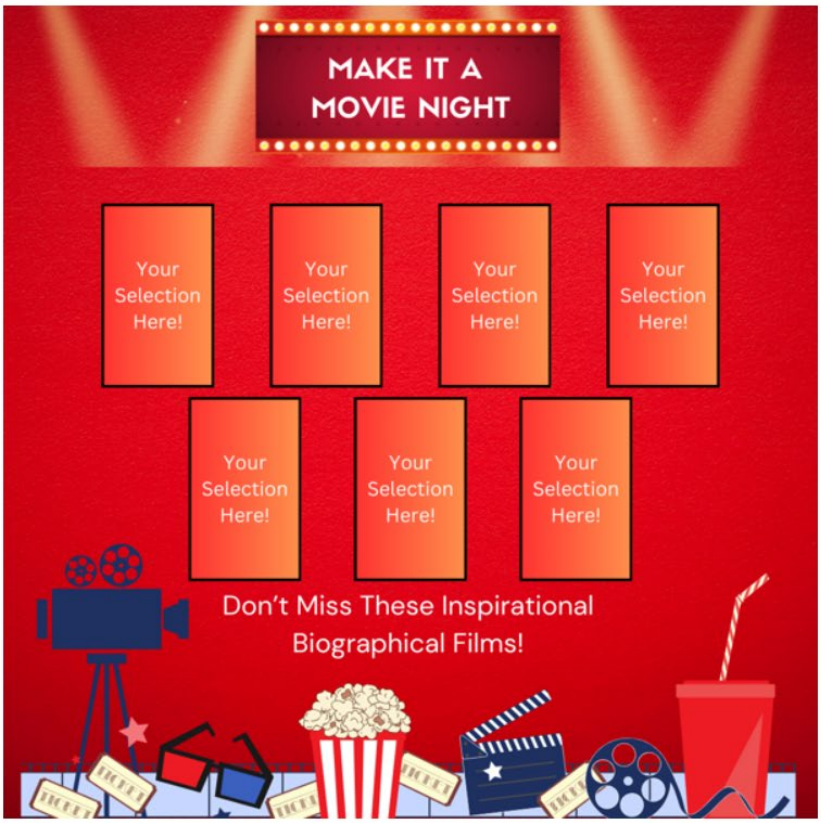
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The purpose of this HIT is to help us identify a set of biographical films that are widely admired and therefore the right set to feature in our Facebook campaign. We appreciate your help with this selection task in advance.

On the next page you will see a set of 25 biographical films. We will ask you to select a subset of these films that you believe would be of broad interest to audiences and are therefore ideal to feature in our Facebook campaign.

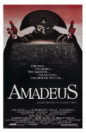
To provide extra motivation to take this seriously, we'll send you a $5 bonus if your list is selected (there will be an eventual vote on all of the lists generated).

Here is a preview of the Facebook advertisement!



[Stimuli of Biographical Films]

Please select the 6 biopics you would like to include in the Facebook advertisement.

 A film about **Judy Garland** Who was she? Legendary actress and singer. Year: 2019 Budget: $10m	 A film about **Margaret Thatcher** Who was she? UK's first female Prime Minister. Year: 2011 Budget: $14m	 A film about **Coco Chanel** Who was she? Pioneering French fashion designer. Year: 2009 Budget: $23m	 A film about **Truman Capote** Who was he? Famed American writer. Year: 2005 Budget: $7m	 A film about **John Nash** Who was he? Brilliant mathematician, Nobel laureate. Year: 2001 Budget: $58m
 A film about **George W. Bush** Who was he? 43rd U.S. President. Year: 2008 Budget: $25m	 A film about **Jim Garrison** Who was he? District attorney investigating JFK's assassination. Year: 1991 Budget: $40m	 A film about **Alan Turing** Who was he? WWII codebreaker and mathematician. Year: 2014 Budget: $14m	 A film about **Howard Hughes** Who was he? Aviation pioneer and filmmaker. Year: 2004 Budget: $110m	 A film about **Jim Morrison** Who was he? The Doors' charismatic lead singer. Year: 1991 Budget: $38m
 A film about **Charlie Chaplin** Who was he? Iconic silent film actor and director. Year: 1992 Budget: $31m	 A film about **J. Edgar Hoover** Who was he? Founding FBI director. Year: 2011 Budget: $35m	 A film about **Winston Churchill** Who was he? British Prime Minister during WWII. Year: 2017 Budget: $41m	 A film about **J.R.R. Tolkien** Who was he? Author of "The Lord of the Rings" and "The Hobbit". Year: 2019 Budget: $20m	 A film about **J. Robert Oppenheimer** Who was he? The scientist behind the atomic bomb. Year: 2023 Budget: $100m
 A film about **Wolfgang Amadeus Mozart** Who was he? Renowned classical composer. Year: 1984 Budget: $20m	 A film about **William Wallace** Who was he? Scottish freedom fighter. Year: 1995 Budget: $10m	 A film about **Richard Nixon** Who was he? 37th U.S. President. Year: 1995 Budget: $16.5m	 A film about **Abraham Lincoln** Who was he? The 16th President of the United States. Year: 2012 Budget: $65m	 A film about **Marie Antoinette** Who was she? Last Queen of France before the Revolution. Year: 2006 Budget: $40m
 A film about **Billy Beane** Who was he? Oakland Athletics' general manager. Year: 2011 Budget: $50m	 A film about **Ruth Bader Ginsburg** Who was she? Supreme Court Justice. Year: 2018 Budget: $20m	 A film about **Alfred Hitchcock** Who was he? Master of suspense films. Year: 2012 Budget: $15m	 A film about **Fred Rogers** Who was he? An Iconic American children's television actor. Year: 2019 Budget: $25m	 A film about **Steve Jobs** Who was he? Co-founder of Apple Inc. Year: 2013 Budget: $12m

[Non-Gender Feedback]

Thank you for your selections.

Here is the breakdown of your selected films:

- 33% had a big budget (>$40 million)
- 33% were released after 2010
- 17% feature a political leader

[Gender Feedback]

Thank you for your selections.

Here is the breakdown of your selected films:

- 17% feature a political leader
- 67% were released after 2010
- 17% feature a female protagonist

[DV Selection]

You've picked the first six films to nominate for inclusion in our Facebook advertisement, but we actually have room for seven so on the next page will ask you to make your final selection.

Please select an additional film.

As a reminder, here is the breakdown of your previous selected films:

- 33% feature a female protagonist
- 50% had a big budget (>$40 million)
- 67% were released after 2010

 A film about **Alan Turing** Who was he? WWII codebreaker and mathematician. Year: 2014 Budget: $14m	 A film about **Marie Antoinette** Who was she? Last Queen of France before the Revolution. Year: 2006 Budget: $40m	 A film about **Howard Hughes** Who was he? Aviation pioneer and filmmaker. Year: 2004 Budget: $110m	 A film about **Abraham Lincoln** Who was he? The 16th President of the United States. Year: 2012 Budget: $65m	 A film about **Margaret Thatcher** Who was she? UK's first female Prime Minister. Year: 2011 Budget: $14m
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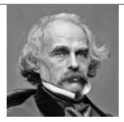
Study 4A

[Instructions][3]

> You've been tasked with creating a summer fiction reading list for your local library. On the following page, you will pick six authors who you would like to see included on your local library's reading list.

[3] These instructions and the stimuli were displayed on the same page, but we present them separately here due to space constraints.

[Stimuli of Authors]

 **Agatha Christie** (b. 1890; best-known work: Murder on the Orient Express; authored 66 books and 15 short-story collections).	 **Alice Walker** (b. 1944; best-known work: The Color Purple; authored 17 books and various short stories, essays and poems).	 **Charles Dickens** (b. 1812; best-known work: Great Expectations; authored 15 books and various short stories, poems, and plays).	 **Emily Bronte** (b. 1818; best-known work: Wuthering Heights; authored 1 book and various poems).	 **Ernest Hemingway** (b. 1899; best-known work: The Old Man and the Sea; authored 7 books and several short story collections).
 **Gabriel Garcia Marquez** (b. 1927; best-known work: Love in the Time of Cholera; authored 6 books and several novellas and short story collections).	 **George Orwell** (b. 1903; best-known work: Animal Farm; authored 6 books and several poems and plays).	 **Herman Melville** (b. 1819; best-known work: Moby Dick; authored 11 books and several short stories).	 **Isabel Allende** (b. 1942; best-known work: La Casa De Los Espíritus; authored 25 books).	 **Jack London** (b. 1876; best-known work: The Call of the Wild; authored 23 books, several poems and short stories).
 **James Baldwin** (b. 1924; best-known work: Go Tell It on the Mountain; authored 6 books and several short stories and poems).	 **Jane Austen** (b. 1775; best-known work: Pride and Prejudice; authored 6 books).	 **JD Salinger** (b. 1919; best-known work: The Catcher in the Rye; authored 4 books and several short stories).	 **John Steinbeck** (b. 1902; best-known work: The Grapes of Wrath; authored 33 books and several short stories).	 **Joyce Carol Oates** (b. 1938; best-known work: Blonde; authored 58 books and several plays and poems).
 **Jorge Luis Borges** (b. 1899; best-known work: Fictions; authored 74 books, several poems and short stories).	 **JRR Tolkien** (b. 1892; best-known work: The Lord of the Rings; authored 28 books and several periodicals).	 **Louisa May Alcott** (b. 1832; best-known work: Little Women; authored 30 books, several short stories and poems).	 **Lucy Maud** (b. 1874; best-known work: Anne of Green Gables; authored 20 books, several essays, short stories and poems).	 **Michael Crichton** (b. 1942; best-known work: Jurassic Park; authored 32 books).
 **Nathaniel Hawthorne** (b. 1804; best-known work: The Scarlet Letter; authored 8 books and several short stories).	 **Sandra Cisneros** (b. 1954; best-known work: The House on Mango Street; authored 13 books and several poems).	 **Sylvia Plath** (b. 1932; best-known work: The Bell Jar; authored 4 books and several poems).	 **Toni Morrison** (b. 1931; best-known work: Beloved; authored 11 books, short stories and poems).	 **WEB Du Bois** (b. 1868; best-known work: The Souls of Black Folk; authored 4 books, several articles and non-fiction stories).

[Non-Race Feedback]

Thank you for your selection.

Here is the composition of your selected author list:

- **50%** were born in the 1800s
- **67%** wrote poetry
- **50%** wrote more than 10 books

As a reminder, here is a list of everyone on your selected author list:

- **Michael Crichton**
- **Toni Morrison**
- **Charles Dickens**
- **Emily Bronte**
- **WEB Du Bois**
- **George Orwell**

[Race Feedback]

Thank you for your selection.

Here is the composition of your selected author list:

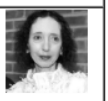
- **50%** were born in the 1800s
- **50%** are racial minorities
- **50%** wrote more than 10 books

As a reminder, here is a list of everyone on your selected author list:

- **JRR Tolkien**
- **John Steinbeck**
- **James Baldwin**
- **Nathaniel Hawthorne**
- **Alice Walker**
- **WEB Du Bois**

[DV Selection]

After you complete your initial list, the library asks you to add another author to your list so they can recommend a total of seven fiction authors this summer.
Here are the authors you have left to choose from:

 **Charles Dickens** (b. 1812, best-known work: Great Expectations; authored 15 novels and various short stories, poems, and plays).	 **Gabriel Garcia Marquez** (b. 1927, best-known work: Love in the Time of Cholera; authored 6 novels and several novellas and short story collections).	 **Herman Melville** (b. 1819, best-known work: Moby Dick; authored 11 novels and several short stories).	 **Isabel Allende** (b. 1942, best-known work: La Casa De Los Espiritus; authored 25 books).	 **Jack London** (b. 1876, best-known work: The Call of the Wild; authored 23 novels, several poems and short stories).
 **James Baldwin** (b. 1924, best-known work: Go Tell It on the Mountain; authored 6 novels and several short stories and poems).	 **Jane Austen** (b. 1775, best-known work: Pride and Prejudice; authored 6 novels).	 **JD Salinger** (b. 1919, best-known work: The Catcher in the Rye; authored 4 books and several short stories).	 **John Steinbeck** (b. 1902, best-known work: The Grapes of Wrath; authored 33 books and several short stories).	 **Joyce Carol Oates** (b. 1938, best-known work: Blonde; authored 58 novels and several plays and poems).
 **Jorge Luis Borges** (b. 1899, best-known work: Fictions; authored 74 books, several poems and short stories).	 **JRR Tolkien** (b. 1892, best-known work: The Lord of the Rings; authored 28 books and several periodicals).	 **Louisa May Alcott** (b. 1832, best-known work: Little Women; authored 30 books, several short stories and poems).	 **Lucy Maud** (b. 1874, best-known work: Anne of Green Gables; authored 20 novels, several essays, short stories and poems).	 **Michael Crichton** (b. 1942, best-known work: Jurassic Park; authored 32 books).
 **Sandra Cisneros** (b. 1954, best-known work: The House on Mango Street; authored 13 novels and several poems).	 **Sylvia Plath** (b. 1932, best-known work: The Bell Jar; authored 4 books and several poems).	 **Toni Morrison** (b. 1931, best-known work: Beloved; authored 11 novels, short stories and poems).	 **WEB Du Bois** (b. 1868, best-known work: The Souls of Black Folk; authored 4 novels, several articles and non-fiction stories).	

Who would you like to select to be the seventh author?

As a reminder, here was the composition of your author list:

- **50%** wrote poetry
- **33%** wrote more than 10 books

Please select an additional author to add to your list:

Author 1	Agatha Christie
Author 2	Alice Walker
Author 3	Ernest Hemingway
Author 4	Nathaniel Hawthorne
Author 5	Emily Bronte
Author 6	George Orwell
Author 7	

→

Motivation to respond without prejudice scale

Items used a 1 (Strongly disagree) to 7 (Strongly agree) scale.

Internal Motivation Items:

1. When making my decision about who to select as my seventh author, I considered my personal commitment to not be racist.
2. Given my personal values and beliefs, an important factor in my selection of the seventh author to add to my list was my desire to promote the success of racial minorities.
3. When deciding about who to select as my seventh author, I considered how personally important it is to me to support racial minorities.
4. In making my decision about who to select as my seventh author, I prioritized my personal motivation to ensure that racial minorities have the same visibility as others.

External Motivation Items:

1. Given today's political correctness standards, a factor in my decision about who to select as my seventh author was that I should do my best not to act racist.
2. When making my decision about who to select as my seventh author, I considered the social pressures I face to appear to promote racial minorities where they are typically underrepresented.
3. In making my decision about who to select as my seventh author, I considered my desire to not appear racist in order to avoid negative reactions from others.

The items were adapted from Plant and Devine (1998).

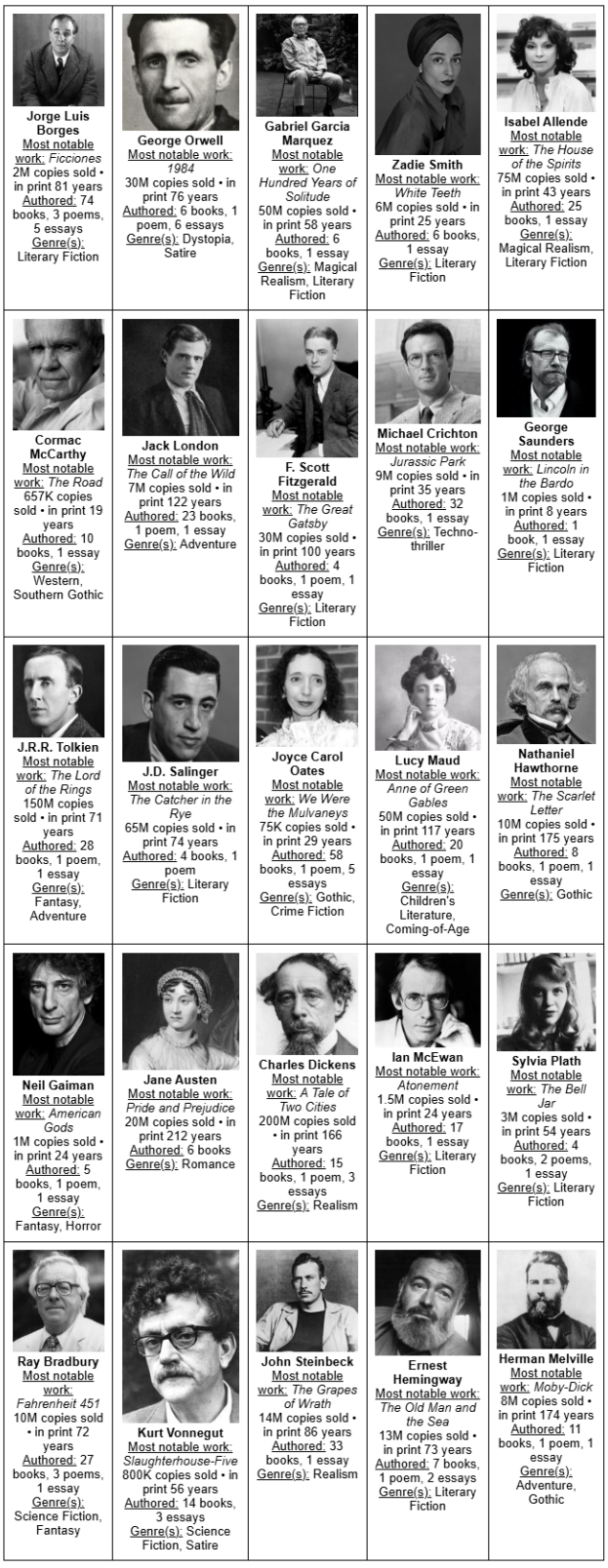
Study 4B

[Instructions]

> You've been tasked with creating a winter reading list for your local library. On the following page, you will pick six authors who you would like to see included on your local library's reading list.

[Stimuli of Authors]

Please select the **6 authors** you would like to include in your local library's reading list.



Jorge Luis Borges
Most notable work: *Ficciones*
2M copies sold • in print 81 years
Authored: 74 books, 3 poems, 5 essays
Genre(s): Literary Fiction

George Orwell
Most notable work: *1984*
30M copies sold • in print 76 years
Authored: 6 books, 1 poem, 6 essays
Genre(s): Dystopia, Satire

Gabriel Garcia Marquez
Most notable work: *One Hundred Years of Solitude*
50M copies sold • in print 58 years
Authored: 6 books, 1 essay
Genre(s): Magical Realism, Literary Fiction

Zadie Smith
Most notable work: *White Teeth*
6M copies sold • in print 25 years
Authored: 6 books, 1 essay
Genre(s): Literary Fiction

Isabel Allende
Most notable work: *The House of the Spirits*
75M copies sold • in print 43 years
Authored: 25 books, 1 essay
Genre(s): Magical Realism, Literary Fiction

Cormac McCarthy
Most notable work: *The Road*
657K copies sold • in print 19 years
Authored: 10 books, 1 essay
Genre(s): Western, Southern Gothic

Jack London
Most notable work: *The Call of the Wild*
7M copies sold • in print 122 years
Authored: 23 books, 1 poem, 1 essay
Genre(s): Adventure

F. Scott Fitzgerald
Most notable work: *The Great Gatsby*
30M copies sold • in print 100 years
Authored: 4 books, 1 poem, 1 essay
Genre(s): Literary Fiction

Michael Crichton
Most notable work: *Jurassic Park*
9M copies sold • in print 35 years
Authored: 32 books, 1 essay
Genre(s): Techno-thriller

George Saunders
Most notable work: *Lincoln in the Bardo*
1M copies sold • in print 8 years
Authored: 1 book, 1 essay
Genre(s): Literary Fiction

J.R.R. Tolkien
Most notable work: *The Lord of the Rings*
150M copies sold • in print 71 years
Authored: 28 books, 1 poem, 1 essay
Genre(s): Fantasy, Adventure

J.D. Salinger
Most notable work: *The Catcher in the Rye*
65M copies sold • in print 74 years
Authored: 4 books, 1 poem
Genre(s): Literary Fiction

Joyce Carol Oates
Most notable work: *We Were the Mulvaneys*
75K copies sold • in print 29 years
Authored: 58 books, 1 poem, 5 essays
Genre(s): Gothic, Crime Fiction

Lucy Maud
Most notable work: *Anne of Green Gables*
50M copies sold • in print 117 years
Authored: 20 books, 1 poem, 1 essay
Genre(s): Children's Literature, Coming-of-Age

Nathaniel Hawthorne
Most notable work: *The Scarlet Letter*
10M copies sold • in print 175 years
Authored: 8 books, 1 poem, 1 essay
Genre(s): Gothic

Neil Gaiman
Most notable work: *American Gods*
1M copies sold • in print 24 years
Authored: 5 books, 1 poem, 1 essay
Genre(s): Fantasy, Horror

Jane Austen
Most notable work: *Pride and Prejudice*
20M copies sold • in print 212 years
Authored: 6 books
Genre(s): Romance

Charles Dickens
Most notable work: *A Tale of Two Cities*
200M copies sold • in print 166 years
Authored: 15 books, 1 poem, 3 essays
Genre(s): Realism

Ian McEwan
Most notable work: *Atonement*
1.5M copies sold • in print 24 years
Authored: 17 books, 1 essay
Genre(s): Literary Fiction

Sylvia Plath
Most notable work: *The Bell Jar*
3M copies sold • in print 54 years
Authored: 4 books, 2 poems, 1 essay
Genre(s): Literary Fiction

Ray Bradbury
Most notable work: *Fahrenheit 451*
10M copies sold • in print 72 years
Authored: 27 books, 3 poems, 1 essay
Genre(s): Science Fiction, Fantasy

Kurt Vonnegut
Most notable work: *Slaughterhouse-Five*
800K copies sold • in print 56 years
Authored: 14 books, 3 essays
Genre(s): Science Fiction, Satire

John Steinbeck
Most notable work: *The Grapes of Wrath*
14M copies sold • in print 86 years
Authored: 33 books, 1 essay
Genre(s): Realism

Ernest Hemingway
Most notable work: *The Old Man and the Sea*
13M copies sold • in print 73 years
Authored: 7 books, 1 poem, 2 essays
Genre(s): Literary Fiction

Herman Melville
Most notable work: *Moby-Dick*
8M copies sold • in print 174 years
Authored: 11 books, 1 poem, 1 essay
Genre(s): Adventure, Gothic

[Non-Gender Feedback]

Thank you for your selections.

Here is the breakdown of your selected authors:

- 50% wrote books, poems or essays spanning multiple genres.
- 0% wrote at least one book with 30M+ copies sold.
- 100% wrote at least one book that remained in continuous print for over 50 years.

[Gender Feedback]

Thank you for your selections.

Here is the breakdown of your selected authors:

- 50% wrote books, poems or essays spanning multiple genres.
- 33% were women.
- 83% wrote at least one book that remained in continuous print for over 50 years.

[DV Selection]

You've picked the first six authors for your reading list, but we actually have room for seven. On the next page we will ask you to make your final selection.

Please select an additional author.

As a reminder, here is the breakdown of your previous selected authors:

- 83% wrote at least one book that remained in continuous print for over 50 years.
- 17% wrote at least one book with 30M+ copies sold.
- 17% were women.

 **Neil Gaiman** Most notable work: *American Gods* 1M copies sold • in print 24 years Authored: 5 books, 1 poem, 1 essay Genre(s): Fantasy, Horror	 **Jack London** Most notable work: *The Call of the Wild* 7M copies sold • in print 122 years Authored: 23 books, 1 poem, 1 essay Genre(s): Adventure	 **Ray Bradbury** Most notable work: *Fahrenheit 451* 10M copies sold • in print 72 years Authored: 27 books, 3 poems, 1 essay Genre(s): Science Fiction, Fantasy	 **Sylvia Plath** Most notable work: *The Bell Jar* 3M copies sold • in print 54 years Authored: 4 books, 2 poems, 1 essay Genre(s): Literary Fiction	 **Gabriel Garcia Marquez** Most notable work: *One Hundred Years of Solitude* 50M copies sold • in print 58 years Authored: 6 books, 1 essay Genre(s): Magical Realism, Literary Fiction
 **George Saunders** Most notable work: *Lincoln in the Bardo* 1M copies sold • in print 8 years Authored: 1 book, 1 essay Genre(s): Literary Fiction	 **George Orwell** Most notable work: *1984* 30M copies sold • in print 76 years Authored: 6 books, 1 poem, 6 essays Genre(s): Dystopia, Satire	 **Ian McEwan** Most notable work: *Atonement* 1.5M copies sold • in print 24 years Authored: 17 books, 1 essay Genre(s): Literary Fiction	 **John Steinbeck** Most notable work: *The Grapes of Wrath* 14M copies sold • in print 86 years Authored: 33 books, 1 essay Genre(s): Realism	 **Michael Crichton** Most notable work: *Jurassic Park* 9M copies sold • in print 35 years Authored: 32 books, 1 essay Genre(s): Techno-thriller
 **Jane Austen** Most notable work: *Pride and Prejudice* 20M copies sold • in print 212 years Authored: 6 books Genre(s): Romance	 **J.R.R. Tolkien** Most notable work: *The Lord of the Rings* 150M copies sold • in print 71 years Authored: 28 books, 1 poem, 1 essay Genre(s): Fantasy, Adventure	 **Jorge Luis Borges** Most notable work: *Ficciones* 2M copies sold • in print 81 years Authored: 74 books, 3 poems, 5 essays Genre(s): Literary Fiction	 **F. Scott Fitzgerald** Most notable work: *The Great Gatsby* 30M copies sold • in print 100 years Authored: 4 books, 1 poem, 1 essay Genre(s): Literary Fiction	 **Herman Melville** Most notable work: *Moby-Dick* 8M copies sold • in print 174 years Authored: 11 books, 1 poem, 1 essay Genre(s): Adventure, Gothic
 **Zadie Smith** Most notable work: *White Teeth* 6M copies sold • in print 25 years Authored: 6 books, 1 essay Genre(s): Literary Fiction	 **Lucy Maud** Most notable work: *Anne of Green Gables* 50M copies sold • in print 117 years Authored: 20 books, 1 poem, 1 essay Genre(s): Children's Literature, Coming-of-Age	 **J.D. Salinger** Most notable work: *The Catcher in the Rye* 65M copies sold • in print 74 years Authored: 4 books, 1 poem Genre(s): Literary Fiction	 **Kurt Vonnegut** Most notable work: *Slaughterhouse-Five* 800K copies sold • in print 56 years Authored: 14 books, 3 essays Genre(s): Science Fiction, Satire	 **Isabel Allende** Most notable work: *The House of the Spirits* 75M copies sold • in print 43 years Authored: 25 books, 1 essay Genre(s): Magical Realism, Literary Fiction
 **Cormac McCarthy** Most notable work: *The Road* 657K copies sold • in print 19 years Authored: 10 books, 1 essay Genre(s): Western, Southern Gothic	 **Charles Dickens** Most notable work: *A Tale of Two Cities* 200M copies sold • in print 166 years Authored: 15 books, 1 poem, 3 essays Genre(s): Realism	 **Joyce Carol Oates** Most notable work: *We Were the Mulvaneys* 75K copies sold • in print 29 years Authored: 58 books, 1 poem, 5 essays Genre(s): Gothic, Crime Fiction	 **Ernest Hemingway** Most notable work: *The Old Man and the Sea* 13M copies sold • in print 73 years Authored: 7 books, 1 poem, 2 essays Genre(s): Literary Fiction	 **Nathaniel Hawthorne** Most notable work: *The Scarlet Letter* 10M copies sold • in print 175 years Authored: 8 books, 1 poem, 1 essay Genre(s): Gothic

Motivation to respond without prejudice scale (adapted for gender)

Items used a 1 (Strongly disagree) to 7 (Strongly agree) scale.

Internal Motivation Items:

1. When making my decision about who to select as my seventh author, I considered my personal commitment to not be sexist.
2. Given my personal values and beliefs, an important factor in my selection of the seventh author to add to my list was my desire to promote the success of women.
3. When deciding about who to select as my seventh author, I considered how personally important it is to me to support women.
4. In making my decision about who to select as my seventh author, I prioritized my personal motivation to ensure that women have the same visibility as others.

External Motivation Items:

1. Given today's political correctness standards, a factor in my decision about who to select as my seventh author was that I should do my best not to act sexist.
2. When making my decision about who to select as my seventh author, I considered the social pressures I face to appear to promote women where they are typically underrepresented.
3. In making my decision about who to select as my seventh author, I considered my desire to not appear sexist in order to avoid negative reactions from others.

The items were adapted from Plant and Devine (1998) and were modified to focus on avoiding gender prejudice rather than racial prejudice.

Study 5

[Instructions]

> Imagine you're planning a major international business event. You are working to convene a panel of great minds to provide guidance and insights on the global business landscape. Many current leaders in business have expressed interest in offering their wisdom, and you have your pick.

[Stimuli: Women Overrepresented Set]

Imagine you're planning a major international business event. You are working to convene a panel of great minds to provide guidance and insights on the global business landscape. Many current leaders in business have expressed interest in offering their wisdom, and you have your pick.

Arianna Huffington Founder of Thrive Global†	**Carol Tomé** CEO of UPS	**Christine Leahy** CEO of CDW†	**Daymond John** Founder of FUBU
Gail Boudreaux CEO of Elevance Health	**Jane Fraser** CEO of Citigroup	**Jessica Alba** Founder of The Honest Company	**Julia Hartz** Co-founder of EventBrite†
Kate Johnson CEO of Lumen Technologies†	**Kendra Scott** Founder of Kendra Scott	**Larry Page** Co-founder of Google†	**Leah Busque** Founder of TaskRabbit†
Linda Yaccarino CEO of X†	**Lisa Su** CEO of AMD†	**Mary Barra** CEO of General Motors	**Melanie Perkins** Founder of Canva†
Michele Buck CEO of Hershey	**Oprah Winfrey** Founder of OWN	**Phil Knight** Co-founder of Nike	**Sara Blakely** Founder of Spanx
Sundar Pichai CEO of Alphabet Inc.†	**Tim Cook** CEO of Apple†	**Warren Buffett** CEO of Berkshire Hathaway	**Whitney Wolfe Herd** Founder of Bumble†

† denotes a technology company.

Please select **6 people** by clicking on them. Selected people will be highlighted.

Selected: 0/6

[Stimuli: Women Underrepresented Set]

Imagine you're planning a major international business event. You are working to convene a panel of great minds to provide guidance and insights on the global business landscape. Many current leaders in business have expressed interest in offering their wisdom, and you have your pick.

Andy Jassy CEO of Amazon†	**Bill Gates** Co-founder of Microsoft†	**Brian Moynihan** CEO of Bank of America	**Daymond John** Founder of FUBU
Howard Schultz Founder of Starbucks	**Jamie Dimon** CEO of JPMorgan Chase	**Jane Fraser** CEO of Citigroup	**Jeff Bezos** Founder of Amazon†
Jensen Huang CEO of NVIDIA†	**Kendra Scott** Founder of Kendra Scott	**Larry Page** Co-founder of Google†	**Leah Busque** Founder of TaskRabbit†
Lisa Su CEO of AMD†	**Lloyd Blankfein** Former CEO of Goldman Sachs	**Mark Zuckerberg** Co-founder of Facebook†	**Mary Barra** CEO of General Motors
Michael Bloomberg Co-founder of Bloomberg LP	**Phil Knight** Co-founder of Nike	**Richard Branson** Founder of Virgin Group	**Satya Nadella** CEO of Microsoft†
Sundar Pichai CEO of Alphabet Inc.†	**Tim Cook** CEO of Apple†	**Warren Buffett** CEO of Berkshire Hathaway	**Whitney Wolfe Herd** Founder of Bumble†

† denotes a technology company.

Please select **6 people** by clicking on them. Selected people will be highlighted.

Selected: 0/6

[Non-Gender Feedback]

Thank you for your selection.

Here is the composition of your selected panel:

- 67% are in the technology industry
- 67% are founders

[Gender Feedback]

Thank you for your selection.

Here is the composition of your selected panel:

- 83% are in the technology industry
- 50% are women
- 50% are founders

[DV Selection]

After you completed your list, the planning committee realized that there was room for an additional panelist.

Who would you like to select to be the seventh member of your expert panel?

As a reminder, here is information on the composition of your original set of 6 selected panelists:

- 67% are in the technology industry
- 83% are founders

Your previous 6 selections are highlighted below. Please select **1 additional person** to add to your panel.

Arianna Huffington Founder of Thrive Global†	**Carol Tomé** CEO of UPS	**Christine Leahy** CEO of CDW†	**Daymond John** Founder of FUBU
Gail Boudreaux CEO of Elevance Health	**Jane Fraser** CEO of Citigroup	**Jessica Alba** Founder of The Honest Company	**Julia Hartz** Co-founder of EventBrite†
Kate Johnson CEO of Lumen Technologies†	**Kendra Scott** Founder of Kendra Scott	**Larry Page** Co-founder of Google†	**Leah Busque** Founder of TaskRabbit†
Linda Yaccarino CEO of X†	**Lisa Su** CEO of AMD†	**Mary Barra** CEO of General Motors	**Melanie Perkins** Founder of Canva†
Michele Buck CEO of Hershey	**Oprah Winfrey** Founder of OWN	**Phil Knight** Co-founder of Nike	**Sara Blakely** Founder of Spanx
Sundar Pichai CEO of Alphabet Inc.†	**Tim Cook** CEO of Apple†	**Warren Buffett** CEO of Berkshire Hathaway	**Whitney Wolfe Herd** Founder of Bumble†

† denotes a technology company.

Fairness concerns items

Items used a 1 (Strongly disagree) to 7 (Strongly agree) scale.

Please rate the extent to which you agree with each of the following statements:

1. When deciding who to add as my seventh panelist, I prioritized achieving a degree of balance in the representation of men and women.
2. An important factor when deciding who to add as my seventh panelist was avoiding extreme over- or under-representation of men or women.
3. I aimed to ensure that neither men nor women were left out when making my final decision.

Motivation to respond without prejudice scale (adapted for gender)

Items used a 1 (Strongly disagree) to 7 (Strongly agree) scale.

Internal Motivation Items:

1. When making my decision about which seventh panelist to select, I considered my personal commitment to not be sexist.
2. Given my personal values and beliefs, an important factor in my selection of my seventh panelist was my desire to promote the success of people of both genders.
3. When deciding which seventh panelist to select, I considered how personally important it is to me to support people of both genders.
4. In making my decision about which seventh panelist to select, I prioritized my personal motivation to ensure that people of both genders have the same visibility.

External Motivation Items:

1. Given today's political correctness standards, a factor in my decision about which seventh panelist to select was that I should do my best not to act sexist.
2. When making my decision about which seventh panelist to select, I considered the social pressures I face to appear to promote both men and women in any setting where one group is typically underrepresented.
3. In making my decision about which seventh panelist to select, I considered my desire to not appear sexist in order to avoid negative reactions from others.

The items were adapted from Plant and Devine (1998).

Study S1

[Instructions]

> Imagine you're planning a major international business event. You are working to convene a panel of great minds to provide guidance and insights on the global business landscape. Many current leaders in business have expressed interest in offering their wisdom, and you have your pick.

[Stimuli of Business Leaders]

Bill Gates (Co-founder of Microsoft)	**Charles Koch** (CEO of Koch Industries)	**Daymond John** (Founder of FUBU)	**Elon Musk** (CEO of Tesla)	**Jack Ma** (CEO of Alibaba)
Jane Fraser (CEO of Citigroup)	**Janet Yellen** (U.S. Secretary Treasury)	**Jeff Bezos** (Founder of Amazon)	**Jeff Weiner** (CEO of LinkedIn)	**Jerome Powell** (Chairman of the Federal Reserve)
Larry Page (Co-founder of Google)	**Lloyd Blankfein** (Chairman of Goldman Sachs)	**Mark Cuban** (Owner of the Dallas Mavericks)	**Mark Zuckerberg** (Co-founder of Facebook)	**Marvin Ellison** (CEO of Lowe's)
Mary Barra (CEO of General Motors)	**Michael Bloomberg** (Co-founder of Bloomberg LP)	**Oprah Winfrey** (CEO of Oprah Winfrey Network)	**Phil Knight** (Co-founder of Nike)	**Rosalind Brewer** (CEO of Walgreens)
Sean Combs (Founder of Bad Boy Entertainment)	**Sergey Brin** (Co-founder of Google)	**Stewart Butterfield** (CEO of Slack)	**Tim Cook** (CEO of Apple)	**Warren Buffet** (CEO of Berkshire Hathaway)

[Non-Gender Feedback]

Thank you for your selection.

Here is the composition of your selected panelists:

- **67%** are CEOs
- **17%** are founders
- **50%** are in the technology industry

As a reminder, here is a list of everyone on your selected panel:

- **Jeff Weiner (CEO of LinkedIn)**
- **Mark Zuckerberg (Co-founder of Facebook)**
- **Jerome Powell (Chairman of the Federal Reserve)**
- **Tim Cook (CEO of Apple)**
- **Jane Fraser (CEO of Citigroup)**
- **Warren Buffet (CEO of Berkshire Hathaway)**

[Gender Feedback]

Thank you for your selection.

Here is the composition of your selected panelists:

- **17%** are female
- **67%** are CEOs
- **17%** are founders

As a reminder, here is a list of everyone on your selected panel:

- **Jeff Weiner (CEO of LinkedIn)**
- **Mark Zuckerberg (Co-founder of Facebook)**
- **Jerome Powell (Chairman of the Federal Reserve)**
- **Tim Cook (CEO of Apple)**
- **Jane Fraser (CEO of Citigroup)**
- **Warren Buffet (CEO of Berkshire Hathaway)**

Study S2A

[Instructions]

> Imagine you're planning a major international business event. You are working to convene a panel of great minds to provide guidance and insights on the global business landscape. Many current leaders in business have expressed interest in offering their wisdom, and you have your pick.

[Stimuli of Business Leaders]

Bill Gates (Co-founder of Microsoft)	**Charles Koch** (CEO of Koch Industries)	**Daymond John** (Founder of FUBU)	**Elon Musk** (CEO of Tesla)	**Jack Ma** (CEO of Alibaba)
Jane Fraser (CEO of Citigroup)	**Janet Yellen** (U.S. Secretary Treasury)	**Jeff Bezos** (Founder of Amazon)	**Jeff Weiner** (CEO of LinkedIn)	**Jerome Powell** (Chairman of the Federal Reserve)
Larry Page (Co-founder of Google)	**Lloyd Blankfein** (Chairman of Goldman Sachs)	**Mark Cuban** (Owner of the Dallas Mavericks)	**Mark Zuckerberg** (Co-founder of Facebook)	**Marvin Ellison** (CEO of Lowe's)
Mary Barra (CEO of General Motors)	**Michael Bloomberg** (Co-founder of Bloomberg LP)	**Oprah Winfrey** (CEO of Oprah Winfrey Network)	**Phil Knight** (Co-founder of Nike)	**Rosalind Brewer** (CEO of Walgreens)
Sean Combs (Founder of Bad Boy Entertainment)	**Sergey Brin** (Co-founder of Google)	**Stewart Butterfield** (CEO of Slack)	**Tim Cook** (CEO of Apple)	**Warren Buffet** (CEO of Berkshire Hathaway)

[Non-Gender Feedback]

Thank you for your selection.

Here is the composition of your selected panelists:

- **67%** are CEOs
- **17%** are founders
- **50%** are in the technology industry

As a reminder, here is a list of everyone on your selected panel:

- **Jeff Weiner (CEO of LinkedIn)**
- **Mark Zuckerberg (Co-founder of Facebook)**
- **Jerome Powell (Chairman of the Federal Reserve)**
- **Tim Cook (CEO of Apple)**
- **Jane Fraser (CEO of Citigroup)**
- **Warren Buffet (CEO of Berkshire Hathaway)**

[Gender Feedback]

Thank you for your selection.

Here is the composition of your selected panelists:

- **17%** are female
- **67%** are CEOs
- **17%** are founders

As a reminder, here is a list of everyone on your selected panel:

- **Jeff Weiner (CEO of LinkedIn)**
- **Mark Zuckerberg (Co-founder of Facebook)**
- **Jerome Powell (Chairman of the Federal Reserve)**
- **Tim Cook (CEO of Apple)**
- **Jane Fraser (CEO of Citigroup)**
- **Warren Buffet (CEO of Berkshire Hathaway)**

[Non-Gender Feedback with Injunctive Norm Message]

After you completed your list, the planning committee realized that there was room for an additional panelist. The organization planning this event cares deeply about presenting a diversity of speakers in terms of their experience in CEO roles, their experience as company founders, their background in the technology industry and their gender.

Who would you like to select to be the seventh member of your expert panel?

As a reminder, here was the composition of your selected panelists:

- **50%** are CEOs
- **50%** are founders
- **33%** are in the technology industry

[Gender Feedback with Injunctive Norm Message]

After you completed your list, the planning committee realized that there was room for an additional panelist. The organization planning this event cares deeply about presenting a diversity of speakers in terms of their experience as company founders, their background in the technology industry and their gender.

Who would you like to select to be the seventh member of your expert panel?

As a reminder, here was the composition of your selected panelists:

- **50%** are in the technology industry
- **0%** are women
- **50%** are founders

Study S2B

[Instructions]

We are preparing a campaign on Facebook, marketing a set of popular podcasts. Such podcasts provide important educational content and our mission is to draw more listeners to these kinds of podcasts.

The purpose of this HIT is to help us identify a set of podcasts that are widely acclaimed and therefore the right set to feature in our Facebook campaign. We appreciate your help with this selection task in advance.

On the next page you will see a set of 25 podcasts. We will ask you to select a subset of these podcasts that you believe would be of broad interest to audiences and are therefore ideal to feature in our Facebook campaign.

To provide extra motivation to take this seriously, we'll send you a $1 bonus if your list is selected (there will be an eventual vote on all of the lists generated).

Here is a preview of the Facebook advertisement!



[Stimuli of Podcasts]

Please select the 6 podcasts you would like to include in the advertisement.

 **Hosted by** Rebecca Rogers (Educator, Podcast Host) Start Year: 2023 Episodes: 24 Avg. Duration: 55m	 **Hosted by** Lex Fridman (Research Scientist, AI Expert) Start Year: 2018 Episodes: 408 Avg. Duration: 2hr 24m	 **Hosted by** Gary Brecka (Human Biologist, Health Expert) Start Year: 2023 Episodes: 26 Avg. Duration: 38m	 **Hosted by** John R. Miles (Leadership Coach, Speaker) Start Year: 2021 Episodes: 398 Avg. Duration: 47m	 **Hosted by** Trevor Noah (Comedian, Television Host, Writer) Start Year: 2023 Episodes: 10 Avg. Duration: 57m
 **Hosted by** Esther Perel (Psychotherapist, Author, Speaker) Start Year: 2017 Episodes: 87 Avg. Duration: 43m	 **Hosted by** Julia Louis-Dreyfus (Actress, Comedian, Producer) Start Year: 2023 Episodes: 21 Avg. Duration: 47m	 **Hosted by** Shannon Sharpe (Former NFL Player, Sports Analyst) Start Year: 2020 Episodes: 214 Avg. Duration: 1hr 15m	 **Hosted by** Brittany Broski (Social Media Influencer, Comedian) Start Year: 2023 Episodes: 32 Avg. Duration: 47m	 **Hosted by** Dax Shepard (Actor, Director, Writer) Start Year: 2018 Episodes: 209 Avg. Duration: 1hr 12m
 **Hosted by** Lewis Howes (Author, Entrepreneur, Podcaster) Start Year: 2018 Episodes: 1627 Avg. Duration: 53m	 **Hosted by** Anderson Cooper (Journalist, Television News Anchor) Start Year: 2022 Episodes: 16 Avg. Duration: 36m	 **Hosted by** Bill Simmons (Sports Analyst, Writer) Start Year: 2015 Episodes: 1228 Avg. Duration: 1hr 38m	 **Hosted by** Joe Budden (Musician, Media Personality) Start Year: 2015 Episodes: 448 Avg. Duration: 2hr 31m	 **Hosted by** Dan Carlin (Historian, Broadcaster, Writer) Start Year: 2015 Episodes: 15 Avg. Duration: 4hr 53m
 **Hosted by** Ryan Sickler (Comedian, Writer, Producer) Start Year: 2023 Episodes: 3 Avg. Duration: 8m	 **Hosted by** Dan Fleyshman (Entrepreneur, Angel Investor) Start Year: 2023 Episodes: 51 Avg. Duration: 54m	 **Hosted by** Peter Attia (Physician, Longevity Expert) Start Year: 2018 Episodes: 328 Avg. Duration: 1hr 35m	 **Hosted by** Theo Von (Comedian, Television Personality) Start Year: 2016 Episodes: 361 Avg. Duration: 1hr 37m	 **Hosted by** Shawn Ryan (Former Navy SEAL, Author) Start Year: 2019 Episodes: 138 Avg. Duration: 2hr 25m
 **Hosted by** Steven Bartlett (Entrepreneur, Author, Speaker) Start Year: 2017 Episodes: 462 Avg. Duration: 1hr 5m	 **Hosted by** Nicole Lapin (Financial Expert, Author) Start Year: 2021 Episodes: 703 Avg. Duration: 17m	 **Hosted by** Ezra Klein (Journalist, Blogger, Political Analyst) Start Year: 2021 Episodes: 286 Avg. Duration: 1hr 8m	 **Hosted by** Jay Shetty (Motivational Speaker, Life Coach) Start Year: 2019 Episodes: 512 Avg. Duration: 52m	 **Hosted by** Andrew Huberman (Neuroscientist, Professor, Stanford University) Start Year: 2020 Episodes: 189 Avg. Duration: 2hr 5m

[Non-Gender Feedback]

Thank you for your selections.

Here is the breakdown of your selected podcasts:

- 17% have an average episode length greater than 2 hours
- 67% started over 3 years ago
- 50% have more than 300 episodes

[Gender Feedback]

Thank you for your selections.

Here is the breakdown of your selected podcasts:

- 0% have an average episode length greater than 2 hours
- 33% have more than 300 episodes
- 33% feature a female host

[Non-Gender Feedback with Injunctive Norm Message]

You've picked the first six podcasts to nominate for inclusion in our Facebook advertisement, but we actually have room for seven so on the next page will ask you to make your final selection. We care deeply about presenting podcasts that are diverse in terms of how many episodes of the show already exist, the gender of their hosts, their average episode length, and how long they've been running.

Please select an additional podcast.

As a reminder, here is the breakdown of your previous selected podcasts:

- 33% have more than 300 episodes
- 33% started over 3 years ago
- 17% have an average episode length greater than 2 hours

[Gender Feedback with Injunctive Norm Message]

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References

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