

Reporting Summary

Nature Research wishes to improve the reproducibility of the work that we publish. This form provides structure for consistency and transparency in reporting. For further information on Nature Research policies, see [Authors & Referees](#) and the [Editorial Policy Checklist](#).

Statistics

For all statistical analyses, confirm that the following items are present in the figure legend, table legend, main text, or Methods section.

n/a Confirmed

- The exact sample size (n) for each experimental group/condition, given as a discrete number and unit of measurement
- A statement on whether measurements were taken from distinct samples or whether the same sample was measured repeatedly
- The statistical test(s) used AND whether they are one- or two-sided
Only common tests should be described solely by name; describe more complex techniques in the Methods section.
- A description of all covariates tested
- A description of any assumptions or corrections, such as tests of normality and adjustment for multiple comparisons
- A full description of the statistical parameters including central tendency (e.g. means) or other basic estimates (e.g. regression coefficient) AND variation (e.g. standard deviation) or associated estimates of uncertainty (e.g. confidence intervals)
- For null hypothesis testing, the test statistic (e.g. F , t , r) with confidence intervals, effect sizes, degrees of freedom and P value noted
Give P values as exact values whenever suitable.
- For Bayesian analysis, information on the choice of priors and Markov chain Monte Carlo settings
- For hierarchical and complex designs, identification of the appropriate level for tests and full reporting of outcomes
- Estimates of effect sizes (e.g. Cohen's d , Pearson's r), indicating how they were calculated

Our web collection on [statistics for biologists](#) contains articles on many of the points above.

Software and code

Policy information about [availability of computer code](#)

Data collection

We used Qualtrics, a web-based service for building surveys and collecting data online. Online subject recruitment used Mechanical Turk, a labor market run by Amazon.

Data analysis

All analyses were conducted in the R statistical computing environment.

For manuscripts utilizing custom algorithms or software that are central to the research but not yet described in published literature, software must be made available to editors/reviewers. We strongly encourage code deposition in a community repository (e.g. GitHub). See the Nature Research [guidelines for submitting code & software](#) for further information.

Data

Policy information about [availability of data](#)

All manuscripts must include a [data availability statement](#). This statement should provide the following information, where applicable:

- Accession codes, unique identifiers, or web links for publicly available datasets
- A list of figures that have associated raw data
- A description of any restrictions on data availability

All data generated or analyzed during this study are available online: <https://osf.io/2qbxt/>

Field-specific reporting

Please select the one below that is the best fit for your research. If you are not sure, read the appropriate sections before making your selection.

- Life sciences Behavioural & social sciences Ecological, evolutionary & environmental sciences

Behavioural & social sciences study design

All studies must disclose on these points even when the disclosure is negative.

Study description	Quantitative experimental
Research sample	Adults (N = 1645) were recruited online via Amazon's Mechanical Turk between April 24th and 25th 2017. The sample was 49.3% male, with a median age of 34 years, a median household income of \$40,000–\$80,000, and 58% with a college degree or more (compared to 49.2% male, median age of 37.7 years, median income of \$55,322, and 46% with some college or an associate's degree or more in the U.S. in 2016). Fifty-four percent self-identified as liberals, 19% as moderates, and 27% as conservatives (skewing liberal compared to the US population).
Sampling strategy	Random assignment to condition. A target sample size of N = 1600 was determined from past work (Attari et al, 2010, PNAS).
Data collection	Participants completed the study online on a computer.
Timing	Between April 24th and 25th 2017, inclusive.
Data exclusions	One participant was removed from the analysis of shower length for reporting a typical shower length of longer than one day (1532 minutes). This was not pre-established.
Non-participation	Participants self-selected to participate online. We cannot know how many potential participants viewed the online recruitment but chose not to respond.
Randomization	Condition was randomized.

Reporting for specific materials, systems and methods

We require information from authors about some types of materials, experimental systems and methods used in many studies. Here, indicate whether each material, system or method listed is relevant to your study. If you are not sure if a list item applies to your research, read the appropriate section before selecting a response.

Materials & experimental systems

n/a	Included in the study
<input checked="" type="checkbox"/>	<input type="checkbox"/> Antibodies
<input checked="" type="checkbox"/>	<input type="checkbox"/> Eukaryotic cell lines
<input checked="" type="checkbox"/>	<input type="checkbox"/> Palaeontology
<input checked="" type="checkbox"/>	<input type="checkbox"/> Animals and other organisms
<input type="checkbox"/>	<input checked="" type="checkbox"/> Human research participants
<input checked="" type="checkbox"/>	<input type="checkbox"/> Clinical data

Methods

n/a	Included in the study
<input checked="" type="checkbox"/>	<input type="checkbox"/> ChIP-seq
<input checked="" type="checkbox"/>	<input type="checkbox"/> Flow cytometry
<input checked="" type="checkbox"/>	<input type="checkbox"/> MRI-based neuroimaging

Human research participants

Policy information about [studies involving human research participants](#)

Population characteristics	See above.
Recruitment	Participants were recruited online via Amazon's Mechanical Turk. This limits the sample to adults who have access to a computer and to the internet. Past work using this recruitment strategy has found results that are similar to those found using in-person procedures. We do not know of any reason to suspect that computer ownership is likely to impact results. In the Methods, we compare our sample to the US population, and report some biases: our sample is more educated and more liberal than the adult US population. Analyses accounted for all sociodemographic measures.
Ethics oversight	Indiana University IRB

Note that full information on the approval of the study protocol must also be provided in the manuscript.