

“When in Rome”: Identifying social norms using coordination games

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APPENDIX

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Table A1 and A2 contains the frequency of appropriateness ratings for each action for the tipping scenario and punctuality scenario, respectively. Furthermore, Table A1 and A2 contain responses recorded for the university-student matching task only. In addition to reporting the frequency of appropriateness rating per action, we compute the average appropriateness rating for each action by assigning values to each appropriateness rating. The rating 'very socially inappropriate' was assigned a value of -1, 'somewhat socially inappropriate' was assigned a value of -1/3, 'somewhat socially appropriate' was assigned a value of 1/3, and 'very socially appropriate' was assigned a value of 1. We find that the tipping action which received the highest appropriateness rating was 'give a 15% tip'. Furthermore, we find that the punctuality action which received the highest appropriateness rating was to arrive '5 minutes early'.

	<i>Very socially inappropriate</i> (-1)	<i>Somewhat socially inappropriate</i> (-1/3)	<i>Somewhat socially appropriate</i> (1/3)	<i>Very socially appropriate</i> (1)	<i>Average Rating</i>
Give no tip	141	12	2	0	-0.93
Give a 5% tip	93	55	7	0	-0.70
Give a 7% tip	66	67	20	2	-0.51
Give a 10% tip	8	69	61	17	0.04
Give a 12% tip	2	32	83	38	0.34
Give a 15% tip	1	2	38	115	0.81
Give a 20% tip	1	11	21	122	0.80

Table A1: Summary Statistics On The Distribution Of Appropriate Ratings – Tipping Vignette / University-Student Matching. This table reports the frequency of each appropriateness rating in the university-student matching treatment for the tipping vignette. The average rating per action is reported in column 5 and is calculated as the arithmetic mean utilizing the numerical scores assigned to each appropriateness rating.

	<i>Very socially inappropriate (-1)</i>	<i>Somewhat socially inappropriate (-1/3)</i>	<i>Somewhat socially appropriate (1/3)</i>	<i>Very socially appropriate (1)</i>	<i>Average Rating</i>
10 minutes early	1	6	64	84	0.65
5 minutes early	0	0	18	137	0.92
On time	0	2	43	110	0.80
5 minutes late	6	78	66	5	-0.03
10 minutes late	47	94	13	1	-0.47
20 minutes late	145	9	1	1	-0.95
30 minutes late	154	0	0	1	-0.99

Table A2: Summary Statistics On The Distribution Of Appropriate Ratings – Punctuality Vignette / University-Student Matching. This table reports the frequency of each appropriateness rating in the university-student matching treatment for the punctuality vignette. The average rating per action is reported in column 5 and is calculated as the arithmetic mean utilizing the numerical scores assigned to each appropriateness rating.