

Figures 1. Mean Target Ratings on Desirability (figure 1a) or Social Utility (figure 1b)

Personality Trait Adjectives According to Outlook, and Target's Presentation in Study 2

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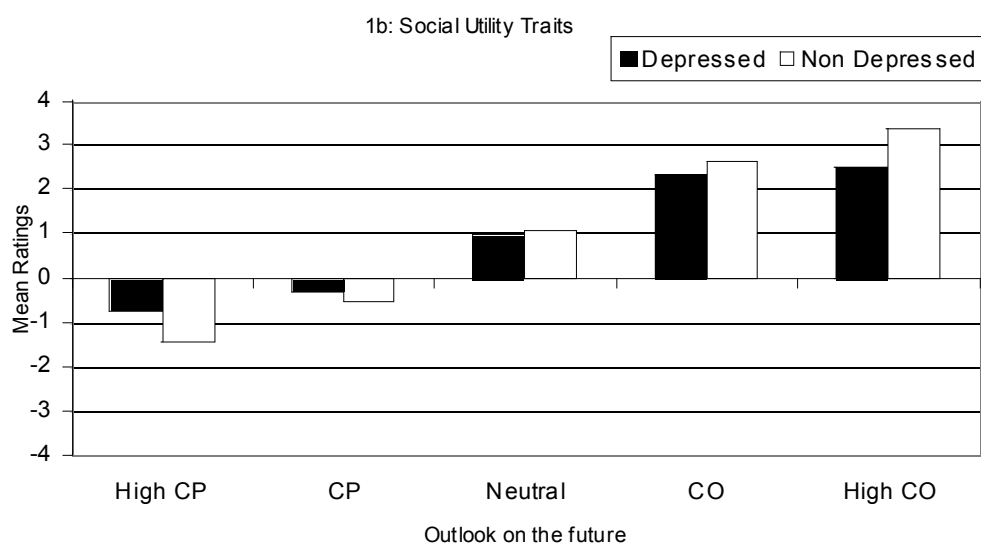
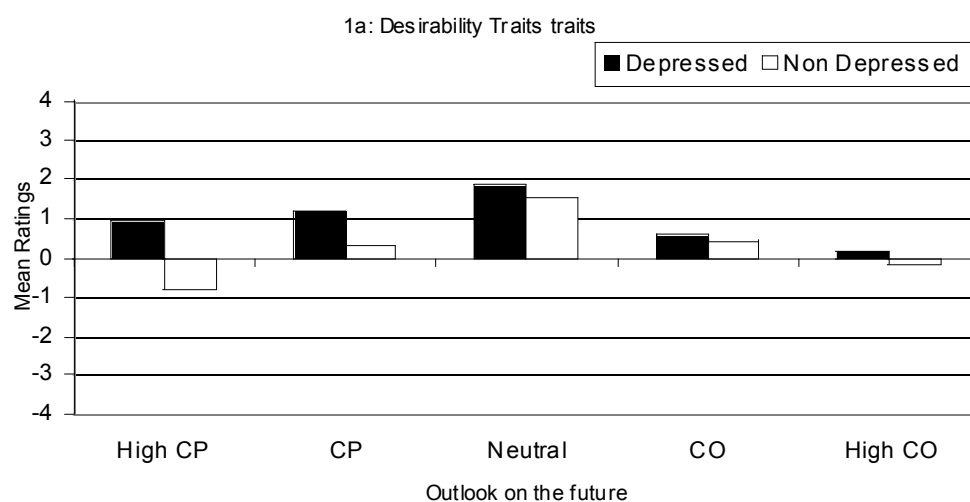
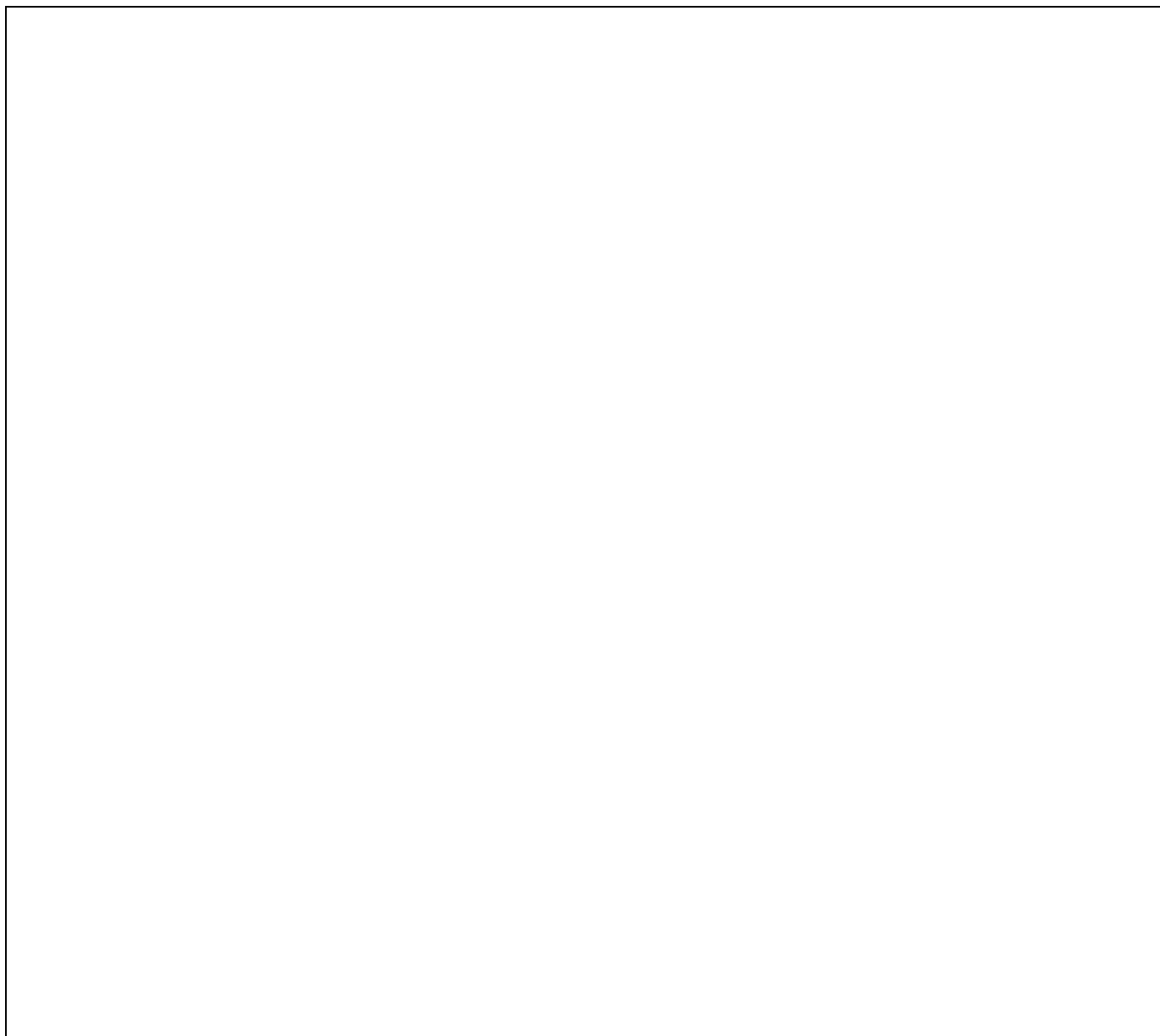


Figure 2. Schematic diagram of multiple mediation analyses in Study 3. page 26



Appendix 1

Questions about targets' social acceptance (Studies 1–3)

Social desirability	Social utility
Would you like this person to become your best friend?	Would you pay this person a high salary?
Would you like to meet this person?	Would you entrust responsibilities to this person?
Do you think this person has everything (s)he needs to be loved?	Do you think this person has everything (s)he needs to succeed professionally?
Do you think this person has many friends?	Do you think this person has (or will have) a high purchasing power?
Do you think this person has good relationships with members of his/her family?	Do you think this person has a job with power?

Appendix 2

Traits used for measuring social desirability and social utility

	Social Desirability	Social Utility
Positive traits	Helpful, loving, nice	Hardworking, ambitious, efficient
Negative traits	Selfish, malevolent, hypocritical	Irresponsible, incompetent, slow