

Supplement 1. Supplemental information and statistics for behavioral analyses.

Table S1. Repeated measures ANOVA of affect ratings (study 1)

Within subjects effect	SSs	df	Mean Square	F	p	η_p^2
condition	2018.4	1.31	1545.60	28.84 ^a	<.001	.43
error	2729.2	50.93	53.59			
outcome valence	79377.8	1.00	79377.77	60.92	<.001	.61
error	50819.7	39.00	1303.07			
affect	9904.4	1.00	9904.39	17.45	<.001	.31
error	22142.1	39.00	567.74			
condition * outcome valence	4760.4	1.37	3466.75	48.51 ^a	<.001	.55
error	3826.8	53.55	71.46			
condition * affect	389.4	1.31	297.16	12.87 ^a	<.001	.25
error	1180.4	51.11	23.10			
outcome * affect	9825.2	1.00	9825.19	70.10	<.001	.64
error	5466.4	39.00	140.16			
condition * outcome valence * affect	548.5	1.29	426.98	11.44 ^a	<.001	.23
error	1869.5	50.10	37.32			

Note. Type III sum of squares; SSs=Sum of Squares; Results are Greenhouse-Geisser corrected; ^a Mauchly's test indicates deviation from sphericity assumption.

Table S2. Repeated measures ANOVA of affect ratings (study 2)

Within subjects effect	SSs	df	Mean Square	F	p	η_p^2
condition	328.1	1	328.06	8.38	.006	.18
error	1487.8	38	39.15			
outcome valence	132177.8	1	132177.83	174.83	<.001	.82
error	28728.8	38	756.02			
affect	998.3	1	998.26	12.69	.001	.25
error	2989.2	38	78.66			
condition * outcome valence	2517.4	1	2517.41	40.23	<.001	.51
error	2377.7	38	62.57			
condition * affect	119.7	1	119.75	3.24	.080	.08
error	1404.7	38	36.97			
outcome * affect	2009.8	1	2009.83	31.52	<.001	.45
error	2423.1	38	63.76			
condition * outcome valence * affect	249.3	1	249.26	9.08	.005	.19
error	1043.6	38	27.46			

Note. Type III sum of squares; SSs=Sum of Squares.

Table S3. Repeated measures ANOVA of pride ratings (study 3)

Within subjects effect	SSs	df	Mean Square	F	p	η_p^2
condition	1917	1	1916.95	18.33	<.001	.27
error	5125	49	104.59			
outcome valence	30745	1	30744.92	136.19	<.001	.74
error	11062	49	225.76			
condition * outcome valence	3171	1	3171.08	35.98	<.001	.42
error	4319	49	88.15			

Note. Type III sum of squares; SSs=Sum of Squares.

Table S4. Reaction times and number of valid trials

	condition	Median reaction times (ms)		Number of valid trials		Number of trials planned
		M	SD	M	SD	
Study 1	LC	751	89	29.10	1.11	30
	MC	778	101	29.05	0.93	30
	HC	820	90	28.56	1.19	30
Study 2	MC	1428	380	38.80	1.30	40
	HC	2041	400	38.13	1.99	40
Study 3	MC	1223	325	30.76	1.24	32
	HC	1218	322	31.54	0.73	32

Note. ms = milliseconds; M = mean; SD = standard deviation; LC = low control; MC = medium control; HC = high control.

Table S5. Items regarding subjects' experience of the experimental task (study 3)

Variable	Item
subjectively received %WIN	How often do you think that you guessed correctly / identified the brightest square in the different tasks? (in percent)
difficulty (inv.)	How easy were the different tasks for you?
effort	How much effort did you put into the different tasks?
fun	How much fun did you have doing the different tasks?
exciting	How exciting / thrilling do you think the different tasks were?
exhausting	How exhausting were the different tasks?

Table S6. Rank correlation of pride response and choice preference (study 3)

	<i>rho</i>	<i>p</i> ^a	statistics of control variables					
			HC		MC		<i>t</i>	<i>p</i> ^b
			<i>M</i> (<i>SD</i>)		<i>M</i> (<i>SD</i>)			
Correlation of pride response with p(choose HC HC=MC)	.47	<.001						
controlling for								
subjectively received %WIN	.47	<.001	54.51 (12.07)		46.66 (11.75)		5.34	<.001
difficulty	.49	<.001	55.16 (13.83)		38.90 (26.15)		3.93	<.001
effort	.44	<.001	81.26 (12.50)		45.05 (28.03)		9.02	<.001
exhausting	.42	.001	62.15 (17.51)		21.65 (24.18)		10.01	<.001
fun	.41	.002	62.58 (17.92)		36.83 (18.96)		8.12	<.001
exciting	.51	<.001	58.13 (23.14)		30.45 (22.82)		7.07	<.001

Note. *rho* = (partial) correlation coefficients computed using rank transformed variables; HC = high control; MC = medium control; *M* = mean; *SD* = standard deviation; a = one-sided; b = two-sided.