

Supplementary Materials

Group Bouba-Kiki effects: The interplay of social categorization, competition, and sound
symbolism

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Study instructions¹

Introduction – Study 1

Today, you'll be making decisions about how to allocate points between two anonymous individuals. One person will be a member of a group called **Bouba**, and the other person will be a member of a group called **Kiki**. Both people were **randomly assigned** to their group.

Introduction – Study 2 & 3

Today, you'll be making decisions about how to allocate points between two anonymous individuals. One person will be a member of a group called **Bouba**, and the other person will be a member of a group called **Kiki**. Both people were **randomly assigned** to their group. Before you start the main task, you will be **randomly assigned** to one of those two groups.

Resource allocation – Study 2 & 3 only

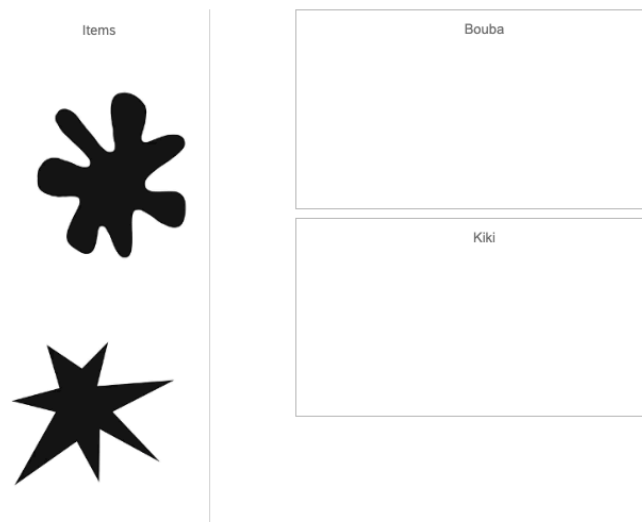
In this next task, we are going to have you allocate points to two people. The only information you will have about them is their group membership. On each screen of this task, you will see 13 boxes. Each box contains two numbers. These numbers represent the points which you are allocating to each individual. After looking at each box, you must choose the **SINGLE** box that represents your choice of how you wish to award the points.

Personality and trait judgments

In this task, you will evaluate what you think a typical **Bouba (Kiki)** person is like on a number of different traits.

Symbol matching

If you were to assign a symbol to the Kiki group and the Bouba group, which symbol would you assign to represent each group? Drag a symbol from the left side and assign it to a group on the right side.



¹ These are instructions for participants who were presented with the Bouba and Kiki labels. Those who received the Maluma and Takete labels saw the identical instructions, with "Bouba" replaced by "Maluma" and "Kiki" replaced by "Takete."

Supplemental Results: Correlation among eighteen trait and personality ratings

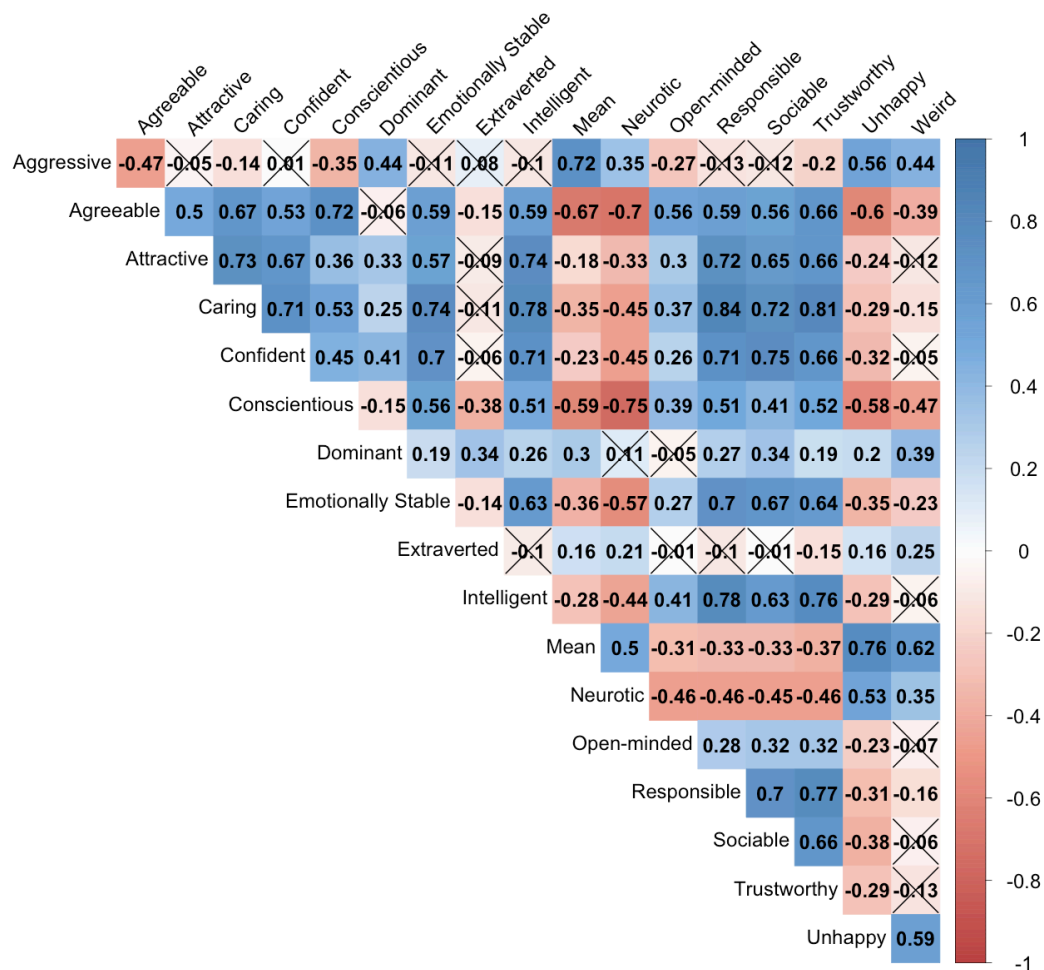


Figure S1. Pearson correlations among eighteen trait and personality ratings from Study 1. Traits are listed alphabetically. Non-significant ($\alpha = .05$, two-tailed) correlations are marked with an “X.” Blue cells indicate positive correlations, while red cells indicate negative correlations.

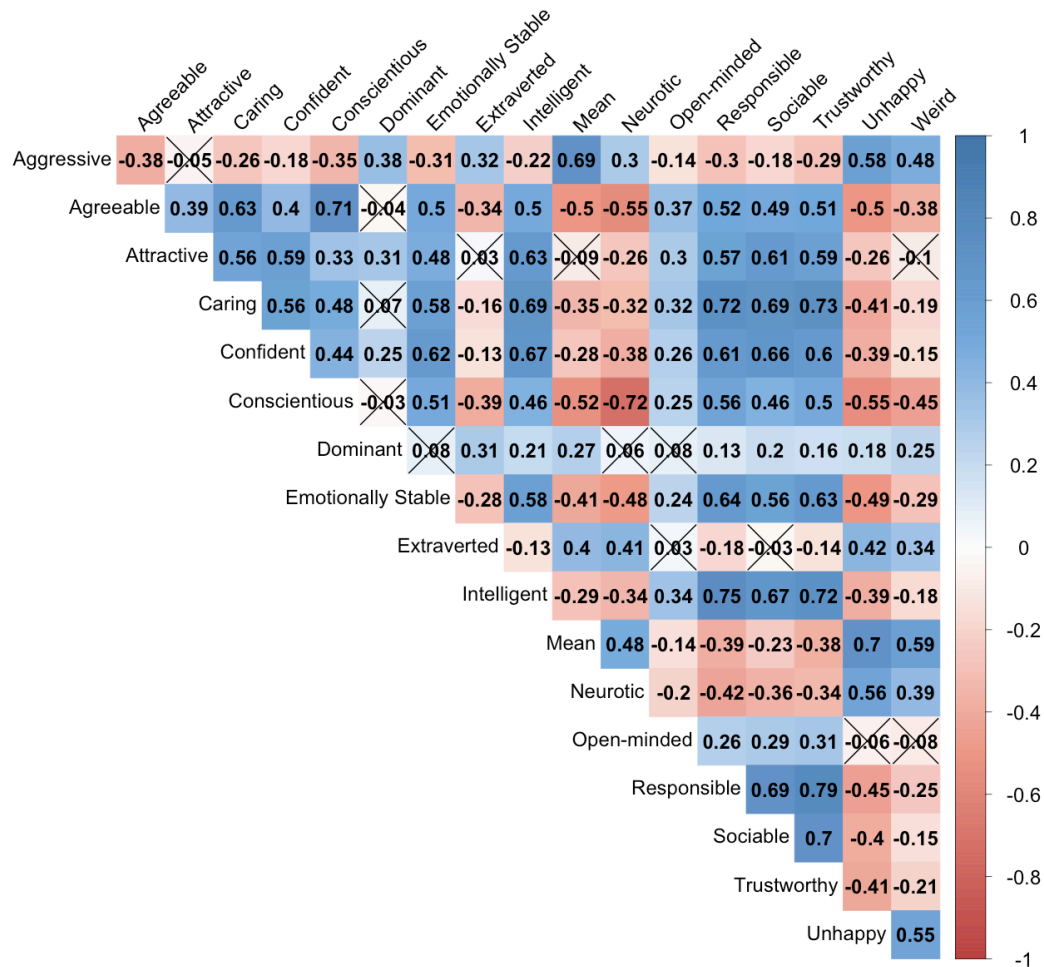


Figure S2. Pearson correlations among eighteen trait and personality ratings from Study 2. Traits are listed alphabetically. Non-significant correlations ($\alpha = .05$, two-tailed) are marked with an “X.” Blue cells indicate positive correlations, while red cells indicate negative correlations.

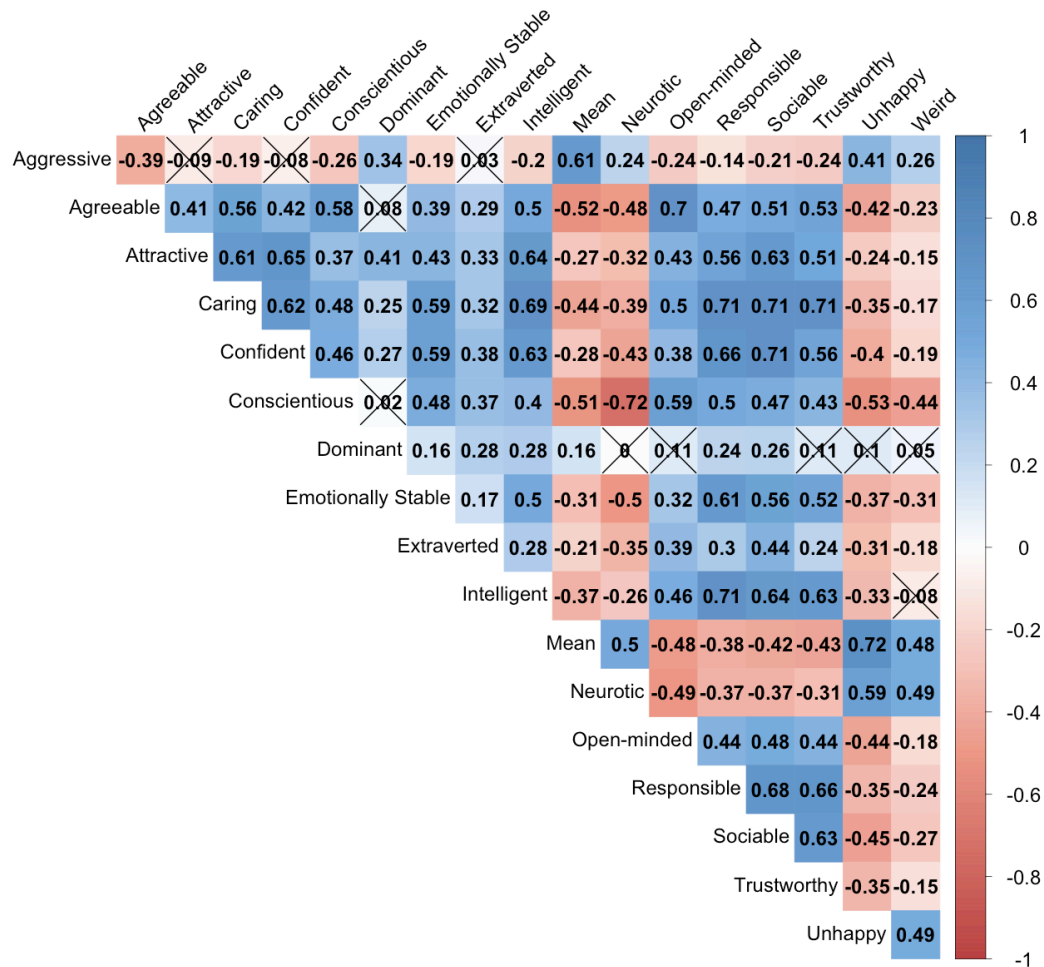


Figure S3. Correlations among eighteen trait and personality ratings from Study 1. Traits are listed alphabetically. Non-significant correlations ($\alpha = .05$, two-tailed) are marked with an “X.” Blue cells indicate positive correlations, while red cells indicate negative correlations.