
Methodological Details Appendix (MDA) for:
“I” am Willing to Disclose, But “We” are Unwilling: The
Impact of Self-Construal on Individuals’ Willingness to
Disclose

Appendix A

This first task involves some copy editing, we need to be certain that pronouns align.

Please circle on any words that are first person singular pronouns in the story (ie, "I," "my," "me," etc.)

My Trip to San Francisco

My San Francisco trip started out with a flight from John F. Kennedy Airport in New York that left at 6:00am. Why did I book such an early flight? After getting my boarding pass and making my way through security I grabbed a drink and waited at my gate for the call to board. Fortunately, I didn't have to wait long and when my row number was called I boarded the plane and promptly fell asleep. I woke up when the plane started its decent into the San Francisco area. Feeling refreshed I watched as the plane passed over the bay and peninsula and then landed safely at the Airport. I had decided in advance that I would rent a car and drive it to downtown so that I had freedom to explore on my trip, so I had to make my way to the car rental area. After paying for the car and getting the keys I found my rental out in the parking lot. I then left the airport to head towards downtown. Wow was it ever crazy on the roads. Clearly I had hit San Francisco and the surrounding areas' rush hour! I had planned to stay the night in Sausalito and finally, I made it to the Golden Gate bridge at about 9:00am. I enjoyed heading over the bridge that took me across South Bay and into Sausalito.

Once I arrived in Sausalito I wasn't able to check into my hotel just yet, so I decided to take the ferry to San Francisco to visit the Cable Car Museum where there were displays of all of the different cable cars and transport systems around the area. I was going to go on a tour of Alcatraz but they were charging too much admission and you had to book in advance. So I ventured downtown and into the Union Square shopping district. I stopped for lunch at a fast food place in the area. After that I stopped for a look at the historic Painted Ladies Victorian homes, including 'Postcard Row where so many TV programs have filmed. I got some wonderful photographs, using the homes as a backdrop. I spent the night in a hotel back in Sausalito close to the Bay.

The next day I decided to 'experience' the West Coast, It was definitely the highlight of my trip! I took scenic Shoreline Highway north and west out of Sausalito and a great small community I hit was Bolinas. I could immediately tell the difference in atmosphere between the hectic, high-paced urban lifestyle of San Francisco and the more laid-back, carefree lifestyle outside the city. I talked to some locals who recommended a place called Stinson Beach' to see the open Pacific Ocean. I was on my way past Bolinas when I came across a sign that said 'Check Your Fuel!' Glancing at the gas gauge, I realized I wasn't gonna make it to the next town, so I made a U-turn back to Bolinas to gas up. Stinson Beach was great! I ventured into the water and mucho my dismay it was FREEZING. The beach itself was breathtakingly beautiful. I was happy to spend some time just relaxing. By the time I headed back to my hotel in Sausalito, it was pitch black and I had to negotiate the twisty highway in the dark. It was pretty freaky, as I could maybe see 10 feet in front of me the entire time with only the center line to use as a guide. And I was using the high-beams too! I spent the next day in Sausalito and enjoyed the restaurants and then decided to spend my last day exploring downtown San Francisco further. It was a great trip.

Figure A1. Study 1 Self-construal Manipulation (Independent Condition)

Note: Interdependent Condition was Identical with Plural Pronouns

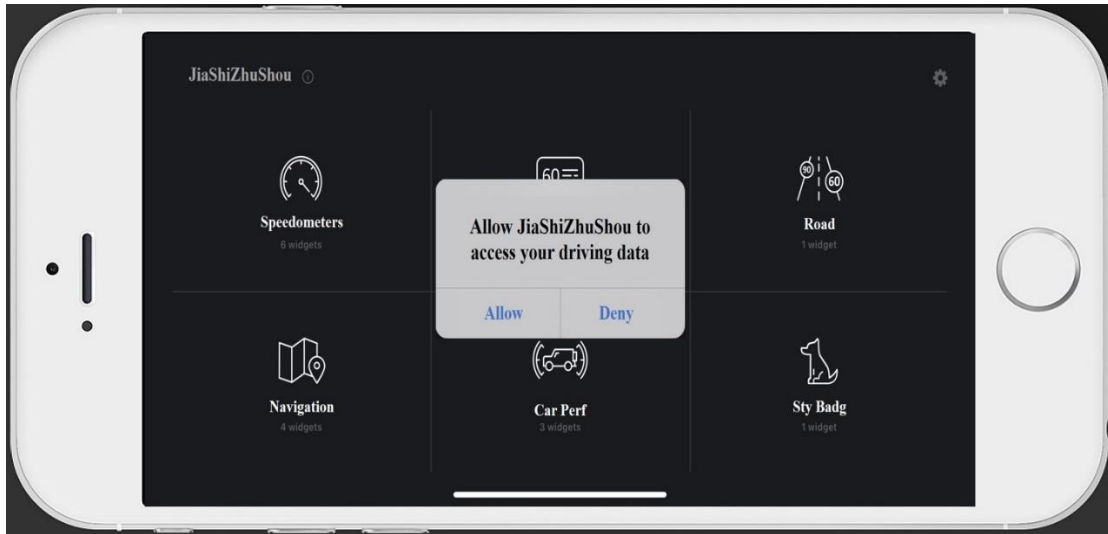


Figure A2. Study 1 Sample of Stimulus Materials (English version)

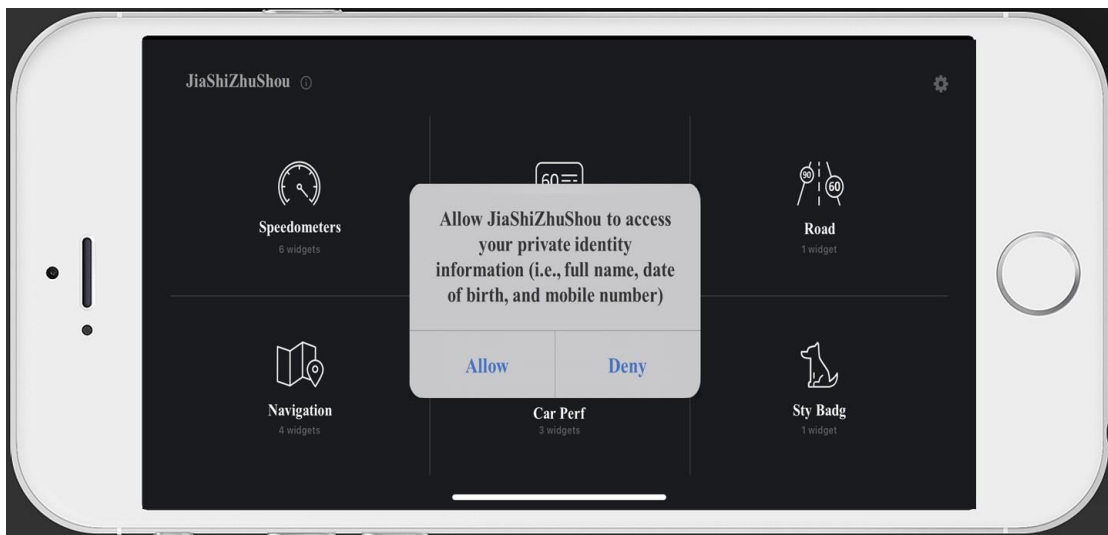


Figure A3 Study 1 Sample of Stimulus Materials (English version)

Appendix B

Table B1. Construct measurements		
Construct	Measurement items	Source
Self-construal		Pusaksrikit & Kang. 2016
Independent self-construal	It is very important for me to have a lively imagination.	
	My personal identity, independent of others, is very important to me.	
	I prefer to be direct and forthright when dealing with people I have just met.	
	I enjoy being unique and different from others in many aspects.	

	Speaking up in a public place is not a problem for me.	
Interdependent self-construal	It is important for me to respect decisions made by the group.	
	I will sacrifice my self-interest for the benefit of the group I belong to.	
	It is important for me to maintain harmony within my group.	
	I will stay in a group if it needs me, even when I am not happy with the group.	
	I often have the feeling that my relationships with others are more important than my own accomplishments.	
Willingness to disclose	I would make the necessary data available.	Malhotra et al. 2004
	It is probable that I would disclose the required information.	
	I am willing to provide the relevant data.	
Experience with the Internet	I have a great deal of experience with the Internet.	Karwatzki et al. 2017
	I am very confident in using the Internet.	
	I am familiar with the different possibilities of using the Internet.	
Experience with online personalization	I have a great deal of experience with personalized online services.	Frambach et al. 2007
	I am very confident in using personalized online services.	
	I am familiar with the different possibilities of using personalized online services.	
Regulatory focus		Fei et al. 2020
Responsibility is more important to me now.	Responsibility and accomplishment are equally important to me now.	Accomplishment is more important to me now.
O1 O2 O3	O4 O5	O6 O7
Safety is more important to me now.	Safety and achievement are equally important to me now.	Achievement is more important to me now.
O1 O2 O3	O4 O5	O6 O7
My duties are more important to me now.	My duties and hopes are equally important to me now.	My hopes are more important to me now.
O1 O2 O3	O4 O5	O6 O7
My obligations are more	My obligations and	My aspirations are more

important to me now.		aspirations are equally		important to me now.		
O1	O2	O3	O4	O5	O6	O7

Table B2. Sample scenario description text (Study 2)

Please imagine the following scenario:

A new healthcare app is being used by your doctor's office to help manage patient records. In order to better manage your records, you will be asked to provide some general health information (ie, cholesterol level, blood pressure, fitness, weight, and overall medical condition).

Appendix C

Table C1. Sample scenario description text (Study 3)

Gain-framing

Please imagine the following scenario:

A new healthcare app is being used by your doctor's office to help manage patient records. In order to better manage your records, you will be asked to provide some general health information (ie, cholesterol level, blood pressure, fitness, weight, and overall medical condition). If you choose to provide, you will **gain** the opportunity to immediate access to individualized medical care. You will **gain** some functionalities that helps you save time on booking, changing, or canceling a doctor's appointment. You will **gain** some functionalities that helps you quickly track information and review data.

Loss-framing

Please imagine the following scenario:

A new healthcare app is being used by your doctor's office to help manage patient records. In order to better manage your records, you will be asked to provide some general health information (ie, cholesterol level, blood pressure, fitness, weight, and overall medical condition). If you don't provide, you will **lose** the opportunity to immediate access to individualized medical care. You will **lose** some functionalities that helps you save time on booking, changing, or canceling a doctor's appointment. You will **lose** some functionalities that helps you quickly track information and review data.