APPENDIX A

Demographics and Location of the Four Selected Schools

Number of Students in Each Grade in Each School

<table>
<thead>
<tr>
<th>School</th>
<th>First Grade</th>
<th>Second Grade</th>
<th>Third Grade</th>
<th>Fourth Grade</th>
<th>Fifth Grade</th>
<th>Sixth Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estado de Israel</td>
<td>91</td>
<td>117</td>
<td>130</td>
<td>107</td>
<td>108</td>
<td>112</td>
</tr>
<tr>
<td>Gran Bretaña</td>
<td>105</td>
<td>105</td>
<td>105</td>
<td>140</td>
<td>140</td>
<td>140</td>
</tr>
<tr>
<td>Países Bajos (Holanda)</td>
<td>98</td>
<td>78</td>
<td>83</td>
<td>79</td>
<td>93</td>
<td>86</td>
</tr>
<tr>
<td>La Siesta</td>
<td>94</td>
<td>102</td>
<td>109</td>
<td>138</td>
<td>102</td>
<td>114</td>
</tr>
</tbody>
</table>

Location of Each School

![Location of the four schools - Panama](Location of the four schools - Panama)
APPENDIX B

IRB Procedure and Poster Creation

In preparation for the field experiment, we sent a formal letter and conducted a presentation to the authorities of the Ministry of Education of the Republic of Panamá (MEDUCA), including to the Minister of Education, Mrs. Marcela Paredes. We also sent the same formal letter to the Directorate of Private Schools for their approval. The principal of each of the four recruited schools received a letter detailing the objective and procedures of the field experiment. Lastly, the research protocol was submitted to and approved by the IRB of the National Secretariat of Science, Technology, and Innovation (SENACYT) in Panamá.

After receiving approval from the IRB and the Ministry of Education, we hired a local research team to execute the field experiment, including obtaining parental consent for the pretest questionnaires, administering the pretest questionnaires, and briefing and training kiosk managers to track sales of water at each school. We also hired an illustrator at a West Coast university in the United States to design the posters for the experiment. We produced the posters locally for quality control. We then shipped the printed posters to the team in Panamá, who administered the posters at the four elementary schools based on the timeline and procedures detailed in the IRB procedure (and described in detail in the manuscript).
APPENDIX C

Goal Selection and Pretest

Based on interviews with the local research team and the teachers at the four schools, we selected three goals that the children in Panamá valued—being smart, healthy, and popular. We expected that the students naturally associated drinking water with becoming healthy more than becoming smart or popular, and that they associated drinking water with becoming smart more than becoming popular. We tested this prediction in a pretest among a randomly selected sample of 96 elementary school students in Panamá. Consent forms were collected from the parents of these students beforehand, and all questions were translated into the students’ native language (i.e., Spanish) by the local team. The pretest participants were asked to report whether drinking water makes people healthy, smart, and popular on three separate 5-point scales (1 = Strongly disagree, 5 = Strongly agree).

A generalized linear mixed-model analysis treating student as a random factor (which included unstructured covariance and random intercepts for each participant) revealed that the children more strongly believed that drinking water would make them healthy ($M = 4.92, SD = .35$) than would make them smart ($M = 4.18, SD = 1.27, b = .74, t = 4.44, p < .001; \text{Cohen’s } d = .794$) or popular ($M = 2.94, SD = 1.70; b = 1.98, t = 11.88, p < .001; \text{Cohen’s } d = 1.613$). The children also more strongly believed that drinking water would make them smart rather than popular ($b = 1.24, t = 7.44, p < .001; \text{Cohen’s } d = .826$).
APPENDIX D

Posters

Control Condition

Health Goal

Popularity Goal

Intelligence Goal

Tomo Agua

Vuélvete Saludable

Tomo Agua

Aprende más rápido
APPENDIX E

Controlling for Temperature and Humidity

In further analysis, we examined whether the current results persisted when controlling for temperature and humidity. A 4 (Goal: Health vs. Smart vs. Popularity vs. Control) × 3 (Phase: Baseline vs. Intervention vs. Post-Intervention) ANOVA controlling for logged temperature and logged humidity on the logged number of water bottles sold revealed that the significant interaction persisted, $F(6, 218) = 9.27$, $p < .001$.

Further contrast analyses revealed that the results in the health condition were robust to these covariates: Water sales increased from the baseline phase ($M = 3.22$, $SE = .10$) during the intervention phase ($M = 3.56$, $SE = .10$; $p = .017$). As in the prior analysis, the heightened water sales decreased in the post-intervention phase ($M = 3.16$, $SE = .10$; $p = .005$) and returned to the same level of sales as in the baseline condition ($p = .654$).

The opposite pattern non-significantly trended toward emerging in the popularity goal condition: Water sales non-significantly decreased from the baseline phase ($M = 4.35$, $SE = .09$) during the intervention phase ($M = 4.14$, $SE = .09$; $p = .115$). Also as in the previous analysis, water sales in the post-intervention phase remained low—the same amount of water was sold during the intervention phase and the post-intervention phase ($M = 4.01$, $SE = .10$; $p = .361$), which was significantly lower than the water sold during baseline ($p = .016$).

Also consistent with the previous analysis, the intelligence goal intervention had no impact on water sales. Water sales during the baseline phase ($M = 2.26$, $SE = .09$), the intervention phase ($M = 2.40$, $SE = .09$), and the post-intervention phase ($M = 2.20$, $SE = .10$) did not differ ($ps \geq .150$).

As in the previous analysis, the control intervention reduced water sales: Water sales decreased from the baseline phase ($M = 2.61$, $SE = .10$) during the intervention phase ($M = 1.73$, $SE = .10$; $p < .001$). Consistent with previous results, water sales increased in the post-intervention phase ($M = 2.31$, $SE = .10$; $p < .001$), but were still lower than the baseline sales ($p = .031$).