Web Appendix 1: Study 1 Manipulations and Measures

Financial Risk Scenario:
Financial capital is defined as the amount of money that you have earned and at your disposal. Financial capital can be quantified in dollars, such that the more dollars you accrue, the more financial capital you possess.
Imagine that you currently have $100 and you are presented with the opportunity to potentially increase your financial capital. You are presented with the following two lottery options:

Lottery A has an 80% chance of winning $500 and a 20% chance of winning nothing.

Lottery B has a 20% chance of winning $2400 and an 80% chance of losing $100.

Propensity to Anthropomorphize Luck Scale:
1. To what extent does luck have intentions?
2. To what extent does luck have free will?
3. To what extent does luck experience emotions?
4. To what extent does luck have consciousness?
5. To what extent does luck have a mind of its own?

Attention Check:
Please review the colors listed in this set: red, green, cat, blue, orange, hippo and yellow. How many colors are included in this list?

Web Appendix 2a: Study 2 Luck Anthropomorphism Manipulation Pretest

Luck Manipulation: (Aggarwal and McGill 2012)

Luck Objectified Manipulation:
For up to the next minute, we would like you to think about luck and describe it below.

Luck Anthropomorphized Manipulation:
For up to the next minute, we would like you to think about luck. Imagine that luck has come to life as a person. Please describe the sort of person luck would be in terms of personality and physical appearance.

Control Condition:
For up to the next minute, please write about your typical day and describe it below.

Anthropomorphism Manipulation Check Measures: (1 = not at all, 7 = very much)
  1. To what extent do you think of luck as a person?
  2. To what extent do you think luck has intentions?
  3. To what extent do you think luck has free will?

Mood Measures: (7-point bipolar measure)
Please indicate how you currently feel:
  1. Unpleasant: Pleasant
  2. Negative: Positive
  3. Aroused: Calm

Involvement Measures: (7-point bipolar measure)
While taking this survey I was …
  1. Very uninvolved: Very involved
  2. Concentrating very little: Concentrating a lot
  3. Paying very little attention: Paying a lot of attention

Attention Check:
Please select option 2.

To ascertain the effectiveness of the luck anthropomorphism manipulation to be used in the main study, we conducted pretest with 152 Mturk panelists (37% male, M_{age} = 40.15, SD =13.22), who were assigned at random to either a luck anthropomorphized, luck objectified, or control condition. Those in the anthropomorphized luck (objectified luck) condition were asked to think about luck, to imagine that luck had come to life as a person, and to describe its personality and physical appearance (think about luck and describe it). Those in the control condition were asked to write about their typical day. Next, all participants reported the extent to which they thought of luck as a person, that luck had intentions, and that luck had free will (α = .87; Kim and McGill 2011). To ascertain that our manipulation did not impact potential confounding variables, we also measured participants' current mood (α = .89), and their level of involvement (α = .88). One participant failed an attention check, leaving 151 participants in the final analysis. An ANOVA

with luck perceptions as dependent variable, anthropomorphism manipulation as independent variable, and mood and involvement as covariates yielded a significant main effect ($F(2, 148) = 5.66$, $p = .004$). Post-hoc analyses revealed greater perceptions of luck as human-like among participants in the anthropomorphized luck ($M = 3.29$, SD $= 2.02$) versus objectified luck condition ($M = 2.63$, SD $= 1.43$; $p = .05$) and versus the control condition ($M = 2.15$, SD $= 1.54$, $p = .001$). Re-running the analyses with mood and involvement as covariates did not affect the results (all p's $< .05$).

Web Appendix 2b: Study 2 Pretest – Perceived Control over Outcomes within Financial versus Social Risk Domains

Financial Risk Condition:
Financial capital is defined as the amount of money that you have earned and at your disposal. Financial capital can be quantified in dollars, such that the more dollars you accrue, the more financial capital you possess.
Imagine that you have $100 to invest and you are presented with a potential opportunity to make a financial investment. Recognizing this is a potentially risky opportunity, you are faced with deciding how much of your $100 to invest in the potential opportunity. The investment has a 10% chance of success, and if it succeeds, you will receive 20 times your investment. But, if the investment fails, you will lose the entire amount that you invest.

Social Risk Condition:
Social capital is defined as the amount of goodwill, trust, and influence that you have earned and at your disposal, particularly in the workplace. Social capital can be quantified in points, such that the more points you accrue, the more social capital you possess.
Imagine that you have 100 social capital points and you are presented with a potential opportunity to improve the overall efficiency in your department. Recognizing this is a potentially risky opportunity, you are faced with deciding how much of your 100 social capital to invest in pursing this potential opportunity. The investment has a 10% chance of success, and if it succeeds, you will receive 20 times your investment. But, if the investment fails, you will lose the entire amount that you invest.

Attention Check:
Please indicate you are paying attention to this question. Select the third answer.

Web Appendix 2c: Study 2 Manipulations and Measures

Luck Objectified Manipulation:
For up to the next minute, we would like you to think about luck and describe it below.

Luck Anthropomorphized Manipulation:
For up to the next minute, we would like you to think about luck. Imagine that luck has come to life as a person. Please describe the sort of person luck would be in terms of personality and physical appearance.

Financial Risk Condition:
Financial capital is defined as the amount of money that you have earned and at your disposal. Financial capital can be quantified in dollars, such that the more dollars you accrue, the more financial capital you possess.
Imagine that you have $100 to invest and you are presented with a potential opportunity to make a financial investment. Recognizing this is a potentially risky opportunity, you are faced with deciding how much of your $100 to invest in the potential opportunity. The investment has a 10% chance of success, and if it succeeds, you will receive 20 times your investment. But, if the investment fails, you will lose the entire amount that you invest.

Social Risk Condition:
Social capital is defined as the amount of goodwill, trust, and influence that you have earned and at your disposal, particularly in the workplace. Social capital can be quantified in points, such that the more points you accrue, the more social capital you possess.
Imagine that you have 100 social capital points and you are presented with a potential opportunity to improve the overall efficiency in your department. Recognizing this is a potentially risky opportunity, you are faced with deciding how much of your 100 social capital to invest in pursing this potential opportunity. The investment has a 10% chance of success, and if it succeeds, you will receive 20 times your investment. But, if the investment fails, you will lose the entire amount that you invest.

Attention Check:
Please indicate you are paying attention to this question. Select the third answer.

Web Appendix 2d: Study 2 Risk Domain Manipulation Check

We created two separate indices for type of perceived risk with the respective items that assessed the degree to which their investment involved financial ($r = .76$, $p < .001$) and social risk ($r = .91$, $p < .001$). A two-way ANCOVA with perceived financial risk as dependent variable, luck condition and risk domain as independent variables, and gender as covariate, only yielded main effects of the gender covariate ($F(1, 176 = 6.78$, $p = .01$) and more importantly, of risk domain ($F(1, 176 = 13.37$, $p < .001$), such that those in the financial risk condition ($M = 5.42$, SD = 1.42) rated that their decision involved more financial risk than those in the social risk condition ($M = 4.57$, SD = 1.70). A similar analysis with perceived social risk as the dependent variable revealed that participants believed more social risk to be associated with the social risk ($M = 4.93$, SD = 1.57) versus financial risk condition ($M = 2.56$, SD = 1.61; $F(1,176) = 100.50$ $p < .001$).

Web Appendix 3: Study 3 Manipulations and Measures

Luck Objectified Manipulation:
For up to the next minute, we would like you to think about luck and describe it below.

Luck Anthropomorphized Manipulation:
For up to the next minute, we would like you to think about luck. Imagine that luck has come to life as a person. Please describe the sort of person luck would be in terms of personality and physical appearance.

Control Condition:
For up to the next minute, please write about your typical day and describe it below.

Financial Risk Scenario:
Financial capital is defined as the amount of money that you have earned and at your disposal. Financial capital can be quantified in dollars, such that the more dollars you accrue, the more financial capital you possess.
Imagine that you currently have $100 and you are presented with the opportunity to potentially increase your financial capital. You are presented with the following two lottery options:

Lottery A has an 80% chance of winning $500 and a 20% chance of winning nothing.

Lottery B has a 20% chance of winning $2400 and an 80% chance of losing $100.

Attention Check:
Please review the colors listed in this set: red, green, cat, blue, orange, hippo and yellow. How many colors are included in this list?

Web Appendix 4a: Study 4 Pretest Manipulations and Measures

Individual Financial Risk Condition:
Imagine that you have been working in corporate for the past five years since graduation. While you enjoy your career, you've always known that eventually you would like to be self-employed. As a result, you've been saving funds to eventually invest - you currently have $5000.
You have decided to invest in a local start-up business as first step. There are currently two different options, both in the same industry, that you are considering.

Shared Financial Risk Condition:
Imagine that you have been working in corporate for the past five years since graduation. While you enjoy your career, you've always known that eventually you would like to be self-employed. As a result, you've been saving funds to eventually invest - you currently have $5000.
You and three friends from college have decided to invest in a local start-up business as first step, together you will be investing $20,000. There are currently two different options, both in the same industry, that you are considering.

Financial Risk Scenario:
The two options are as follows:
 Option A
- 45% chance of earning a 16% return
- 10% chance of earning a 7% return
- 45% chance of incurring a loss a loss of 2% (i.e. a return of -2%)
 Option B
- 100% chance of earning a 4% return

Attention Check:
Please review the colors listed in this set: red, green, cat, blue, orange, hippo and yellow. How many colors are included in this list?

Web Appendix 4b: Study 4 Manipulations and Measures

Individual Financial Risk Condition:
Imagine that you have been working in corporate for the past five years since graduation. While you enjoy your career, you've always known that eventually you would like to be self-employed. As a result, you've been saving funds to eventually invest - you currently have $5000.
You have decided to invest in a local start-up business as first step. There are currently two different options, both in the same industry, that you are considering.

Shared Financial Risk Condition:
Imagine that you have been working in corporate for the past five years since graduation. While you enjoy your career, you've always known that eventually you would like to be self-employed. As a result, you've been saving funds to eventually invest - you currently have $5000.
You and three friends from college have decided to invest in a local start-up business as first step, together you will be investing $20,000. There are currently two different options, both in the same industry, that you are considering.

Financial Risk Scenario:
The two options are as follows:
 Option A
- 45% chance of earning a 16% return
- 10% chance of earning a 7% return
- 45% chance of incurring a loss a loss of 2% (i.e. a return of -2%)
 Option B
- 100% chance of earning a 4% return

Attention Check:
Please indicate below that you are paying attention to this question. Select the last answer.