Supplementary Information

Manipulation of food related risk in Study 1

Figure SI 1: Translation: "You will now be shown 12 food items, including chocolate bars, muesli bars and crackers. Some of these food items are produced using biotechnology, while others are produced using conventional methods. Each product is shown without packaging. Biotechnology foods differ from conventional foods in several respects. The table below lists the most important benefits and disadvantages of biotechnology foods. Upper left: Benefits: A higher level of satiety is achieved than from equivalent conventional foods. Lower left: Disadvantages: 1 out of 500 may be subjected to a temporary allergic reaction. Upper right: Some degree of satiety is achieved. Lower right: No risk of allergic reactions.

Manipulation of non -food related risk in Study 1

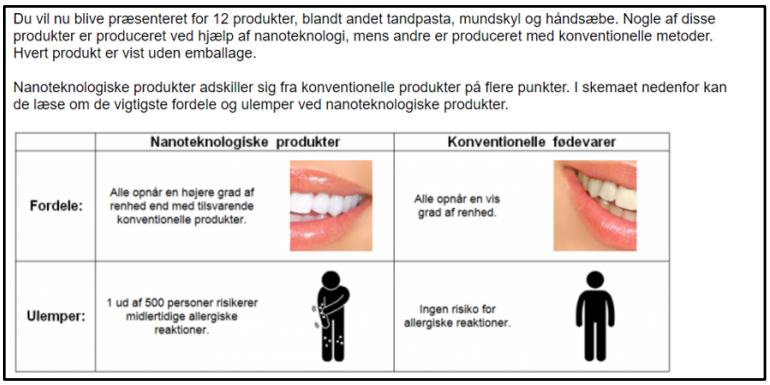

Figure SI 2: Translation: "You will now be shown 12 products, including toothpaste, mouthwash and hand soap. Some of these products are produced using nanotechnology, while others are produced using conventional methods. Each product is shown without packaging. Products manufactured using nanotechnology differ from conventional products in several respects. The table below lists the most important benefits and disadvantages of nanotech products. Upper left: Benefits: A higher level of cleanness is achieved than with the similar conventional products. Lower left: Disadvantages: 1 out of 500 may be subjected to a temporary allergic reaction. Upper right: Some degree of cleanness is achieved. Lower right: No risk of allergic reactions.

Table SI 1

Cross Validation Study 1

Models	Root Mean Square Error	
	Training	Test
WTP = Glucose + (1|ID) + (1|prodID)	3.387036	4.091270
WTP = Glucose + Risk + (1|ID) + (1|prodID)	3.369168	4.091486
WTP = Risk + (1|ID) + (1|prodID)	3.369165	4.091726
WTP = (1|ID) + (1|prodID)	3.387033	4.092173
WTP = Glucose + Food + (1|ID) + (1|prodID)	3.387200	4.092909
WTP = Glucose+Risk+Food+ (1|ID)+(1|prodID)	3.369328	4.093077
WTP = Risk + Food + (1|ID) + (1|prodID)	3.369325	4.093328
WTP = Food + (1|ID) + (1|prodID)	3.387197	4.093824
WTP = Glucose*Risk + (1|ID) + (1|prodID)	3.369135	4.095623
WTP = Glucose*Food + (1|ID) + (1|prodID)	3.386356	4.099073
WTP = Glucose*Risk*Food+ (1|ID) + (1|prodID)	3.367640	4.105291
WTP = Glucose + Food + (1|ID)	3.574428	4.241667
WTP = Food + (1|ID)	3.574424	4.241960
WTP = Risk + Food + (1|ID)	3.558398	4.242685
WTP = Glucose + Risk + Food + (1|ID)	3.558401	4.242911
WTP = Glucose*Food + (1|ID)	3.573629	4.248194
WTP = Glucose + (1|ID)	3.619023	4.251798
WTP = (1|ID)	3.619019	4.252021
WTP = Risk + (1|ID)	3.603189	4.253281
WTP = Glucose + Risk + (1|ID)	3.603193	4.253650
WTP = Glucose*Risk*Food + (1|ID)	3.556905	4.256297
WTP = Glucose*Risk + (1|ID)	3.603125	4.258555

Table SI 2
Full model of treatment and conditions effect on Willingness to pay

		WTP	
Predictors	*Estimates*	*CI*	*p*
(Intercept)	7.60	6.56 – 8.64	**<0.001**
Glucose	-0.89	-2.06 – 0.27	0.131
Risk	0.59	0.04 – 1.13	**0.035**
Food	-1.37	-2.43 – -0.30	**0.012**
Glucose * Risk	-0.07	-0.84 – 0.71	0.867
Glucose * Food	0.20	-0.57 – 0.98	0.608
Risk * Food	0.19	-0.58 – 0.96	0.633
Glucose * Risk * Food	0.18	-0.92 – 1.28	0.748
Random Effects			
σ^2	11.94		
$\tau_{00\ ID}$	6.95		
$\tau_{00\ prodID}$	1.31		
ICC	0.41		
$N_{\ ID}$	102		
$N_{\ prodID}$	24		
Observations	2448		
Marginal R^2 / Conditional R^2	0.029 / 0.426		

Table SI2 reports the full model of the different conditions effect on willingness to pay.

Table SI 3

Cross Validation for study 2 with participants with high blood glucose for placebo excluded

	Brier Score	
Models	Training	Test
Risk = GlucoGroup + (1|ID) + (1|GambleNr)	0.21821	0.24829
Risk = GlucoGroup*Food+ (1|ID) + (1|GambleNr)	0.21814	0.24833
Risk = GlucoGroup+Food+ (1|ID) + (1|GambleNr)	0.21821	0.24834
Risk = (1|ID)+(1|GambleNr)	0.21821	0.24836
Risk = Food+(1|ID)+(1|GambleNr)	0.21821	0.24841
Risk = GlucoMeasure + (1|ID)+ (1|GambleNr)	0.21821	0.24849
Risk = GlucoMeasure +Food+(1|ID)+(1|GambleNr)	0.21821	0.24854
Risk = GlucoMeasure *Food+(1|ID)+(1|GambleNr)	0.21821	0.24861
Risk = GlucoDiff + (1|ID)+ (1|GambleNr)	0.21821	0.24862
Risk = GlucoDiff +Food+(1|ID)+(1|GambleNr)	0.21821	0.24867
Risk = GlucoDiff *Food+(1|ID)+(1|GambleNr)	0.21817	0.24871
Risk = GlucoGroup + (1|ID)	0.22147	0.24986
Risk = GlucoGroup*Food+ (1|ID)	0.22141	0.24991
Risk = GlucoGroup+Food+ (1|ID)	0.22147	0.24991
Risk = (1|ID)	0.22147	0.24994
Risk = Food+(1|ID)	0.22147	0.24999
Risk = GlucoMeasure + (1|ID)	0.22147	0.25007
Risk = GlucoMeasure +Food+(1|ID)	0.22147	0.25012
Risk = GlucoMeasure *Food+(1|ID)	0.22146	0.25019
Risk = GlucoDiff + (1|ID)	0.22147	0.25020
Risk = GlucoDiff +Food+(1|ID)	0.22147	0.25025
Risk = GlucoDiff *Food +(1|ID)	0.22143	0.25029

Table SI 4

Cross Validation for study 2 with participants with high blood glucose for placebo included in glucose group

	Brier Score	
Models	Training	Test
Risk = GlucoMeasure + (1|ID)+ (1|GambleNr)	0.21868	0.24828
Risk = GlucoMeasure +Food +(1|ID)+(1|GambleNr)	0.21868	0.24832
Risk = GlucoGroup+ (1|ID) + (1|GambleNr)	0.21868	0.24833
Risk = GlucoGroup+Food + (1|ID) + (1|GambleNr)	0.21868	0.24837
Risk = GlucoMeasure *Food +(1|ID)+(1|GambleNr)	0.21868	0.24838
Risk = GlucoGroup*Food + (1|ID) + (1|GambleNr)	0.21865	0.24839
Risk = (1|ID)+(1|GambleNr)	0.21868	0.24840
Risk = Food+(1|ID)+(1|GambleNr)	0.21867	0.24844
Risk = GlucoDiff+ (1|ID)+ (1|GambleNr)	0.21868	0.24863
Risk = GlucoDiff+Food+(1|ID)+(1|GambleNr)	0.21867	0.24867
Risk = GlucoDiff*Food +(1|ID)+(1|GambleNr)	0.21863	0.24869
Risk = GlucoMeasure + (1|ID)	0.22197	0.24996
Risk = GlucoMeasure +Food+(1|ID)	0.22196	0.25000
Risk = GlucoGroup + (1|ID)	0.22197	0.25001
Risk = GlucoGroup+Food + (1|ID)	0.22196	0.25005
Risk = GlucoMeasure *Food +(1|ID)	0.22196	0.25006
Risk = GlucoGroup*Food + (1|ID)	0.22193	0.25007
Risk = (1|ID)	0.22196	0.25008
Risk = Food+(1|ID)	0.22196	0.25012
Risk = GlucoDiff + (1|ID)	0.22196	0.25031
Risk = GlucoDiff+Food+(1|ID)	0.22196	0.25035
Risk = GlucoDiff*Food +(1|ID)	0.22191	0.25037

Table SI 5

Full model of treatment and conditions effect on risky choice. First model is with the cleaned data. Second model is with participants with a blood glucose level higher than 5.5 mmol/l included in the treatment condition

	risk			**risk**		
Predictors	*Odds Ratios*	*CI*	*p*	*Odds Ratios*	*CI*	*p*
(Intercept)	1.18	0.97 – 1.45	0.101	1.18	0.97 – 1.45	0.099
GlucoGroup	0.87	0.67 – 1.12	0.282	0.84	0.65 – 1.07	0.155
Food	1.09	0.98 – 1.22	0.125	1.09	0.98 – 1.22	0.125
GlucoGroup * Food	0.87	0.75 – 1.01	0.069	0.90	0.77 – 1.04	0.142
Random Effects						
σ^2	3.29			3.29		
τ_{00}	0.53 $_{ID}$			0.52 $_{ID}$		
	0.05 $_{GambleNr}$			0.05 $_{GambleNr}$		
ICC	0.15			0.15		
N	150 $_{ID}$			162 $_{ID}$		
	41 $_{GambleNr}$			41 $_{GambleNr}$		
Observations	12300			13284		
Marginal R^2 / Conditional R^2	0.003 / 0.154			0.004 / 0.152		

Table SI5 shows the full model for Study 2. The first column of effects are with the cleaned data whereas the last one is the robustness check where high level blood glucose individuals are moved to the treatment condition. This inclusion of the 12 individuals that were deleted from the first analysis does not change the result in any major way.

Table SI 6
Wilke questionnaire factor loadings

Latent Factor	*B*	*SE*	*ρ*	*β*
Betweengroup competition				
Sitting in the section for fans of the opposing team with a group of friends while wearing your team's colors.	0.429	0.167	0.010	0.224
Adamantly defending the honor of your local team against a fan from a different sporting team, even if it may cause a fight.	0.618	0.175	0.000	0.350
Starting a rivalry with students from another school in one of your extracurricular activities	0.691	0.177	0.000	0.413
Withingroup competition				
Trying to take a leadership role in any peer group you join.	0.799	0.161	0.000	0.498
Arguing with members of a group project over what should be done.	0.373	0.148	0.012	0.248
Attempting to influence people in your social group to advance your own agenda.	0.976	0.186	0.000	0.540
Status power				
Blackmailing your opponent to win an election.	0.984	0.134	0.000	0.652
Driving too fast to appear strong and in control to your peers.	0.470	0.137	0.001	0.306
Telling lies to the leader about a teammate to appear more trustworthy than the other person (i.e., to get ahead).	0.628	0.103	0.000	0.528
Environmental exploration				
Swimming far out from shore to reach a diving platform.	1.171	0.179	0.000	0.568
Hiking on a mountain trail with a beautiful view but with a high chance of a landslide.	1.293	0.164	0.000	0.693
Going on an expedition into a deep forest where there will be no one else around.	1.407	0.174	0.000	0.711
Food selection				
Planting your own garden to grow your own fruit and vegetables.	0.770	0.152	0.000	0.448
Only eating meat from a local organic farm.	1.113	0.180	0.000	0.566
Significantly increasing your weekly food bill to buy healthy organic food.	1.534	0.183	0.000	0.876
Food acquisition				
Not boiling or filtering water from a questionable source before drinking it.	0.540	0.220	0.014	0.309
Eating at a restaurant where your friend got food poisoning.	0.444	0.207	0.032	0.244
Eating a piece of food that has fallen on the floor	1.428	0.459	0.002	0.810
Parent offspring conflict				
Talking your parents into giving you weekly allowance money.	1.263	0.163	0.000	0.721
Bugging your parents for money to go out with friends until they finally give in.	0.826	0.134	0.000	0.558
Asking your parents to get their old car when they get a new one (instead of giving it to your siblings).	0.977	0.173	0.000	0.511
Kinship				
Risking your life to drag your parents from a burning building.	0.450	0.127	0.000	0.365
Staying up all night to help your sibling with a difficult school project.	0.304	0.131	0.020	0.233
Donating a kidney to your sibling.	1.118	0.221	0.000	0.731
Mate attraction				
Taking part in sexual acts that you may not usually do to look more sexually appealing to the opposite sex.	0.621	0.165	0.000	0.342
Casually dating more than one person at a time.	1.324	0.179	0.000	0.654

Having a consistent sexual partner with whom you are not romantically involved.	1.446	0.182	0.000	0.712
Mate retention				
Not putting in the effort to fulfil the requests of your significant other, such as remembering to call them when they ask you to.	0.621	0.149	0.000	0.376
Dumping the person you have been seeing when they mention commitment.	0.862	0.135	0.000	0.577
Spending the night with an attractive person while vacationing without your significant other.	0.856	0.145	0.000	0.530

Note: B = *Unstandardized coefficients, SE = standard error,* ρ = *p-value,* β = *standardized coefficients*