Supplementary Online Content


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This supplementary material has been provided by the authors to give readers additional information about their work.
### eTable. Schedule of Incentive Rates Offered per Step on Each of 14 Days of Intervention by Experimental Condition

<table>
<thead>
<tr>
<th>Schedule of Incentives</th>
<th>Control</th>
<th>Constant</th>
<th>Increasing</th>
<th>Decreasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>$0.00001</td>
<td>$0.00020</td>
<td>$0.00005</td>
<td>$0.00035</td>
</tr>
<tr>
<td>Day 2</td>
<td>$0.00001</td>
<td>$0.00020</td>
<td>$0.00005</td>
<td>$0.00035</td>
</tr>
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<td>Day 3</td>
<td>$0.00001</td>
<td>$0.00020</td>
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</tr>
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<td>Day 4</td>
<td>$0.00001</td>
<td>$0.00020</td>
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<tr>
<td>Day 5</td>
<td>$0.00001</td>
<td>$0.00020</td>
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</tr>
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<td>Day 6</td>
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<tr>
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<td>$0.00005</td>
</tr>
<tr>
<td>Day 14</td>
<td>$0.00001</td>
<td>$0.00020</td>
<td>$0.00035</td>
<td>$0.00005</td>
</tr>
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</table>
eFigure 1. Program Announcement Email for the Control Condition

May 29, 2014 4:02 AM

To: glenn.morel@achievemint.com

New program is getting you moving

*Achievemint* <notifications@achievemint.com>

---

**Walk to Wellness**

Earn points

Tomorrow is the first day of a two-week walking program designed in partnership with experts at Harvard and the University of Pennsylvania to get you moving. Tomorrow and every day after that for the next two weeks, we'll encourage you to walk.

We will be sending you reminders every two days.

We hope that this program will help you improve your walking habits!

For the next two weeks, we'll be emailing you every other day about a program designed by experts at Harvard and the University of Pennsylvania to get you moving. If you don't want to receive these emails, please click here.

**Life rewarded.**

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**eFigure 2.** Program Announcement Email for the Constant Incentive Condition

*AchieveMint* - notifications@achievemint.com
To: glenn.morel@achievemint.com
New program to get you moving (with bonus points)

---

**AchieveMint**

**Walk to Wellness**

**Earn points**

Tomorrow is the first day of a two-week walking program designed in partnership with experts at Harvard and the University of Pennsylvania to get you moving. Tomorrow and every day after that for the next two weeks, we’ll encourage you to walk by multiplying the points you earn for walking by 20.

Specifically, your bonus from AchieveMint over the next two weeks will follow this schedule:

**June 2014**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

We will be sending you reminders every two days about upcoming bonuses.

We hope that this program will help you improve your walking habits!

---

**eFigure 3. Program Announcement Email for the Increasing Incentive Condition**

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*AchieveMint* <notifications@achievemint.com>  
To: glenn.moren@achievemint.com  
New program to get you moving (with bonus points)

---

**AchieveMint**

**Walk to Wellness**  
Earn points

---

Tomorrow is the first day of a two week walking program designed in partnership with experts at Harvard and the University of Pennsylvania to get you moving. Tomorrow and the day after that, we’ll encourage you to walk by multiplying the points you earn for walking by 5. After that (i.e., in 3 days’ time), we’ll multiply the points you earn for walking by 10, and then two days later, your bonus multiplier will increase again. Specifically, your multiplier will increase by 5 every two days, up to a multiplier of 35 on the last two days of this program.

Specifically, your bonuses from AchieveMint over the next two weeks will follow this schedule:

### June 2014

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
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<td>28</td>
</tr>
</tbody>
</table>

We will be sending you reminders every two days about upcoming bonuses.

We hope that this program will help you improve your walking habits!

---

For the next two weeks, we’ll be emailing you every other day about a program designed by experts at Harvard and the University of Pennsylvania to get you moving. If you don’t want to receive these emails, please click [here](#).  

---

eFigure 4. Program Announcement Email for the Decreasing Incentive Condition

*AchieveMint* <notifications@achievemint.com>
To: glenn.morel@achievemint.com
New program to get you moving (with bonus points)

---

**AchieveMint**

**Walk to Wellness**

Earn points

---

Tomorrow is the first day of a two week walking program designed in partnership with experts at Harvard and the University of Pennsylvania to get you moving. Tomorrow and the day after that, we'll encourage you to walk by multiplying the points you earn for walking by 35. After that (i.e., in 3 days’ time), we’ll multiply the points you earn for walking by 20, and then two days after, your bonus multiplier will decline again. Specifically, your multiplier will decrease by 5 every two days, down to a multiplier of 5 on the last two days of this program.

Specifically, you'll receive your bonuses from AchieveMint over the next two weeks, as follows:

**June 2014**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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</tr>
</tbody>
</table>

We will be sending you reminders every two days about upcoming bonuses.

We hope that this program will help you improve your walking habits!

For the next two weeks, we'll be emailing you every other day about a program designed by experts at Harvard and the University of Pennsylvania to get you moving. If you don't want to receive these emails, please click here.

---

eFigure 5. Reminder Email for the Control Condition

*AchieveMint* <notifications@achievemint.com>
To: glenn morel@achievemint.com
Waiting today and tomorrow

---

**AchieveMint**

**Walk to Wellness**

Earn points

This is a reminder to keep moving!

For the next two weeks, we'll be emailing you every other day about a program designed by experts at Harvard and the University of Pennsylvania to get you moving. If you don’t want to receive these emails, please click [here].

**Life rewarded.**

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eFigure 6. Reminder Email for the Treatment Conditions (Information About the Extra Points Promised Varied by Treatment Condition and Day of Intervention)

*AchieveMint* <notifications@achievemint.com>
To: glenn.morek@achievemint.com
Walking today and tomorrow (earn bonus points)

---

**AchieveMint**

**Walk to Wellness**

**Earn points**

This is a reminder to keep moving! Today and tomorrow (June 29 - 30), we’ll give you **20 times** the normal number of points for the steps you take!

Keep walking, and enjoy the extra points!

For the next two weeks, we’ll be emailing you every other day about a program designed by experts at Harvard and the University of Pennsylvania to get you moving. If you don’t want to receive these emails, please click here.

**Life rewarded.**

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