

## Baseline Results

Choices on the 100 baseline decision trials revealed no strong preexisting bias towards any logo prior to the experiment. Specifically, of the thirty Chi-squared tests we ran (3 per monkey for each trial category) to compare choice frequencies between social and control logos to indifference, only one of the male monkeys showed a preference amongst one logo pair (hindquarters category;  $\chi^2(1, 43) = 11$ , FDR-corrected  $p = 0.03$ ). The results indicated indifference amongst the remaining logo pairs and monkeys (FDR-corrected  $p > 0.30$  for all other—29/30—tests). Given the lack of evidence for pre-existing preferences for logo pairs based on their visual characteristics, we moved on to conduct the main experiment.