Supplemental Materials

Role of Imagined Scene Vividness in Study 1

The vividness of imagined helping episodes predicted willingness to help in the Imagine condition, \( b = 0.56, SE = .05, p < .001 \). Vividness also predicted the likelihood of donating an item in the Imagine and Object conditions, \( b = 0.04, SE = 0.02, p = .023 \).

Roles of Imagined Scene Vividness and Theory of Mind (ToM) in Study 2

The vividness of imagined scenes predicted participants’ willingness to help in the Imagine Strong Context condition, \( b = 0.58, SE = 0.06, p < .001 \), and Imagine Weak Context condition, \( b = 0.51, SE = 0.06, p < .001 \). Theory of mind also predicted willingness to help in the Imagine Strong Context condition, \( b = 0.50, SE = 0.05, p < .001 \), and Imagine Weak Context condition, \( b = 0.37, SE = 0.05, p < .001 \). Vividness was a nonsignificant predictor of donations in the Imagine Strong Context condition, \( b = 0.01, SE = 0.02, p = .564 \), and in the Imagine Weak Context condition, \( b = 0.02, SE = 0.02, p = .332 \). Theory of mind was a nonsignificant predictor of donations in the Imagine Strong Context condition, \( b = 0.00, SE = 0.02, p = .802 \), but significantly predicted donations in the Imagine Weak Context condition, \( b = 0.04, SE = 0.02, p = .011 \).