## **1 APPENDIX C: Calculating the information value of fighting**

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The expected future fitness of an individual that has won *n* out of *f* fights, W(f,n), is given by equation (A3). If this individual gets involved in another fight, it will be victorious with probability B(f,n) (given by equation (4) in the main text), in which case its expected future fitness will change to W(f+1,n+1). If, on the other hand, it is defeated, which happens with probability 1-B(f,n), its expected future fitness will become W(f+1,n). Therefore, the average change in expected future fitness from engaging in one more fight can be calculated as

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$$\Delta W(f,n) = B(f,n) \cdot W(f+1,n+1) + [1 - B(f,n)] \cdot W(f+1,n) - W(f,n). \quad (C1)$$

We refer to this as the information value of fighting. Note that it ignores the resource gain *v* associated with winning and the injury cost *c* associated with losing, and thus considers only the fitness effect of the change in information state.