

## **APPENDIX B. ALTERNATIVE WAYS OF ANALYZING THE DATA**

The analyses presented in the main text of this paper excluded participants who completed the experiment in less than five minutes. They also controlled for participant demographics (age, education, gender, parental status, political views and race). This appendix explains our rationale for the time cut-off and presents the results of analyses that do not exclude the demographic controls. (For a detailed analysis of the demographic effects themselves, see Appendix C.)

We chose five minutes as the cut-off time because a group of undergraduate research assistants who piloted the survey took an average of 10 minutes to complete it, and they estimated that it would be very difficult to read all the vignettes and answer all the questions in under five minutes. The cut-off time of five minutes was decided before data collection began.

Below, we present analyses that include these subjects' data (Number 1 in each set of analysis.) These findings do not differ from the analysis presented in the main text of the paper in any main effect or interaction. However, separate analyses showed that both the marginal  $R^2$  ( $R^2_{GLMMm}$ )—which represents the variance explained by fixed factors—and the conditional  $R^2$  ( $R^2_{GLMMc}$ )—which represents the variance explained by both fixed and random factors—are lower in this analysis (i.e., the analysis that includes the participants who took less than five minutes), suggesting that these participants mainly contributed noise to the analysis.

Number 2 in each set of analyses below shows the results if we exclude the participants who took less than five minutes to complete the survey, but do not control for participant demographics.

Number 3 in each set of analyses below shows the results if we include all participants (even those who completed the survey in under five minutes) and do not control for participant demographics.

*Experiment 1:*

1. Doesn't exclude for time but controls for participant demographics. Effects of Moral Condition: ( $\chi^2(4)=54.634$   $p<.001$ ) ANOVA ( $F(4,852.06)=14.04$ ,  $p<.001$ );  
 $R^2_{GLMMc}=62.53\%$ ;  $R^2_{GLMMm}=19.62\%$
2. Excludes for time but does not control for participant demographics: ( $\chi^2(4)=42.341$   $p<.001$ ) ANOVA ( $F(4,656.13)=10.87$ ,  $p<.001$ )
3. Doesn't exclude for time or control for participant demographics: ( $\chi^2(4)=54.634$   $p<.001$ ) ANOVA ( $F(4,852.06)=14.04$ ,  $p<.001$ )

*Experiment 2:*

1. Doesn't exclude for time but controls for participant demographics. Effects of Moral Condition: ( $\chi^2(4)=42.55$   $p<.001$ ) ANOVA ( $F(4,832.6)=10.85$ ,  $p<.001$ )
2. Excludes for time but does not control for participant demographics: ( $\chi^2(4)=39.70$   $p<.001$ ) ANOVA ( $F(4,624.49)=10.17$ ,  $p<.001$ )
3. Doesn't exclude for time or control for participant demographics: ( $\chi^2(4)=42.254$   $p<.001$ ) ANOVA ( $F(4,840.6)=10.77$ ,  $p<.001$ )

*Experiment 3:*

1. Doesn't exclude for time but controls for participant demographics. Effects of Moral Condition: ( $\chi^2(4)=36.571$   $p<.001$ ) ANOVA ( $F(4,884.17)=9.30$ ,  $p<.001$ )
2. Excludes for time but does not control for participant demographics: ( $\chi^2(4)=31.835$   $p<.001$ ) ANOVA ( $F(4,648.19)=8.10$ ,  $p<.001$ )
3. Doesn't exclude for time or control for participant demographics: ( $\chi^2(4)=33.87$   $p<.001$ ) ANOVA ( $F(4,900.10)=8.60$ ,  $p<.001$ )

*Experiment 4:*

1. Doesn't exclude for time but controls for participant demographics. Effects of Moral Condition: ( $\chi^2(4)=157.59$   $p<.001$ ) ANOVA ( $F(4,1216.21)=41.88$ ,  $p<.001$ )
2. Excludes for time but does not control for participant demographics: ( $\chi^2(4)=154.56$   $p<.001$ ) ANOVA ( $F(4,648.19)=8.10$ ,  $p<.001$ )
3. Doesn't exclude for time or control for participant demographics: ( $\chi^2(4)=156.81$   $p<.001$ ) ANOVA ( $F(4,1220.21)=41.66$ ,  $p<.001$ )

*Experiment 5:*

1. Doesn't exclude for time but controls for participant demographics. Effects of Moral Condition: ( $\chi^2(4)=29.209$   $p<.001$ ) ANOVA ( $F(4,612.12)=7.46$ ,  $p<.001$ )
2. Excludes for time but does not control for participant demographics: ( $\chi^2(4)=28.114$   $p<.001$ ) ANOVA ( $F(4,588.61)=7.17$ ,  $p<.001$ )
3. Doesn't exclude for time or control for participant demographics: ( $\chi^2(4)=29.223$   $p<.001$ ) ANOVA ( $F(4,612.12)=7.46$ ,  $p<.001$ )

*Experiment 6:*

1. Doesn't exclude for time but controls for participant demographics. Effects of Moral Condition: ( $\chi^2(4)=230.03$   $p<.001$ ) ANOVA ( $F(4,2700)=70.25$ ,  $p<.001$ )
2. Excludes for time but does not control for participant demographics. ( $\chi^2(4)=267.15$   $p<.001$ ) ANOVA ( $F(4, 2336)=71.28$ ,  $p<.001$ )
3. Doesn't exclude for time or control for participant demographics: ( $\chi^2(4)=267.77$   $p<.001$ ) ANOVA ( $F(4,2700)=71.58$ ,  $p<.001$ )