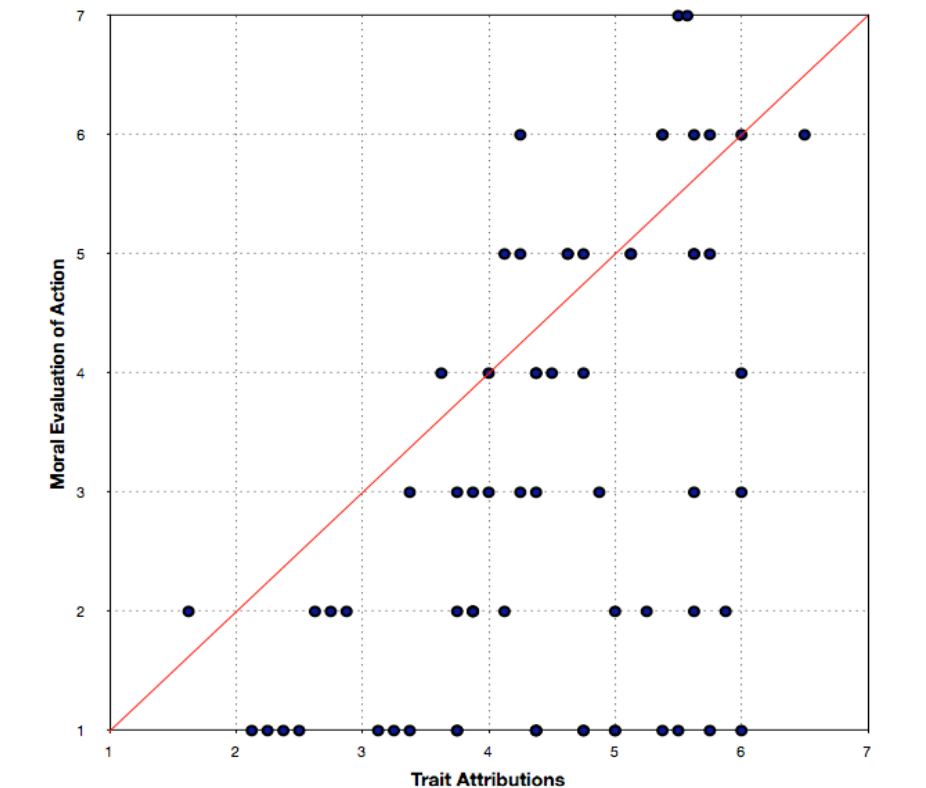


Supplementary materials for Tannenbaum, D., Uhlmann, E. L., & Deirmeier, D. “Moral Signals, Public Outrage, and Immaterial Harms”

Study 1a: Individual Level Analysis of Data

Study 1a demonstrated that, on average, participants found the woman beater's act more immoral, but the cat beater's actions as more revealing of poor moral character. Here we report a similar dissociation at the individual level of analysis.

To do so, we examined each participant's act-judgments relative to their trait attributions of the person. This relationship is represented graphically in the scatterplot below. Higher numbers on the X-axis reflect relatively negative attributions about the cat-beater's moral traits; higher numbers on the Y-axis reflect relatively negative evaluations of the cat-beater's actions. (The midpoint of 4 on both axis reflects indifference between the two targets).



By splitting the scatterplot along its diagonal axis (marked by the red line), we get a sense of the dissociation between judgments of acts and persons. Data points that fall along the diagonal axis show no dissociation between act- and person-judgments. Data points that fall below the diagonal axis indicate dissociation in the expected direction (participants reporting that the cat beater was a worse person, even though he had performed a relatively less immoral act), and data points that fall above the diagonal axis indicate the opposite pattern of dissociation. As clearly shown, most data points (52 of 68; 76%) fall below the diagonal axis, indicating a dissociation in the predicted direction. Fourteen participants (21%) demonstrated a dissociation in the opposite direction, and 2 participants showed no dissociation, one-way $\chi^2(2, n = 68) = 60.12, p < .001$.

One potential shortcoming of this analysis, however, is that participants may not have treated a one-unit change in judgments about acts the same as a one-unit change in moral trait attributions. If this is the case, the observed dissociation could be an artifact in measurement. To rule this out, we examined for cases of clear dissociation, where participants judged one action to be more immoral than the other (by responding below or above the midpoint of the scale) but judged that same actor to possess less negative moral traits (providing responses above or below the midpoint in the opposite direction). Of the 21 cases that met this criterion, all showed the pattern of dissociation in the expected direction ($p < .001$ by a binomial test).

Study 2 Dependent Measures

- How much does John's [Robert's] requested compensation reveal about who he *really* is and what he is *really* like? (1 = *Nothing*, 7 = *A great deal*)
- How much does John's [Robert's] requested compensation reveal about his true moral character? (1 = *Nothing*, 7 = *A great deal*)
- Who is a more responsible person? (1 = *definitely John*, 7 = *definitely Robert*)
- Who is a more egotistical person? (1 = *definitely John*, 7 = *definitely Robert*)
- Who is a more narcissistic person? (1 = *definitely John*, 7 = *definitely Robert*)
- Who is a more selfish person? (1 = *definitely John*, 7 = *definitely Robert*)
- Who has more integrity? (1 = *definitely John*, 7 = *definitely Robert*)
- Who would you expect to make more sound business decisions as CEO? (1 = *definitely John*, 7 = *definitely Robert*)
- Who would you expect to make more responsible decisions as CEO? (1 = *definitely John*, 7 = *definitely Robert*)
- Who would you expect to make poorer business decisions as CEO? (1 = *definitely John*, 7 = *definitely Robert*)
- Who would you expect to make more unethical decisions as CEO? (1 = *definitely John*, 7 = *definitely Robert*)
- Who would you prefer to work for? (1 = *definitely John*, 7 = *definitely Robert*)
- Who would you prefer to lead your organization? (1 = *definitely John*, 7 = *definitely Robert*)
- Who would you hire as CEO? (1 = *definitely John*, 7 = *definitely Robert*)

Study 2: Exclusion Criteria

At the end of the survey, participants were asked to recall (i) “Which candidate asked for a higher salary?”; (ii) “Did one job candidate request a marble table?” (responses were “yes” or “no”); and (iii) “If you answered YES to the question (ii), did the job candidate request to have his face carved into the marble table?” (responses were “yes” or “no”). Nineteen participants failed to answer these items correctly, and were dropped from the analysis. Participants who failed the comprehension check did not reliably differ from those who passed it in terms of assignment to experimental condition, $\chi^2(2, n = 100) = 2.41, p = .30$.