

Demographics

Q1 Please enter your age.

Q2 What racial or ethnic group best describes you?

White (1)

Black or African-American (2)

Arabic (3)

Hispanic (4)

Asian (5)

American Indian or Alaska Native (6)

Native Hawaiian or other Pacific Islander (7)

Other (8)

Q3 What gender best describes you?

Male (1)

Female (2)

Other (3)

Q4 What is the highest level of school you have completed or the highest degree you have received?

Less than High School (1)

High School / GED (2)

Some college work (3)

Associate degree (4)

Bachelor's degree (5)

Master's degree (6)

Professional degree (PhD, JD, MD) (7)

Q5 Please select the correct statement.

The letter K comes before the letter B in the alphabet. (1)

The letter B comes before the letter K in the alphabet. (2)

There are 100 letters in the alphabet. (3)

There are 10 letters in the alphabet. (4)

Q6 What is your current employment status?

Employed part time (1)

Employed full time (2)

Student (3)

Retired (4)

Homemaker (5)

Unemployed (6)

Permanently disabled (7)

Q7 What is your combined annual household income?

- Less than \$20,000 (1)
- \$20,000 to \$39,999 (2)
- \$40,000 to \$59,999 (3)
- \$60,000 to \$79,999 (4)
- \$80,000 to \$99,999 (5)
- \$100,000 to \$149,999 (6)
- \$150,000 or more (7)

Q8 Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

- Democrat (1)
- Republican (2)
- Independent (3)
- Something else (4)

Q9a Would you call yourself a strong Republican or a not very strong Republican

- Strong (1)
- Not very strong (2)

Q9b Would you call yourself a strong Democrat or a not very strong Democrat

- Strong (1)
- Not very strong (2)

Q9c Do you think of yourself as closer to the Republican Party or to the Democratic Party?

- Closer to the Republican Party (1)
- Closer to the Democratic Party (2)
- Neither (3)

Q10 When it comes to politics, would you describe yourself as liberal, conservative, or neither liberal nor conservative?

- Liberal (1)
- Conservative (2)
- Neither (3)

Q11a Would you call yourself very liberal or somewhat liberal?

- Very liberal (1)
- Somewhat liberal (2)

Q11b Would you call yourself very conservative or somewhat conservative?

- Very conservative (1)
- Somewhat conservative (2)

Q11c Do you think of yourself as closer to liberals, or conservatives, or neither of these?

Closer to liberals (1)

Closer to conservatives (2)

Neither (3)

Measure Self-Interest

Please read the following sentences and indicate your agreement or disagreement using this scale:

Strongly disagree (1)

Moderately disagree (2)

Slightly disagree (3)

Slightly agree (4)

Moderately agree (5)

Strongly agree (6)

From Raine, Uh (2019). "The Selfishness Questionnaire Egocentric Adaptive and Pathological Forms of Selfishness"

Q12 I have no problem telling "white lies" if it will help me achieve my goals.

Q13 At the end of the day I care mostly for myself, my family, and friends who can help me.

Q14 Even if it meant giving my kids an unfair advantage over others, I'd do it for them.

Q15 I'm not always honest because honesty can end up harming myself and others.

Q16 If there was only one space left on a lifeboat that a child needed, I'd honestly have to take it for myself and my family.

Q17 If the choice was between killing someone or being killed, I'd kill.

Q18 I sometimes lie to others for my own good, and theirs too.

Q19 I mostly help those around me who will help me later.

From Gerbasi, Prentice (2013). "The Self- and Other-Interest Inventory"

Q20 I look for opportunities to achieve higher social status.

Q21 I am constantly looking for ways to get ahead.

Q22 Hearing others praise me is something I look forward to.

Q23 I try to make sure others know about my successes. Success is important to me.

Q24 I keep an eye out for my interests.

Q25 Having a lot of money is one of my goals in life.

Q26 I am constantly looking out for what will make me happy.

Measure Moral Foundation

(Harm/Care) When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking? Please rate each statement using this scale:

Not at all relevant (This consideration has nothing to do with my judgments of right and wrong) (1)

Not very relevant (2)

Slightly relevant (3)

Somewhat relevant (4)

Very relevant (5)

Extremely relevant (This is one of the most important factors when I judge right and wrong) (6)

Q Whether or not someone suffered emotionally

Q Whether or not someone cared for someone weak or vulnerable

Q Whether or not someone was cruel

(Harm/Care) Please read the following sentences and indicate your agreement or disagreement using this scale:

Strongly disagree (1)

Moderately disagree (2)

Slightly disagree (3)

Slightly agree (4)

Moderately agree (5)

Strongly agree (6)

Q Compassion for those who are suffering is the most crucial virtue.

Q One of the worst things a person could do is hurt a defenseless animal.

Q It can never be right to kill a human being.

One Frame for Each Issue

Randomly assigned issue-supporting moral frame, issue-opposing moral frame, issue-supporting self-interest frame, issue-opposing self-interest frame, or control frame

Strongly oppose (1)

Somewhat oppose (2)

Neither favor nor oppose (3)

Somewhat favor (4)

Strongly favor (5)

Q Healthcare

Q Environment

Frames – Healthcare

Moral-Supporting

Over the past years, politicians have repeatedly debated the potential introduction of a new healthcare plan. The plan is paid through a mix of individual and employer fees and would improve healthcare in the US. Everyone in the US is covered under this plan.

Costs are split into brackets. Those who make more pay more. Elderly people and people with income below the poverty line receive free healthcare. Some people think it is a good idea to implement this healthcare plan. They argue that the plan does not affect the majority of people and helps vulnerable members of society. Most people will receive the same level of coverage as before. Those in need will receive coverage they did not have before. How do you feel about this healthcare plan?

Moral-Opposing

Over the past years, politicians have repeatedly debated the potential introduction of a new healthcare plan. The plan is paid through a mix of individual and employer fees and would improve healthcare in the US. Everyone in the US is covered under this plan. Costs are split into brackets. Those who make more pay more. Elderly people and people with income below the poverty line receive free healthcare. Some people think it is a bad idea to implement this healthcare plan. They argue that this plan leads to substandard care for vulnerable and elderly people. They will have to wait weeks or months for appointments and will face long lines in pharmacies to get their medication. They will not get the level of care they need. How do you feel about this healthcare plan?

Self-Interest-Supporting

Over the past years, politicians have repeatedly debated the potential introduction of a new healthcare plan. The plan is paid through a mix of individual and employer fees and would improve healthcare in the US. Everyone in the US is covered under this plan. Costs are split into brackets. Those who make more pay more. Elderly people and people with income below the poverty line receive free healthcare. Some people think it is a good idea to implement this healthcare plan. They argue that everybody wants to be healthy and know that they are safe, both financially and medically, if they get ill. They want to look after themselves and their families. How do you feel about this healthcare plan?

Self-Interest-Opposing

Over the past years, politicians have repeatedly debated the potential introduction of a new healthcare plan. The plan is paid through a mix of individual and employer fees and would improve healthcare in the US. Everyone in the US is covered under this plan. Costs are split into brackets. Those who make more pay more. Elderly people and people with income below the poverty line receive free healthcare. Some people think it is a bad idea to implement this healthcare plan. They argue that the majority of people will need to pay more for the same level of care. The average American will pick up the tab for the increase in coverage without receiving any benefits. How do you feel about this healthcare plan?

Control

Over the past years, politicians have repeatedly debated the potential introduction of a new healthcare plan. The plan is paid through a mix of individual and employer fees and would improve healthcare in the US. Everyone in the US is covered under this plan. Costs are split into brackets. Those who make more pay more. Elderly people and people with income below the poverty line receive free healthcare. How do you feel about this healthcare plan?

Frames – Environment

Moral-Supporting

Over the past years, politicians have repeatedly debated the potential introduction of increased restrictions on the quality of food in the US. The restrictions raise the standard for pesticides allowed in food. Farmers can only use pesticides that do not seep into the ground water.

Some people think it is a good idea to implement these restrictions. They argue that the elderly and people with medical conditions suffer from the use of aggressive pesticides. Their health deteriorates and makes them more vulnerable. Increased restrictions protect them and do not affect the majority of people.

How do you feel about these restrictions?

Moral-Opposing

Over the past years, politicians have repeatedly debated the potential introduction of increased restrictions on the quality of food in the US. The restrictions raise the standard for pesticides allowed in food. Farmers can only use pesticides that do not seep into the ground water.

Some people think it is a bad idea to implement these restrictions. They argue that they increase the cost burden on farmers and make it harder for them to stay economically viable. To cover these costs, they need to lay off workers, take on debts or even close their business.

How do you feel about these restrictions?

Self-Interest-Supporting

Over the past years, politicians have repeatedly debated the potential introduction of increased restrictions on the quality of food in the US. The restrictions raise the standard for pesticides allowed in food. Farmers can only use pesticides that do not seep into the ground water.

Some people think it is a good idea to implement these restrictions. They argue that the restrictions protect everyone from negative medical effects. We and our families all benefit from healthier food with fewer chemicals.

How do you feel about these restrictions?

Self-Interest-Opposing

Over the past years, politicians have repeatedly debated the potential introduction of increased restrictions on the quality of food in the US. The restrictions raise the standard for pesticides allowed in food. Farmers can only use pesticides that do not seep into the ground water.

Some people think it is a bad idea to implement these restrictions. They argue that the restrictions will raise food prices. We will all need to pay more to cover the costs of the restrictions and have less money to spend on other things.

How do you feel about these restrictions?

Control

Over the past years, politicians have repeatedly debated the potential introduction of increased restrictions on the quality of food in the US. The restrictions raise the standard for pesticides allowed in food. Farmers can only use pesticides that do not seep into the ground water.

How do you feel about these restrictions?