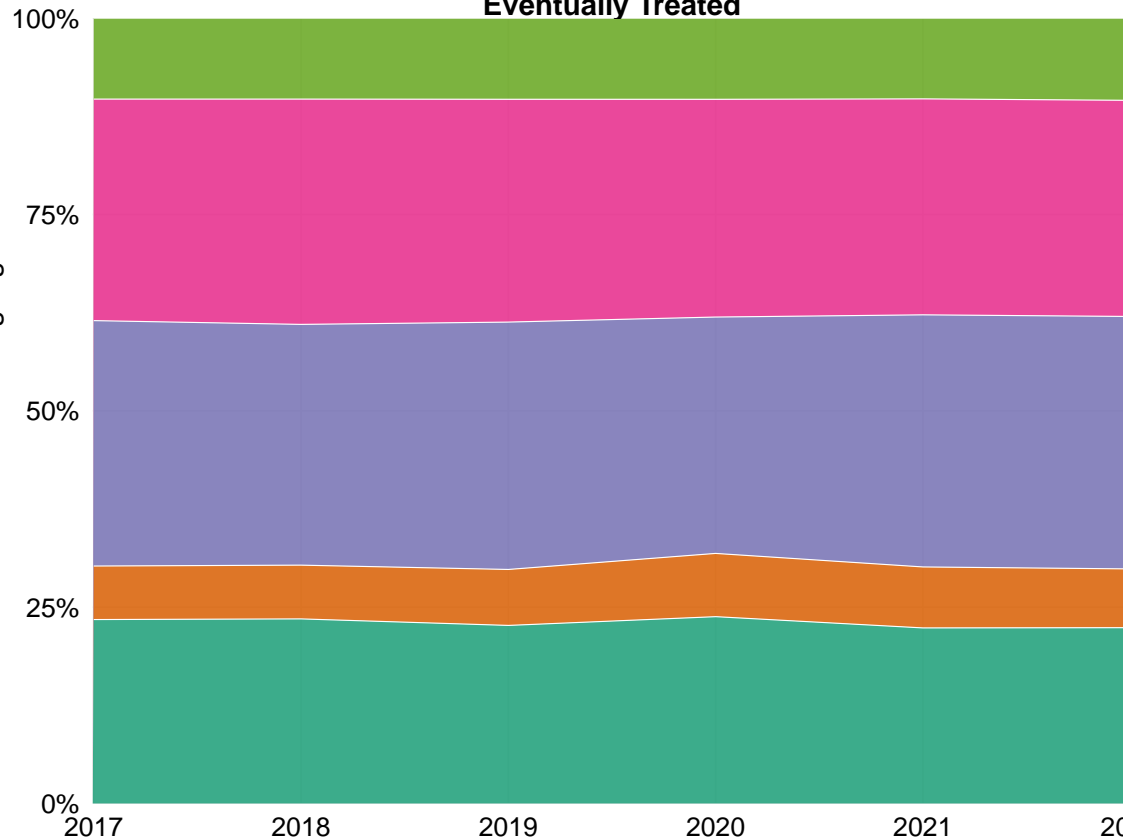


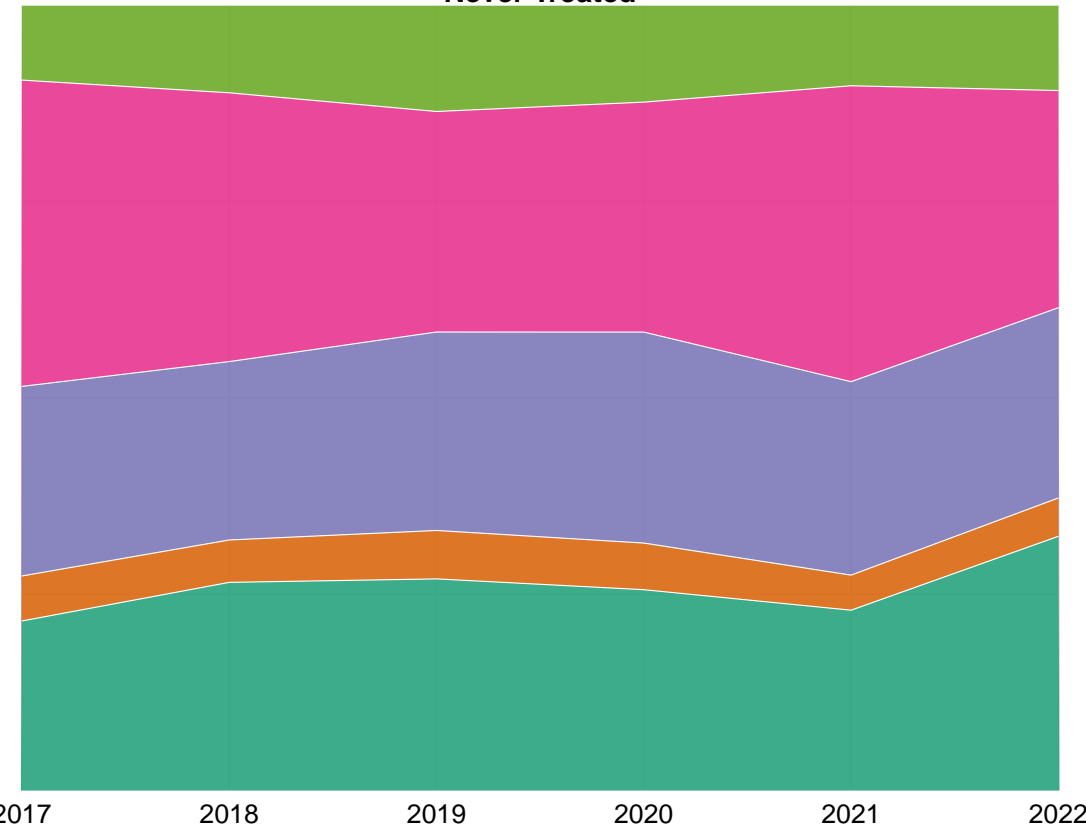
Moral Foundation Composition Over Time

Share of each foundation in local government moral language

Eventually Treated



Never Treated



Foundation ■ Sanctity ■ Authority ■ Loyalty ■ Fairness ■ Care

Note: Shares normalized to sum to 100% within each year-group.
Blue shades = individualizing (Care, Fairness). Red shades = binding (Loyalty, Authority, Sanctity).