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List of Attribute Words Used in Study 1

| Positive Words | Negative Words |
|----------------|----------------|
| | |

| Positive words | Negative words |
|----------------|----------------|
| Adore | Abuse |
| Appealing | Angry |
| Attractive | Annoy |
| Beautiful | Awful |
| Celebrate | Bothersome |
| Cheer | Despise |
| Cheerful | Detest |
| Cherish | Dirty |
| Delight | Disaster |
| Delightful | Disgust |
| Enjoy | Evil |
| Excellent | Failure |
| Excitement | Grief |
| Fabulous | Gross |
| Fantastic | Hate |
| Friend | Hatred |
| Friendship | Horrible |
| Glad | Horrific |
| Glorious | Humiliate |
| Нарру | Hurtful |
| Joyful | Nasty |
| Joyous | Negative |
| Laughing | Pain |
| Love | Poison |
| Lovely | Rotten |
| Magnificent | Sadness |
| Pleasing | Scorn |
| Pleasure | Selfish |
| Smiling | Sickening |
| Spectacular | Tragic |
| Terrific | Ugly |
| Triumph | Yucky |
| | |

Study 1 Tables – Table S1: IAT Cohen's d effects

| | A | Age | A | Arab | Disa | ability | F | Race | Rel. (C | hrist-Jew) | Rel. (C | hrist-Islam) | Rel. (J | ew-Islam) | Sex | xuality | Ski | n Tone | W | eight |
|-------------|-------|---------|------|---------|-------|---------|------|---------|---------|------------|---------|--------------|---------|-----------|------|---------|------|---------|-------|---------|
| | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without |
| Abuse | 1.169 | 1.143 | 001 | .031 | 1.197 | 1.179 | .607 | .597 | .722 | .745 | .896 | .889 | .452 | .447 | .316 | .319 | .697 | .688 | 1.197 | 1.232 |
| Adore | 1.139 | 1.153 | .019 | .024 | 1.205 | 1.176 | .616 | .594 | .730 | .741 | .875 | .896 | .461 | .445 | .304 | .323 | .714 | .682 | 1.237 | 1.219 |
| Angry | 1.145 | 1.151 | .029 | .021 | 1.172 | 1.187 | .602 | .598 | .758 | .733 | .878 | .895 | .445 | .450 | .302 | .324 | .682 | .693 | 1.210 | 1.228 |
| Annoy | 1.147 | 1.151 | .045 | .016 | 1.155 | 1.193 | .580 | .606 | .738 | .739 | .887 | .892 | .442 | .451 | .316 | .319 | .683 | .693 | 1.209 | 1.228 |
| Appealing | 1.139 | 1.153 | .029 | .021 | 1.215 | 1.173 | .581 | .605 | .729 | .742 | .880 | .894 | .442 | .451 | .313 | .320 | .681 | .693 | 1.251 | 1.214 |
| Attractive | 1.171 | 1.143 | .024 | .022 | 1.208 | 1.175 | .602 | .598 | .733 | .740 | .886 | .892 | .431 | .455 | .323 | .317 | .679 | .694 | 1.235 | 1.219 |
| Awful | 1.143 | 1.152 | 014 | .035 | 1.201 | 1.177 | .588 | .603 | .730 | .742 | .908 | .885 | .433 | .454 | .323 | .317 | .699 | .687 | 1.222 | 1.224 |
| Beautiful | 1.152 | 1.149 | .031 | .020 | 1.168 | 1.188 | .576 | .608 | .758 | .732 | .872 | .897 | .460 | .445 | .323 | .317 | .658 | .701 | 1.228 | 1.222 |
| Bothersome | 1.147 | 1.150 | .054 | .012 | 1.175 | 1.186 | .607 | .597 | .757 | .733 | .892 | .890 | .423 | .458 | .322 | .317 | .687 | .691 | 1.263 | 1.210 |
| Celebrate | 1.149 | 1.150 | .010 | .027 | 1.194 | 1.180 | .616 | .594 | .741 | .738 | .904 | .886 | .450 | .448 | .318 | .318 | .712 | .683 | 1.219 | 1.225 |
| Cheer | 1.166 | 1.144 | .035 | .019 | 1.166 | 1.189 | .608 | .597 | .708 | .749 | .882 | .894 | .438 | .452 | .315 | .319 | .701 | .687 | 1.229 | 1.222 |
| Cheerful | 1.152 | 1.149 | .012 | .027 | 1.186 | 1.182 | .601 | .599 | .766 | .730 | .891 | .891 | .461 | .445 | .319 | .318 | .690 | .690 | 1.228 | 1.222 |
| Cherish | 1.133 | 1.155 | .020 | .024 | 1.221 | 1.171 | .617 | .594 | .770 | .728 | .918 | .881 | .446 | .450 | .313 | .320 | .702 | .686 | 1.210 | 1.228 |
| Delight | 1.146 | 1.151 | .009 | .027 | 1.177 | 1.185 | .623 | .592 | .725 | .743 | .884 | .893 | .458 | .445 | .310 | .321 | .694 | .689 | 1.236 | 1.219 |
| Delightful | 1.123 | 1.159 | .019 | .024 | 1.147 | 1.196 | .597 | .600 | .757 | .732 | .915 | .883 | .452 | .447 | .313 | .320 | .696 | .688 | 1.191 | 1.234 |
| Despise | 1.146 | 1.151 | .032 | .020 | 1.151 | 1.194 | .613 | .595 | .734 | .740 | .871 | .897 | .456 | .446 | .310 | .321 | .694 | .689 | 1.231 | 1.221 |
| Detest | 1.172 | 1.142 | .039 | .017 | 1.185 | 1.183 | .619 | .593 | .742 | .738 | .903 | .887 | .462 | .444 | .298 | .325 | .702 | .686 | 1.220 | 1.224 |
| Dirty | 1.145 | 1.151 | .022 | .023 | 1.173 | 1.186 | .598 | .600 | .730 | .741 | .889 | .891 | .455 | .446 | .343 | .310 | .716 | .682 | 1.223 | 1.224 |
| Disaster | 1.139 | 1.153 | .022 | .023 | 1.183 | 1.183 | .587 | .604 | .733 | .741 | .888 | .891 | .471 | .441 | .303 | .323 | .682 | .693 | 1.236 | 1.219 |
| Disgust | 1.164 | 1.145 | .033 | .019 | 1.164 | 1.190 | .596 | .601 | .736 | .739 | .889 | .891 | .452 | .447 | .336 | .312 | .677 | .694 | 1.263 | 1.210 |
| Enjoy | 1.155 | 1.148 | .007 | .028 | 1.195 | 1.180 | .611 | .596 | .746 | .736 | .862 | .901 | .445 | .450 | .345 | .309 | .691 | .690 | 1.230 | 1.221 |
| Evil | 1.160 | 1.146 | 011 | .034 | 1.210 | 1.174 | .597 | .600 | .747 | .736 | .889 | .891 | .460 | .445 | .298 | .325 | .693 | .689 | 1.232 | 1.221 |
| Excellent | 1.156 | 1.148 | .014 | .026 | 1.179 | 1.185 | .616 | .594 | .753 | .734 | .891 | .891 | .467 | .443 | .317 | .319 | .669 | .697 | 1.251 | 1.214 |
| Excitement | 1.154 | 1.148 | .036 | .018 | 1.197 | 1.179 | .581 | .606 | .731 | .741 | .910 | .884 | .438 | .452 | .318 | .318 | .671 | .697 | 1.232 | 1.220 |
| Fabulous | 1.147 | 1.151 | .021 | .023 | 1.165 | 1.189 | .605 | .597 | .745 | .736 | .909 | .884 | .449 | .448 | .306 | .322 | .680 | .693 | 1.221 | 1.224 |
| Failure | 1.174 | 1.142 | .034 | .019 | 1.170 | 1.188 | .593 | .602 | .738 | .739 | .904 | .886 | .462 | .444 | .324 | .316 | .673 | .696 | 1.205 | 1.229 |
| Fantastic | 1.138 | 1.153 | .019 | .024 | 1.156 | 1.192 | .586 | .604 | .740 | .738 | .889 | .891 | .460 | .445 | .335 | .312 | .695 | .689 | 1.216 | 1.226 |
| Friend | 1.213 | 1.130 | .024 | .023 | 1.183 | 1.183 | .585 | .604 | .726 | .743 | .896 | .889 | .442 | .451 | .330 | .314 | .674 | .695 | 1.228 | 1.222 |
| Friendship | 1.157 | 1.147 | .023 | .023 | 1.154 | 1.193 | .585 | .604 | .731 | .741 | .925 | .880 | .443 | .451 | .321 | .317 | .696 | .688 | 1.231 | 1.221 |
| Glad | 1.144 | 1.151 | .025 | .022 | 1.195 | 1.179 | .604 | .598 | .734 | .740 | .886 | .892 | .454 | .447 | .326 | .315 | .709 | .684 | 1.221 | 1.224 |
| Glorious | 1.138 | 1.153 | .038 | .018 | 1.179 | 1.185 | .578 | .606 | .749 | .735 | .892 | .890 | .451 | .448 | .306 | .322 | .676 | .695 | 1.212 | 1.227 |
| Grief | 1.183 | 1.139 | .024 | .022 | 1.204 | 1.176 | .586 | .604 | .734 | .740 | .879 | .895 | .443 | .451 | .301 | .324 | .666 | .698 | 1.221 | 1.224 |
| Gross | 1.163 | 1.145 | .026 | .022 | 1.164 | 1.190 | .580 | .606 | .743 | .737 | .903 | .887 | .474 | .441 | .323 | .317 | .701 | .687 | 1.211 | 1.228 |
| Нарру | 1.160 | 1.146 | .033 | .019 | 1.186 | 1.182 | .606 | .597 | .756 | .733 | .879 | .894 | .465 | .443 | .311 | .320 | .698 | .688 | 1.219 | 1.225 |
| Hate | 1.139 | 1.153 | .004 | .030 | 1.173 | 1.187 | .629 | .590 | .725 | .743 | .870 | .898 | .446 | .450 | .325 | .316 | .693 | .689 | 1.237 | 1.219 |
| Hatred | 1.160 | 1.146 | .002 | .030 | 1.164 | 1.190 | .633 | .589 | .726 | .743 | .891 | .890 | .445 | .450 | .310 | .321 | .692 | .689 | 1.225 | 1.223 |
| Horrible | 1.143 | 1.152 | 001 | .030 | 1.173 | 1.187 | .601 | .599 | .732 | .741 | .884 | .893 | .444 | .450 | .300 | .324 | .716 | .682 | 1.240 | 1.218 |
| Horrific | 1.167 | 1.144 | .021 | .023 | 1.192 | 1.180 | .622 | .592 | .737 | .739 | .883 | .893 | .459 | .445 | .323 | .317 | .682 | .693 | 1.245 | 1.216 |
| Humiliate | 1.141 | 1.153 | .022 | .023 | 1.182 | 1.184 | .584 | .604 | .733 | .740 | .860 | .901 | .432 | .454 | .316 | .319 | .699 | .687 | 1.224 | 1.223 |
| Hurtful | 1.166 | 1.144 | .028 | .021 | 1.184 | 1.183 | .584 | .605 | .747 | .736 | .900 | .887 | .444 | .450 | .304 | .323 | .674 | .696 | 1.210 | 1.228 |
| Joyful | 1.152 | 1.149 | .042 | .016 | 1.172 | 1.187 | .624 | .591 | .725 | .743 | .905 | .886 | .456 | .446 | .306 | .322 | .693 | .689 | 1.240 | 1.218 |
| Joyous | 1.123 | 1.159 | .016 | .025 | 1.183 | 1.183 | .613 | .595 | .716 | .746 | .903 | .887 | .474 | .440 | .325 | .316 | .711 | .683 | 1.219 | 1.225 |
| Laughing | 1.160 | 1.146 | .013 | .026 | 1.202 | 1.177 | .586 | .604 | .723 | .744 | .883 | .893 | .466 | .443 | .306 | .322 | .694 | .689 | 1.190 | 1.235 |
| Love | 1.156 | 1.148 | .018 | .025 | 1.187 | 1.182 | .589 | .603 | .758 | .732 | .885 | .893 | .426 | .456 | .283 | .330 | .692 | .689 | 1.211 | 1.227 |
| Lovely | 1.134 | 1.155 | .037 | .018 | 1.167 | 1.189 | .593 | .602 | .731 | .741 | .914 | .883 | .432 | .454 | .316 | .319 | .692 | .689 | 1.229 | 1.222 |
| Magnificent | 1.157 | 1.147 | .017 | .025 | 1.210 | 1.175 | .591 | .602 | .746 | .736 | .880 | .894 | .430 | .455 | .330 | .314 | .670 | .697 | 1.195 | 1.233 |

| Nasty | 1.114 | 1.162 | .025 | .022 | 1.186 | 1.182 | .596 | .601 | .739 | .739 | .895 | .889 | .442 | .451 | .341 | .311 | .706 | .685 | 1.241 | 1.217 |
|-------------|-------|-------|------|------|-------|-------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|
| Negative | 1.157 | 1.147 | .017 | .025 | 1.201 | 1.177 | .611 | .596 | .764 | .730 | .889 | .891 | .445 | .450 | .327 | .315 | .685 | .692 | 1.224 | 1.223 |
| Pain | 1.149 | 1.150 | .013 | .026 | 1.218 | 1.172 | .615 | .594 | .721 | .745 | .907 | .885 | .458 | .445 | .321 | .317 | .682 | .693 | 1.210 | 1.228 |
| Pleasing | 1.159 | 1.147 | .014 | .026 | 1.200 | 1.178 | .603 | .598 | .763 | .731 | .886 | .892 | .447 | .449 | .337 | .312 | .719 | .681 | 1.214 | 1.226 |
| Pleasure | 1.155 | 1.148 | .026 | .022 | 1.200 | 1.178 | .598 | .600 | .714 | .747 | .888 | .892 | .467 | .443 | .317 | .319 | .676 | .695 | 1.229 | 1.221 |
| Poison | 1.145 | 1.151 | .023 | .023 | 1.199 | 1.178 | .607 | .597 | .734 | .740 | .892 | .890 | .468 | .442 | .333 | .313 | .691 | .690 | 1.229 | 1.222 |
| Rotten | 1.128 | 1.157 | .033 | .019 | 1.208 | 1.175 | .607 | .597 | .732 | .741 | .900 | .888 | .442 | .451 | .311 | .321 | .681 | .693 | 1.241 | 1.217 |
| Sadness | 1.136 | 1.154 | .036 | .018 | 1.187 | 1.182 | .597 | .600 | .737 | .739 | .895 | .889 | .411 | .461 | .337 | .312 | .662 | .699 | 1.227 | 1.222 |
| Scorn | 1.161 | 1.146 | .021 | .023 | 1.202 | 1.177 | .609 | .596 | .748 | .736 | .888 | .892 | .459 | .445 | .318 | .318 | .716 | .682 | 1.225 | 1.223 |
| Selfish | 1.145 | 1.151 | .055 | .012 | 1.123 | 1.204 | .563 | .611 | .725 | .743 | .889 | .891 | .452 | .448 | .308 | .321 | .672 | .696 | 1.187 | 1.236 |
| Sickening | 1.144 | 1.151 | .015 | .016 | 1.159 | 1.174 | .603 | .598 | .759 | .732 | .904 | .886 | .439 | .452 | .326 | .315 | .673 | .696 | 1.209 | 1.228 |
| Smiling | 1.161 | 1.146 | .021 | .026 | 1.155 | 1.191 | .590 | .603 | .717 | .746 | .871 | .898 | .428 | .455 | .330 | .314 | .713 | .683 | 1.223 | 1.223 |
| Spectacular | 1.148 | 1.150 | .033 | .024 | 1.186 | 1.193 | .583 | .605 | .737 | .739 | .889 | .891 | .448 | .449 | .324 | .316 | .680 | .693 | 1.250 | 1.215 |
| Terrific | 1.136 | 1.154 | .015 | .020 | 1.206 | 1.182 | .614 | .595 | .748 | .736 | .860 | .901 | .434 | .454 | .312 | .320 | .674 | .696 | 1.208 | 1.228 |
| Tragic | 1.139 | 1.153 | .032 | .025 | 1.176 | 1.176 | .584 | .605 | .727 | .742 | .905 | .886 | .453 | .447 | .316 | .319 | .724 | .679 | 1.210 | 1.228 |
| Triumph | 1.121 | 1.159 | .032 | .020 | 1.176 | 1.186 | .606 | .597 | .734 | .740 | .897 | .888 | .438 | .452 | .330 | .314 | .686 | .691 | 1.214 | 1.226 |
| Ugly | 1.126 | 1.158 | .020 | .024 | 1.181 | 1.184 | .600 | .599 | .761 | .731 | .884 | .893 | .438 | .452 | .325 | .316 | .675 | .695 | 1.213 | 1.227 |
| Yucky | 1.137 | 1.154 | .019 | .024 | 1.173 | 1.187 | .583 | .605 | .750 | .735 | .893 | .890 | .448 | .449 | .324 | .316 | .712 | .683 | 1.210 | 1.228 |

Table S2: Internal Reliability (Cronbach's α)

| | l A | Age | A | Arab | Dis | ability | F | Race | Rel. (C | hrist-Jew) | Rel. (C | hrist-Islam) | Rel. (J | ew-Islam) | Sex | xuality | Ski | n Tone | W | eight eight |
|-------------|------|---------|------|---------|------|---------|------|---------|---------|------------|---------|--------------|---------|-----------|------|---------|------|---------|------|-------------|
| | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without |
| Abuse | .691 | .697 | .751 | .739 | .803 | .813 | .762 | .759 | .756 | .741 | .743 | .748 | .700 | .696 | .809 | .806 | .734 | .734 | .745 | .746 |
| Adore | .700 | .694 | .744 | .742 | .807 | .811 | .749 | .763 | .743 | .745 | .748 | .746 | .705 | .695 | .803 | .808 | .740 | .732 | .742 | .747 |
| Angry | .693 | .697 | .735 | .745 | .805 | .812 | .763 | .759 | .743 | .745 | .742 | .748 | .694 | .698 | .810 | .806 | .736 | .733 | .747 | .745 |
| Annoy | .694 | .696 | .735 | .745 | .811 | .810 | .766 | .757 | .751 | .742 | .747 | .747 | .699 | .697 | .804 | .808 | .735 | .734 | .736 | .749 |
| Appealing | .699 | .695 | .745 | .741 | .809 | .811 | .758 | .760 | .748 | .743 | .745 | .747 | .700 | .696 | .806 | .807 | .733 | .734 | .739 | .748 |
| Attractive | .701 | .694 | .747 | .741 | .813 | .810 | .765 | .758 | .749 | .743 | .741 | .749 | .699 | .697 | .810 | .806 | .735 | .734 | .754 | .743 |
| Awful | .690 | .698 | .735 | .745 | .808 | .811 | .768 | .757 | .741 | .746 | .746 | .747 | .690 | .700 | .809 | .806 | .732 | .735 | .740 | .748 |
| Beautiful | .697 | .695 | .750 | .740 | .818 | .808 | .766 | .758 | .747 | .744 | .747 | .747 | .702 | .696 | .809 | .806 | .736 | .733 | .745 | .746 |
| Bothersome | .696 | .696 | .749 | .740 | .815 | .809 | .758 | .760 | .739 | .747 | .745 | .747 | .713 | .692 | .806 | .807 | .725 | .737 | .735 | .749 |
| Celebrate | .696 | .696 | .747 | .741 | .813 | .810 | .764 | .758 | .745 | .744 | .748 | .746 | .687 | .701 | .804 | .808 | .730 | .735 | .739 | .748 |
| Cheer | .693 | .697 | .743 | .742 | .815 | .809 | .756 | .761 | .744 | .745 | .748 | .746 | .699 | .697 | .803 | .808 | .730 | .735 | .749 | .745 |
| Cheerful | .694 | .696 | .752 | .739 | .810 | .810 | .773 | .755 | .74 | .746 | .751 | .745 | .695 | .698 | .804 | .808 | .739 | .732 | .750 | .744 |
| Cherish | .701 | .694 | .733 | .745 | .807 | .811 | .762 | .759 | .736 | .747 | .747 | .747 | .684 | .701 | .808 | .807 | .726 | .736 | .757 | .742 |
| Delight | .699 | .695 | .747 | .741 | .810 | .811 | .756 | .761 | .744 | .745 | .744 | .748 | .703 | .695 | .808 | .807 | .739 | .732 | .746 | .746 |
| Delightful | .699 | .695 | .747 | .741 | .816 | .808 | .762 | .759 | .741 | .746 | .736 | .750 | .688 | .700 | .806 | .807 | .736 | .733 | .748 | .745 |
| Despise | .698 | .695 | .742 | .743 | .809 | .811 | .756 | .761 | .747 | .744 | .749 | .746 | .696 | .698 | .803 | .808 | .736 | .733 | .745 | .746 |
| Detest | .69 | .698 | .739 | .744 | .809 | .811 | .755 | .761 | .746 | .744 | .753 | .745 | .690 | .699 | .807 | .807 | .735 | .734 | .746 | .746 |
| Dirty | .700 | .694 | .739 | .744 | .818 | .808 | .764 | .758 | .747 | .744 | .743 | .748 | .707 | .694 | .807 | .807 | .735 | .733 | .754 | .743 |
| Disaster | .690 | .698 | .743 | .742 | .808 | .811 | .756 | .761 | .748 | .744 | .751 | .745 | .686 | .701 | .809 | .806 | .734 | .734 | .745 | .746 |
| Disgust | .683 | .700 | .735 | .745 | .812 | .810 | .750 | .763 | .742 | .746 | .739 | .749 | .702 | .696 | .804 | .808 | .728 | .736 | .739 | .748 |
| Enjoy | .697 | .695 | .732 | .746 | .810 | .811 | .753 | .762 | .743 | .745 | .751 | .745 | .704 | .695 | .806 | .807 | .733 | .734 | .750 | .745 |
| Evil | .699 | .695 | .740 | .743 | .805 | .812 | .775 | .754 | .739 | .746 | .753 | .744 | .685 | .701 | .805 | .807 | .726 | .737 | .749 | .745 |
| Excellent | .693 | .697 | .733 | .745 | .807 | .811 | .749 | .763 | .748 | .744 | .755 | .744 | .687 | .700 | .806 | .807 | .743 | .731 | .739 | .748 |
| Excitement | .696 | .696 | .746 | .741 | .815 | .809 | .763 | .758 | .749 | .743 | .739 | .749 | .707 | .694 | .807 | .807 | .737 | .733 | .745 | .746 |
| Fabulous | .706 | .692 | .742 | .742 | .809 | .811 | .763 | .759 | .743 | .745 | .744 | .748 | .691 | .699 | .809 | .806 | .730 | .735 | .740 | .748 |
| Failure | .694 | .696 | .734 | .745 | .815 | .809 | .762 | .759 | .745 | .745 | .748 | .746 | .695 | .698 | .805 | .808 | .738 | .733 | .758 | .741 |
| Fantastic | .697 | .695 | .734 | .745 | .812 | .810 | .763 | .759 | .741 | .746 | .742 | .748 | .696 | .698 | .809 | .806 | .734 | .734 | .743 | .747 |
| Friend | .693 | .697 | .737 | .744 | .806 | .812 | .765 | .758 | .745 | .745 | .746 | .747 | .707 | .694 | .807 | .807 | .736 | .733 | .747 | .746 |
| Friendship | .683 | .700 | .761 | .736 | .817 | .808 | .764 | .758 | .748 | .743 | .745 | .747 | .696 | .698 | .806 | .807 | .734 | .734 | .749 | .745 |
| Glad | .692 | .697 | .733 | .745 | .810 | .810 | .756 | .761 | .749 | .743 | .748 | .746 | .698 | .697 | .804 | .808 | .729 | .736 | .747 | .745 |
| Glorious | .697 | .695 | .748 | .740 | .809 | .811 | .765 | .758 | .743 | .745 | .754 | .744 | .704 | .695 | .806 | .807 | .738 | .733 | .737 | .749 |
| Grief | .696 | .696 | .736 | .744 | .811 | .810 | .759 | .760 | .746 | .744 | .747 | .747 | .695 | .698 | .803 | .808 | .740 | .732 | .746 | .746 |
| Gross | .694 | .696 | .746 | .741 | .811 | .810 | .757 | .760 | .736 | .747 | .738 | .750 | .694 | .698 | .808 | .807 | .731 | .735 | .759 | .741 |
| Happy | .694 | .697 | .745 | .741 | .805 | .812 | .765 | .758 | .745 | .745 | .746 | .747 | .688 | .700 | .807 | .807 | .737 | .733 | .745 | .746 |
| Hate | .689 | .698 | .746 | .741 | .813 | .810 | .756 | .761 | .745 | .745 | .745 | .747 | .708 | .693 | .805 | .808 | .731 | .735 | .745 | .746 |
| Hatred | .700 | .694 | .749 | .740 | .816 | .808 | .757 | .761 | .749 | .743 | .750 | .746 | .711 | .693 | .806 | .807 | .737 | .733 | .748 | .745 |
| Horrible | .691 | .697 | .748 | .740 | .809 | .811 | .755 | .761 | .745 | .744 | .740 | .749 | .702 | .696 | .809 | .806 | .727 | .736 | .743 | .747 |
| Horrific | .700 | .694 | .749 | .740 | .804 | .813 | .761 | .759 | .742 | .745 | .748 | .746 | .705 | .694 | .806 | .807 | .738 | .733 | .738 | .748 |
| Humiliate | .691 | .697 | .736 | .745 | .809 | .811 | .751 | .762 | .743 | .745 | .750 | .746 | .696 | .698 | .809 | .806 | .727 | .736 | .742 | .747 |
| Hurtful | .693 | .697 | .744 | .742 | .813 | .810 | .766 | .758 | .735 | .748 | .744 | .748 | .688 | .700 | .809 | .806 | .736 | .733 | .750 | .744 |
| Joyful | .691 | .697 | .737 | .744 | .811 | .810 | .754 | .761 | .742 | .745 | .747 | .747 | .699 | .697 | .809 | .806 | .743 | .731 | .740 | .748 |
| Joyous | .694 | .696 | .738 | .744 | .812 | .810 | .751 | .762 | .754 | .741 | .748 | .746 | .699 | .696 | .812 | .805 | .730 | .735 | .743 | .747 |
| Laughing | .696 | .696 | .750 | .740 | .807 | .811 | .758 | .760 | .753 | .742 | .745 | .747 | .709 | .693 | .807 | .807 | .726 | .737 | .751 | .744 |
| Love | .681 | .701 | .746 | .741 | .808 | .811 | .764 | .758 | .749 | .743 | .755 | .744 | .708 | .694 | .810 | .806 | .730 | .735 | .747 | .745 |
| Lovely | .705 | .693 | .738 | .744 | .808 | .811 | .762 | .759 | .744 | .745 | .747 | .747 | .696 | .698 | .811 | .805 | .736 | .733 | .744 | .747 |
| Magnificent | .706 | .692 | .732 | .746 | .809 | .811 | .757 | .760 | .736 | .747 | .744 | .748 | .686 | .701 | .803 | .808 | .732 | .735 | .748 | .745 |

| Nasty | .700 | .694 | .748 | .741 | .803 | .813 | .764 | .758 | .74 | .746 | .747 | .747 | .692 | .699 | .810 | .806 | .733 | .734 | .739 | .748 |
|-------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Negative | .697 | .696 | .736 | .745 | .807 | .812 | .765 | .758 | .741 | .746 | .745 | .747 | .699 | .697 | .804 | .808 | .735 | .734 | .742 | .747 |
| Pain | .700 | .694 | .745 | .742 | .813 | .809 | .756 | .761 | .754 | .741 | .750 | .746 | .698 | .697 | .806 | .807 | .741 | .731 | .747 | .746 |
| Pleasing | .683 | .700 | .748 | .740 | .806 | .812 | .760 | .760 | .733 | .748 | .749 | .746 | .697 | .697 | .805 | .807 | .737 | .733 | .747 | .746 |
| Pleasure | .695 | .696 | .738 | .744 | .806 | .812 | .753 | .762 | .757 | .74 | .740 | .749 | .692 | .699 | .813 | .805 | .746 | .730 | .749 | .745 |
| Poison | .701 | .694 | .745 | .742 | .815 | .809 | .760 | .759 | .751 | .742 | .748 | .746 | .701 | .696 | .804 | .808 | .734 | .734 | .737 | .749 |
| Rotten | .702 | .694 | .749 | .740 | .809 | .811 | .765 | .758 | .741 | .746 | .748 | .746 | .689 | .700 | .804 | .808 | .736 | .733 | .754 | .743 |
| Sadness | .701 | .694 | .747 | .741 | .814 | .809 | .756 | .761 | .751 | .742 | .741 | .748 | .704 | .695 | .803 | .808 | .736 | .733 | .739 | .748 |
| Scorn | .698 | .695 | .746 | .741 | .808 | .811 | .755 | .761 | .745 | .745 | .743 | .748 | .694 | .698 | .809 | .806 | .732 | .735 | .748 | .745 |
| Selfish | .697 | .696 | .744 | .742 | .812 | .810 | .754 | .761 | .74 | .746 | .756 | .743 | .689 | .700 | .808 | .807 | .740 | .732 | .749 | .745 |
| Sickening | .697 | .696 | .742 | .743 | .808 | .811 | .751 | .763 | .742 | .745 | .741 | .749 | .695 | .698 | .811 | .805 | .737 | .733 | .750 | .745 |
| Smiling | .699 | .695 | .749 | .740 | .816 | .809 | .766 | .758 | .756 | .74 | .760 | .742 | .697 | .697 | .807 | .807 | .723 | .737 | .744 | .746 |
| Spectacular | .691 | .697 | .740 | .743 | .812 | .810 | .762 | .759 | .742 | .746 | .745 | .747 | .690 | .699 | .805 | .808 | .730 | .735 | .747 | .745 |
| Terrific | .688 | .698 | .740 | .743 | .806 | .812 | .755 | .761 | .733 | .748 | .746 | .747 | .698 | .697 | .808 | .806 | .725 | .737 | .748 | .745 |
| Tragic | .696 | .696 | .741 | .743 | .812 | .810 | .757 | .761 | .748 | .743 | .747 | .747 | .690 | .700 | .805 | .807 | .726 | .736 | .750 | .744 |
| Triumph | .706 | .692 | .730 | .746 | .812 | .810 | .750 | .763 | .734 | .748 | .743 | .748 | .696 | .698 | .803 | .808 | .731 | .735 | .747 | .745 |
| Ugly | .700 | .694 | .734 | .745 | .811 | .810 | .764 | .758 | .743 | .745 | .754 | .744 | .709 | .693 | .813 | .805 | .738 | .733 | .751 | .744 |
| Yucky | .703 | .693 | .748 | .741 | .816 | .809 | .762 | .759 | .744 | .745 | .751 | .745 | .691 | .699 | .809 | .806 | .737 | .733 | .749 | .745 |

Table S3: Implicit-Explicit Correlations (r)

| | l A | Age | A | rabs | Dis | ability | F | Race | Rel. (C | hrist-Jew) | Rel. (C | hrist-Islam) | Rel. (J | ew-Islam) | Sex | xuality | Ski | n Tone | W | eight |
|-------------|------|---------|------|---------|------|---------|------|---------|---------|------------|---------|--------------|---------|-----------|------|---------|------|---------|------|---------|
| | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without | With | Without |
| Abuse | .093 | .128 | .289 | .302 | .144 | .152 | .309 | .326 | .457 | .429 | .443 | .433 | .383 | .385 | .457 | .445 | .222 | .227 | .205 | .201 |
| Adore | .113 | .121 | .323 | .291 | .151 | .150 | .320 | .322 | .417 | .442 | .447 | .432 | .394 | .382 | .459 | .445 | .231 | .224 | .187 | .207 |
| Angry | .102 | .125 | .302 | .298 | .164 | .145 | .331 | .318 | .436 | .436 | .419 | .441 | .402 | .379 | .453 | .447 | .221 | .228 | .204 | .201 |
| Annoy | .125 | .117 | .286 | .303 | .157 | .148 | .331 | .318 | .420 | .442 | .427 | .438 | .374 | .389 | .442 | .450 | .241 | .221 | .206 | .200 |
| Appealing | .111 | .122 | .303 | .298 | .164 | .146 | .326 | .320 | .447 | .432 | .445 | .432 | .377 | .387 | .447 | .449 | .225 | .227 | .215 | .198 |
| Attractive | .112 | .121 | .305 | .297 | .171 | .143 | .320 | .322 | .448 | .432 | .440 | .434 | .368 | .390 | .459 | .445 | .234 | .223 | .216 | .197 |
| Awful | .119 | .119 | .294 | .301 | .153 | .149 | .337 | .316 | .431 | .438 | .423 | .439 | .376 | .388 | .450 | .448 | .219 | .228 | .206 | .201 |
| Beautiful | .126 | .117 | .293 | .301 | .140 | .153 | .325 | .320 | .431 | .438 | .440 | .434 | .382 | .386 | .455 | .446 | .233 | .224 | .197 | .203 |
| Bothersome | .126 | .117 | .313 | .294 | .157 | .148 | .298 | .329 | .412 | .444 | .441 | .433 | .397 | .381 | .446 | .449 | .225 | .227 | .204 | .201 |
| Celebrate | .130 | .115 | .275 | .307 | .155 | .149 | .312 | .325 | .426 | .440 | .441 | .433 | .373 | .389 | .443 | .450 | .215 | .230 | .216 | .197 |
| Cheer | .127 | .116 | .300 | .299 | .151 | .150 | .302 | .328 | .442 | .434 | .443 | .433 | .374 | .389 | .439 | .451 | .233 | .224 | .201 | .202 |
| Cheerful | .123 | .118 | .302 | .298 | .147 | .151 | .328 | .319 | .429 | .439 | .420 | .441 | .369 | .390 | .449 | .448 | .241 | .221 | .210 | .199 |
| Cherish | .121 | .118 | .287 | .303 | .163 | .146 | .311 | .325 | .425 | .440 | .440 | .434 | .373 | .389 | .438 | .452 | .215 | .230 | .188 | .207 |
| Delight | .110 | .122 | .293 | .301 | .142 | .153 | .322 | .321 | .425 | .440 | .434 | .436 | .379 | .387 | .445 | .449 | .251 | .218 | .173 | .212 |
| Delightful | .124 | .117 | .286 | .303 | .142 | .153 | .322 | .321 | .427 | .439 | .435 | .435 | .383 | .385 | .440 | .451 | .222 | .228 | .199 | .203 |
| Despise | .124 | .117 | .300 | .299 | .144 | .152 | .313 | .325 | .430 | .438 | .422 | .440 | .375 | .388 | .451 | .448 | .237 | .223 | .206 | .201 |
| Detest | .132 | .114 | .299 | .299 | .164 | .145 | .307 | .326 | .429 | .439 | .425 | .439 | .362 | .392 | .455 | .446 | .240 | .221 | .208 | .200 |
| Dirty | .131 | .115 | .295 | .300 | .169 | .144 | .330 | .319 | .436 | .436 | .437 | .435 | .400 | .380 | .438 | .452 | .233 | .224 | .207 | .200 |
| Disaster | .119 | .119 | .292 | .302 | .151 | .150 | .321 | .322 | .439 | .435 | .450 | .430 | .371 | .389 | .444 | .450 | .228 | .225 | .207 | .200 |
| Disgust | .124 | .117 | .292 | .301 | .152 | .150 | .311 | .325 | .437 | .436 | .424 | .439 | .391 | .383 | .445 | .449 | .225 | .226 | .182 | .209 |
| Enjoy | .122 | .118 | .308 | .296 | .148 | .151 | .322 | .321 | .423 | .441 | .442 | .433 | .393 | .382 | .446 | .449 | .237 | .223 | .201 | .202 |
| Evil | .109 | .122 | .284 | .304 | .151 | .150 | .330 | .319 | .428 | .439 | .440 | .434 | .386 | .384 | .454 | .446 | .213 | .230 | .197 | .203 |
| Excellent | .130 | .115 | .296 | .300 | .146 | .152 | .319 | .322 | .440 | .435 | .431 | .437 | .385 | .385 | .452 | .447 | .235 | .223 | .204 | .201 |
| Excitement | .109 | .122 | .293 | .301 | .140 | .153 | .322 | .322 | .428 | .439 | .431 | .437 | .388 | .384 | .457 | .446 | .218 | .229 | .202 | .202 |
| Fabulous | .131 | .115 | .313 | .294 | .136 | .155 | .317 | .323 | .442 | .434 | .417 | .442 | .381 | .386 | .442 | .451 | .221 | .228 | .194 | .204 |
| Failure | .105 | .123 | .275 | .307 | .151 | .150 | .327 | .320 | .446 | .433 | .435 | .435 | .370 | .390 | .454 | .446 | .228 | .225 | .209 | .200 |
| Fantastic | .113 | .121 | .296 | .300 | .153 | .149 | .319 | .322 | .450 | .431 | .422 | .440 | .378 | .387 | .445 | .450 | .235 | .223 | .197 | .204 |
| Friend | .122 | .118 | .301 | .298 | .159 | .147 | .318 | .323 | .446 | .433 | .428 | .438 | .392 | .382 | .447 | .449 | .219 | .229 | .206 | .201 |
| Friendship | .106 | .123 | .316 | .293 | .139 | .154 | .335 | .317 | .441 | .434 | .437 | .435 | .410 | .376 | .446 | .449 | .202 | .234 | .199 | .203 |
| Glad | .119 | .119 | .302 | .298 | .159 | .147 | .305 | .327 | .443 | .434 | .424 | .439 | .372 | .389 | .444 | .450 | .211 | .231 | .181 | .209 |
| Glorious | .123 | .118 | .305 | .297 | .131 | .157 | .316 | .323 | .433 | .437 | .447 | .432 | .394 | .382 | .444 | .450 | .225 | .227 | .201 | .202 |
| Grief | .106 | .123 | .291 | .302 | .148 | .151 | .325 | .320 | .431 | .438 | .438 | .434 | .396 | .381 | .437 | .452 | .228 | .225 | .211 | .199 |
| Gross | .123 | .118 | .309 | .296 | .146 | .152 | .313 | .324 | .430 | .438 | .423 | .439 | .375 | .388 | .459 | .445 | .205 | .233 | .207 | .200 |
| Нарру | .119 | .119 | .296 | .300 | .177 | .142 | .323 | .321 | .435 | .436 | .448 | .431 | .389 | .383 | .454 | .446 | .232 | .224 | .199 | .203 |
| Hate | .102 | .125 | .292 | .302 | .133 | .156 | .319 | .323 | .446 | .433 | .438 | .434 | .394 | .381 | .437 | .452 | .217 | .229 | .200 | .202 |
| Hatred | .133 | .114 | .300 | .299 | .142 | .153 | .315 | .324 | .458 | .429 | .447 | .432 | .395 | .381 | .447 | .449 | .228 | .225 | .204 | .201 |
| Horrible | .125 | .117 | .311 | .295 | .148 | .151 | .323 | .321 | .438 | .435 | .433 | .436 | .395 | .381 | .445 | .449 | .226 | .226 | .194 | .205 |
| Horrific | .113 | .121 | .318 | .293 | .177 | .141 | .337 | .316 | .456 | .430 | .444 | .432 | .384 | .385 | .448 | .449 | .216 | .229 | .196 | .204 |
| Humiliate | .100 | .126 | .313 | .294 | .154 | .149 | .307 | .326 | .420 | .441 | .433 | .436 | .397 | .380 | .453 | .447 | .230 | .225 | .212 | .198 |
| Hurtful | .105 | .124 | .292 | .301 | .146 | .152 | .329 | .319 | .416 | .443 | .435 | .435 | .377 | .387 | .451 | .447 | .213 | .231 | .190 | .206 |
| Joyful | .122 | .118 | .298 | .299 | .131 | .157 | .321 | .321 | .438 | .435 | .423 | .440 | .421 | .373 | .439 | .451 | .248 | .219 | .210 | .199 |
| Joyous | .118 | .119 | .267 | .309 | .144 | .152 | .322 | .321 | .429 | .438 | .443 | .433 | .374 | .389 | .457 | .445 | .234 | .224 | .208 | .200 |
| Laughing | .112 | .121 | .303 | .297 | .151 | .150 | .332 | .318 | .449 | .432 | .432 | .436 | .389 | .383 | .447 | .449 | .223 | .227 | .185 | .208 |
| Love | .107 | .123 | .318 | .292 | .175 | .142 | .330 | .319 | .437 | .436 | .429 | .437 | .391 | .383 | .451 | .448 | .218 | .229 | .201 | .202 |
| Lovely | .133 | .114 | .299 | .299 | .152 | .150 | .338 | .316 | .448 | .432 | .425 | .439 | .393 | .382 | .451 | .447 | .230 | .225 | .207 | .200 |
| Magnificent | .117 | .119 | .301 | .299 | .130 | .157 | .317 | .323 | .438 | .436 | .443 | .433 | .367 | .391 | .455 | .446 | .224 | .227 | .210 | .199 |

| Nasty | .124 | .117 | .306 | .297 | .138 | .155 | .336 | .317 | .438 | .435 | .434 | .436 | .396 | .381 | .441 | .451 | .232 | .224 | .208 | .200 |
|-------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Negative | .144 | .111 | .298 | .299 | .173 | .143 | .313 | .324 | .430 | .438 | .437 | .435 | .406 | .378 | .452 | .447 | .219 | .228 | .193 | .205 |
| Pain | .127 | .116 | .310 | .295 | .152 | .150 | .310 | .325 | .453 | .430 | .450 | .430 | .366 | .391 | .455 | .446 | .217 | .229 | .196 | .204 |
| Pleasing | .116 | .120 | .301 | .298 | .155 | .149 | .333 | .318 | .444 | .434 | .447 | .431 | .393 | .382 | .441 | .451 | .222 | .227 | .196 | .204 |
| Pleasure | .133 | .115 | .302 | .298 | .117 | .162 | .346 | .313 | .429 | .439 | .427 | .438 | .394 | .382 | .466 | .443 | .228 | .226 | .208 | .200 |
| Poison | .126 | .117 | .306 | .297 | .142 | .153 | .329 | .319 | .444 | .434 | .442 | .433 | .383 | .385 | .446 | .449 | .231 | .224 | .173 | .211 |
| Rotten | .111 | .122 | .311 | .295 | .142 | .153 | .338 | .316 | .436 | .436 | .441 | .434 | .394 | .382 | .454 | .446 | .238 | .222 | .210 | .199 |
| Sadness | .117 | .120 | .300 | .299 | .160 | .147 | .322 | .321 | .450 | .431 | .434 | .436 | .372 | .389 | .444 | .450 | .239 | .222 | .206 | .201 |
| Scorn | .114 | .121 | .312 | .295 | .154 | .149 | .296 | .330 | .435 | .437 | .435 | .435 | .366 | .391 | .438 | .452 | .215 | .230 | .195 | .204 |
| Selfish | .107 | .123 | .296 | .300 | .132 | .156 | .330 | .319 | .429 | .439 | .441 | .433 | .396 | .381 | .448 | .449 | .238 | .222 | .220 | .196 |
| Sickening | .130 | .115 | .311 | .295 | .137 | .154 | .337 | .316 | .439 | .435 | .421 | .440 | .382 | .386 | .455 | .446 | .239 | .222 | .203 | .202 |
| Smiling | .116 | .120 | .294 | .301 | .171 | .143 | .314 | .324 | .446 | .433 | .449 | .431 | .392 | .382 | .450 | .448 | .202 | .234 | .207 | .200 |
| Spectacular | .118 | .119 | .303 | .298 | .158 | .147 | .315 | .324 | .431 | .438 | .438 | .434 | .382 | .386 | .443 | .450 | .234 | .224 | .215 | .198 |
| Terrific | .118 | .119 | .307 | .296 | .145 | .152 | .324 | .321 | .430 | .438 | .433 | .436 | .361 | .393 | .446 | .449 | .218 | .229 | .217 | .197 |
| Tragic | .117 | .120 | .303 | .298 | .156 | .148 | .322 | .321 | .445 | .433 | .437 | .435 | .387 | .384 | .445 | .449 | .228 | .225 | .187 | .207 |
| Triumph | .119 | .119 | .279 | .305 | .166 | .145 | .312 | .325 | .439 | .436 | .428 | .438 | .402 | .379 | .451 | .448 | .221 | .228 | .213 | .198 |
| Ugly | .143 | .111 | .290 | .302 | .136 | .155 | .324 | .321 | .424 | .440 | .436 | .435 | .377 | .388 | .454 | .447 | .215 | .230 | .205 | .201 |
| Yucky | .137 | .113 | .280 | .305 | .134 | .156 | .319 | .323 | .436 | .436 | .447 | .432 | .388 | .384 | .450 | .448 | .228 | .225 | .210 | .199 |

Section 1: Stimuli Information for IATs

Study 1

Age IAT:

Old People: Six images (three male, three female) of White, older people.



Young People: Six images (three male, three female) of White, younger people



Arab-Muslim IAT

Aram Muslims: Hakim, Sharif, Yousef, Wahib, Akbar, Muhsin, Salim, Karim, Habib, Ashraf

Other People: Ernesto, Matthias, Maarten, Philippe, Guillame, Benoit, Takuya, Kazuki, Chaiyo, Marcelo.

Disability IAT

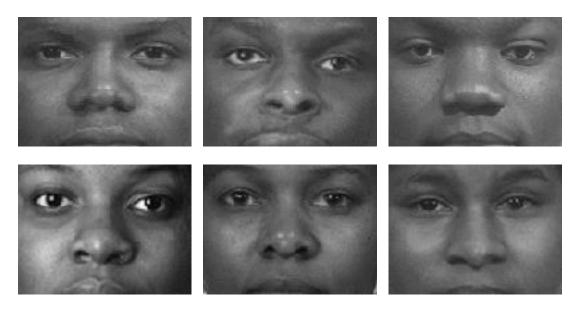
Disabled Persons: Four images representing disability.



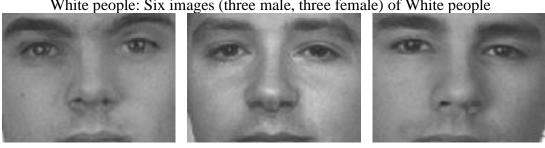
Abled Persons: Four images representing abled persons.



Race IAT Black people: Six images (three male, three female) of Black people



White people: Six images (three male, three female) of White people









Religion IATs

Christianity: One image and four words related to Christianity.



Church, Bible, Christian, Christianity

Islam: One image and four words related to Islam.



Mosque, Koran, Muslim, Islam

Judaism: One image and four words related to Judaism.



Synagogue, Torah, Jew, Judaism

Sexuality IAT

Straight people: Straight, Heterosexual, Straight people, and one image of a straight couple



Gay people: Gay, Homosexual, Gay people, and one of the following two images





Skin Tone IAT

Dark-Skinned people: Six images of dark-skinned faces

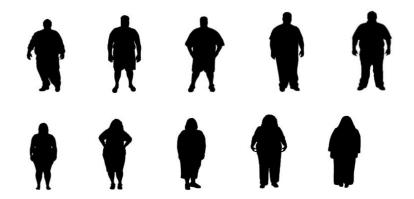


Light-Skinned people: Six images of light-skinned faces

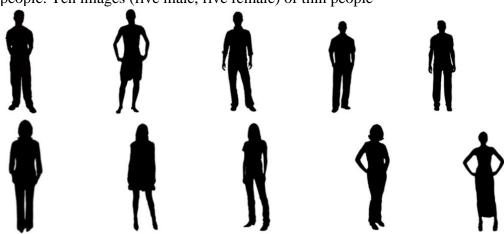


Weight IAT

Fat people: Ten images (five male, five female) of fat people



Thin people: Ten images (five male, five female) of thin people



Study 2
Age IAT:
Old People: Six images (three male, three female) of White, older people.





Arab-Muslim IAT

Aram Muslims: Hakim, Sharif, Yousef, Wahib, Akbar, Muhsin, Salim, Karim, Habib, Ashraf

Other People: Ernesto, Matthias, Maarten, Philippe, Guillame, Benoit, Takuya, Kazuki, Chaiyo, Marcelo.

Politics IAT

Democrats: images of Bill Clinton, Barack Obama, Joe Biden, Symbol of democratic party, Donkey











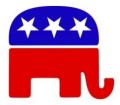
Republicans: images of Paul Ryan, George Bush, Ronald Reagan, Symbol of republican party, Elephant











Race IAT

Black people: Six images (three male, three female) of Black people













White people: Six images (three male, three female) of White people













Sexuality IAT

Straight people: Straight, Heterosexual, Straight people, and one image of a straight couple



Gay people: Gay, Homosexual, Gay people, and one of the following two images





Skin Tone IAT

Dark-Skinned people: Six images of dark-skinned faces



Light-Skinned people: Six images of light-skinned faces







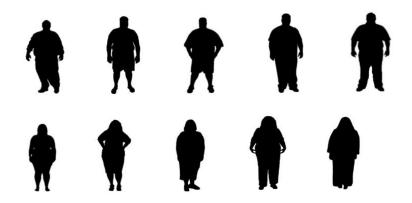




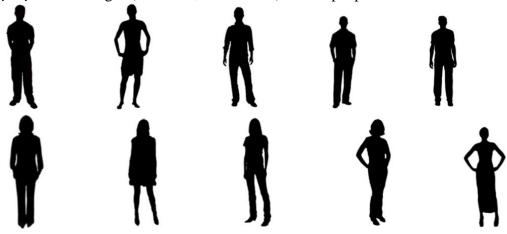


Weight IAT

Fat people: Ten images (five male, five female) of fat people



Thin people: Ten images (five male, five female) of thin people



Study 3
Food IAT
Meat: Seven images of meat



Vegetables: Seven images of vegetables



Environment IAT

Urban: Busy, Noise, City, Building, Skyscraper Rural: Farm, Country, Fields, Slow, Quiet

Politics IAT

Democrats: images of Bill Clinton, Barack Obama, Joe Biden, Symbol of democratic party, Donkey











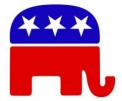
Republicans: images of Paul Ryan, George Bush, Ronald Reagan, Symbol of republican party, Elephant











Race IAT
Black people: Six images (three male, three female) of black people













White people: Six images (three male, three female) of white people













Sexuality IAT

Straight people: Straight, Heterosexual, Straight people, and one image of a straight couple



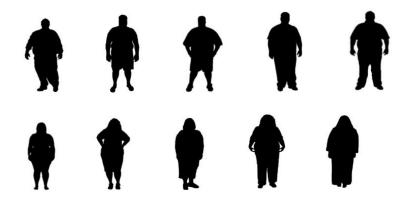
Gay people: Gay, Homosexual, Gay people, and one of the following two images





Weight IAT

Fat people: Ten images (five male, five female) of fat people



Thin people: Ten images (five male, five female) of thin people













Wording for Explicit Preference Items

Study 1

Each question began with the prompt, "Which statement best describes you?" and had the following response options:

Age: I strongly prefer Young people to Old people, I moderately prefer Young people to Old people, I slightly prefer Young people to Old people, I like Young people and Old people equally, I slightly prefer Old people to Young people, I moderately prefer Old people to Young people, I strongly prefer Old people to Young people.

Arab-Muslim: I strongly prefer Other people to Arab Muslims, I moderately prefer Other people to Arab Muslims, I slightly prefer Other people to Arab Muslims, I like Other people and Arab Muslims equally, I slightly prefer Arab Muslims to Other People, I moderately prefer Arab Muslims to Other People, I strongly prefer Arab Muslims to Other People

Disability: I strongly prefer Abled Persons to Disabled Persons, I moderately prefer Abled Persons to Disabled Persons, I slightly prefer Abled Persons to Disabled Persons, I like Abled Persons and Disabled Persons equally, I slightly prefer Disabled Persons to Abled Persons, I moderately prefer Disabled Persons to Abled Persons, I strongly prefer Disabled Persons to Abled Persons

Race: I strongly prefer White people to Black people, I moderately prefer White people to Black people, I slightly prefer White people to Black people, I like White people and Black people equally, I slightly prefer Black people to White people, I moderately prefer Black people to White people, I strongly prefer Black people to White people

Religion (Christianity-Judaism): I strongly prefer Judaism to Christianity, I moderately prefer Judaism to Christianity, I slightly prefer Judaism to Christianity, I like Christianity and Judaism equally, I slightly prefer Christianity to Judaism, I moderately prefer Christianity to Judaism, I strongly prefer Christianity to Judaism.

Religion (Christianity-Islam): I strongly prefer Islam to Christianity, I moderately prefer Islam to Christianity, I slightly prefer Islam to Christianity, I like Christianity and Islam equally, I slightly prefer Christianity to Islam, I moderately prefer Christianity to Islam, I strongly prefer Christianity to Islam.

Religion (Judaism-Islam): I strongly prefer Islam to Judaism, I moderately prefer Islam to Judaism, I slightly prefer Islam to Judaism, I like Christianity and Judaism equally, I slightly prefer Christianity to Judaism, I moderately prefer Christianity to Judaism, I strongly prefer Christianity to Judaism.

Sexuality: I strongly prefer Straight people to Gay people, I moderately prefer Straight people to Gay people, I slightly prefer Straight people to Gay people, I like Straight people and Gay people equally, I slightly prefer Gay people to Straight people, I moderately prefer Gay people to Straight people, I strongly prefer Gay people to Straight people.

Skin Tone: I strongly prefer Dark Skinned People to Light Skinned People, I moderately prefer Dark Skinned People to Light Skinned People to Light Skinned People to Light Skinned People, I like Light Skinned People and Dark Skinned People equally, I slightly prefer Light Skinned People to Dark Skinned People to Dark Skinned People to Dark Skinned People, I strongly prefer Light Skinned People to Dark Skinned People.

Weight: I strongly prefer Thin people to Fat people, I moderately prefer Thin people to Fat people, I slightly prefer Thin people to Fat people, I like Fat people and Thin people equally, I slightly prefer Fat people to Thin people, I moderately prefer Fat people to Thin people, I strongly prefer Fat people to Thin people

Study 2

Age:

- 1) Which statement best describes you? (I strongly prefer Young people to Old people, I moderately prefer Young people to Old people, I slightly prefer Young people to Old people, I like Young people and Old people equally, I slightly prefer Old people to Young people, I moderately prefer Old people to Young people, I strongly prefer Old people to Young people).
- 2) On average, how much do you like **Old people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **Young people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Old people**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **Young people**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Arab-Muslim

- 1) Which statement best describes you? (I strongly prefer Other people to Arab Muslims, I moderately prefer Other people to Arab Muslims, I slightly prefer Other people to Arab Muslims, I like Other people and Arab Muslims equally, I slightly prefer Arab Muslims to Other People, I moderately prefer Arab Muslims to Other People, I strongly prefer Arab Muslims to Other People).
- 2) On average, how much do you like **Arab Muslims**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **People who are not Arab Muslims**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Arab Muslims**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **People who are not Arab Muslims**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Politics

- 1) Which statement best describes you? (I strongly prefer Democrats to Republicans, I moderately prefer Democrats to Republicans, I slightly prefer Democrats to Republicans, I like Democrats and Republicans equally, I slightly prefer Republicans to Democrats, I moderately prefer Republicans to Democrats, I strongly prefer Republicans to Democrats).
- 2) On average, how much do you like **Republicans**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **Democrats**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Republicans**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **Democrats**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Race

- 1) Which statement best describes you? (I strongly prefer White people to Black people, I moderately prefer White people to Black people, I slightly prefer White people to Black people, I like White people and Black people equally, I slightly prefer Black people to White people, I moderately prefer Black people to White people, I strongly prefer Black people to White people).
- 2) On average, how much do you like **Black people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **White people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Black people**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **White people**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Sexuality

- 1) Which statement best describes you? (I strongly prefer Straight people to Gay people, I moderately prefer Straight people to Gay people, I slightly prefer Straight people to Gay people, I like Straight people and Gay people equally, I slightly prefer Gay people to Straight people, I moderately prefer Gay people to Straight people, I strongly prefer Gay people to Straight people).
- 2) On average, how much do you like **Gay people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **Straight people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)

- 4) How negative or positive are your feelings toward **Gay people**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **Straight people**? (Slider from 100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Skin Tone

- 1) Which statement best describes you? (I strongly prefer Dark Skinned People to Light Skinned People, I moderately prefer Dark Skinned People to Light Skinned People, I slightly prefer Dark Skinned People to Light Skinned People, I like Light Skinned People and Dark Skinned People equally, I slightly prefer Light Skinned People to Dark Skinned People, I moderately prefer Light Skinned People to Dark Skinned People, I strongly prefer Light Skinned People to Dark Skinned People).
- 2) On average, how much do you like **Dark Skinned People**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **Light Skinned People**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Dark Skinned People**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **Light Skinned People**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Weight

- 1) Which statement best describes you? (I strongly prefer Thin people to Fat people, I moderately prefer Thin people to Fat people, I slightly prefer Thin people to Fat people, I like Fat people and Thin people equally, I slightly prefer Fat people to Thin people, I moderately prefer Fat people to Thin people, I strongly prefer Fat people to Thin people).
- 2) On average, how much do you like **Thin People**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **Fat People**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Fat People**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **Thin People**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Study 3

Food

- 1) Which statement best describes you? (I strongly prefer vegetables to meat, I moderately prefer vegetables to meat, I slightly prefer vegetables to meat, I like meat and vegetables equally, I slightly prefer meat to vegetables, I moderately prefer meat to vegetables, I strongly prefer meat to vegetables).
- 2) On average, how much do you like **meat**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **vegetables**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **meat**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **vegetables**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Environment

- 1) Which statement best describes you? (I strongly prefer rural environments to urban environments, I moderately prefer rural environments to urban environments, I slightly prefer rural environments to urban environments, I like urban and rural environments equally, I slightly prefer urban environments to rural environments, I moderately prefer urban environments to rural environments, I strongly prefer urban environments to rural environments).
- 2) On average, how much do you like **urban environments**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **rural environments**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **urban environments**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **rural environments**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Politics

- 1) Which statement best describes you? (I strongly prefer Democrats to Republicans, I moderately prefer Democrats to Republicans, I slightly prefer Democrats to Republicans, I like Democrats and Republicans equally, I slightly prefer Republicans to Democrats, I moderately prefer Republicans to Democrats, I strongly prefer Republicans to Democrats).
- 2) On average, how much do you like **Republicans**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)

- 3) On average, how much do you like **Democrats**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Republicans**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **Democrats**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Race

- 1) Which statement best describes you? (I strongly prefer White people to Black people, I moderately prefer White people to Black people, I slightly prefer White people to Black people, I like White people and Black people equally, I slightly prefer Black people to White people, I moderately prefer Black people to White people, I strongly prefer Black people to White people).
- 2) On average, how much do you like **Black people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **White people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Black people**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **White people**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Sexuality

- 1) Which statement best describes you? (I strongly prefer Straight people to Gay people, I moderately prefer Straight people to Gay people, I slightly prefer Straight people to Gay people, I like Straight people and Gay people equally, I slightly prefer Gay people to Straight people, I moderately prefer Gay people to Straight people, I strongly prefer Gay people to Straight people).
- 2) On average, how much do you like **Gay people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **Straight people**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Gay people**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **Straight people**? (Slider from 100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Weight

1) Which statement best describes you? (I strongly prefer Thin people to Fat people, I moderately prefer Thin people to Fat people, I slightly prefer Thin people to Fat

- people, I like Fat people and Thin people equally, I slightly prefer Fat people to Thin people, I moderately prefer Fat people to Thin people, I strongly prefer Fat people to Thin people).
- 2) On average, how much do you like **Thin People**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 3) On average, how much do you like **Fat People**? (Strongly dislike, Moderately dislike, Slightly dislike, Neutral, Slightly like, Moderately like, Strongly like)
- 4) How negative or positive are your feelings toward **Fat People**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')
- 5) How negative or positive are your feelings toward **Thin People**? (Slider from -100 to +100, with endpoints of 'Extremely negative' to 'Extremely positive' and a midpoint marked as 'Neutral')

Demographic Items

Completed By All Participants in Studies 2 & 3

Gender: Male, Female

Age: Calculated from reported birth month and birth year

Education: Elementary school, Junior high, Some high school, High school graduate, Some college, Associate's degree, Bachelor's degree, Some graduate school, Master's degree, J.D., M.D., Ph.D., Other advanced degree, M.B.A.

Political ideology: Strongly conservative, Moderately conservative, Slightly conservative, Moderate/neutral, Slightly liberal, Moderately liberal, Strongly liberal

Race: American Indian/ Alaska Native, East Asian, South Asian, Native Hawaiian or other Pacific Islander, Black or African American, White, More than one race — Black/White, More than one race — Other, Other or Unknown

Ethnicity: Hispanic or Latino, Not Hispanic or Latino, Unknown

Religiosity: Not at all religious, Somewhat religious, Moderately religious, Very religious Religion: Buddhist, Christian: Catholic or Orthodox, Christian: Protestant or Other, Hindu,

Jewish, Muslim, Not Religious, Other Religion

Citizenship: Drop-down menu for country of citizenship

Residence: Drop-down menu for country of residence

Study 2-3: Additional Demographic Items

Skin Tone

I consider my skin tone to be: (Very light, Light, Somewhat light, Medium, Somewhat dark, Dark, Very dark).

Arab-Muslim

In terms of your ethnicity, heritage, or cultural background, how much do you identify as Arab Muslim? (Not at all, A little, Somewhat, Quite a bit, Very much)

Sexuality

With which of the following sexual identities do you identify the most? (Heterosexual or Straight, Lesbian or Gay, Bisexual, Queer, Asexual, Other)

Weight

Currently, I am: (Very underweight, Moderately underweight, Slightly underweight, Neither underweight nor overweight, Slightly overweight, Moderately overweight, Very overweight)

Politics

Choosing only one of these two groups, with which group do you feel you identify more, Democrats or Republicans? (Much more with Republicans, Moderately more with Republicans, Slightly more with Republicans, Neutral, Slightly more with Democrats, Moderately more with Democrats, Much more with Democrats)

Food

Are you a vegetarian or vegan (No, Yes)

Environment

How would you describe the area where you currently live? (Large city (e.g., New York City, Chicago), Suburb of a large city, Medium-sized city, Suburb of a medium-sized city, Small town, Rural)

Study 2 Known Group Differences

```
Age IAT:
       Older participants, High performing: N = 220, Mean = .44, SD = .41
       Younger participants, High performing: N = 556, Mean = .42, SD = .36
       Older participants, Low performing: N = 255, Mean = .33, SD = .38
       Younger participants, Low performing: N = 553, Mean = .38, SD = .38
Arab-Muslim IAT
       Arab-Muslim participants, High performing: N = 117, Mean = .02, SD = .46
       Non-Arab Muslim participants, High performing: N = 944, Mean = .06, SD = .40
       Arab-Muslim participants, Low performing: N = 124, Mean = .02, SD = .39
       Non-Arab Muslim participants, Low performing: N = 965, Mean = .05, SD = .40
Politics IAT
       Democrat participants, High performing: N = 618, Mean = .49, SD = .41
       Republican participants, High performing: N = 224, Mean = -.38, SD = .45
       Democrat participants, Low performing: N = 630, Mean = .47, SD = .39
       Republican participants, Low performing: N = 214, Mean = -.40, SD = .44
Race IAT
       Black participants, High performing: N = 71, Mean = -.07, SD = .37
       White participants, High performing: N = 911, Mean = .34, SD = .41
       Black participants, Low performing: N = 84, Mean = .03, SD = .39
       White participants, Low performing: N = 920, Mean = .27, SD = .40
Sexuality IAT
       Heterosexual participants, High performing: N = 1055, Mean = .30, SD = .43
       Gay or lesbian participants, High performing: N = 61, Mean = -.20, SD = .42
       Heterosexual participants, Low performing: N = 1022, Mean = .30, SD = .40
       Gay or lesbian participants, Low performing: N = 56, Mean = -.21, SD = .47
Skin Tone IAT
       Light-skinned participants, High performing: N = 942, Mean = .36, SD = .40
       Dark-skinned participants, High performing: N = 105, Mean = .17, SD = .42
       Light-skinned participants, Low performing: N = 901, Mean = .30, SD = .39
       Dark-skinned participants, Low performing: N = 91, Mean = .04, SD = .41
Weight IAT
       Overweight participants, High performing: N = 575, Mean = 0.38, SD = .43
       Non-overweight participants, High performing: N = 638, Mean = .45, SD = .38
       Overweight participants, Low performing: N = 575, Mean = .33, SD = .42
       Non-overweight participants, Low performing: N = 653, Mean = .41, SD = .38
```

Study 3 Known Group Differences (Descriptives)

Food IAT Vegan/Vegetarian participants, Words: N = 123, Mean = -.66, SD = .38 Non Vegan/Vegetarian participants, Words: N = 1401, Mean = -.34, SD = .48 Vegan/Vegetarian participants, Good-Bad: N = 152, Mean = -.51, SD = .38 Non Vegan/Vegetarian participants, Good-Bad: N = 1387, Mean = -.26, SD = .42 Vegan/Vegetarian participants, Q-Z: N = 140, Mean = -.26, SD = .40 Non Vegan/Vegetarian participants, Q-Z: N = 1301, Mean = -.11, SD = .43 Environment Rural participants, Words: N = 324, Mean = -.41, SD = .53 Urban participants, Words: N = 575, Mean = -.10, SD = .53 Rural participants, Good-Bad: N = 317, Mean = -.17, SD = .41 Urban participants, Good-Bad: N = 557, Mean = .02, SD = .40 Rural participants, Q-Z: N = 338, Mean = -.13, SD = .42 Urban participants, Q-Z: N = 517, Mean = .00, SD = .43 **Politics** Democrat participants, Words: N = 830, Mean = .53, SD = .41 Republican participants, Words: N = 297, Mean = -.33, SD = .49 Democrat participants, Good-Bad: N = 815, Mean = .35, SD = .38 Republican participants, Good-Bad: N = 276, Mean = -.30, SD = .42 Democrat participants, O-Z: N = 825, Mean = .27, SD = .41 Republican participants, Q-Z: N = 262, Mean = -.16, SD = .42 Race Black participants, Words: N = 166, Mean = .00, SD = .41 White participants, Words: N = 1138, Mean = .37, SD = .42 Black participants, Good-Bad: N = 150, Mean = .15, SD = .38 White participants, Good-Bad: N = 1075, Mean = .35, SD = .36 Black participants, Q-Z: N = 142, Mean = .03, SD = .40 White participants, Q-Z: N = 1053, Mean = .13, SD = .40 Sexuality Heterosexual participants, Words: N = 1334, Mean = .34, SD = .42 Gay or lesbian participants, Words: N = 57, Mean = -.09, SD = .47 Heterosexual participants, Good-Bad: N = 1346, Mean = .23, SD = .38 Gay or lesbian participants, Good-Bad: N = 62, Mean = -.08, SD = .39 Heterosexual participants, Q-Z: N = 1210, Mean = .14, SD = .42 Gay or lesbian participants, Q-Z: N = 65, Mean = -.16, SD = .42 Weight Overweight participants, Words: N = 795, Mean = .47, SD = .42 Non-Overweight participants, Words: N = 740, Mean = .52, SD = .40 Overweight participants, Good-Bad: N = 729, Mean = .30, SD = .39 Non-Overweight participants, Good-Bad: N = 812, Mean = .36, SD = .37 Overweight participants, Q-Z: N = 762, Mean = .22, SD = .39 Non-Overweight participants, O-Z: N = 732, Mean = .22, SD = .39

Study 3 Known Group Differences ANOVAs

Food IAT

Words vs. Q-Z:

Vegan vs. Non-Vegan: F(1, 2961) = 63.83, p < .001, partial eta = .021 Stimulus Set: F(1, 2961) = 118.02, p < .001, partial eta = .038 Interaction: F(1, 2961) = 8.26, p = .004, partial eta = .003

Words vs. Good-Bad

Vegan vs. Non-Vegan: F(1, 3059) = 98.23, p < .001, partial eta = .0313 Stimulus Set: F(1, 3059) = 17.29, p < .001, partial eta = .006 Interaction: F(1, 3059) = 1.84, p = .175, partial eta = .001

Good-Bad vs. Q-Z

Vegan vs. Non-Vegan: F(1, 2976) = 57.37, p < .001, partial eta = .019 Stimulus Set: F(1, 2976) = 60.41, p < .001, partial eta = .020 Interaction: F(1, 2976) = 3.15, p = .076, partial eta = .001

Environment

Words vs. Q-Z:

Urban vs. Rural participant: F(1, 1750) = 81.62, p < .001, partial eta = .045 Stimulus Set: F(1, 1750) = 65.23, p < .001, partial eta = .036 Interaction: F(1, 1750) = 13.80, p < .001, partial eta = .008

Words vs. Good-Bad

Urban vs. Rural participant: F(1, 1769) = 110.27, p < .001, partial eta = .059 Stimulus Set: F(1, 1769) = 58.24, p < .001, partial eta = .032 Interaction: F(1, 1769) = 6.36, p = .012, partial eta = .004

Good-Bad vs. Q-Z

Urban vs. Rural participant: F(1, 1725) = 57.76, p < .001, partial eta = .032 Stimulus Set: F(1, 1725) = .49, p = .484, partial eta < .001 Interaction: F(1, 1725) = 2.08, p = .149, partial eta = .001

Politics

Words vs. Q-Z:

Democrat vs. Republican: F(1, 2210) = 971.74, p < .001, partial eta = .305 Stimulus Set: F(1, 2210) = 4.42, p = .036, partial eta = .002 Interaction: F(1, 2210) = 107.86, p < .001, partial eta = .047

Words vs. Good-Bad

Democrat vs. Republican: F(1, 2214) = 1412.86, p < .001, partial eta = .390 Stimulus Set: F(1, 2214) = 14.40, p < .001, partial eta = .006 Interaction: F(1, 2214) = 29.83, p < .001, partial eta = .013

Good-Bad vs. Q-Z

Democrat vs. Republican: F(1, 2174) = 726.32, p < .001, partial eta = .250 Stimulus Set: F(1, 2174) = 2.64, p = .104, partial eta = .001 Interaction: F(1, 2174) = 28.31, p < .001, partial eta = .013

Race

Words vs. Q-Z: Participant race: F(1, 2495) = 89.25, p < .001, partial eta = .035 Stimulus Set: F(1, 2495) = 18.32, p < .001, partial eta = .007

Interaction: F(1, 2495) = 30.04, p < .001, partial eta = .012

Words vs. Good-Bad

Participant race: F(1, 2525) = 150.10, p < .001, partial eta = .056 Stimulus Set: F(1, 2525) = 8.13, p = .004, partial eta = .003 Interaction: F(1, 2525) = 13.06, p < .001, partial eta = .005

Good-Bad vs. Q-Z

Participant race: F(1, 2416) = 40.61, p < .001, partial eta = .017 Stimulus Set: F(1, 2416) = 53.82, p < .001, partial eta = .022 Interaction: F(1, 2416) = 4.81, p = .028, partial eta = .002

Sexuality

Words vs. Q-Z:

Straight vs. Gay/Lesbian: F(1, 2662) = 85.80, p < .001, partial eta = .031 Stimulus Set: F(1, 2662) = 12.59, p < .001, partial eta = .005 Interaction: F(1, 2662) = 2.53, p = .112, partial eta = .001

Words vs. Good-Bad

Straight vs. Gay/Lesbian: F(1, 2795) = 94.86, p < .001, partial eta = .033 Stimulus Set: F(1, 2795) = 1.69, p = .193, partial eta = .001 Interaction: F(1, 2795) = 2.26, p = .133, partial eta = .001

Good-Bad vs. Q-Z

Straight vs. Gay/Lesbian: F(1, 2679) = 71.42, p < .001, partial eta = .026 Stimulus Set: F(1, 2679) = 6.14, p = .013, partial eta = .002 Interaction: F(1, 2679) = .02, p = .879, partial eta < .001

Weight

Words vs. Q-Z:

Overweight vs. Non-Overweight: F(1, 3025) = 4.42, p = .036, partial eta = .001 Stimulus Set: F(1, 3025) = 350.94, p < .001, partial eta = .104 Interaction: F(1, 3025) = 2.66, p = .103, partial eta = .001

Words vs. Good-Bad

Overweight vs. Non-Overweight: F(1, 3072) = 15.56, p < .001, partial eta = .005 Stimulus Set: F(1, 3072) = 130.60, p < .001, partial eta = .041 Interaction: F(1, 3072) = .02, p = .893, partial eta < .001

Good-Bad vs. Q-Z

Overweight vs. Non-Overweight: F(1, 3031) = 5.37, p = .021, partial eta = .002 Stimulus Set: F(1, 3031) = 60.87, p < .001, partial eta = .020 Interaction: F(1, 3031) = 3.34, p = .068, partial eta = .001

Studies 2-3: Internal Consistency Using Spearman-Brown Correlations

Study 2: **Internal Consistency: Spearman's Correlations**

| Domain | High-Performing Set r | Low-Performing Set r | Fisher's Z |
|-------------|-------------------------|-------------------------|--------------------|
| Age | r = .460 (N = 1177) | r = .406 (N = 1258) | Z = 1.64, p = .101 |
| Arab-Muslim | r = .504 (N = 1078) | $r = .483 \ (N = 1104)$ | Z = .65, p = .516 |
| Politics | r = .722 (N = 1024) | r = .712 (N = 1027) | Z = .47, p = .638 |
| Race | r = .488 (N = 1306) | $r = .483 \ (N = 1295)$ | Z = .17, p = .865 |
| Sexuality | r = .584 (N = 1280) | r = .552 (N = 1242) | Z = 1.19, p = .234 |
| Skin Tone | $r = .483 \ (N = 1287)$ | $r = .445 \ (N = 1218)$ | Z = 1.21, p = .226 |
| Weight | r = .495 (N = 1233) | $r = .471 \ (N = 1254)$ | Z = .78, p = .435 |

Note: The Fisher's *Z* tests did not meet our pre-registered criteria of at least three of the seven tests showing a reliable difference between conditions, so effect size estimates are not reported.

Study 3: **Internal Consistency: Spearman's Correlations**

| Domain | Q-Zr | Good-Bad r | Words <i>r</i> |
|-------------|---------------------|-----------------|-----------------|
| Food | .498 (N = 1456) | .480 (N = 1557) | .637 (N = 1543) |
| Environment | .536 (N = 1438) | .502 (N = 1504) | .690 (N = 1541) |
| Politics | .573 (N = 1308) | .627 (N = 1344) | .738 (N = 1395) |
| Race | .408 ($N = 1560$) | .379 (N = 1638) | .521 (N = 1706) |
| Sexuality | .526 (N = 1463) | .498 (N = 1586) | .604 (N = 1597) |
| Weight | .434 (N = 1512) | .412 (N = 1567) | .513 (N = 1556) |

| Domain | Good-Bad vs. Q-Z: Fisher's Z | Words vs. Q-Z: Fisher's Z | Words vs. Good-Bad: Fisher's Z |
|-------------|------------------------------|---------------------------|--------------------------------|
| Food | Z = 0.65, $p = .516*$ | Z = 5.65, p < .001 | Z = 6.28, $p < .001$ |
| Environment | Z = 1.26, $p = .208*$ | Z = 6.80, p < .001 | Z = 8.16, $p < .001$ |
| Politics | Z = 2.17, $p = .030$ | Z = 7.63, p < .001 | Z = 5.48, $p < .001$ |
| Race | Z = 0.97, $p = .332*$ | Z = 4.12, p < .001 | Z = 5.16, $p < .001$ |
| Sexuality | Z = 1.05, $p = .294*$ | Z = 3.12, p = .002 | Z = 4.31, $p < .001$ |
| Weight | Z = 0.74, $p = .459*$ | Z = 2.82, p = .005 | Z = 3.59, $p < .001$ |

Note: For the comparison between the Good-Bad and Q-Z condition, the Fisher's Z tests did not meet our preregistered criteria of at least three of the seven tests showing a reliable difference between conditions. As a result, effect size estimates are not reported.

| Domain | Words vs. Q-Z: Cohen's q | Words vs. Good-Bad: Cohen's q |
|-------------|--------------------------|-------------------------------|
| Food | q = .21 | q = .23 |
| Environment | q = .25 | q = .30 |
| Politics | q = .29 | q = .21 |
| Race | q = .14 | q = .18 |
| Sexuality | q = .11 | q = .15 |
| Weight | q = .10 | q = .13 |