Posterior distributions Parameters donation ~ gender [man] donation ~ gender [woman] donation ~ age donation ~ precaution ~ prosociality donation donation message [none] donation message [prudence] donation ~ message [general moral] donation message [family] message [group] donation donation ~ message [reciprocity] donation message [heroism] ~ message [deference] donation ~ message [fairness] donation ~ message [property] donation ~ MAC message donation donation ~ MAC family ~ MAC group donation donation ~ MAC reciprocity ~ MAC heroism donation ~ MAC deference donation ~ MAC fairness donation 0 donation MAC property donation ~ COVID danger -0.5-0.250.25 0.5 **Parameters** gender [man] precaution gender [woman] precaution precaution ~ age precaution ~ message [none] ~ message [prudence] precaution message [general moral] precaution precaution message [family] precaution message [group] message [reciprocity] precaution ~ message [heroism] precaution precaution ~ message [deference] message [fairness] precaution ~ message [property] precaution ~ MAC message precaution ~ MAC family precaution precaution ~ MAC group ~ MAC reciprocity precaution precaution ~ MAC heroism ~ MAC deference precaution O ~ MAC fairness precaution 0 MAC property precaution ~ COVID danger precaution -0.5-0.250.25 0.5 **Parameters** prosociality ~ gender [man] 0 prosociality gender [woman] prosociality ~ age prosociality ~ message [none] prosociality message [prudence] prosociality ~ message [general moral] prosociality message [family] prosociality ~ message [group] message [reciprocity] prosociality prosociality message [heroism] ~ message [deference] prosociality message [fairness] prosociality prosociality message [property] prosociality ~ MAC message prosociality ~ MAC family prosociality ~ MAC group ~ MAC reciprocity prosociality prosociality ~ MAC heroism ~ MAC deference prosociality ~ MAC fairness prosociality ~ MAC property prosociality ~ COVID danger precaution -0.5-0.250.25 0.5 0 **Parameters** MAC family ~ gender [man] 0 MAC family ~ gender [woman] MAC group ~ gender [man] MAC group ~ gender [woman] MAC reciprocity~ gender [man] MAC reciprocity~ gender [woman] MAC heroism ~ gender [man] MAC heroism ~ gender [woman] 0 MAC deference~ gender [man] MAC deference~ gender [woman] MAC fairness ~ gender [man] 0 MAC fairness ~ gender [woman] MAC property ~ gender [man] MAC property ~ gender [woman] MAC family ~ age MAC group ~ age MAC reciprocity~ age MAC heroism ~ age MAC deference~ age MAC fairness ~ age MAC property ~ age 0.25 -0.5-0.250 0.5 **Parameters** COVID danger ~ gender [man]

0.25

0

-0.5

-0.25

0.5

COVID danger ~ gender [woman]

COVID danger ~ age