

## Study 1

### Image Generation

*Instructions:* In this task you will be shown two blurry photos. You will be asked to decide which photo looks most like a welfare recipient. There is no right or wrong answer. Just use your "gut response" to answer this question. There are several trials of two photos. You are welcome to take short breaks whenever you decide.

To begin the task click ">>"

*Participants completed 400 trials. Below is one example trial.*

Which image looks most like a welfare recipient?



*Instructions:* Below are a series of questions and statements. Please read each question or statement, and then respond using the scale below each item. Remember that all of your responses are completely anonymous.

1. Suppose you had a say in making up the federal budget, would you prefer to see more spent, less spent, or the same amount of money spent on welfare as it has been?  
1 = Less spent  
2 = Kept the same  
3 = More spent

2. Most people on welfare could get by without it if they really tried.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly
3. The high cost of welfare puts too big a burden on the average taxpayer.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly
4. When people can't support themselves, the government should help by giving them enough money to meet their basic needs.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly
5. Most people on welfare would rather be working than taking money from the government.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly

*Instructions:* We are now going to ask you some questions about yourself.

1. How old are you?
2. What gender are you?  
1 = Male  
2 = Female

3. What is your household income?
  - 1 = Less than \$25,000 annually
  - 2 = \$25,001 - \$50,000 annually
  - 3 = \$50,001-\$75,000 annually
  - 4 = \$75,001-\$100,000 annually
  - 5 = \$100,001-\$125,000 annually
  - 6 = \$125,001-\$150,000 annually
  - 7 = \$150,001-\$175,000 annually
  - 8 = \$175,001-\$200,000 annually
  - 9 = \$200,001-\$225,000 annually
  - 10 = \$225,001-\$250,000 annually
  - 11 = More than \$250,000 annually
  
4. What is your highest level of education?
  - 1 = Less than a high school degree
  - 2 = High school degree
  - 3 = Some college (no degree)
  - 4 = 2-year college degree
  - 5 = 4-year college degree
  - 6 = Masters level degree (for example M.S. or M.A.)
  - 7 = Doctorate level degree (for example PhD, MD, JDS)
  
5. What is your political orientation?
  - 1 = Democrat
  - 2 = Independent
  - 3 = Republican
  - 4 = Other
  
6. How politically liberal or conservative are you?
  - 1 = Very Liberal
  - 2 = Somewhat Liberal
  - 3 = Neither liberal nor conservative
  - 4 = Somewhat Conservative
  - 5 = Very Conservative
  
7. What is your race or ethnicity?
  - 1 = White
  - 2 = Hispanic
  - 3 = Black
  - 4 = Native American
  - 5 = Asian

**Image Rating**

*Instructions:* Welcome to the study! First, we are interested in whether you actually take the time to read directions. To show that you read the instructions, please ignore the question below about how you are feeling and instead check only the "none of the above" option as your answer. Thank you very much.

Please check all words that describe how you are currently feeling. (*Variable name: AttnCorrect*)

- 0 = Interested
- 0 = Hostile
- 0 = Nervous
- 0 = Distressed
- 0 = Enthusiastic
- 0 = Determined
- 0 = Excited
- 0 = Proud
- 0 = Attentive
- 0 = Upset
- 0 = Irritable
- 0 = Jittery
- 0 = Strong
- 0 = Alert
- 0 = Active
- 0 = Guilty
- 0 = Ashamed
- 0 = Afraid
- 0 = Scared
- 0 = Inspired
- 1 = None of the above

*Instructions:* The purpose of this research study is to better understand how people perceive images when they are visually distorted. People often have to make decisions based on distorted images, for example, when looking at photographs with low resolution or in poor lighting. In this task, you will be shown a series of pictures of people that are distorted so they look "fuzzy." You will be asked to make a series of simple judgments about the pictures based on your "gut" reactions to these pictures. Previous research suggests that people can make accurate gut-level judgments based on only a picture. So, just respond based on how the pictures look to you.

*Critical Images:*

Welfare



Non-recipient

*Condition 1*

You will see one fuzzy picture of a person at a time. For each picture, you will be asked to make 5 simple judgments about the picture based on your gut reaction to the picture.

(Variable naming: When the participant viewed the non-recipient image, the variable name has “Anti” in it. When the participant viewed the welfare image, the variable name has “Welf” in it.)

*Variable name: “Attract”*

1. How attractive or unattractive does this person look?
  - 1 = Extremely unattractive
  - 2 = Moderately unattractive
  - 3 = Slightly unattractive
  - 4 = Slightly attractive
  - 5 = Moderately attractive
  - 6 = Extremely attractive

*Variable name: “Happy”*

2. How happy or unhappy does this person look?
  - 1 = Extremely unhappy
  - 2 = Moderately unhappy
  - 3 = Slightly unhappy
  - 4 = Slightly happy
  - 5 = Moderately happy
  - 6 = Extremely happy

*Variable name: “Like”*

3. How likeable or unlikeable does this person look?
  - 1 = Extremely unlikeable
  - 2 = Moderately unlikeable
  - 3 = Slightly unlikeable
  - 4 = Slightly likeable
  - 5 = Moderately likeable
  - 6 = Extremely likeable

*Variable name: "Female"*

4. Does this person look like a male or female?
  - 1 = Definitely male
  - 2 = Probably male
  - 3 = Possibly male
  - 4 = Possibly female
  - 5 = Probably female
  - 6 = Definitely female

*Variable name: "White"*

5. Does this person look like an African American or White American?
  - 1 = Definitely African American
  - 2 = Probably African American
  - 3 = Possibly African American
  - 4 = Possibly White American
  - 5 = Probably White American
  - 6 = Definitely White American

*Condition 2*

You will see one fuzzy picture of a person at a time. For each picture, you will be asked to make 13 simple judgments about the picture based on your gut reaction to the picture.

*Variable name: "Pain"*

1. Compared to the average person, to what degree is the pictured person above capable of feeling PAIN?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Pleas"*

2. Compared to the average person, to what degree is the pictured person above capable of feeling PLEASURE?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Fear"*

3. Compared to the average person, to what degree is the pictured person above capable of feeling FEAR?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Joy"*

4. Compared to the average person, to what degree is the pictured person above capable of feeling JOY?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Plan"*

5. Compared to the average person, to what degree is the pictured person above capable of PLANNING?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Contrl"*

6. Compared to the average person, to what degree is the pictured person above capable of EXERTING SELF-CONTROL?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Moral"*

7. Compared to the average person, to what degree is the pictured person above capable of ACTING MORALLY?
- 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Rememb"*

8. Compared to the average person, to what degree is the pictured person above capable of REMEMBERING THINGS?
- 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Human"*

9. How human or inhuman does this person look?
- 1 = Extremely inhuman
  - 2 = Moderately inhuman
  - 3 = Slightly inhuman
  - 4 = Slightly human
  - 5 = Moderately human
  - 6 = Extremely human

*Variable name: "Comp"*

10. How competent or incompetent does this person look?
- 1 = Extremely incompetent
  - 2 = Moderately incompetent
  - 3 = Slightly incompetent
  - 4 = Slightly competent
  - 5 = Moderately competent
  - 6 = Extremely competent



*Variable name: "Lazy"*

11. How lazy or hardworking does this person look?

- 1 = Extremely hardworking
- 2 = Moderately hardworking
- 3 = Slightly hardworking
- 4 = Slightly lazy
- 5 = Moderately lazy
- 6 = Extremely lazy

*Variable name: "Hostile"*

12. How hostile or gentle does this person look?

- 1 = Extremely gentle
- 2 = Moderately gentle
- 3 = Slightly gentle
- 4 = Slightly hostile
- 5 = Moderately hostile
- 6 = Extremely hostile

*Variable name: "Smart"*

13. How intelligent or unintelligent does this person look?

- 1 = Extremely unintelligent
- 2 = Moderately unintelligent
- 3 = Slightly unintelligent
- 4 = Slightly intelligent
- 5 = Moderately intelligent
- 6 = Extremely intelligent

*Instructions:* Now we are going to ask you some questions about yourself.

*Variable name:* “Age”

1. How old are you?

*Variable name:* “Gender”

2. What gender are you?

1 = Male

2 = Female

*Variable name:* “Ladder”

3. Think of this ladder as representing where people stand in the United States. At the top of the ladder (rung 10) are the people who are the best off -- those who have the most money, the most education and the most respected jobs. At the bottom of the ladder (rung 1) are the people who are the worst off -- those who have the least money, least education, and the least respected jobs or no job. The higher up you are on this ladder, the closer you are to the people at the very top; the lower you are, the closer you are to people at the very bottom. Where would you place yourself on this ladder? Click the number of the rung where you think you stand at this time in your life, relative to other people in the United States.

1 = Bottom of the ladder

10 = Top of the ladder

*Variable name:* “Income”

4. What is your yearly household income?

1 = Less than \$5,000

2 = \$5,001-\$6,999

3 = \$7,000 to \$7,499

4 = \$7,500 to \$9,999

5 = \$10,000 to \$12,499

6 = \$12,500 to \$14,999

7 = \$15,000 to \$19,999

8 = \$20,000 to \$24,999

9 = \$25,000 to \$29,999

10 = \$30,000 to \$34,999

11 = \$35,000 to \$39,999

12 = \$40,000 to \$49,999

13 = \$50,000 to \$59,999

14 = \$60,000 to \$74,999

15 = \$75,000 to \$84,999

16 = \$85,000 to \$99,999

17 = \$100,000 to \$124,999

18 = \$125,000 to \$149,999

19 = \$150,000 to \$174,999

20 = \$175,000 or more

*Variable name: "Edu"*

5. What is your highest level of education?
  - 1 = Less than a high school degree
  - 2 = High school degree
  - 3 = Some college (no degree)
  - 4 = 2-year college degree
  - 5 = 4-year college degree
  - 6 = Masters level degree (for example M.S. or M.A.)
  - 7 = Doctorate level degree (for example PhD, MD, JDS)

*Split into several different variables – White, Hispanic, Black, NatAm (Native American), Asian*

6. What is your race or ethnicity? (Check all that apply)
  - White
  - Hispanic
  - Black
  - Native American
  - Asian

## Study 2

### Image Generation

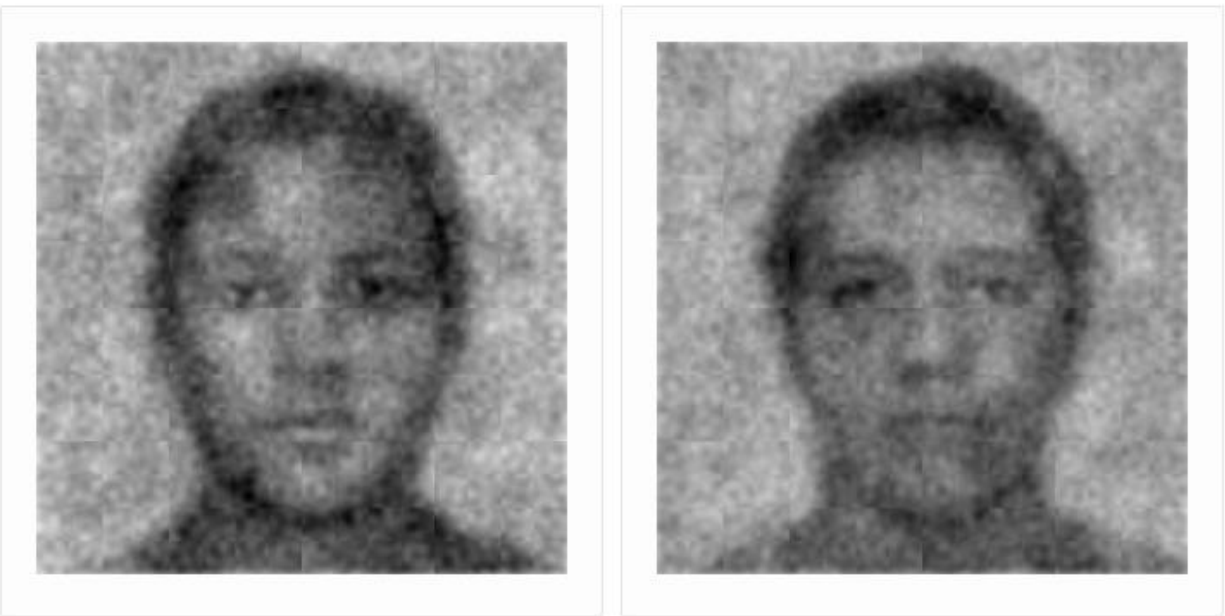
*Instructions:* In this task you will be shown two blurry photos. You will be asked to decide which photo looks most like a welfare recipient. There is no right or wrong answer. Just use your "gut response" to answer this question. There are several trials of two photos. You are welcome to take short breaks whenever you decide.

To begin the task click ">>"

*Participants were randomly assigned to one of two conditions. In each condition, participants completed 400 trials. Below is one example trial for each condition*

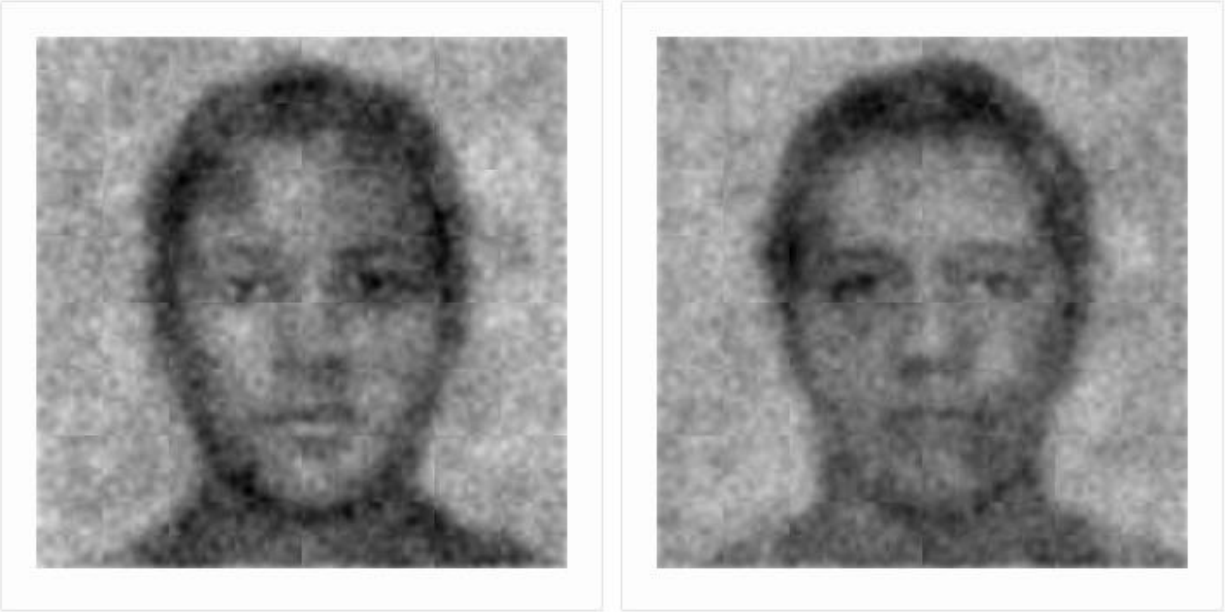
*Welfare Condition:*

Which image looks most like a welfare recipient?



*Non-welfare Recipient Condition:*

Which image looks most like someone who does not receive welfare?



*All participants completed the following measures.*

*Instructions:* Below are a series of questions and statements. Please read each question or statement, and then respond using the scale below each item. Remember that all of your responses are completely anonymous.

1. Suppose you had a say in making up the federal budget, would you prefer to see more spent, less spent, or the same amount of money spent on welfare as it has been?
  - 1 = Less spent
  - 2 = Kept the same
  - 3 = More spent
2. Most people on welfare could get by without it if they really tried.
  - 1 = Disagree strongly
  - 2 = Disagree somewhat
  - 3 = Agree somewhat
  - 4 = Agree strongly
3. The high cost of welfare puts too big a burden on the average taxpayer.
  - 1 = Disagree strongly
  - 2 = Disagree somewhat
  - 3 = Agree somewhat
  - 4 = Agree strongly

4. When people can't support themselves, the government should help by giving them enough money to meet their basic needs.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly
5. Most people on welfare would rather be working than taking money from the government.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly

*Instructions:* We are now going to ask you some questions about yourself.

7. How old are you?
8. What gender are you?  
1 = Male  
2 = Female
9. What is your household income?  
1 = Less than \$25,000 annually  
2 = \$25,001 - \$50,000 annually  
3 = \$50,001-\$75,000 annually  
4 = \$75,001-\$100,000 annually  
5 = \$100,001-\$125,000 annually  
6 = \$125,001-\$150,000 annually  
7 = \$150,001-\$175,000 annually  
8 = \$175,001-\$200,000 annually  
9 = \$200,001-\$225,000 annually  
10 = \$225,001-\$250,000 annually  
11 = More than \$250,000 annually

10. What is your highest level of education?

- 1 = Less than a high school degree
- 2 = High school degree
- 3 = Some college (no degree)
- 4 = 2-year college degree
- 5 = 4-year college degree
- 6 = Masters level degree (for example M.S. or M.A.)
- 7 = Doctorate level degree (for example PhD, MD, JDS)

11. What is your political orientation?

- 1 = Democrat
- 2 = Independent
- 3 = Republican
- 4 = Other

12. How politically liberal or conservative are you?

- 1 = Very Liberal
- 2 = Somewhat Liberal
- 3 = Neither liberal nor conservative
- 4 = Somewhat Conservative
- 5 = Very Conservative

13. What is your race or ethnicity?

- 1 = White
- 2 = Hispanic
- 3 = Black
- 4 = Native American
- 5 = Asian

**Image Rating**

*Instructions:* Welcome to the study! First, we are interested in whether you actually take the time to read directions. To show that you read the instructions, please ignore the question below about how you are feeling and instead check only the "none of the above" option as your answer. Thank you very much.

Please check all words that describe how you are currently feeling. (*Variable name:* "AttnCheck")

- 0 = Interested
- 0 = Hostile
- 0 = Nervous
- 0 = Distressed
- 0 = Enthusiastic
- 0 = Determined
- 0 = Excited
- 0 = Proud
- 0 = Attentive
- 0 = Upset
- 0 = Irritable
- 0 = Jittery
- 0 = Strong
- 0 = Alert
- 0 = Active
- 0 = Guilty
- 0 = Ashamed
- 0 = Afraid
- 0 = Scared
- 0 = Inspired
- 1 = None of the above

*Instructions:* The purpose of this research study is to better understand how people perceive images when they are visually distorted. People often have to make decisions based on distorted images, for example, when looking at photographs with low resolution or in poor lighting. In this task, you will be shown a series of pictures of people that are distorted so they look "fuzzy." You will be asked to make a series of simple judgments about the pictures based on your "gut" reactions to these pictures. Previous research suggests that people can make accurate gut-level judgments based on only a picture. So, just respond based on how the pictures look to you.



*Critical Images:*

Welfare



Non-recipient

(Variable naming: When the participant viewed the non-recipient image, the variable name has “NW” in it. When the participant viewed the welfare image, the variable name has “W” in it.)

*Condition 1*

You will see one fuzzy picture of a person at a time. For each picture, you will be asked to make 5 simple judgments about the picture based on your gut reaction to the picture.

*Variable name: “Attract”*

1. How attractive or unattractive does this person look?
  - 1 = Extremely unattractive
  - 2 = Moderately unattractive
  - 3 = Slightly unattractive
  - 4 = Slightly attractive
  - 5 = Moderately attractive
  - 6 = Extremely attractive

*Variable name: “Happy”*

2. How happy or unhappy does this person look?
  - 1 = Extremely unhappy
  - 2 = Moderately unhappy
  - 3 = Slightly unhappy
  - 4 = Slightly happy
  - 5 = Moderately happy
  - 6 = Extremely happy

*Variable name: “Like”*

3. How likeable or unlikeable does this person look?
  - 1 = Extremely unlikeable
  - 2 = Moderately unlikeable
  - 3 = Slightly unlikeable
  - 4 = Slightly likeable
  - 5 = Moderately likeable
  - 6 = Extremely likeable

*Variable name: "Female"*

4. Does this person look like a male or female?
  - 1 = Definitely male
  - 2 = Probably male
  - 3 = Possibly male
  - 4 = Possibly female
  - 5 = Probably female
  - 6 = Definitely female

*Variable name: "White"*

5. Does this person look like an African American or White American?
  - 1 = Definitely African American
  - 2 = Probably African American
  - 3 = Possibly African American
  - 4 = Possibly White American
  - 5 = Probably White American
  - 6 = Definitely White American

*Condition 2*

You will see one fuzzy picture of a person at a time. For each picture, you will be asked to make 12 simple judgments about the picture based on your gut reaction to the picture.

*Variable name: "Experience\_1"*

1. Compared to the average person, to what degree is the pictured person above capable of feeling PAIN?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Experience\_2"*

2. Compared to the average person, to what degree is the pictured person above capable of feeling PLEASURE?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Experience\_3"*

3. Compared to the average person, to what degree is the pictured person above capable of feeling FEAR?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Experience\_4"*

4. Compared to the average person, to what degree is the pictured person above capable of feeling JOY?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Agency\_1"*

5. Compared to the average person, to what degree is the pictured person above capable of PLANNING?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Agency\_2"*

6. Compared to the average person, to what degree is the pictured person above capable of EXERTING SELF-CONTROL?
  - 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Agency\_3"*

7. Compared to the average person, to what degree is the pictured person above capable of ACTING MORALLY?
- 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Agency\_4"*

8. Compared to the average person, to what degree is the pictured person above capable of REMEMBERING THINGS?
- 1 = Much less capable
  - 2 = Moderately less capable
  - 3 = Slightly less capable
  - 4 = Slightly more capable
  - 5 = Moderately more capable
  - 6 = Much more capable

*Variable name: "Human"*

9. How human or inhuman does this person look?
- 1 = Extremely inhuman
  - 2 = Moderately inhuman
  - 3 = Slightly inhuman
  - 4 = Slightly human
  - 5 = Moderately human
  - 6 = Extremely human

*Variable name: "Lazy"*

10. How lazy or hardworking does this person look?
- 1 = Extremely hardworking
  - 2 = Moderately hardworking
  - 3 = Slightly hardworking
  - 4 = Slightly lazy
  - 5 = Moderately lazy
  - 6 = Extremely lazy

*Variable name: "Hostile"*

11. How hostile or gentle does this person look?

- 1 = Extremely gentle
- 2 = Moderately gentle
- 3 = Slightly gentle
- 4 = Slightly hostile
- 5 = Moderately hostile
- 6 = Extremely hostile

*Variable name: "Smart"*

12. How intelligent or unintelligent does this person look?

- 1 = Extremely unintelligent
- 2 = Moderately unintelligent
- 3 = Slightly unintelligent
- 4 = Slightly intelligent
- 5 = Moderately intelligent
- 6 = Extremely intelligent

*Instructions:* Now we are going to ask you some questions about yourself.

*Variable name: "Age"*

1. How old are you?

*Variable name: "Gender"*

2. What gender are you?

- 1 = Male
- 2 = Female

*Variable name: "Ladder"*

3. Think of this ladder as representing where people stand in the United States. At the top of the ladder (rung 10) are the people who are the best off -- those who have the most money, the most education and the most respected jobs. At the bottom of the ladder (rung 1) are the people who are the worst off -- those who have the least money, least education, and the least respected jobs or no job. The higher up you are on this ladder, the closer you are to the people at the very top; the lower you are, the closer you are to people at the very bottom. Where would you place yourself on this ladder? Click the number of the rung where you think you stand at this time in your life, relative to other people in the United States.

- 1 = Bottom of the ladder
- 10 = Top of the ladder

*Variable name: "Income"*

4. What is your yearly household income?

- 1 = Less than \$5,000
- 2 = \$5,001-\$6,999
- 3 = \$7,000 to \$7,499
- 4 = \$7,500 to \$9,999
- 5 = \$10,000 to \$12,499
- 6 = \$12,500 to \$14,999
- 7 = \$15,000 to \$19,999
- 8 = \$20,000 to \$24,999
- 9 = \$25,000 to \$29,999
- 10 = \$30,000 to \$34,999
- 11 = \$35,000 to \$39,999
- 12 = \$40,000 to \$49,999
- 13 = \$50,000 to \$59,999
- 14 = \$60,000 to \$74,999
- 15 = \$75,000 to \$84,999
- 16 = \$85,000 to \$99,999
- 17 = \$100,000 to \$124,999
- 18 = \$125,000 to \$149,999
- 19 = \$150,000 to \$174,999
- 20 = \$175,000 or more

*Variable name: "Edu"*

5. What is your highest level of education?

- 1 = Less than a high school degree
- 2 = High school degree
- 3 = Some college (no degree)
- 4 = 2-year college degree
- 5 = 4-year college degree
- 6 = Masters level degree (for example M.S. or M.A.)
- 7 = Doctorate level degree (for example PhD, MD, JDS)

*Split into several different variables – White, Hispanic, Black, NatAm (Native American), Asian, OtherRace*

6. What is your race or ethnicity?

- White
- Hispanic
- Black
- Native American
- Asian
- Other

### Study 3

*Instructions:* The purpose of this research study is to better understand how people perceive images of people. People often have to make decisions based on distorted images, for example, when looking at photographs with low resolution or in poor lighting. In this task, you will be shown a series of pictures of real people that are distorted so they look "fuzzy".

These particular images look fuzzy because they are composite photos of groups of people who have applied for government welfare programs. We have combined the images to protect the applicants' anonymity. Some of the applicants turned out to be responsible recipients of benefits, but others were not. We are interested in how well you can tell the two apart just by looking at the photos.

Previous research suggests that people can make highly accurate judgments based on only a picture. For example, you can make surprisingly accurate judgments about people's personality and predictions about their behavior based on only a glance. So, just respond based on how the pictures look to you.

*Critical Images:*



Welfare



Non-recipient

*(Variable naming: When the participant viewed the non-recipient image, the variable name has "NW" in it. When the participant viewed the welfare image, the variable name has "W" in it. The only change is for the race question, when participants viewed the welfare image, the variable name is "White\_Welfare." When participants viewed the non-recipient image, the variable name was "White\_NonWelfare.")*

*Variable name: "White"*

1. Does this person look like an African American or White American?
  - 1 = Definitely African American
  - 2 = Probably African American
  - 3 = Possibly African American
  - 4 = Possibly White American
  - 5 = Probably White American
  - 6 = Definitely White American

*Variable name: "Hardwork"*

2. How lazy or hardworking does this person look?
  - 1 = Extremely lazy
  - 2 = Moderately lazy
  - 3 = Slightly lazy
  - 4 = Slightly hardworking
  - 5 = Moderately hardworking
  - 6 = Extremely hardworking

*Variable name: "Smart"*

3. How intelligent or unintelligent does this person look?
  - 1 = Extremely unintelligent
  - 2 = Moderately unintelligent
  - 3 = Slightly unintelligent
  - 4 = Slightly intelligent
  - 5 = Moderately intelligent
  - 6 = Extremely intelligent

*Variable name: "Response"*

4. How responsible or irresponsible does this person look?
  - 1 = Extremely irresponsible
  - 2 = Moderately irresponsible
  - 3 = Slightly irresponsible
  - 4 = Slightly responsible
  - 5 = Moderately responsible
  - 6 = Extremely responsible

*Variable name: "FoodR"*

5. If this person received food stamps, do you think this person would use them responsibly or irresponsibly?
  - 1 = Definitely would not use responsibly
  - 2 = Would not use responsibly
  - 3 = May not use responsibly
  - 4 = May use responsibly
  - 5 = Would use responsibly
  - 6 = Definitely would use responsibly



*Variable name: "FoodS"*

6. How supportive or unsupportive would you be to give this person food stamps?
  - 1 = Completely unsupportive
  - 2 = Unsupportive
  - 3 = Slightly unsupportive
  - 4 = Slightly supportive
  - 5 = Supportive
  - 6 = Completely supportive

*Variable name: "CashR"*

7. If this person received cash assistance, do you think this person would use it responsibly or irresponsibly?
  - 1 = Definitely would not use responsibly
  - 2 = Would not use responsibly
  - 3 = May not use responsibly
  - 4 = May use responsibly
  - 5 = Would use responsibly
  - 6 = Definitely would use responsibly

*Variable name: "CashS"*

8. How supportive or unsupportive would you be to give this person cash assistance?
  - 1 = Completely unsupportive
  - 2 = Unsupportive
  - 3 = Slightly unsupportive
  - 4 = Slightly supportive
  - 5 = Supportive
  - 6 = Completely supportive

*Instructions:* Below are a series of questions and statements. Please read each question or statement, and then respond using the scale below each item. Remember that all of your responses are completely anonymous.

*Variable name: "WelfAtt1"*

1. Suppose you had a say in making up the federal budget, would you prefer to see more spent, less spent, or the same amount of money spent on welfare as it has been?
  - 1 = Less spent
  - 2 = Kept the same
  - 3 = More spent

*Variable name: "WelfAtt2"*

2. Most people on welfare could get by without it if they really tried.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly

*Variable name: "WelfAtt3"*

3. The high cost of welfare puts too big a burden on the average taxpayer.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly

*Variable name: "WelfAtt4"*

4. When people can't support themselves, the government should help by giving them enough money to meet their basic needs.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly

*Variable name: "WelfAtt5"*

5. Most people on welfare would rather be working than taking money from the government.  
1 = Disagree strongly  
2 = Disagree somewhat  
3 = Agree somewhat  
4 = Agree strongly

*Instructions:* Below are a series of statements about the demographics and politics in the U.S. Please read each statement and determine the extent to which you agree or disagree with each statement. Remember that all of your responses are completely anonymous. (There are 4 statements).

*Variable name: "MM1"*

1. I am fearful that minority racial groups will become the racial majority.  
1 = Strongly disagree  
2 = Disagree  
3 = Slightly disagree  
4 = Slightly agree  
5 = Agree  
6 = Strongly agree

*Variable name: "MM2"*

2. In the future, minority racial groups are expected to have higher average incomes and wealth compared to Whites.  
1 = Strongly disagree  
2 = Disagree  
3 = Slightly disagree  
4 = Slightly agree  
5 = Agree  
6 = Strongly agree

*Variable name: "WelfMin1"*

3. Racial minorities are more likely to receive welfare assistance than are Whites.  
1 = Strongly disagree  
2 = Disagree  
3 = Slightly disagree  
4 = Slightly agree  
5 = Agree  
6 = Strongly agree

*Variable name: "WelfMin2"*

4. Welfare programs are designed to benefit racial minorities.  
1 = Strongly disagree  
2 = Disagree  
3 = Slightly disagree  
4 = Slightly agree  
5 = Agree  
6 = Strongly agree

*Instructions:* Now we are going to ask you some questions about yourself.

*Variable name: "Age"*

1. How old are you?

*Variable name: "Gender"*

2. What gender are you?
  - 1 = Male
  - 2 = Female
  - 3 = Other

*Variable name: "Ladder"*

3. Think of this ladder as representing where people stand in the United States. At the top of the ladder (rung 10) are the people who are the best off -- those who have the most money, the most education and the most respected jobs. At the bottom of the ladder (rung 1) are the people who are the worst off -- those who have the least money, least education, and the least respected jobs or no job. The higher up you are on this ladder, the closer you are to the people at the very top; the lower you are, the closer you are to people at the very bottom. Where would you place yourself on this ladder? Click the number of the rung where you think you stand at this time in your life, relative to other people in the United States.
  - 1 = Bottom of the ladder
  - 10 = Top of the ladder

*Variable name: "Income"*

4. What is your yearly household income?
  - 1 = Less than \$5,000
  - 2 = \$5,001-\$6,999
  - 3 = \$7,000 to \$7,499
  - 4 = \$7,500 to \$9,999
  - 5 = \$10,000 to \$12,499
  - 6 = \$12,500 to \$14,999
  - 7 = \$15,000 to \$19,999
  - 8 = \$20,000 to \$24,999
  - 9 = \$25,000 to \$29,999
  - 10 = \$30,000 to \$34,999
  - 11 = \$35,000 to \$39,999
  - 12 = \$40,000 to \$49,999
  - 13 = \$50,000 to \$59,999
  - 14 = \$60,000 to \$74,999
  - 15 = \$75,000 to \$84,999
  - 16 = \$85,000 to \$99,999
  - 17 = \$100,000 to \$124,999
  - 18 = \$125,000 to \$149,999

19 = \$150,000 to \$174,999

20 = \$175,000 or more

*Variable name: "Edu"*

5. What is your highest level of education?

1 = Less than a high school degree

2 = High school degree

3 = Some college (no degree)

4 = 2-year college degree

5 = 4-year college degree

6 = Masters level degree (for example M.S. or M.A.)

7 = Doctorate level degree (for example PhD, MD, JDS)

*Split into several different variables – White, Hisp, Black, NatAm (Native American), Asian, OtherRace*

6. What is your race or ethnicity?

White

Hispanic

Black

Native American

Asian

Other

*Variable name: "PartyAff"*

7. What is your political party affiliation?

1 = Republican

2 = Independent

3 = Democrat

4 = Other

*Variable name: "SocConserv"*

8. Please indicate your political identity on social issues (e.g., abortion, gun rights, gay rights). I am \_\_\_\_\_ on social issues.

1 = Strongly liberal

2 = Moderately liberal

3 = Slightly liberal

4 = In the middle

5 = Slightly conservative

6 = Moderately conservative

7 = Strongly conservative

*Variable name: "EcoConserv"*

9. Please indicate your political identity on economic issues (e.g., taxation, government spending). I am \_\_\_\_\_ on economic issues.
- 1 = Strongly liberal
  - 2 = Moderately liberal
  - 3 = Slightly liberal
  - 4 = In the middle
  - 5 = Slightly conservative
  - 6 = Moderately conservative
  - 7 = Strongly conservative.