**Method**

Study 2 analyzed the effects of moral conviction manipulation on cultural topics using a between-subjects design. The primary outcome was support for a given topic. Participants were randomized into one of four moral conviction manipulations or a control condition, for a total of five conditions. The Institutional Review Board at the University of Missouri reviewed and approved all submitted materials for Study 2.

***Participants***

A total of 125 undergraduate students 18 years of age or older at the University of Missouri participated in this study. Participants were recruited through an online survey platform and were offered psychology course credit in exchange for their participation. For this pilot study, we did not collect any demographic information.

***Materials and Procedure***

To manipulate the perception of moral conviction, participants were randomly assigned to receive one of five conditions: 1) control, 2) moral responsibility, 3) moral piggybacking, 4) pragmatic, 5) hedonic; See Appendix X for the text of all five conditions. In the four experimental conditions, participants were asked to read a brief essay on each of our four cultural topics (UHC, Climate Change, Exercise, and Capital Punishment) and then complete the primary outcome measures: support for the issue and moral conviction on the issue. The four topics selected were designed to vary in the baseline level of attitude strength and polarization; climate change and capital punishment are known to be issues that society views with significant attitude strength and polarization, exercise is seen as an issue with weak attitude strength that is non-polarized, and UHC was chosen as an issue that plausibly has polarization, but has not been explicitly examined through that lens in prior literature.

Participants in the ‘moral responsibility’ condition were given essays that consisted of language emphasizing moral concepts such as ‘obligation’ or ‘responsibility’ and explicitly emphasizing moral costs and benefits. Participants in the ‘moral piggybacking’ condition were given essays that directly linked the topic to another commonly understood moral concept, such as ‘freedom of speech’, ‘justice for all’, or the ‘inherent value of human life’. Participants in the ‘pragmatic’ condition were given essays that directly highlighted the personal economic and rational benefits, such as reduced taxes, increased income, or increased health. Participants in the ‘hedonic’ condition were given essays that emphasized personal enjoyment or pleasure based benefits such as ‘improved mood and health’ or ‘visiting a beautiful beach’. Finally, participants in the control condition were not presented with any essays, and only gave answers to the outcome measures. All essays were readable at a high school level, as assessed by a Flesh-Kincaid readability score. Additionally, essays within categories had comparable word counts.

***Measures***

The primary outcome was moral conviction, which was assessed using eight items which were selected from prior work on the topic. , scored as an average, with the second item reverse scored (e.g., My position on [topic] is a moral stance). All items were captured as continuous variables ranging from strong disagreement (-50) to strong agreement (50). In addition, participant support levels for each issue were captured using similar methods to Study 1, except support was scored from strong disagreement (-50) to strong agreement (50) with the following statements: “Greenhouse gas emissions generated by human activity has and will continue to change Earth's climate” (*Climate Change*), “The US government needs to implement Universal Health Care because basic population needs are not being met.” (*Universal Healthcare*), “Capital Punishment (the Death Penalty) is necessary in the US” (*Death Penalty*), and “Regular exercise is necessary for Americans.” (*Exercise*).

Additionally, participants were assessed on openness to belief change on each issue (e.g., How open are you to changing your mind about [issue]). Participant agreement with this statement was measured on a continuous scale ranging from extremely unlikely (-50), to extremely likely (50). Furthermore, participants were also measured on how persuasive each essay was (e.g., How persuasive was the above essay on your beliefs regarding [highly polarized issue]). Agreement with this statement was measured on a continuous scale ranging from extremely unpersuasive (-50), to extremely persuasive (50).

***Power and Statistical Analysis***

A sample size of 157 was determined using G-power 3.1.9.7 with the following parameters: ANCOVA – an effect size of .35, an alpha of .05, and a power of .95. Support for the four beliefs that were surveyed (climate change, death penalty, support for UHC, exercise) was treated as a continuous variable. We examined the effects of experimental condition (four moral conviction intervention conditions and a control) on our outcome measures. We examined the main effect. All tests were conducted in R and considered statistically significant when P <.05.

***Study 2 Hypothesis:***

Hypothesis 1: The moral conviction manipulation will result in different levels of support for highly polarized issues.

Hypothesis 2: The ‘moral piggybacking’ and ‘moral responsibility’ interventions (H2a) will result in an increase in moral conviction behind belief for highly polarized issues and the ‘pragmatic’ and ‘hedonic’ interventions will result in a decrease in moral conviction behind belief for highly polarized issues.