**Moral Conviction Measurement Items**

First item taken from Wright et al., 2008:

* “Is \_\_\_ moral or nonmoral, depending on what you believe, regardless of how the issue may be viewed by others?”

This item was selected because having a binary answer to whether or not an issue is moral or nonmoral will help distinguish between moral recognition and moral amplification, which is theorized to function under separate mechanisms.

Next Four items taken from Skitka et al., 2016: My attitude about \_\_\_\_ is…

* A reflection of my core moral beliefs and convictions.
* Connected to fundamental beliefs about right and wrong.
* A moral stance.
* Based on moral principles.

5-point likert scale (1 = not at all, 5 = very much)

These items are selected because these items in aggregate (when including subsets of these items), have been used the most often in research (20 studies). Skitka and colleagues (2021) have assessed that variability in these items was in multiple issues, positively correlated with attitude extremity and certainty, modestly correlated with attitude importance, modestly correlated with strength of left-right political orientation, and uncorrelated with strength of directional political orientation. Thus, moral conviction, while somewhat associated with some indicators of attitude strength, did not ‘reduce’ down to these concepts. Furthermore, unique variance in moral conviction is associated with downstream consequences (intolerance of others, acceptance of policy decisions, etc.) after controlling for attitude extremity, importance, and certainty.

Next item taken from Van Bavel et al., 2012:

* How morally wrong/right would it be for you to \_\_\_\_ ?

11 point likert scale ( -5 - 5, -5 = very wrong, 0 = neither wrong nor right, 5 = very right)

While an item based on a ‘lay understanding’ of moral conviction, this measure captures extremity of belief on both sides. Scoring would be the absolute value, large values on either side of 0 would represent stronger moral conviction. No explicit research has been done confirming construct validity for this item.

Next three items taken from Reynolds et al., 2006

* “There are very important ethical aspects to this situation.”
* “This matter clearly does not involve ethics or moral issues.”
* “This situation could be described as a moral issue”

5-point likert scale (1 = strongly disagree, 5 = strongly agree, second item reverse scored)

These items were selected because, again, while based on a ‘lay understanding’, these measures directly assess not just a person’s personal attitude about X, but their perception of X in general.

**Universality Measurement Items**

We also plan on including one item measuring perception of universality, and one item measuring perception of objective truth.

Measure of Universality taken from Van Zomeran et al., 2012

* My feelings about \_\_\_ are a universal moral value that should apply everywhere in the world (i.e., these moral values should be supported regardless of the place or culture)

This measure directly assesses the core tenet of universality, that a belief is should be unanimously accepted everywhere regardless of culture or background.

Measure of perceived objectivity taken from Goodwin et al., 2008)

* Imagine someone disagrees with your perspective on \_\_\_\_; Is the person who disagrees with you mistaken, or is it acceptable for both people to disagree?

This measure assesses objectivity by having the reader determine whether or not it is something where disagreement makes sense, or if one person is clearly wrong.

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| **Context** | **Moral?** | **Movable?** | **Novel?** |
| Slavery | Yes | No | No |
| Exercise | No | Yes | No |
| Capital Punishment | Yes | Yes | No |
| Universal Health Care | Unknown | Unknown | No |
| AI Art Generation | Unknown | Unknown | Yes |