**Table #**

*Regression Results with Missing Data Excluded*

| Term | *b* | *SE* (*b*) | *b\** | *t* | *df* | *p* |
| --- | --- | --- | --- | --- | --- | --- |
| Intercept | 4.38 | 0.04 | -0.03 | 119.95 | 883 | <.001 |
| FramingCode1 | 0.04 | 0.09 | 0.03 | 0.40 | 883 | .688 |
| FramingCode2 | 0.12 | 0.07 | 0.10 | 1.63 | 883 | .104 |
| NormCode1 | 0.02 | 0.06 | 0.01 | 0.30 | 883 | .766 |
| NormCode2 | 0.02 | 0.03 | 0.02 | 0.75 | 883 | .455 |
| NormCode3 | -0.04 | 0.02 | -0.04 | -1.96 | 883 | .051 |
| NormCode4 | -0.02 | 0.02 | -0.01 | -0.96 | 883 | .337 |
| Biospheric Values | 0.35 | 0.05 | 0.30 | 7.12 | 883 | <.001 |
| Altruistic Values | 0.12 | 0.07 | 0.08 | 1.79 | 883 | .073 |
| Egoistic Values | -0.35 | 0.05 | -0.27 | -7.34 | 883 | <.001 |
| Hedonic Values | -0.09 | 0.06 | -0.06 | -1.62 | 883 | .106 |
| Ingroup Identification | 0.03 | 0.04 | 0.03 | 0.88 | 883 | .380 |
| Self-deceptive Enhancement | -0.10 | 0.05 | -0.07 | -2.14 | 883 | .033 |
| Impression Management | -0.05 | 0.05 | -0.03 | -1.03 | 883 | .305 |
| Clothing Interest | 0.01 | 0.05 | 0.00 | 0.15 | 883 | .880 |
| Gender | -0.09 | 0.08 | -0.07 | -1.06 | 883 | .288 |
| Age | -0.05 | 0.02 | -0.09 | -2.42 | 883 | .016 |
| FramingCode1 x NormCode1 | 0.16 | 0.14 | 0.14 | 1.20 | 883 | .231 |
| FramingCode2 x NormCode1 | -0.12 | 0.12 | -0.10 | -1.02 | 883 | .306 |
| FramingCode1 x NormCode2 | 0.00 | 0.08 | 0.00 | 0.00 | 883 | .998 |
| FramingCode2 x NormCode2 | -0.06 | 0.07 | -0.05 | -0.89 | 883 | .376 |
| FramingCode1 x NormCode3 | 0.03 | 0.06 | 0.02 | 0.49 | 883 | .625 |
| FramingCode2 x NormCode3 | 0.04 | 0.05 | 0.03 | 0.76 | 883 | .450 |
| FramingCode1 x NormCode4 | 0.03 | 0.05 | 0.02 | 0.59 | 883 | .558 |
| FramingCode2 x NormCode4 | 0.00 | 0.04 | 0.00 | -0.09 | 883 | .928 |
| FramingCode1 x Biospheric Values | -0.03 | 0.13 | -0.02 | -0.21 | 883 | .831 |
| FramingCode2 x Biospheric Values | 0.08 | 0.10 | 0.06 | 0.77 | 883 | .443 |
| NormCode1 x Biospheric Values | -0.07 | 0.07 | -0.06 | -0.94 | 883 | .346 |
| NormCode2 x Biospheric Values | 0.06 | 0.04 | 0.05 | 1.29 | 883 | .197 |
| NormCode3 x Biospheric Values | -0.04 | 0.03 | -0.03 | -1.13 | 883 | .258 |
| NormCode4 x Biospheric Values | -0.05 | 0.03 | -0.04 | -1.89 | 883 | .060 |
| FramingCode1 x Altruistic Values | -0.01 | 0.17 | -0.01 | -0.07 | 883 | .947 |
| FramingCode2 x Altruistic Values | -0.12 | 0.13 | -0.08 | -0.88 | 883 | .378 |
| NormCode1 x Altruistic Values | -0.17 | 0.10 | -0.12 | -1.67 | 883 | .096 |
| NormCode2 x Altruistic Values | -0.03 | 0.06 | -0.02 | -0.56 | 883 | .576 |
| NormCode3 x Altruistic Values | 0.02 | 0.04 | 0.02 | 0.50 | 883 | .614 |
| NormCode4 x Altruistic Values | 0.07 | 0.03 | 0.05 | 2.30 | 883 | .022 |
| FramingCode1 x Egoistic Values | 0.05 | 0.12 | 0.04 | 0.43 | 883 | .670 |
| FramingCode2 x Egoistic Values | 0.10 | 0.09 | 0.08 | 1.11 | 883 | .266 |
| NormCode1 x Egoistic Values | 0.01 | 0.08 | 0.01 | 0.16 | 883 | .873 |
| NormCode2 x Egoistic Values | -0.01 | 0.04 | 0.00 | -0.13 | 883 | .900 |
| NormCode3 x Egoistic Values | 0.02 | 0.03 | 0.01 | 0.56 | 883 | .573 |
| NormCode4 x Egoistic Values | 0.02 | 0.02 | 0.02 | 1.02 | 883 | .307 |
| FramingCode1 x Hedonic Values | -0.11 | 0.14 | -0.07 | -0.75 | 883 | .454 |
| FramingCode2 x Hedonic Values | 0.12 | 0.12 | 0.08 | 1.03 | 883 | .301 |
| NormCode1 x Hedonic Values | 0.06 | 0.10 | 0.04 | 0.60 | 883 | .552 |
| NormCode2 x Hedonic Values | 0.08 | 0.05 | 0.05 | 1.49 | 883 | .135 |
| NormCode3 x Hedonic Values | -0.05 | 0.04 | -0.04 | -1.41 | 883 | .158 |
| NormCode4 x Hedonic Values | -0.06 | 0.03 | -0.04 | -2.04 | 883 | .042 |
| FramingCode1 x Ingroup Identification | -0.03 | 0.09 | -0.02 | -0.30 | 883 | .767 |
| FramingCode2 x Ingroup Identification | -0.04 | 0.08 | -0.04 | -0.55 | 883 | .583 |
| NormCode1 x Ingroup Identification | 0.02 | 0.06 | 0.01 | 0.28 | 883 | .778 |
| NormCode2 x Ingroup Identification | 0.00 | 0.03 | 0.00 | -0.14 | 883 | .885 |
| NormCode3 x Ingroup Identification | 0.00 | 0.02 | 0.00 | 0.16 | 883 | .876 |
| NormCode4 x Ingroup Identification | -0.02 | 0.02 | -0.02 | -1.18 | 883 | .238 |
| FramingCode1 x NormCode1 x Biospheric Values | -0.13 | 0.19 | -0.11 | -0.69 | 883 | .488 |
| FramingCode2 x NormCode1 x Biospheric Values | 0.03 | 0.15 | 0.02 | 0.19 | 883 | .853 |
| FramingCode1 x NormCode2 x Biospheric Values | -0.14 | 0.11 | -0.12 | -1.23 | 883 | .220 |
| FramingCode2 x NormCode2 x Biospheric Values | 0.10 | 0.09 | 0.09 | 1.10 | 883 | .271 |
| FramingCode1 x NormCode3 x Biospheric Values | 0.20 | 0.08 | 0.17 | 2.42 | 883 | .016 |
| FramingCode2 x NormCode3 x Biospheric Values | 0.08 | 0.06 | 0.07 | 1.34 | 883 | .180 |
| FramingCode1 x NormCode4 x Biospheric Values | 0.06 | 0.07 | 0.05 | 0.86 | 883 | .393 |
| FramingCode2 x NormCode4 x Biospheric Values | 0.10 | 0.05 | 0.09 | 2.01 | 883 | .045 |
| FramingCode1 x NormCode1 x Altruistic Values | -0.21 | 0.27 | -0.14 | -0.78 | 883 | .435 |
| FramingCode2 x NormCode1 x Altruistic Values | 0.22 | 0.21 | 0.15 | 1.04 | 883 | .298 |
| FramingCode1 x NormCode2 x Altruistic Values | 0.21 | 0.15 | 0.14 | 1.39 | 883 | .164 |
| FramingCode2 x NormCode2 x Altruistic Values | 0.01 | 0.12 | 0.01 | 0.06 | 883 | .950 |
| FramingCode1 x NormCode3 x Altruistic Values | -0.27 | 0.12 | -0.18 | -2.33 | 883 | .020 |
| FramingCode2 x NormCode3 x Altruistic Values | -0.05 | 0.09 | -0.03 | -0.55 | 883 | .580 |
| FramingCode1 x NormCode4 x Altruistic Values | -0.01 | 0.08 | 0.00 | -0.09 | 883 | .929 |
| FramingCode2 x NormCode4 x Altruistic Values | -0.11 | 0.06 | -0.07 | -1.73 | 883 | .084 |
| FramingCode1 x NormCode1 x Egoistic Values | 0.31 | 0.19 | 0.24 | 1.59 | 883 | .113 |
| FramingCode2 x NormCode1 x Egoistic Values | 0.25 | 0.15 | 0.19 | 1.64 | 883 | .101 |
| FramingCode1 x NormCode2 x Egoistic Values | -0.17 | 0.10 | -0.13 | -1.72 | 883 | .086 |
| FramingCode2 x NormCode2 x Egoistic Values | 0.16 | 0.08 | 0.13 | 1.93 | 883 | .054 |
| FramingCode1 x NormCode3 x Egoistic Values | 0.07 | 0.07 | 0.05 | 0.92 | 883 | .357 |
| FramingCode2 x NormCode3 x Egoistic Values | 0.03 | 0.06 | 0.02 | 0.49 | 883 | .623 |
| FramingCode1 x NormCode4 x Egoistic Values | -0.13 | 0.06 | -0.10 | -2.09 | 883 | .037 |
| FramingCode2 x NormCode4 x Egoistic Values | -0.03 | 0.05 | -0.02 | -0.63 | 883 | .531 |
| FramingCode1 x NormCode1 x Hedonic Values | -0.08 | 0.24 | -0.05 | -0.34 | 883 | .735 |
| FramingCode2 x NormCode1 x Hedonic Values | -0.36 | 0.20 | -0.24 | -1.80 | 883 | .072 |
| FramingCode1 x NormCode2 x Hedonic Values | 0.00 | 0.12 | 0.00 | -0.04 | 883 | .968 |
| FramingCode2 x NormCode2 x Hedonic Values | 0.01 | 0.11 | 0.00 | 0.05 | 883 | .962 |
| FramingCode1 x NormCode3 x Hedonic Values | -0.11 | 0.09 | -0.07 | -1.18 | 883 | .237 |
| FramingCode2 x NormCode3 x Hedonic Values | -0.03 | 0.08 | -0.02 | -0.36 | 883 | .722 |
| FramingCode1 x NormCode4 x Hedonic Values | -0.02 | 0.07 | -0.01 | -0.26 | 883 | .793 |
| FramingCode2 x NormCode4 x Hedonic Values | 0.05 | 0.06 | 0.04 | 0.91 | 883 | .363 |
| FramingCode1 x NormCode1 x Ingroup Identification | 0.21 | 0.14 | 0.18 | 1.46 | 883 | .144 |
| FramingCode2 x NormCode1 x Ingroup Identification | -0.03 | 0.12 | -0.03 | -0.27 | 883 | .784 |
| FramingCode1 x NormCode2 x Ingroup Identification | 0.12 | 0.09 | 0.10 | 1.42 | 883 | .155 |
| FramingCode2 x NormCode2 x Ingroup Identification | -0.02 | 0.07 | -0.02 | -0.27 | 883 | .787 |
| FramingCode1 x NormCode3 x Ingroup Identification | 0.05 | 0.06 | 0.04 | 0.83 | 883 | .406 |
| FramingCode2 x NormCode3 x Ingroup Identification | -0.02 | 0.05 | -0.01 | -0.32 | 883 | .746 |
| FramingCode1 x NormCode4 x Ingroup Identification | -0.10 | 0.04 | -0.08 | -2.27 | 883 | .024 |
| FramingCode2 x NormCode4 x Ingroup Identification | 0.06 | 0.04 | 0.05 | 1.43 | 883 | .153 |

*Note.* Categorical predictors are coded using orthogonal contrast codes. Continuous predictors are mean centered. *b* is a column of the unstandardized regression coefficients. *b\** is a column of the standardized regression coefficients.

**Table #**

*ANOVA Table with Missing Data Excluded*

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 3.74 | 2 | 883 | 1.67 | 0.189 | 0.003 | 0.004 |
| Norm Condition | 7.27 | 4 | 883 | 1.62 | 0.167 | 0.004 | 0.005 |
| Biospheric Values | 114.09 | 1 | 883 | 101.85 | 0.000 | 0.048 | 0.062 |
| Altruistic Values | 0.03 | 1 | 883 | 0.03 | 0.860 | 0.003 | 0.004 |
| Egoistic Values | 112.31 | 1 | 883 | 100.27 | 0.000 | 0.048 | 0.062 |
| Hedonic Values | 2.09 | 1 | 883 | 1.87 | 0.172 | 0.002 | 0.003 |
| Ingroup Identification | 5.92 | 1 | 883 | 5.28 | 0.022 | 0.001 | 0.001 |
| Self-deceptive Enhancement | 10.35 | 1 | 883 | 9.24 | 0.002 | 0.004 | 0.005 |
| Impression Management | 0.65 | 1 | 883 | 0.58 | 0.448 | 0.001 | 0.001 |
| Clothing Interest | 0.38 | 1 | 883 | 0.34 | 0.559 | 0.000 | 0.000 |
| Gender | 3.71 | 1 | 883 | 3.32 | 0.069 | 0.001 | 0.001 |
| Age | 6.37 | 1 | 883 | 5.69 | 0.017 | 0.005 | 0.007 |
| Framing x Norm | 4.68 | 8 | 883 | 0.52 | 0.840 | 0.003 | 0.004 |
| Framing x Biospheric Values | 1.02 | 2 | 883 | 0.45 | 0.635 | 0.001 | 0.001 |
| Norm x Biospheric Values | 8.29 | 4 | 883 | 1.85 | 0.117 | 0.005 | 0.007 |
| Framing x Altruistic Values | 0.22 | 2 | 883 | 0.10 | 0.907 | 0.001 | 0.001 |
| Norm x Altruistic Values | 3.52 | 4 | 883 | 0.79 | 0.534 | 0.007 | 0.009 |
| Framing x Egoistic Values | 1.97 | 2 | 883 | 0.88 | 0.415 | 0.001 | 0.002 |
| Norm x Egoistic Values | 0.88 | 4 | 883 | 0.20 | 0.940 | 0.001 | 0.001 |
| Framing x Hedonic Values | 1.44 | 2 | 883 | 0.64 | 0.525 | 0.001 | 0.002 |
| Norm x Hedonic Values | 11.27 | 4 | 883 | 2.51 | 0.040 | 0.008 | 0.010 |
| Framing x Ingroup Identification | 0.85 | 2 | 883 | 0.38 | 0.686 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 0.65 | 4 | 883 | 0.15 | 0.965 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 12.21 | 8 | 883 | 1.36 | 0.209 | 0.013 | 0.018 |
| Framing x Norm x Altruistic Values | 16.76 | 8 | 883 | 1.87 | 0.061 | 0.011 | 0.015 |
| Framing x Norm x Egoistic Values | 18.96 | 8 | 883 | 2.12 | 0.032 | 0.014 | 0.019 |
| Framing x Norm x Hedonic Values | 7.28 | 8 | 883 | 0.81 | 0.592 | 0.005 | 0.007 |
| Framing x Norm x Ingroup Identification | 13.30 | 8 | 883 | 1.48 | 0.159 | 0.010 | 0.013 |
| Residual | 989.06 |  |  |  |  |  |  |