

**Material File of
“A Sociocultural Norm Perspective on Big Five Prediction”**

Experiments 1-3 differed only in the self-report measures administered after the minimal norm paradigm. Except for those self-report measures, the materials below apply to all three experiments alike.

Note: Text enclosed within square brackets was not shown to participants.

[Worker ID]

Please enter your worker ID:

[Informed Consent]

General research guidelines require that every respondent explicitly agrees to participate before taking part in an empirical investigation.

'I hereby confirm that I am at least 18 years old, I have fully read and understood the informed consent to research provided by the requester on Amazon Mechanical Turk, and I voluntarily agree to participate in this study.'

Yes No

[Filter Question]

I confirm to read the following instructions carefully. Therefore, I click "not at all pleasing" at the very left in order to continue.

not at all pleasing very pleasing

[Early End if Response to Filter Question was Incorrect]

Your last answer indicates that you did not read the instructions carefully. As we need to ensure high data quality, you cannot complete this study. We ask for your understanding. Thank you. Note: Returning a HIT has no disadvantages for you as your return rate is not shown to requesters.

[Minimal Norm Paradigm – Introduction]

We all have quite clear ideas what the majority of people **prefer**. For example, we know that the majority of U.S. adults prefer a Christian faith to atheism. We all know of such "**societal preferences**" in virtually every domain of life.

Nonetheless, scientists do not yet know how difficult it is for people to **learn** societal preferences. To find out, this study shows you societal preferences that **you most probably do not yet know** and the study asks you to learn those preferences. On the next page you will get more information about the societal preferences that you are going to learn in this study.

[The minimal norm paradigm consists of two parts. For each participant, the computer determines randomly whether the preferences in the first part concern social values and the preferences in the second part concern pictures of Chinese characters or vice versa. In this material file, we describe only the case in which the first part is about social values and the second part is about pictures of Chinese characters. However, the instructions for social values and pictures of Chinese characters used in the first part are identical to those used in the second part, except for the heading (Part I or Part II).]

[Minimal Norm Paradigm – Task Description Part I: Values]

Part I: Values

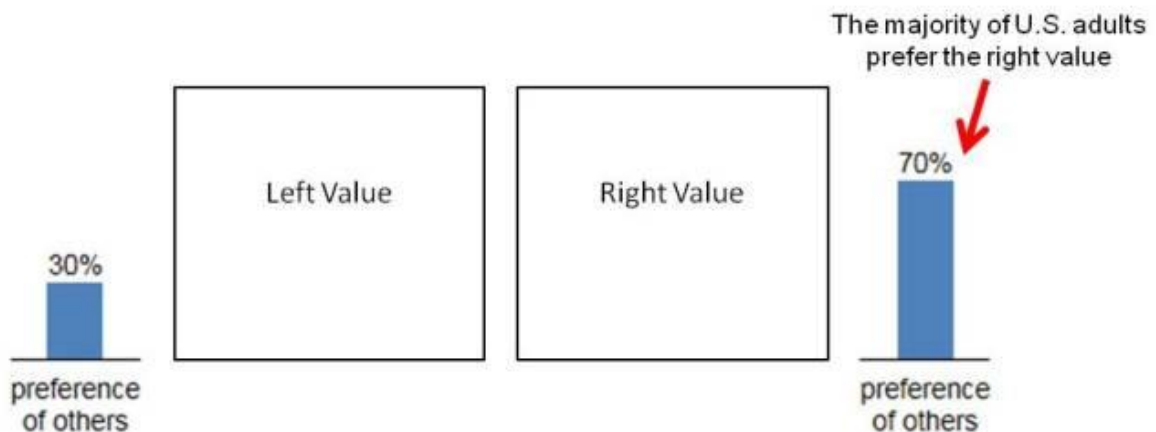
In a previous study, we showed U.S. adults many different pairs of values (e.g., "HELPFULNESS and WISDOM"). For each value pair, we asked those U.S. adults to indicate which value **is more important to them**. In other words, we asked them to indicate which value **they prefer** as a guiding principle in their life. In the following task, you will see the above-mentioned value pairs, each pair on a separate page.

Important: For each value pair, you will also see whether the majority of U.S. adults consider the left or the right value more important. In other words, you will see which value the majority of U.S. adults prefer. Your task is to **learn those societal preferences**.

We will show you three blocks. Each block contains six value pairs. After each block we will test your memory for the societal preferences. Specifically, we will ask you whether the majority of U.S. adults prefer the left or the right value.

The example below illustrates how the task looks like.

Example:



[Minimal Norm Paradigm – Instruction Check Item for Values]

We need to make sure that you fully understood the study's instructions. To this end, please indicate what you have to do in this study.

- I will see several pairs of values. For each pair, I will learn whether the majority of U.S. adults prefer the left or the right value as a guiding principle in their life. Later, I will recall those societal preferences.
- I will see several pairs of values. For each pair, I will memorize whether the left or the right value is written in red. Later, I will recall the values that were previously written in red.

[Early End if Response to Instruction Check Item was Incorrect]

Your last answer indicates that you did not read the instructions carefully. As we need to ensure high data quality, you cannot complete this study. We ask for your understanding. Thank you. Note: Returning a HIT has no disadvantages for you as your return rate is not shown to requesters.

[Minimal Norm Paradigm – Task Completion Information for Values]

The order in which you see the value pairs differs between the learning phase and the recall phase. Therefore, please make sure to memorize each value pair and memorize also whether the majority of U.S. adults prefer the left or the right value as a guiding principle in their life.

Please note that you do **not** have to memorize the precise percentages. Furthermore, for each value pair the 'next' button will appear after 10 seconds. This allows us to assure that all participants memorize each value pair for at least 10 seconds.

Please click 'next' to begin with the task.

[The table below shows the value pairs of all three blocks along with the percentage for the majority that constitute the ostensible societal preference (i.e., sociocultural norm). We created those pairs using social values from Schwartz (1992). Participants do not see the table.]

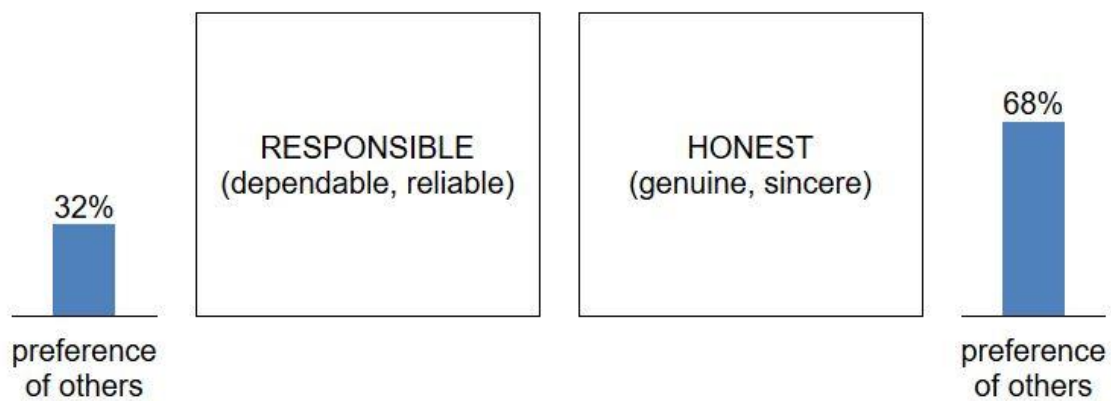
Block/Pair	Left value	Right value	Majority (in %)
A/1	RESPONSIBLE (dependable, reliable)	BROAD-MINDED (tolerant of different ideas and beliefs)	85
A/2	INDEPENDENT (self-reliant, self-sufficient)	SUCCESSFUL (achieving goals)	78
A/3	TRUE FRIENDSHIP (close, supportive friends)	MATURE LOVE (deep emotional and spiritual intimacy)	77
A/4	MEANING IN LIFE (a purpose in life)	INNER HARMONY (at peace with myself)	88
A/5	AN EXCITING LIFE (stimulating experiences)	CREATIVITY (uniqueness, imagination)	69
A/6	SENSE OF BELONGING (feeling that others care about me)	NATIONAL SECURITY (protection of my nation from enemies)	61
B/1	CREATIVITY (uniqueness, imagination)	CHOOSING OWN GOALS (selecting own purposes)	82
B/2	INDEPENDENT (self-reliant, self-sufficient)	CAPABLE (competent, effective, efficient)	86
B/3	HELPFUL (working for the welfare of others)	RESPONSIBLE (dependable, reliable)	67
B/4	SOCIAL JUSTICE (correcting injustice, care for the weak)	SENSE OF BELONGING (feeling that others care about me)	62
B/5	RESPONSIBLE (dependable, reliable)	HONEST (genuine, sincere)	68
B/6	SUCCESSFUL (achieving goals)	INTELLIGENT (logical, thinking)	72
C/1	CHOOSING OWN GOALS (selecting own purposes)	CURIOUS (interested in everything, exploring)	71
C/2	FORGIVING (willing to pardon others)	RESPONSIBLE (dependable, reliable)	65
C/3	RESPONSIBLE (dependable, reliable)	LOYAL (faithful to my friends, group)	81
C/4	CREATIVITY (uniqueness, imagination)	INTELLIGENT (logical, thinking)	70
C/5	INFLUENTIAL (having an impact on people and events)	AN EXCITING LIFE (stimulating experiences)	76
C/6	MEANING IN LIFE (a purpose in life)	MATURE LOVE (deep emotional and spiritual intimacy)	75

[For each participant, the computer randomizes the order of the three blocks containing value pairs. Each block consists of its own learning, recall, and personal preference phases.]

[Minimal Norm Paradigm – Values Block 1: Learning Phase]

[For each participant, the computer randomizes the order of the six value pairs within the block. The pairs come with bar graphs and percentages that inform participants about the ostensible sociocultural norms (i.e., which values the majority of U.S. adults ostensibly prefer). The sociocultural norms are experimentally manipulated (i.e., for each participant, the computer determines randomly whether the majority prefers the left or the right value of a pair). The example below illustrates how value pairs and sociocultural norms are presented in the learning phase.]

[Example for one Value Pair in the Learning Phase]



[Minimal Norm Paradigm – Values Block 1: Introduction Recall Phase]

You have now seen all six value pairs from this block. Next, please indicate for each of those pairs which value the majority of U.S. adults prefer.

[Minimal Norm Paradigm – Values Block 1: Recall Phase]

[For each participant, the computer randomizes the order of the six value pairs within the block. The example below illustrates how value pairs are presented in the recall phase.]

[Example for one Value Pair in the Recall Phase]

Which value do the majority of U.S. adults prefer?

RESPONSIBLE (dependable, reliable)	HONEST (genuine, sincere)
---------------------------------------	------------------------------

the left value

I don't remember

the right value

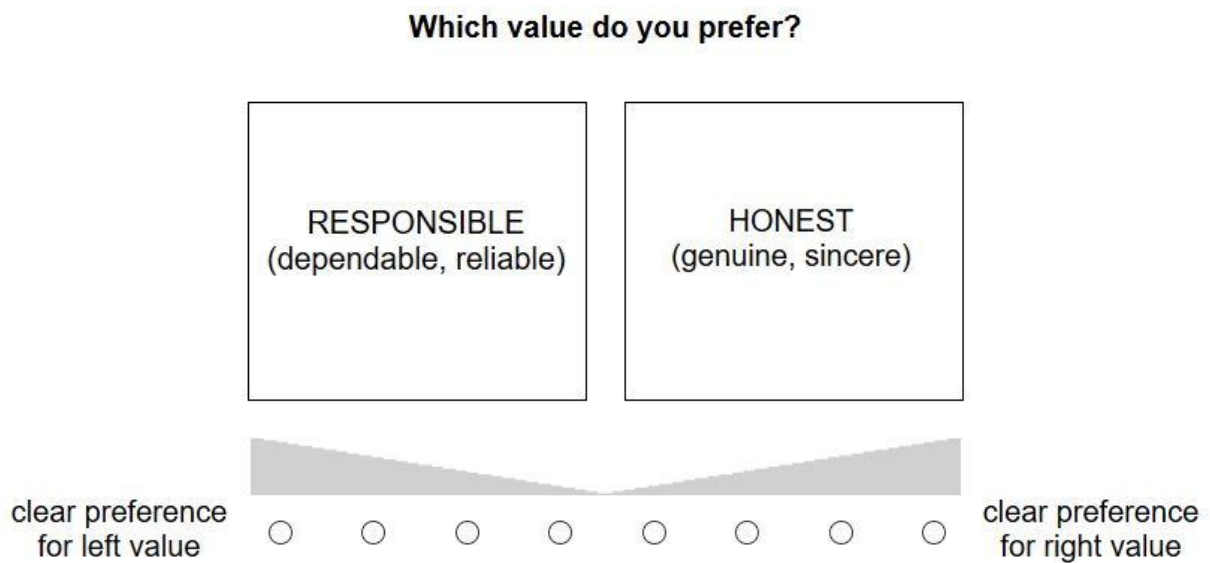
[Minimal Norm Paradigm – Values Block 1: Introduction Personal Preference Phase]

Next, please indicate for each value pair which value **you prefer**.

[Minimal Norm Paradigm – Values Block 1: Personal Preference Phase]

[Each participant sees the six value pairs in the same order as in the recall phase. The example below illustrates how value pairs are presented in the personal preference phase.]

[Example for one Value Pair in the Personal Preference Phase]



[Minimal Norm Paradigm – Page Between Blocks]

Please click 'next' to continue with the next block.

[Minimal Norm Paradigm – Values Block 2: Learning Phase]

[For details, see learning phase of Values Block 1.]

[Minimal Norm Paradigm – Values Block 2: Introduction Recall Phase]

You have now seen all six value pairs from this block. Next, please indicate for each of those pairs which value the majority of U.S. adults prefer.

[Minimal Norm Paradigm – Values Block 2: Recall Phase]

[For details, see recall phase of Values Block 1.]

[Minimal Norm Paradigm – Values Block 2: Introduction Personal Preference Phase]

Next, please indicate for each value pair which value **you prefer**.

[Minimal Norm Paradigm – Values Block 2: Personal Preference Phase]

[For details, see personal preference phase of Values Block 1.]

[Minimal Norm Paradigm – Page Between Blocks]

Please click 'next' to continue with the next block.

[Minimal Norm Paradigm – Values Block 3: Learning Phase]

[For details, see learning phase of Values Block 1.]

[Minimal Norm Paradigm – Values Block 3: Introduction Recall Phase]

You have now seen all six value pairs from this block. Next, please indicate for each of those pairs which value the majority of U.S. adults prefer.

[Minimal Norm Paradigm – Values Block 3: Recall Phase]

[For details, see recall phase of Values Block 1.]

[Minimal Norm Paradigm – Values Block 3: Introduction Personal Preference Phase]

Next, please indicate for each value pair which value **you prefer**.

[Minimal Norm Paradigm – Values Block 3: Personal Preference Phase]

[For details, see personal preference phase of Values Block 1.]

[Minimal Norm Paradigm – Last Page Part I: Values]

You evaluated all pairs of values.

Please click 'next' to continue with Part II of the task.

[Minimal Norm Paradigm – Task Description Part II: Pictures]

Part II: Pictures

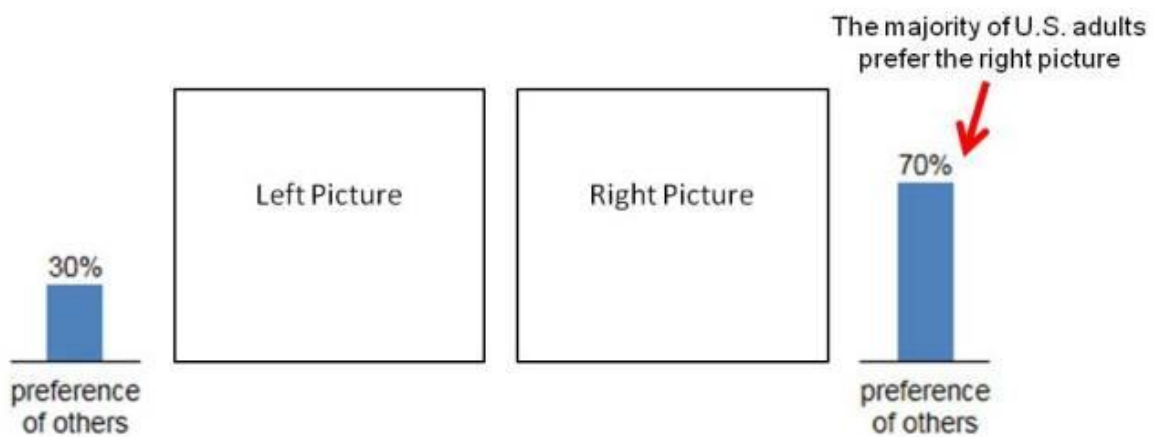
In a previous study, we showed U.S. adults many different pairs of pictures. For each picture pair, we asked those U.S. adults to indicate which picture **they prefer**. In the following task, you will see the above-mentioned picture pairs, each pair on a separate page.

Important: For each picture pair, you will also see whether the majority of U.S. adults prefer the left or the right picture. Your task is to **learn those societal preferences**.

We will show you three blocks. Each block contains six picture pairs. The pictures show Chinese characters. After each block we will test your memory for the societal preferences. Specifically, we will ask you whether the majority of U.S. adults prefer the left or the right picture.

The example below illustrates how the task looks like.

Example:



[Minimal Norm Paradigm – Instruction Check Item for Pictures]

We need to make sure that you fully understood the study's instructions. To this end, please indicate what you have to do in this study.

- I will see several pairs of pictures. For each pair, I will learn whether the majority of U.S. adults prefer the left or the right picture. Later, I will recall those societal preferences.
- I will see several pairs of pictures. For each pair, I will memorize the pictures' dominant colors. Later, I will recall those colors.

[If participants' response to the instruction check item is incorrect in the second part of the minimal norm paradigm, we tell them: "Your last answer indicates that you did not read the instructions carefully. Please read the instructions carefully so that your data will not falsify our scientific conclusions. Thank you." Moreover, we show them again the second part's task description and instruction check item. If participants' response to the instruction check item is again incorrect, we do not include their data into our analyses.]

[Minimal Norm Paradigm – Task Completion Information for Pictures]

The order in which you see the picture pairs differs between the learning phase and the recall phase. Therefore, please make sure to memorize each picture pair and memorize also whether the majority of U.S. adults prefer the left or the right picture.

Please note that you do **not** have to memorize the precise percentages. Furthermore, for each picture pair the 'next' button will appear after 10 seconds. This allows us to assure that all participants memorize each picture pair for at least 10 seconds.

Please click 'next' to begin with the task.

[The table below shows the picture pairs of all three blocks along with the percentage for the majority that constitute the ostensible societal preference (i.e., sociocultural norm). We created those pairs using pictures of Chinese characters from Payne et al. (2005). Participants do not see the table.]

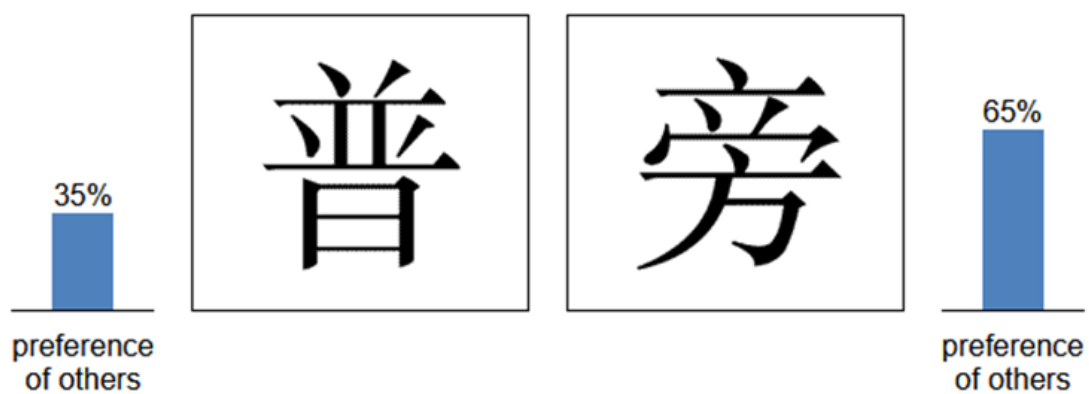
Block/Pair	Left picture	Right picture	Majority (in %)
A/1	凶	肉	76
A/2	氏	民	66
A/3	普	旁	65
A/4	姓	刻	87
A/5	释	词	73
A/6	朋	缶	83
B/1	简	答	80
B/2	雄	堆	63
B/3	豕	瓦	74
B/4	射	昨	66
B/5	舟	至	72
B/6	昔	羽	84
C/1	称	松	79
C/2	数	成	73
C/3	令	交	84
C/4	欣	虎	63
C/5	感	衣	68
C/6	皆	树	66

[For each participant, the computer randomizes the order of the three blocks containing picture pairs. Each block consists of its own learning, recall, and personal preference phases.]

[Minimal Norm Paradigm – Pictures Block 1: Learning Phase]

[For each participant, the computer randomizes the order of the six picture pairs within the block. The pairs come with bar graphs and percentages that inform participants about the ostensible sociocultural norms (i.e., which pictures the majority of U.S. adults ostensibly prefer). The sociocultural norms are experimentally manipulated (i.e., for each participant, the computer determines randomly whether the majority prefers the left or the right picture of a pair). The example below illustrates how picture pairs and sociocultural norms are presented in the learning phase.]

[Example for one Picture Pair in the Learning Phase]



[Minimal Norm Paradigm – Pictures Block 1: Introduction Recall Phase]

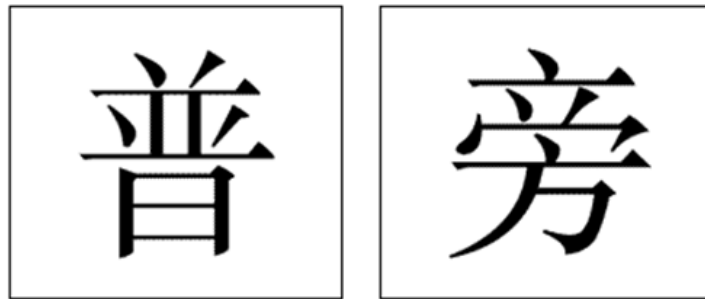
You have now seen all six picture pairs from this block. Next, please indicate for each of those pairs which picture the majority of U.S. adults prefer.

[Minimal Norm Paradigm – Pictures Block 1: Recall Phase]

[For each participant, the computer randomizes the order of the six picture pairs within the block. The example below illustrates how picture pairs are presented in the recall phase.]

[Example for one Picture Pair in the Recall Phase]

Which picture do the majority of U.S. adults prefer?



the left picture

I don't remember

the right picture

[Minimal Norm Paradigm – Pictures Block 1: Introduction Personal Preference Phase]

Next, please indicate for each picture pair which picture **you prefer**.

[Minimal Norm Paradigm – Pictures Block 1: Personal Preference Phase]

[Each participant sees the six picture pairs in the same order as in the recall phase. The example below illustrates how picture pairs are presented in the personal preference phase.]

[Example for one Picture Pair in the Personal Preference Phase]

Which picture do you prefer?

普

旁

clear preference
for left picture

clear preference
for right picture

[Minimal Norm Paradigm – Page Between Blocks]

Please click 'next' to continue with the next block.

[Minimal Norm Paradigm – Pictures Block 2: Learning Phase]

[For details, see learning phase of Pictures Block 1.]

[Minimal Norm Paradigm – Pictures Block 2: Introduction Recall Phase]

You have now seen all six picture pairs from this block. Next, please indicate for each of those pairs which picture the majority of U.S. adults prefer.

[Minimal Norm Paradigm – Pictures Block 2: Recall Phase]

[For details, see recall phase of Pictures Block 1.]

[Minimal Norm Paradigm – Pictures Block 2: Introduction Personal Preference Phase]

Next, please indicate for each picture pair which picture **you prefer**.

[Minimal Norm Paradigm – Pictures Block 2: Personal Preference Phase]

[For details, see personal preference phase of Pictures Block 1.]

[Minimal Norm Paradigm – Page Between Blocks]

Please click 'next' to continue with the next block.

[Minimal Norm Paradigm – Pictures Block 3: Learning Phase]

[For details, see learning phase of Pictures Block 1.]

[Minimal Norm Paradigm – Pictures Block 3: Introduction Recall Phase]

You have now seen all six picture pairs from this block. Next, please indicate for each of those pairs which picture the majority of U.S. adults prefer.

[Minimal Norm Paradigm – Pictures Block 3: Recall Phase]

[For details, see recall phase of Pictures Block 1.]

[Minimal Norm Paradigm – Pictures Block 3: Introduction Personal Preference Phase]

Next, please indicate for each picture pair which picture **you prefer**.

[Minimal Norm Paradigm – Pictures Block 3: Personal Preference Phase]

[For details, see personal preference phase of Pictures Block 1.]

[Minimal Norm Paradigm – Last Page Part II: Pictures]

You evaluated all pairs of pictures.

Did you know the meaning of any Chinese characters you were shown?

Yes No

If YES, please estimate the number of Chinese characters of which you knew the meaning:

[Self-Report Measures]

In the last part of this study we would like you to complete several short questionnaires.

Please read each question carefully because we had to include questions that help us filter responses from robots. Thank you.

[The table below includes the self-report measures that participants completed in random order. As we did not administer all self-report measures in all samples of Experiments 1-3, the first table column shows which sample completed which self-report measures. For copyright reasons, the table includes only the names of the self-report measures along with their references.]

Sample	Measure
1a-b	Big Five Inventory (BFI; John et al., 1991)
1a	Humanitarianism-Egalitarianism Scale (Katz & Hass, 1988)
1a	Intolerance of Uncertainty Scale - Short Form (Carleton et al., 2007)
1a	Perceived Agreeableness of U.S. Adults (based on the BFI-Agreeableness items; John et al., 1991; e.g., “Adults in the U.S. have a forgiving nature”)
1a	Personal Need for Structure Scale (Thompson et al., 2001)
1a	Pleasure-Based Prosocial Motivation Scale - Revised (Gebauer et al., 2008)
1a	Self-Attributed Need for Uniqueness Scale (Lynn & Harris, 1997)
1a, 2a	Conventionalism (subscale of the Aggression-Submission-Conventionalism Scale; Dunwoody & Funke, 2016)
1a, 2a	System Justification (Kay & Jost, 2003)
1a, 2a-b	Abstractness of Mental Picture of U.S. Adults (based on Bar-Anan et al., 2006; e.g., “When I think of adults in the U.S., my mental picture of U.S. adults is vague”)
1b	Horizontal and Vertical Individualism and Collectivism (Singelis et al., 1995)
1b	Revised Self-Construal Scale (Leung & Kim, 1997)
1b	Self-Construal Scale (Singelis, 1994)
2a-b, 3a-b	Big Five Inventory-2 (BFI-2; Soto & John, 2017)
2a, 3a-b	Need for Cognition Scale - Short Form (Cacioppo et al., 1984)
2a, 3b	Perceived Agreeableness of U.S. Adults (based on the BFI-2-Agreeableness items; Soto & John, 2017; e.g., “Adults in the U.S. have a forgiving nature”)
2a	Perspective Taking (subscale of the Interpersonal Reactivity Index; Davis, 1980)
2a	Psychological Distance (based on Bar-Anan et al., 2006; e.g., “When I think of adults in the U.S., I think of... 1 = us to 7 = them”)
2b	Dehumanization (subscale of the Moral Disengagement Scale; Bandura et al., 1996)
2b	Experiences in Relationships With People in One’s Life (based on Experiences in Close Relationship Scale - Short Form; Wei et al., 2007; e.g., “I try to avoid getting too close to the people in my life”)
2b	General Belongingness Scale (Malone et al., 2012)
2b	Need to Belong Scale (Leary et al., 2013)
2b	Perceived Belongingness Scale (Eck et al., 2021)
3a-b	Rational Thought (Premeditation subscale of the UPPS Impulsive Behavior Scale; Whiteside & Lynam, 2001)

[Learning Strategy in the Minimal Norm Paradigm]

Please think back to the first part of this study in which you learned societal preferences of U.S. adults.

Please indicate whether you used one or more of the following learning strategies:

- I tried to learn the precise percentages for each picture/value pair.
- I tried to learn which picture/value the majority of U.S. adults prefer, without learning the precise percentages.
- I tried to learn whether the majority of U.S. adults prefer the same pictures/values that I prefer personally.
- Other strategy:

[Self-Insight Into the Influence of Sociocultural Norms]

Do you think that the preferences of the majority influenced your own preferences?

- No
- Yes, my preferences shifted toward the preferences of the majority.
- Yes, my preferences shifted away from the preferences of the majority.

[Demographic Information]

[Questions about current relationship status and siblings were included only in Samples 2b and 3a-b.]

This study is almost finished. Please complete the following demographic questions. Your answers are completely anonymous (and thus confidential).

Sex: female male

Age: years

Ethnic background:

Country of origin:

Are you a student at a university or college? Yes No

Job/Area of study:

Religious denomination:

	not at all				very much		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Religion is an important part of my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see myself as someone who is very religious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My personal religious beliefs are important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Current relationship status:

If you are in any relationship, please indicate the length of your relationship:

years months

How many brothers and sisters living or deceased do you have? (including full, half, step, and adoptive siblings)

If you have brothers or sisters, please answer the following three questions:

During your childhood, how many of all your brothers and sisters lived in the same household than you did?

How many of all your brothers and sisters were born before you? (including full, half, step, and adoptive siblings)

Are you a twin? Yes No

What is your highest educational degree?

Where would you place yourself on the following spectrum for social class?

[Subjective Social Status – Only Sample 3a]

[MacArthur Scale of Subjective Social Status from Adler et al. (2000)]

[Control Questions]

Finally, please answer honestly the following three questions. Your answers to these questions have no consequences for your reward, but they help us to assess the quality of the data.

Did you seriously participate in this study?

Yes No

Did you complete this study without interruption?

Yes No

Are there any reasons why we should not enter your data into our analyses?
(e.g., because you did not answer the questions seriously)

Yes No

If YES, please enter the reason(s):

[Last Page of Experiment]

This study is finished.

Thank you for participating!

What you should know: Not all societal preferences that you learned in the first part of this study have to reflect the true preferences of U.S. adults.

In order to get paid, please enter the following code in the field indicated at Amazon Mechanical Turk: [code]

References

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