

WEB APPENDIX

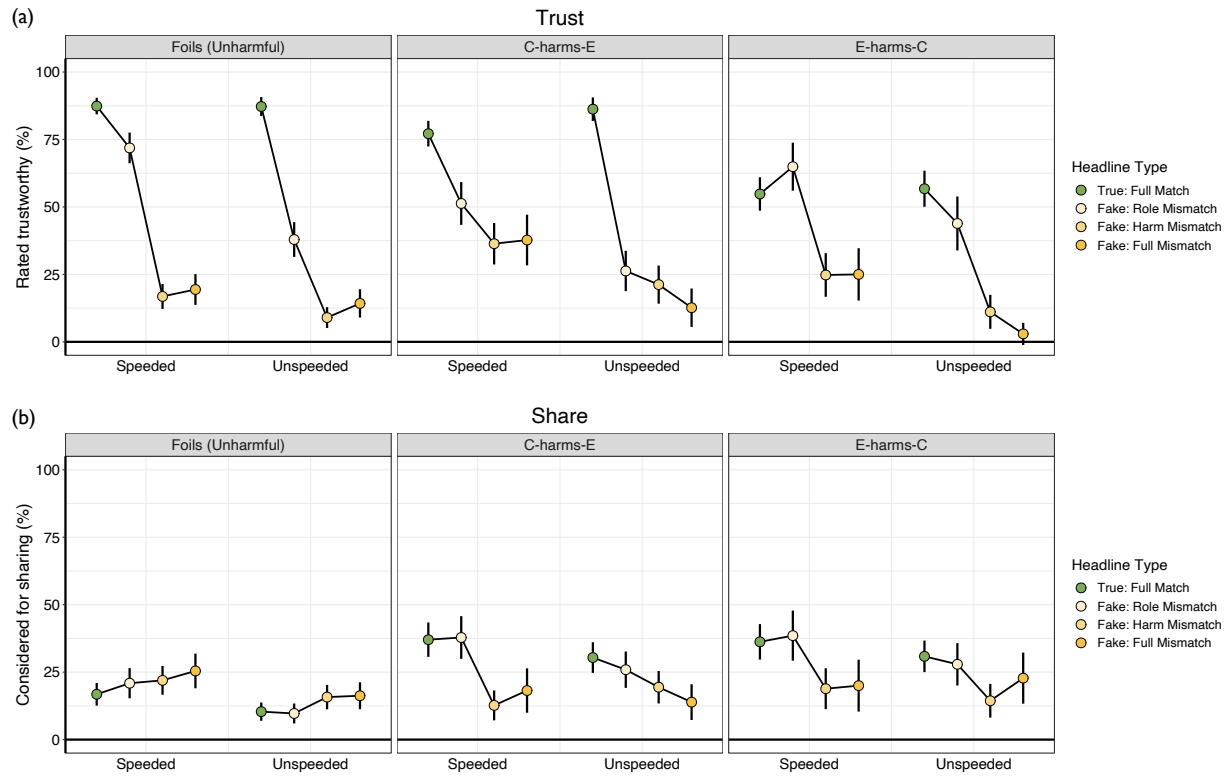
For

Moral Thin-Slicing

Includes supplemental figure S1 for study 1, and supplemental table S1 for study 3.

FIGURE S1

RESULTS FROM STUDY 1, SPLIT BY ALL HEADLINE TYPES AND INCLUDING DATA FOR FOILS
(UNHARMFUL INTERACTIONS)



NOTE.— (A) Mean percentages of trustworthiness ratings for the four Headline Types, split by Speed condition and Image Category (including Foils). (B) Mean percentages of propensity to share news posts for the four Headline Types, split by Speed condition and Image Category (including Foils). Points are means across participants and error bars are 95% confidence intervals. C = customer, E = employee.

TABLE S1

RESULTS OF TWO-SAMPLE BAYES FACTOR T-TESTS IN STUDY 3

Duration	Color	Role	Harm	Moral Wrongness
17	BF=0.01, <i>t</i> (37.58)=3.55*	BF=1.32 , <i>t</i> (40.72)=1.59 ^{ns}	BF=0, <i>t</i> (53.33)=8.65*	BF=0, <i>t</i> (96.57)=11.97*
33	BF=0.03, <i>t</i> (50.61)=3.37*	BF=0.5, <i>t</i> (36.66)=2.17 ^{ns}	BF=0, <i>t</i> (53.85)=6.58*	BF=0, <i>t</i> (102.44)=9.43*
50	BF=0.04, <i>t</i> (56.86)=3.31*	BF=0.87, <i>t</i> (44.9)=1.86 ^{ns}	BF=0, <i>t</i> (53.8)=6.43*	BF=0, <i>t</i> (111.03)=9.43*
67	BF=0.14, <i>t</i> (39.01)=2.64 ^{ns}	BF=2.1 , <i>t</i> (44.5)=1.13 ^{ns}	BF=0, <i>t</i> (56.54)=4.5*	BF=0, <i>t</i> (110.37)=9.02*
83	BF=0.01, <i>t</i> (39.64)=3.6*	BF=2.07 , <i>t</i> (44.78)=1.14 ^{ns}	BF=0, <i>t</i> (55.32)=5.95*	BF=0, <i>t</i> (106.23)=8.85*
100	BF=0.94, <i>t</i> (46.33)=1.79 ^{ns}	BF=0.84, <i>t</i> (41.02)=1.82 ^{ns}	BF=0, <i>t</i> (58.34)=5.38*	BF=0, <i>t</i> (104.69)=9.28*
133	BF=0.24, <i>t</i> (65.17)=2.61 ^{ns}	BF=0.55, <i>t</i> (50.33)=2.18 ^{ns}	BF=0, <i>t</i> (55.64)=4.32*	BF=0, <i>t</i> (111.39)=8.64*
150	BF=0.55, <i>t</i> (65.6)=2.21 ^{ns}	BF=2.84 , <i>t</i> (45.69)=0.71 ^{ns}	BF=0, <i>t</i> (55.98)=4.97*	BF=0, <i>t</i> (108.78)=8.35*
167	BF=0.02, <i>t</i> (57.0)=3.55*	BF=2.34 , <i>t</i> (40.76)=0.95 ^{ns}	BF=0, <i>t</i> (56.8)=5.64*	BF=0, <i>t</i> (108.72)=7.74*
200	BF=0.92, <i>t</i> (65.51)=1.87 ^{ns}	BF=2.99 , <i>t</i> (45.04)=0.67 ^{ns}	BF=0, <i>t</i> (58.52)=4.26*	BF=0, <i>t</i> (115.99)=6.12*
250	BF=0.45, <i>t</i> (65.94)=2.3 ^{ns}	BF=3.62 , <i>t</i> (50.19)=0.2 ^{ns}	BF=0.08, <i>t</i> (58.93)=3.12*	BF=0, <i>t</i> (99.15)=5.26*
500	BF=0.89, <i>t</i> (65.61)=1.88 ^{ns}	BF=3.37 , <i>t</i> (47.99)=-0.43 ^{ns}	BF=3.21 , <i>t</i> (51.76)=0.57 ^{ns}	BF=1.17 , <i>t</i> (80.3)=1.93 ^{ns}
750	BF=0.63, <i>t</i> (48.76)=2.06 ^{ns}	BF=2.21 , <i>t</i> (38.89)=-1.05 ^{ns}	BF=2.03 , <i>t</i> (51.52)=-1.2 ^{ns}	BF=3.56 , <i>t</i> (54.15)=0.64 ^{ns}
1000	BF=3.01 , <i>t</i> (67.81)=0.84 ^{ns}	BF=3.44 , <i>t</i> (34.31)=-0.34 ^{ns}	BF=1.51 , <i>t</i> (53)=-1.5 ^{ns}	BF=4.33 , <i>t</i> (73.48)=0 ^{ns}
1500	BF=3.59 , <i>t</i> (72.64)=0.6 ^{ns}	BF=3.67 , <i>t</i> (47.13)=-0.01 ^{ns}	BF=0.99, <i>t</i> (51.5)=-1.84 ^{ns}	BF=2.01 , <i>t</i> (96.66)=-1.58 ^{ns}

NOTE.— Bayes factor t-tests compared each speeded judgment condition to the unspeeded condition of study 2b: values above 1 indicate evidence in favor of the null (no difference) over the alternative (BF₀₁, shortened to BF here). Bolded cells indicate more evidence for the null than the alternative. Results of standard two-sample *t*-tests are also given for illustration purposes, although this was not the primary measure of interest for this study. * $p < .05$, $ns = p > .05$. Significance of p values is based on correction for the fifteen comparisons conducted within each task, using the Bonferroni-Holm method.