

**Appendix A**  
**The Stimuli Used in Studies 1a, 1b, and 1c**

**Studies 1a, 1b, and 1c: The Social Patterns in Unfamiliar Societies**

- a. Now I want to tell you about a planet far far away called Teeku. There are two kinds of people that live on Planet Teeku, the Blarks and the Orps. And you know what? On planet Teeku, the Blarks have a lot more money than the Orps. The Blarks have a lot more money than the Orps.
- b. Now I want to tell you about a planet far far away called Grag. There are two kinds of people that live on Planet Grag, the Joops and the Frips. And you know what? On planet Grag, the Joops always get better grades in school than the Frips. The Joops always get better grades in school than the Frips.
- c. Now I want to tell you about a planet far far away called Flirb. There are two kinds of people that live on Planet Flirb, the Mapers and the Kyders. And you know what? On planet Flirb, the Mapers are always the bosses at their jobs and the Kyders are never the bosses. The Mapers are always the bosses and the Kyders are never the bosses.
- d. Now I want to tell you about a planet far far away called Zilky. There are two kinds of people that live on Planet Zilky, the Deegs and the Vilps. And you know what? On planet Zilky, the Deegs always work in offices and the Vilps always work on farms. The Deegs always work in offices and the Vilps always work on farms.

**Studies 1a, 1b, and 1c: The Inherent Explanations**

- a. ... maybe the Blarks have a lot more money because the Blarks are smarter, or are better workers than the Orps are, or there's something else about them that makes them get a lot of money.
- b. ... maybe the Joops get better grades in school because the Joops work harder, or ask better questions than the Frips do, or there's something else about them that makes them get better grades.
- c. ... maybe the Mapers are always the bosses because they're better at making big decisions, or better at being in charge than the Kyders are, or there's something else about them that helps them be the bosses.
- d. ... maybe the Deegs always work in offices because they're better at working with numbers, or better at computers than the Vilps are, or there's something else about them that makes them work in offices.

**Studies 1a, 1b, and 1c: The Extrinsic Explanations**

- a. ... maybe the Blarks have a lot more money than the Orps because of things that happened a long time ago, like maybe the Blarks won a war, or they found gold, or something else happened that made them get a lot of money.

- b. ... maybe the Joops get better grades than the Frips because their families have more school supplies, like textbooks and computers and other things that help the Joops get better grades.
- c. ... maybe the Mapers are always the bosses because their families have more things, like computers and nice clothes and other stuff that helps them be the bosses.
- d. ... maybe the Deegs always work in offices because of something that happened a long time ago, like an earthquake, or a big storm, or something else that made the Deegs work in offices.

### **Studies 1a & 1b: The Conservatism Measure (examples using item a above)**

#### **Acceptance of Stratification**

1. How negative is your impression of the current inequality between the Blarks and the Orps?
2. How important do you think having a more equal distribution of wealth is for society on Planet Teeku?

#### **Adherence to Tradition**

1. How much of priority should it be to change the way things are on Planet Teeku?
2. How in favor would you be of leaving things on Planet Teeku exactly as they are, even if it means that the Blarks continue to have more money than the Orps?

### **Study 1c: The Conservatism Measure (examples using item a above)**

#### **Acceptance of Stratification (same as in Studies 1a and 1b)**

1. How negative is your impression of the current inequality between the Blarks and the Orps?
2. How important do you think having a more equal distribution of wealth is for society on Planet Teeku?

#### **Adherence to Tradition (revised relative to Studies 1a and 1b)**

1. How much of priority should it be to change the way things are (e.g., laws, policies) on Planet Teeku?
2. How in favor would you be of leaving things on Planet Teeku exactly as they've been?

## **Appendix B**

### **The Stimuli Used in Study 2**

#### **Study 2: The Anti-IH Scale**

1. There are absolutely no good reasons why we use specific words to represent our thoughts. Any combination of sounds could in principle refer to any idea.
2. The fact that, in the US, we write from left to right, and top to bottom is simply coincidence. There is nothing ideal about that pattern.
3. We store and transfer information largely on digital computers just because they happened to be invented at the right time. They're certainly not the optimal vehicles for such tasks.
4. The only reason our paper, money, and books are rectangular is historical happenstance.
5. We use the color red to convey feelings of love and passion entirely because of marketing strategies from the past. Green or brown could easily be used to convey the same feelings.
6. Toilets and showers are both placed in bathrooms simply to conserve space. There are no real reasons why they both need to be in the same room.
7. The fact that longer clothing (e.g., pants, gowns) is seen as more formal than shorter clothing (e.g., shorts, miniskirts) is only a convention, and the opposite trend (e.g., shorter = more formal) could've been implemented just as easily.
8. The current design of traffic lights, with three different colors reflecting three different speeds, is entirely due to historical factors, and is by no means the most efficient or effective way to manage traffic.
9. There are no meaningful reasons why we divide the calendar year into twelve months. It's simply a historical convention.
10. We give flowers as gifts for a variety of occasions (e.g., Valentine's Day, funerals) because of effective advertising and marketing by florists--not because flowers effectively convey a variety of sentiments.

#### **Study 2: The Control Scale**

1. In most languages, there are specific words or phrases assigned to convey popularly held beliefs or feelings.
2. In the US, we generally write from left to right, and top to bottom.
3. Digital computers tend to be the vehicle most often used for transferring and storing information.
4. Most books, paper, and money is rectangular in shape.
5. Red tends to be the most popular color for conveying feelings of love and passion.
6. In most homes, toilets and showers are both located in bathrooms.
7. Clothing that is longer in length (e.g., pants, gowns) is viewed as more formal than clothing that is shorter in length (e.g., shorts, miniskirts).
8. Modern stop lights—with three colors signaling three different speeds—is a popular way to direct traffic.
9. The calendar used most often in modern society is divided into twelve months.

10. People often give flowers as gifts on a variety of different occasions (e.g., Valentine's Day, funerals).

## Study 2: The Revised C-Scale

**Instructions:** Please carefully read the objects and statements on the following pages. Decide which of the following objects or statements you have a positive or negative feeling towards. Below each object or statement, choose a number from 1 to 9 which represents the degree of your positive or negative feeling.

### Items:

The death penalty<sup>s</sup>  
Astrology<sup>s</sup>  
X-rated movies<sup>s</sup>  
Affirmative action<sup>s</sup>  
Feminism<sup>s</sup>  
Foreign aid<sup>e</sup>  
Federal housing<sup>e</sup>  
Democrats  
Military draft<sup>s</sup>  
Abortion<sup>s</sup>  
Property tax<sup>e</sup>  
Gay rights<sup>s</sup>  
Liberals  
Immigration<sup>s</sup>  
Capitalism<sup>e</sup>  
Segregation<sup>s</sup>  
Pacifism<sup>s</sup>  
Censorship<sup>s</sup>  
Nuclear power<sup>e</sup>  
Republicans  
Divorce<sup>s</sup>  
School prayer<sup>s</sup>  
Unions<sup>e</sup>  
Socialism<sup>e</sup>  
Universal healthcare<sup>e</sup>

**Note:** Items marked with the superscript <sup>s</sup> assess social (tradition-supporting) conservatism, and those marked with <sup>e</sup> assess economic (hierarchy-supporting) conservatism.

## Appendix C The Stimuli Used in Study 3

### Study 3: The Inherent Stimuli

- a. Now I want to tell you about a planet far far away called Teeku. There are two kinds of people that live on Planet Teeku, the Blarks and the Orps. There are a lot of things that are the same about the Blarks and the Orps. They live in the same neighborhoods, go to the same schools, and are both very friendly. But, there's one really important thing that's different about the Blarks and the Orps. The Blarks are really really smart, and are much better workers than the Orps are. They are a lot smarter, and are much better workers than the Orps. Because of this, the Blarks have a lot more money than the Orps. They have a lot more money because they're smarter and are better workers.
- b. Now I want to tell you about a planet far far away called Grag. There are two kinds of people that live on Planet Grag, the Joops and the Frips. There are lots of things that are the same about the Joops and the Frips. They live in the same neighborhoods, go to the same jobs, and are both very friendly. But, there's one really important thing that's different about the Joops and the Frips. The Joops remember things really well, and spend a lot more time on their homework than the Frips do. They remember things a lot better, and spend a lot more time on their homework than the Frips. Because of this, the Joops get a lot better grades in school than the Frips. They get a lot better grades because they remember things much better and spend a lot more time on their homework.
- c. Now I want to tell you about a planet far far away called Flirb There are two kinds of people that live on Planet Flirb, the Mapers and the Kyders. There are lots of things that are the same about the Mapers and the Kyders. They live in the same neighborhoods, go to the same schools, and are both very friendly. But there's one really important thing that's different about the Mapers and the Kyders. The Mapers are much better at making decisions and are much better at being in charge than the Kyders are. The Mapers are much better decision-makers and are much better at being in charge than the Kyders are. Because of this, the Mapers are always the bosses at their jobs, and the Kyders are never the bosses. The Mapers are always the bosses because they're much better at making decisions and are better at being in charge.
- d. Now I want to tell you about a planet far far away called Zilky. There are two kinds of people that live on Planet Zilky, the Deegs and the Vilps. There are lots of things that are the same about the Deegs and the Vilps. They live in the same neighborhoods, go to the same schools, and are both very friendly. But there's one really important thing that's different about the Deegs and the Vilps. The Deegs are much better with numbers and are much better at working with computers than the Vilps are. The Deegs are much better with numbers, and much better at computers than the Vilps are. Because of this, the Deegs always work in offices and the Vilps always work on farms. The Deegs always work in offices because their much better with numbers and at working with computers.

### Study 3: The Extrinsic Stimuli

- a. Now I want to tell you about a planet far far away called Teeku. There are two kinds of people that live on Planet Teeku, the Blarks and the Orps. There are a lot of things that

are the same about the Blarks and the Orps. They are both very smart, they like the same sorts of things, and are both very friendly. But there's one really important thing that's different about the Blarks and the Orps. The Blarks happen to live in a town that has much better jobs, and a lot more banks. The town where the Blarks live happens to have much better jobs and a lot more banks. Because of this, the Blarks have a lot more money than the Orps. They have a lot more money because they happen to live in a town with better jobs and a lot more banks.

- b. Now I want to tell you about a planet far far away called Grag. There are two kinds of people that live on Planet Grag, the Joops and the Frips. There are lots of things that are the same about the Joops and the Frips. They are both very smart, they like the same sorts of things, and are both friendly. But, there's one really important thing that's different about the Joops and the Frips. The Joops happen to live in a town that has a lot more schools, and those schools have a lot more computers and school supplies. The town where the Joops live happens to have a lot more schools, with a lot more computers and school supplies. Because of this, the Joops get a lot better grades in school than the Frips. They get a lot better grades because they happen to live in a town with a lot more schools, with computers and school supplies.
- c. Now I want to tell you about a planet far far away called Flirb. There are two kinds of people that live on Planet Flirb, the Mapers and the Kyders. There are lots of things that are the same about the Mapers and the Kyders. They are both very smart, they like the same sorts of things, and are both very friendly. But there's one really important thing that's different about the Mapers and the Kyders. The Mapers happen to live in a town that has a lot more office buildings, and a lot more jobs for bosses. The town where the Mapers live happens to have a lot more office buildings and a lot more jobs for bosses. Because of this, the Mapers are always the bosses at their jobs, and the Kyders are never the bosses. The Mapers are always the bosses because they happen to live in a town with a lot more office buildings and a lot more jobs for bosses.
- d. Now I want to tell you about a planet far far away called Zilky. There are two kinds of people that live on Planet Zilky, the Deegs and the Vilps. There are lots of things that are the same about the Deegs and the Vilps. They are both very smart, they like the same sorts of things, and are both very friendly. But there's one really important thing that's different about the Deegs and the Vilps. The Deegs happen to live in a town that doesn't have any farmland and only has office jobs available. The town where the Deegs live happens to not have any farmland, and only has office jobs available. Because of this, the Deegs always work in offices and the Vilps always work on farms. The Deegs always work in offices because they happen to live in a town with no farmland and only office jobs available.

### **Study 3: The Conservatism Measure (examples using item a above)**

#### **Acceptance of Stratification**

1. Do you think it's bad that the Blarks have a lot more money than the Orps?
2. Do you think it's important that the Blarks and the Orps have more equal amounts of money?

**Adherence to Tradition**

1. Would it be ok to leave things on Planet Teeku like they are, even if that means that the Blarks will still have more money than the Orps?
2. Do you think that it's important to change the way things are on Planet Teeku?