

Appendices for the Moral Identity Picture Scale (MIPS)

Appendix A: The Full MIPS

Instructions:

Next, you will view a series of photos and read some statements. Please indicate your opinion about each statement by filling in the box that corresponds to the answer you would like to give. Please be honest. Try not to let your response to one statement influence your response to other statements. There are no correct or incorrect answers. Answer according to your own feelings, rather than how you think "most people" would answer.

Number 1:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 2:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 3:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

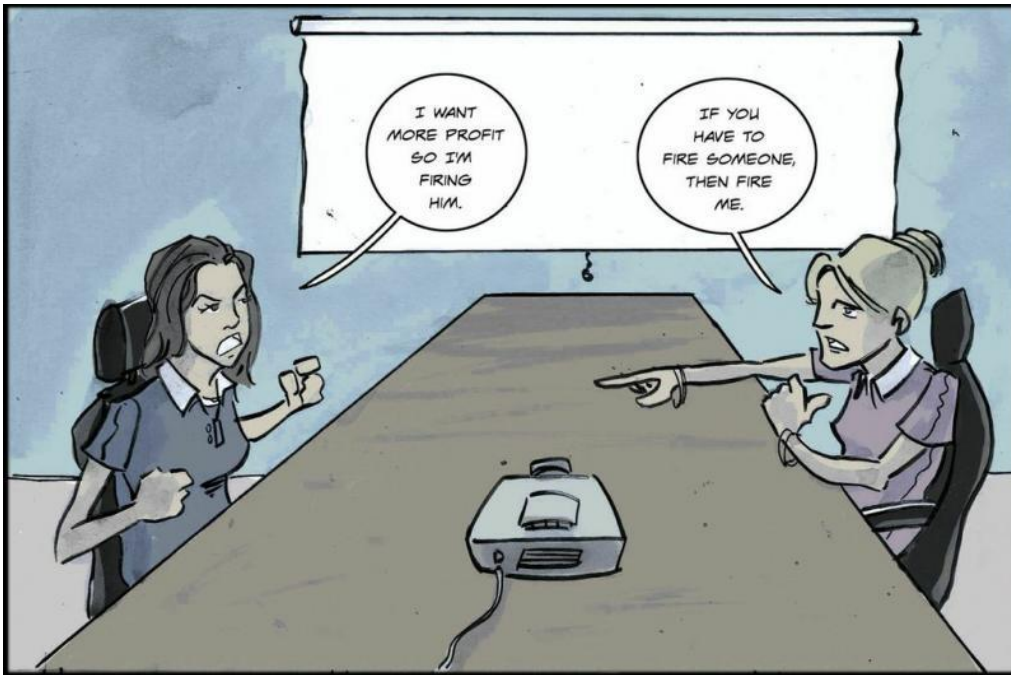
Number 4:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 5:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 6:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 7:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 8:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 9:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 10:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 11:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 12:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 13:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 14:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 15:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number 16:



How much do you identify with each person above?

	Not at all (1)	Slightly (2)	Moderately (3)	Extremely (4)
Person on left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Person on right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix B: Scoring the MIPS

Hero: Average of (1/Left, 2/Right, 5/Right, 6/Left, 9/Right, 10/Right, 13/Left, 16/Right)

Villain: Average of (1/Right, 3/Left, 5/Left, 7/Left, 9/Left, 11/Left, 13/Right, 14/Left)

Victim: Average of (3/Right, 4/Left, 7/Right, 8/Right, 11/Right, 12/Right, 14/Right, 15/Right)

Beneficiary: Average of (2/Left, 4/Right, 6/Right, 8/Left, 10/Left, 12/Left, 15/Left, 16/Left)

Appendix C: Summary Table of the MIPS

Picture File Name	Brief Scene Description	Identity of Left	Identity of right
MIPS_1_Hero_Vill	Two women discuss intentions to save or leave people in a fire.	Hero	Villain
MIPS_2_Bene_Hero	Two women lost in the wilderness. One helps the other find a way out.	Beneficiary	Hero
MIPS_3_Vill_Vict	One woman indicating taking revenge on another woman.	Villain	Victim
MIPS_4_Vict_Bene	One woman is trapped under a rock while the other woman is being rescued from a cave.	Victim	Beneficiary
MIPS_5_Vill_Hero	One woman wants more profits, so she wants to fire someone. The other woman says to fire her if anyone.	Villain	Hero
MIPS_6_Hero_Bene	One woman listens and comforts another woman.	Hero	Beneficiary
MIPS_7_Vill_Vict	A boss tells another woman that her idea is terrible.	Villain	Victim
MIPS_8_Bene_Vict	Two young girls discuss whether or not they've been adopted.	Beneficiary	Victim
MIPS_9_Vill_Hero	One man is about to press a button to kill other people. Another man states he's going to save them.	Villain	Hero
MIPS_10_Bene_Hero	One soldier is pulling another soldier to safety.	Beneficiary	Hero
MIPS_11_Vill_Vict	One man seems like he's going to hurt another man.	Villain	Victim
MIPS_12_Bene_Vict	One man is rescued from the top of a burning building while the other one is left there.	Beneficiary	Victim

MIPS_13_Hero_Vill	Two men on a park bench. One wants the other to be kinder, the other man says a different man deserves to suffer.	Hero	Villain
MIPS_14_Vill_Vict	One athlete taunts another athlete after beating him in a competition.	Villain	Victim
MIPS_15_Bene_Vill	One man tells another that his wife has taken him back. The other man says that his wife just left him.	Beneficiary	Victim
MIPS_16_Bene_Hero	One man listens to another man's problems.	Beneficiary	Hero

Appendix D: supplemental analyses for Study 4

Repeated Measures ANOVAs and Contrasts for Each Source Type in Study 4

UNC MSW ANOVA

Sum Sq	Mean Sq	NumDF	DenDF	F value	Pr(>F)
125.40	41.80	3	279.00	354.72	0.00

UNC MSW Contrasts

profile	Mean	SE	df	lower.CL	upper.CL	Group
hero	2.99	0.05	236.15	2.89	3.08	A
villain	1.43	0.05	236.15	1.33	1.52	B
victim	2.01	0.05	236.15	1.92	2.10	C
beneficiary	2.49	0.05	236.15	2.40	2.58	D

Duke MBA ANOVA

Sum Sq	Mean Sq	NumDF	DenDF	F value	Pr(>F)
27.50	9.17	3	111.00	56.42	0.00

Duke MBA Contrasts

profile	Mean	SE	df	lower.CL	upper.CL	Group
hero	2.92	0.08	101.81	2.75	3.08	A
villain	1.95	0.08	101.81	1.78	2.11	B
victim	1.84	0.08	101.81	1.68	2.01	B
beneficiary	2.41	0.08	101.81	2.25	2.58	C

Workplace Bullied ANOVA

Sum Sq	Mean Sq	NumDF	DenDF	F value	Pr(>F)
26.20	8.73	3	147.00	30.57	0.00

Workplace Bullied Contrasts

profile	Mean	SE	df	lower.CL	upper.CL	Group
hero	2.54	0.08	179.65	2.37	2.70	A
villain	1.54	0.08	179.65	1.37	1.70	B
victim	2.23	0.08	179.65	2.07	2.40	C
beneficiary	2.14	0.08	179.65	1.97	2.30	C

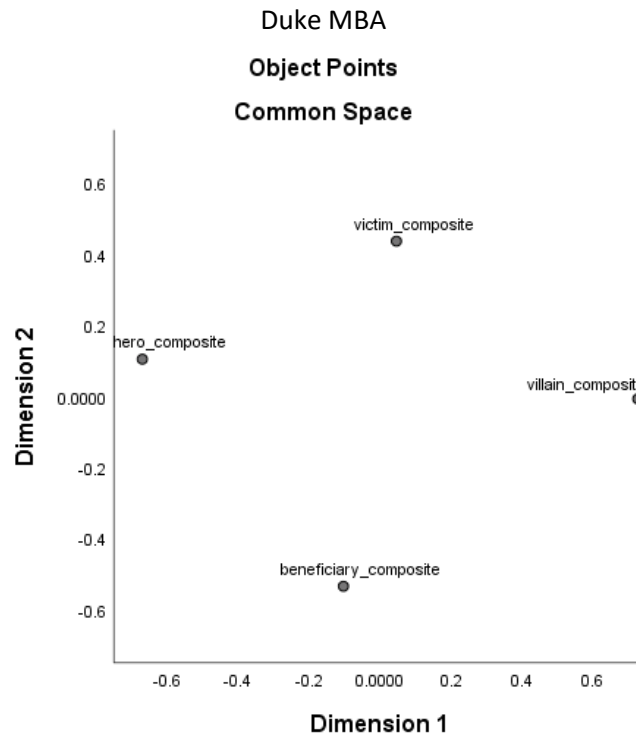
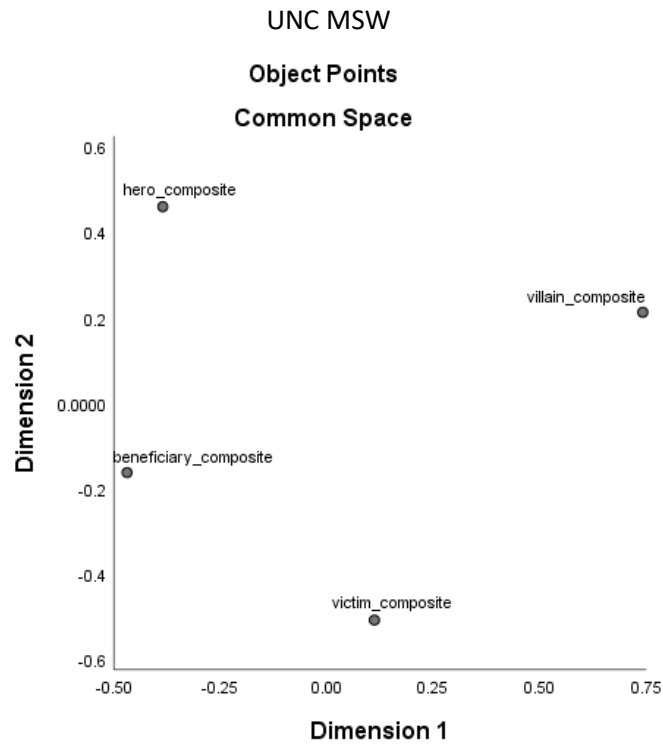
MTurk ANOVA

Sum Sq	Mean Sq	NumDF	DenDF	F value	Pr(>F)
66.34	22.11	3	300.00	73.45	0.00

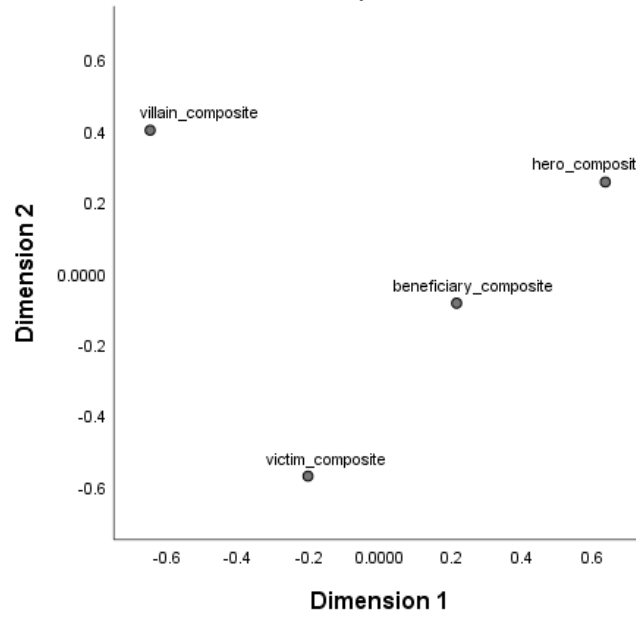
MTurk Contrasts

profile	Mean	SE	df	lower.CL	upper.CL	Group
hero	2.70	0.06	339.80	2.58	2.83	A
villain	1.58	0.06	339.80	1.45	1.70	B
victim	2.11	0.06	339.80	1.99	2.23	C
beneficiary	2.30	0.06	339.80	2.18	2.42	C

Appendix E: MDS results for Study 4



MTurk
Object Points
Common Space



Workplace Bullied
Object Points
Common Space

