Supplemental Tables and Methods Information for
Moralization and the 2012 U.S. Presidential Election Campaign

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Table S1

Correlations Between all of the Measures in the Study.

	T1 Moral Conviction P	T2 Moral Conviction P	T1 Benefits P	T2 Benefits P	T1 Enthusiasm	T2 Enthusiasm	T1 Moral Conviction NP	T2 Moral Conviction NP	T1 Harms	T2 Harms	T1 Hostility	T2 Hostility	T1 Fear	T2 Fear	Ideology	Political Knowledge	Gender	Education	Age
T1 Moral Conviction P	-																		
T2 Moral Conviction P	.675**	-																	
T1 Benefits	.360**	.305**	-																
T2 Benefits	.376**	.299**	.583**	-															
T1 Enthusiasm	.452**	.465**	.320**	.312**	-														
T2 Enthusiasm	.475**	.488**	.333**	.311**	.652**	-													
T1 Moral Conviction NP	.415**	.393**	.167**	.189**	.064*	.170**	-												
T2 Moral Conviction NP	.374**	.502**	.180**	.178**	.144**	.176**	.605**	-											
T1 Harms	.240**	.265**	.325**	.313**	.158**	.195**	.165**	.170**	-										
T2 Harms	.286**	.293**	.286**	.455**	.221**	.250**	.186**	.196**	.603**	-									
T1 Hostility	.274**	.238**	.206**	.157**	.318**	.235**	.237**	.254**	.367**	.301**	-								
T2 Hostility	.283**	.291**	.127**	.216**	.248**	.324**	.305**	.303**	.286**	.363**	.613**	-							
T1 Fear	.248**	.281**	.174**	.145**	.326**	.388**	.163**	.163**	.258**	.237**	.442**	.334**	-						
T2 Fear	.312**	.353**	.182**	.205**	.361**	.463**	.193**	.197**	.270**	.288**	.388**	.399**	.578**	-					
Ideology	-.117**	-.088*	-.100**	-.106**	-.170**	-.013	-.069**	-.106**	-.065*	-.069	-.133**	-.146**	-.067**	-.059	-				
Political Knowledge	.071**	.103**	.087**	.100**	.019	.071	.171**	.134**	.086**	.156**	.030	.081*	.045	.072	-.049	-			
Gender	-.109**	-.163**	-.120**	-.132**	-.091**	-.112**	-.075**	-.084*	-.071**	-.091*	-.045	-.112**	-.055*	-.105**	.055*	.164**	-		
Education	.058*	.082*	.033	.023	-.003	-.012	.115**	.080*	.015	.009	-.037	-.025	-.049	-.073	-.053*	.264**	-.015	-	
Age	.101**	.165**	.115**	.081*	.057*	.138**	.076**	.061	.125**	.127**	.014	.034	.159**	.140**	.137**	.182**	-.110**	.168**	-

*p < .05. **p < .01.

Table S2

Models of Estimated Time 1 → Time 2 Change

	T1 Moral Conviction P	ΔMoral Conviction P
Ideology	-0.052 (0.011)***	0.017 (0.012)
Political Knowledge	0.240 (0.107)*	0.072 (0.125)
Gender	-0.224 (0.058)***	-0.089 (0.065)
Education	0.015 (0.021)	0.030 (0.024)
Age	0.008 (0.002)***	0.002 (0.003)
Intercept	3.556 (0.028)***	0.021 (0.032)
Residual Variance	1.181 (0.043)***	0.765 (0.041)***

T1 Moral Conviction P↔ΔMoral Conviction P	-0.435 (0.036)***	
	T1 Moral Conviction NP	ΔMoral Conviction NP
Ideology	-0.033 (0.015)*	-0.011 (0.017)
Political Knowledge	0.831 (0.140)***	-0.054 (0.177)
Gender	-0.272 (0.076)***	-0.017 (0.093)
Education	0.068 (0.028)*	0.005 (0.034)
Age	0.004 (0.003)	-0.002 (0.004)
Intercept	2.995 (0.037)***	0.236 (0.046)***
Residual Variance	2.042 (0.074)***	1.580 (0.084)***

T1 Moral Conviction NP↔ΔMoral Conviction NP	-0.894 (0.068)***	
	T1 Enthusiasm	ΔEnthusiasm
Ideology	-0.067 (0.010)***	0.062 (0.011)***
Political Knowledge	0.065 (0.094)	0.129 (0.116)
Gender	-0.148 (0.051)**	-0.088 (0.061)
Education	-0.021 (0.019)	-0.009 (0.022)
Age	0.006 (0.002)**	0.002 (0.002)
Intercept	0.785 (0.025)***	-0.052 (0.030)
Residual Variance	0.906 (0.033)***	0.644 (0.035)***

T1 Enthusiasm↔ΔEnthusiasm	-0.318 (0.029)***	
	T1 Hostility	ΔHostility
Ideology	-0.063 (0.012)	0.003 (0.015)
Political Knowledge	0.171 (0.114)	0.218 (0.147)
Gender	-0.104 (0.062)	-0.182 (0.077)
Education	-0.051 (0.023)	0.020 (0.028)
Age	0.003 (0.003)	0.002 (0.003)
Intercept	1.316 (0.030)	0.015 (0.038)
Residual Variance	1.351 (0.049)	1.059 (0.057)

T1 Hostility↔ΔHostility   -0.552 (0.045)***

	T1 Fear	ΔFear
Ideology	-0.033 (0.009)***	0.009 (0.012)
Political Knowledge	0.125 (0.088)	0.059 (0.121)
Gender	-0.069 (0.048)	-0.122 (0.063)
Education	-0.063 (0.018)***	0.004 (0.023)
Age	0.013 (0.002)***	-0.003 (0.002)
Intercept	0.796 (0.023)***	0.006 (0.031)
Residual Variance	0.802 (0.029)***	0.722 (0.038)***

T1 Fear↔ΔFear   -0.370 (0.028)***

	T1 Benefits	ΔBenefits
Ideology	-0.053 (0.013)	-0.003 (0.017)
Political Knowledge	0.404 (0.126)***	0.033 (0.174)
Gender	-0.308 (0.068)***	0.000 (0.091)
Education	-0.013 (0.025)	0.003 (0.033)
Age	0.011 (0.003)***	-0.003 (0.004)
Intercept	6.055 (0.033)***	0.038 (0.045)
Residual Variance	1.656 (0.060)***	1.486 (0.079)***

T1 Benefits↔ΔBenefits   -0.695 (0.060)***

	T1 Harms	ΔHarms
Ideology	0.029 (0.010)**	0.003 (0.012)
Political Knowledge	-0.282 (0.095)**	-0.279 (0.126)*
Gender	0.134 (0.051)**	0.066 (0.066)
Education	0.022 (0.019)	0.021 (0.024)
Age	-0.009 (0.002)***	0.001 (0.003)
Intercept	1.632 (0.025)	0.096 (0.033)**
Residual Variance	0.933 (0.034)	0.729 (0.041)

T1 Harms↔ΔHarms   -0.253 (0.037)***

Note. P = preferred candidate, NP = non-preferred candidate. Cell entries are unstandardized estimates and standard errors are in parentheses.
*$p < .05$. **$p < .01$. ***$p < .001$.

Table S3

Results of the Latent Difference Score Path Model

	Path Estimates						
	ΔMoral Conviction P	ΔMoral Conviction NP	ΔEnthusiasm	ΔHostility	ΔFear	ΔBenefits	ΔHarms
Time 1 Predictors							
T1 Moral Conviction P	-0.52 (0.04)***	0.10 (0.05)*	0.15 (0.03)***	0.05 (0.04)	0.06 (0.03)	0.21 (0.05)***	-0.08 (0.04)*
T1 Moral Conviction NP	0.08 (0.02)***	-0.49 (0.03)***	-0.003 (0.02)	0.09 (0.03)***	0.002 (0.02)	0.01 (0.03)	-0.01 (0.03)
T1 Enthusiasm	0.18 (0.04)***	-0.003 (0.05)	-0.49 (0.03)***	0.01 (0.04)	0.11 (0.04)**	0.07 (0.05)	-0.01 (0.04)
T1 Hostility	-0.02 (0.03)	0.11 (0.04)**	-0.05 (0.03)	-0.48 (0.04)***	0.08 (0.03)**	-0.03 (0.04)	-0.06 (0.03)
T1 Fear	0.04 (0.04)	-0.05 (0.05)	0.18 (0.03)***	0.03 (0.04)	-0.58 (0.04)***	-0.04 (0.05)	-0.002 (0.04)
T1 Benefits	0.02 (0.03)	0.03 (0.04)	0.07 (0.02)**	-0.04 (0.03)	-0.01 (0.02)	-0.51 (0.04)***	-0.02 (0.03)
T1 Harms	-0.05 (0.04)	-0.01 (0.06)	0.03 (0.04)	-0.08 (0.05)	-0.06 (0.04)	-0.14 (0.06)*	-0.34 (0.04)***
Covariates							
Ideology	0.01 (0.01)	-0.02 (0.02)	0.04 (0.01)***	-0.02 (0.01)	0.01 (0.01)	-0.01 (0.02)	0.003 (0.01)
Political Knowledge	0.07 (0.12)	0.27 (0.17)	0.06 (0.11)	0.23 (0.14)	0.07 (0.11)	0.13 (0.16)	-0.31 (0.12)*
Gender	-0.15 (0.06)*	-0.10 (0.09)	-0.09 (0.06)	-0.20 (0.07)**	-0.11 (0.06)	-0.08 (0.09)	0.07 (0.06)
Education	0.04 (0.02)	0.04 (0.03)	-0.01 (0.02)	-0.004 (0.03)	-0.02 (0.02)	-0.01 (0.03)	0.02 (0.02)
Age	0.004 (0.002)	0.000 (0.003)	0.001 (0.002)	0.001 (0.003)	0.002 (0.002)	-0.002 (0.003)	-0.001 (0.003)
	T1 Moral Conviction P	T1 Moral Conviction NP	T1 Enthusiasm	T1 Hostility	T1 Fear	T1 Benefits	T1 Harms
Covariates							
Ideology	-0.052 (0.011)***	-0.032 (0.015)*	-0.067 (0.010)***	-0.063 (0.012)***	-0.033 (0.009)***	-0.054 (0.013)***	0.029 (0.010)**
Political Knowledge	0.237 (0.106)*	0.830 (0.140)***	0.071 (0.093)	0.177 (0.114)	0.128 (0.088)	0.409 (0.126)***	-0.291 (0.095)**
Gender	-0.224 (0.058)***	-0.269 (0.076)***	-0.150 (0.051)**	-0.103 (0.062)	-0.069 (0.048)	-0.308 (0.068)***	0.136 (0.051)**
Education	0.016 (0.021)	0.069 (0.028)*	-0.022 (0.019)	-0.053 (0.023)*	-0.063 (0.018)***	-0.013 (0.025)	0.021 (0.019)
Age	0.008 (0.002)***	0.004 (0.003)	0.006 (0.002)**	0.003 (0.00)	0.013 (0.002)***	0.011 (0.003)***	-0.009 (0.002)***
	Covariance and Residual Variance Estimates						
Change Scores	ΔMoral Conviction P	ΔMoral Conviction NP	ΔEnthusiasm	ΔHostility	ΔFear	ΔBenefits	ΔHarms
ΔMoral Conviction P	0.567 (0.031)***						
ΔMoral Conviction NP	0.294 (0.033)***	1.158 (0.063)***					

ΔEnthusiasm	0.087 (0.020)***	0.035 (0.029)	0.483 (0.026)***			
ΔHostility	0.072 (0.026)**	0.085 (0.038)*	0.160 (0.025)***	0.807 (0.044)***		
ΔFear	0.076 (0.021)***	0.055 (0.030)	0.120 (0.020)***	0.123 (0.026)***	0.516 (0.028)***	
ΔBenefits	-0.008 (0.030)	0.006 (0.043)	0.043 (0.028)	0.129 (0.037)***	0.050 (0.029)	1.120 (0.060)***
ΔHarms	-0.051 (0.023)*	-0.044 (0.033)	-0.059 (0.021)**	-0.147 (0.028)***	-0.062 (0.022)**	-0.295 (0.034)***	0.642 (0.035)***

Time 1 Predictors	T1 Moral Conviction P	T1 Moral Conviction NP	T1 Enthusiasm	T1 Hostility	T1 Fear	T1 Benefits	T1 Harms
T1 Moral Conviction P	1.179 (0.043)***						
T1 Moral Conviction NP	0.618 (0.043)***	2.043 (0.075)***					
T1 Enthusiasm	0.448 (0.029)***	0.059 (0.035)	0.904 (0.033)***				
T1 Hostility	0.326 (0.034)***	0.383 (0.044)***	0.324 (0.030)***	1.349 (0.049)***			
T1 Fear	0.222 (0.026)***	0.189 (0.034)***	0.263 (0.023)***	0.451 (0.029)***	0.802 (0.029)***		
T1 Benefits	0.464 (0.038)***	0.255 (0.048)***	0.362 (0.033)***	0.281 (0.039)***	0.170 (0.030)***	1.656 (0.060)***	
T1 Harms	-0.226 (0.028)***	-0.195 (0.036)***	-0.123 (0.024)***	-0.402 (0.031)***	-0.203 (0.023)***	-0.376 (0.033)***	0.933 (0.034)***

			Intercepts				
	ΔMoral Conviction P	ΔMoral Conviction NP	ΔEnthusiasm	ΔHostility	ΔFear	ΔBenefits	ΔHarms
Intercepts	1.395 (0.205)***	1.082 (0.293)***	-0.731(0.190)***	0.541 (0.246)*	0.211 (0.196)	2.601 (0.288)***	1.167 (0.218)***
	T1 Moral Conviction P	T1 Moral Conviction NP	T1 Enthusiasm	T1 Hostility	T1 Fear	T1 Benefits	T1 Harms
Intercepts	3.554 (0.028)***	2.995 (0.037)***	0.785 (0.025)***	1.316 (0.030)***	0.797 (0.023)***	6.063 (0.033)***	1.634 (0.025)***

Note. P = preferred candidate, NP = non-preferred candidate. Cell entries are unstandardized estimates and standard errors are in parentheses.
*$p < .05$. **$p < .01$. ***$p < .001$.

Supplemental Methods Reporting

Example Mplus Version 6 Syntax for Latent Change Score Model

```
 TITLE:  Latent Change Score Model for Moral Conviction-
Preferred.

  DATA:
    FILE IS "data.dat"; !load in data

  VARIABLE:
    NAMES ARE ID MCpT1 MCpT2 libconT1 PolKnowT1 gender edu age;
    USEVARIABLES ARE MCpT1 MCpT2 libconT1 PolKnowT1 gender edu
age;
    centering = grandmean(libconT1 PolKnowT1 gender edu age);
!Estimate change at the mean of the covariates
    useobservations = age > 17;

    MISSING ARE ALL (-999);

  ANALYSIS: !default meanstructure analysis

  MODEL:

  !Create latent change between T1 and T2.

  !moral conviction preferred change

  mcpcs BY mcpt2@1; !define latent change by T2
  mcpt2 ON mcpt1@1; !autoregression T2 T1
  mcpt2@0 mcpt1 mcpcs; !var at T2=0, estimate var T1 & change
  [mcpt2@0 mcpcs mcpt1];  !mean at T2=0, estimate mean T1 &
change
  mcpcs with mcpt1 ; !estimate covariance between T1 and the
change
  mcpcs on libconT1 PolKnowT1 gender edu age; !adjust for
covariates
  mcpt1 on libconT1 PolKnowT1 gender edu age; !adjust for
covariates
```

Note. For initial latent change score estimates moral conviction-preferred was replaced with the target variable. For latent change score path model all variables were included simultaneously.

Measures Used at Time 1

Candidate Support

Assuming you vote in the 2012 presidential election, do you think you will probably vote for Barack Obama as the Democratic candidate, probably vote for Mitt Romney as the Republican candidate, or probably vote for someone else?

- o   Barack Obama
- o   Mitt Romney
- o   Someone else – if so, who?
- o   Undecided / Neither

[If "Someone else" or "Undecided" is selected]

If you could only chose between Obama and Romney, would you lean more toward supporting Obama or Romney?

- o   Barack Obama
- o   Mitt Romney
- o   Undecided / Neither

Moral Conviction

To what extent are your feelings about <u>Barack Obama/Mitt Romney</u>…

	Not at all	Slightly	Moderately	Much	Very much
…connected to your beliefs about fundamental right and wrong?	o	o	o	o	o
…a reflection of your core moral beliefs and convictions?	o	o	o	o	o
…based on moral principle?	o	o	o	o	o

Emotional Reactions

Please check the emotions that you feel when you think about <u>Barack Obama/Mitt Romney</u>0.

□ Cheerful	□ Downhearted	□ Shaky	□ Frightened	□ Upset	□ Energetic
□ Sad	□ Bashful	□ Sleepy	□ Scornful	□ Lively	□ Fearless
□ Active	□ Tired	□ Blameworthy	□ Alone	□ Loathing	□ Blue
□ Angry at self	□ Nervous	□ Surprised	□ Proud	□ Delighted	□ Scared
□ Disgusted	□ Sheepish	□ Happy	□ Astonished	□ Angry	□ Concentrating
□ Calm	□ Sluggish	□ Excited	□ Relaxed	□ Ashamed	□ Disgusted with self
□ Guilty	□ Amazed	□ Determined	□ Alert	□ Confident	□ Shy
□ Enthusiastic	□ Lonely	□ Strong	□ Jittery	□ Inspired	□ Drowsy
□ Attentive	□ Distressed	□ Timid	□ Interested	□ Bold	□ Dissatisfied with self
□ Afraid	□ Daring	□ Hostile	□ Irritable	□ At Ease	□ Powerful
□ Joyful					

[For each emotion selected]

To what extent do you feel [emotion] when you think about <u>Barack Obama/Mitt Romney?</u>

- o Slightly
- o Moderately
- o Much
- o Very much

Harms and Benefits

Please write down up to three effects or consequences that you think <u>Barack Obama/Mitt Romney winning the 2012 presidential election</u> will have for society, you personally, or any other group or person that you think is relevant.

Effect of Obama/Romney Winning #1

Effect of Obama/Romney Winning #2

Effect of Obama/Romney Winning #3

Effect of Obama/Romney Winning #1: [Effect entered by the participant]

How beneficial or harmful would the effect you listed above be?

Very harmful	Moderately harmful	Slightly harmful	Uncertain	Slightly beneficial	Moderately beneficial	Very beneficial
○	○	○	○	○	○	○

Effect of Obama/Romney Winning #2: [Effect entered by the participant]

How beneficial or harmful would the effect you listed above be?

Very harmful	Moderately harmful	Slightly harmful	Uncertain	Slightly beneficial	Moderately beneficial	Very beneficial
○	○	○	○	○	○	○

Effect of Obama/Romney Winning #3: [Effect entered by the participant]

How beneficial or harmful would the effect you listed above be?

Very harmful	Moderately harmful	Slightly harmful	Uncertain	Slightly beneficial	Moderately beneficial	Very beneficial
○	○	○	○	○	○	○

Political Knowledge

Please answer the following questions about politics0.

Please do not focus on getting the correct answer-- we're more interested in your best guesses than whether you get these questions correct0.

Who is the Chief Justice of the U.S. Supreme Court?

- o John Roberts
- o David Cole
- o Anthony Kennedy
- o Larry Thompson

Who is the Prime Minister of the United Kingdom?

- o David Cameron
- o Nick Clegg
- o Tony Hayward
- o Richard Branson

Who is the Speaker of the House of Representatives?

- o John Boehner
- o Harry Reid
- o Eric Holder
- o Mitt Romney

On which of the following does the U0.S0. Federal government spend the least money?

- o Foreign aid
- o Medicare
- o National defense
- o Social Security

Political Ideology

Generally speaking, do you usually think of yourself as a liberal, conservative, moderate, or something else?

- o Liberal
- o Conservative
- o Moderate
- o Uncertain / don't know
- o Other (please specify)

[If "Liberal" is selected]

To what degree do you consider yourself a liberal?

- o Slightly liberal
- o Moderately liberal
- o Strongly liberal

[If "Conservative" is selected]

To what degree do you consider yourself a conservative?

- o Slightly conservative
- o Moderately conservative
- o Strongly conservative

[If "Moderate", "Uncertain / don't know", or "Other" is selected]

If you had to choose, would you consider yourself a liberal or a conservative?

- o Liberal
- o Neither
- o Conservative

<u>Demographics</u>

What is your gender?

- o Male
- o Female

Highest Education Level:

- o Less than high school (8th grade or below)
- o Some high school, no diploma
- o High School diploma or equivalent
- o Some college, no degree
- o Technical/Associate's degree
- o Bachelor's degree
- o Master's degree
- o Doctoral/Professional degree (MD, JD, PhD, etc)

How many years old are you?

Measures used at Time 2

Moral Conviction

- Same as Time 1

Emotional Reactions

- Same as Time 1

Harms and Benefits

- Same as Time 1