

# Supplementary Materials of “Preference for normative information over social information: A vignette experiment testing content bias at three phases of transmission”

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## A. Questionnaire used in the pilot study

Please read the vignette and answer the following questions (1 = very little, 7 = a lot)

a. How much do you think the content relates to social rules or norms?

1      2      3      4      5      6      7

b. How much do you think the content relates to social interactions or relationships?

1      2      3      4      5      6      7

c. How much do you think the content relates to survival or health?

1      2      3      4      5      6      7

d. How much do you think the content evokes strong emotions, such as sadness, disgust, or joy?

1      2      3      4      5      6      7

e. How much do you think the content relates to counterintuitive elements, such as violations of physical laws or supernatural phenomena (e.g. a person passing through a wall)?

1      2      3      4      5      6      7

f. How much do you think the content conforms to stereotypes, which means representing groups in a simplistic way (e.g. people who have blood type B are self-centered)?

1      2      3      4      5      6      7

• Please complete your details

age .....

gender .....

**B. Figure and Table showing mean scores of vignettes from a pilot study**  
 (SC means stereotypy consistency)

Figure B1

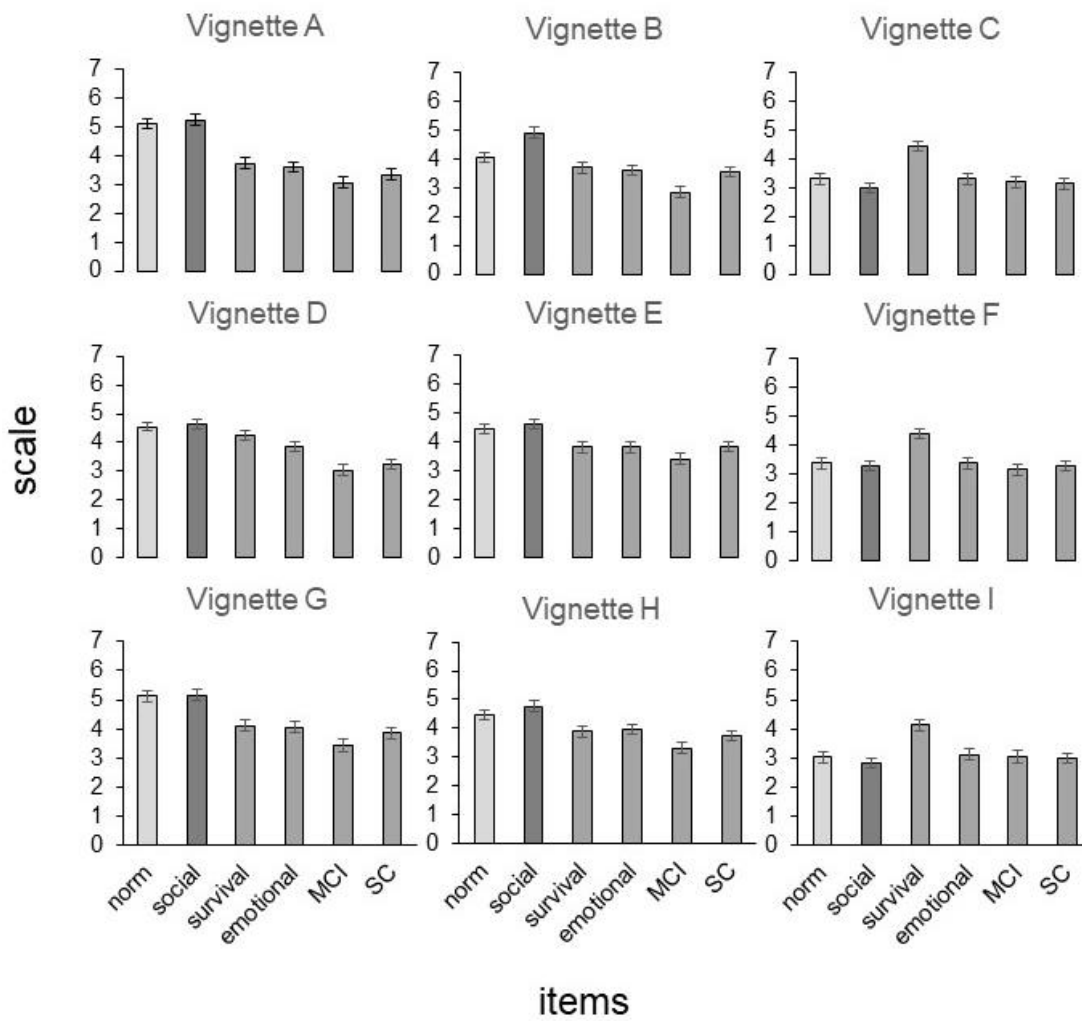


Table B1

Vignette	Mean Rating (SD)					
	Norm	Social	Survival	Emotional	MCI	Stereotype consistency
A - norm	5.08 (1.36)	5.23 (1.56)	3.72 (1.65)	3.58 (1.45)	3.05 (1.82)	3.34 (1.53)
B - social	4.03 (1.44)	4.89 (1.54)	3.69 (1.65)	3.58 (1.53)	2.82 (1.57)	3.51 (1.43)
C - control	3.30 (1.63)	3.00 (1.45)	4.42 (1.40)	3.28 (1.46)	3.18 (1.67)	3.12 (1.63)
D - norm	4.55 (1.36)	4.62 (1.35)	4.26 (1.46)	3.85 (1.49)	3.04 (1.59)	3.24 (1.34)
E - social	4.47 (1.30)	4.64 (1.40)	3.82 (1.57)	3.82 (1.71)	3.42 (1.61)	3.84 (1.33)
F - control	3.35 (1.57)	3.26 (1.52)	4.35 (1.46)	3.35 (1.48)	3.14 (1.62)	3.27 (1.44)
G - norm	5.12 (1.70)	5.16 (1.66)	4.11 (1.58)	4.05 (1.54)	3.42 (1.77)	3.85 (1.53)
H - social	4.46 (1.32)	4.77 (1.53)	3.91 (1.67)	3.96 (1.55)	3.30 (1.70)	3.74 (1.41)
I - control	3.03 (1.62)	2.84 (1.47)	4.12 (1.59)	3.12 (1.56)	3.03 (1.81)	2.99 (1.49)

## **C. Full text of vignettes used in the main study**

### **Vignette A**

Title: Rules for residents of Shinmachi 1st block

The first block of Shinmachi consists of about 200 houses, with 10 houses forming one block. Within each block is a system of one-year rotating leaders, where a leader collects money and distributes newsletters from each house. Those who are not leaders take turns cleaning the park and picking up trash. The duties are assigned and communicated through a circulation board, which is passed on to the next neighbor once read.

### **Vignette B**

Title: Relationship among residents of Shinmachi 1st to 4th blocks

Shinmachi consists of four blocks, but blocks 1 and 2 have a particularly close relationship. A few years ago, they held a joint summer festival and recruited participants voluntarily. The relationship began because the leaders of blocks 1 and 2 were good friends in high school and were in the same art club. There is also an interaction between blocks 3 and 4, but they do not have any bad blood between them.