Supplementary Information

Shame closely tracks the threat of devaluation by others, even across cultures

1. Note to Study 2

In a pilot study, some participants in the sadness condition gave post-study feedback that some of the scenarios elicited emotions other than sadness. To clarify the task, participants in the shame, sadness, and anxiety conditions were instructed: "We're asking specifically about how much [shame / sadness / anxiety] you would feel. If you think you would feel something but not [shame / sadness / anxiety], your answer should be that you would not feel [shame / sadness / anxiety]". In all cases, the scales ranged from 1 (no [shame / sadness / anxiety] at all / I wouldn't view them negatively at all) to 7 (a lot of [shame / sadness / anxiety] / I'd view them very negatively).

2. STUDY S1. The meaning of "shame"

When using an emotion term, the possibility exists that it is polysemous—that it has more than one meaning. Our interest is in shame as a subjective emotional state. One reviewer wondered if participants instead interpreted "shame" as meaning a reduction in one's social standing (for different meanings of "shame" in different cultures, see (1-3)) If the participants in the shame conditions of Studies 1 and 2 construed "shame" to refer to the latter meaning, the shame ratings and the devaluation ratings would be assays of devaluation as applied to oneself by others (how much standing would I lose?) versus how the participant would devalue someone else.

If participants interpreted the term "shame" as meaning "how much would others devalue me?", then the shame–devaluation correlations could indicate a consensus regarding the devaluation elicited by various disgraceful events rather than the tracking of one cognitive system (social devaluation) by a different cognitive system (shame, as defined under the information threat theory). Recall that in Studies 1 and 2 our shame prompt simply asked participants how much shame they would feel if they were in various situations, without further specifying the meaning of shame.

We note that the equation of the term "shame" to a reduction in social standing presupposes the functional hypothesis that shame tracks the magnitude of reductions in social standing (devaluation). Nevertheless, we conducted the following study to find out if shame, in the strict, explicit sense of a subjective emotional state, tracks devaluation.

Methods

Sample for Study S1a

Amazon Mechanical Turk was used to recruit 147 participants in the United States. Twenty of them were removed from analyses due to failure to correctly respond to an attention check and/or a language comprehension question, leaving an effective sample size of 127 (65 females), with a mean age of 36 (SD: 12). Of the effective sample of 127 participants, 96.9% reported English as their first language, and 3.1% reported English as their second language.

Sample for Study S1b

Amazon Mechanical Turk was used to recruit 119 participants in India. Fifty-one of them were removed from analyses due to failure to correctly respond to an attention check and/or a

language comprehension question, leaving an effective sample size of 68 (16 females), with a mean age of 31 (SD: 9). Of the effective sample of 68 participants, 33.8% reported English as their first language, 61.8% reported English as their second language, and 4.4% reported English as neither their first nor second language. Of the 42 participants who reported English as their second language, the languages reported as first language were: Tamil (15 participants), Malayalam (10 participants), Hindi (9 participants), and other languages (8 participants).

The American and Indian distributions of subjective socio-economic status and urban/rural status are displayed in Table S9.

Measures. The stimuli of Study S1 consisted of the 29 scenarios used in Study 1. There were three between-subjects conditions: (1) shame-1 (prompt from Study 1: "indicate how much shame you would feel if you were in those situations"); (2) shame-2 (additional prompt: "Please focus strictly on the feelings of shame you may (or may not) have; that is, focus on nothing but your own feelings"); (3) devaluation (same as in Study 1). The two shame conditions featured scales ranging from 1 (no shame at all) to 7 (a lot of shame). The devaluation condition featured scales ranging from 1 (I wouldn't view them negatively at all) to 7 (I'd view them very negatively). Participants were randomly assigned to one of the three conditions. The stimuli were presented in English in both the United States and India. The 29 scenarios are shown in Tables S4 (United States) and S5 (India).

The language comprehension question read: "The Midwest is experiencing its worst drought in fifteen years. Corn and soybean prices are expected to be very high this year. What does the second sentence do?" Possible answers: (a) It restates the idea found in the first; (b) It states an effect; (c) It gives an example; (d) It analyzes the statement made in the first. Data from participants answering other than "(b)" were excluded from analyses.

Results and discussion
Tables S4 (United States) and S5 (India) display the scenarios, and the shame and devaluation means and standard deviations for each scenario. Table S6 displays the shame and devaluation correlations within and between countries.

We refer to the shame ratings in the different shame conditions as follows: shame$_{ORIGINAL}$ (shame-1 condition); shame$_{SUBJECTIVITY}$ (shame-2 condition).

1. Does "shame," in the strict, explicit sense of a subjective emotional state, correlate with "shame" as expressed in the original, Study 1? Yes. In the United States, shame$_{SUBJECTIVITY}$ correlated with shame$_{ORIGINAL}$ ($r(27) = .98$, $P = 10^{-19}$). We note that shame$_{SUBJECTIVITY}$ (grand mean = 4.29, SD = 0.55) did not significantly differ from shame$_{ORIGINAL}$ (grand mean = 4.19, SD = 1.00; $t(64) = .55$, $P = .58$)—mean shame$_{SUBJECTIVITY}$ and mean shame$_{ORIGINAL}$ were similar for all 29 items ($.17 \leq Ps \leq .99$).

In India, shame$_{SUBJECTIVITY}$ correlated with shame$_{ORIGINAL}$ ($r(27) = .93$, $P = 10^{-12}$). We note that shame$_{SUBJECTIVITY}$ (grand mean = 4.58, SD = 0.70) did not significantly differ from shame$_{ORIGINAL}$ (grand mean = 4.76, SD = 1.13; $t(36) = -.61$, $P = .55$)—mean shame$_{SUBJECTIVITY}$ and mean shame$_{ORIGINAL}$ were similar for all 29 items ($.12 \leq Ps \leq .96$).

2. Is devaluation tracked by "shame" in the strict, explicit sense of a subjective emotional state? Yes. In the United States, devaluation was tracked by shame$_{SUBJECTIVITY}$ ($r(27) = .77$, $P = 10^{-6}$).

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Devaluation was also tracked by shame$_{ORIGINAL}$ (r(27) = .78, P = 10^{-6}). These correlations did not significantly differ from each other (Z= 0.09, Ps = .93).

In India, devaluation was tracked by shame$_{SUBJECTIVITY}$ (r(27) = .72, P = 1.1 x 10^{-5}). Devaluation was also tracked by shame$_{ORIGINAL}$ (r(27) = .71, P = 1.5 x 10^{-5}). These correlations did not significantly differ from each other (Z= −0.07, Ps = .94).

In sum, shame, in the strict, explicit sense of a subjective emotional state, closely tracked the magnitude of devaluation in an audience. This suggests that the shame–devaluation correlations observed in Study 1 were generated by one cognitive system (social devaluation) being tracked by a different cognitive system (shame, as defined under the information threat theory), rather than by a mere consensus regarding various disgraceful situations.

3. STUDY S2. Shame and culture-specific valuation

According to the information threat theory of shame, the mobilization of shame is calibrated by how a given event (act, state, relationship, situation) is (estimated to be) evaluated *by those in one's local social world*—those whose valuation-informed reactions will modify your welfare, your status, and, ultimately, your fitness. Events engaging meta-cultural valuations will generate cross-culturally similar levels of devaluation and cross-culturally similar levels of shame. For events of this kind, shame will track foreign audiences, *but only because the latter's valuations are shared with the valuations of the local audiences shame is defending against*. By contrast, events engaging culturally *particular* valuations—valuations evoked by the particular features of a given social ecology, or socially transmitted—will fail to yield a cross-cultural consensus in devaluation and shame. Here, shame will not track foreign audiences because the latter's values and the values of the local audiences are different.

In Study S2 we tested three sets of scenarios. The first set is hypothesized to engage meta-cultural valuations (*Common* scenarios; e.g., cheating in a social exchange, low intelligence). The second set of scenarios is hypothesized to elicit more devaluation in India than in the United States (*India* scenarios; e.g., marrying someone without consulting your parents, addressing your father by his first name). The third set of scenarios is hypothesized to elicit more devaluation in the United States than in India (*United States* scenarios; e.g. yelling at your maid, telling your sibling that their daughter should whiten her skin). The *India* and *United States* scenarios were constructed based on anthropological (4) and historical (5) reports, as well as a website with advice to visitors to India (6) and advice from bicultural informants.

If the *India* scenarios and/or the *United States* scenarios elicit different valuations (in particular, different orderings of valuations) among American participants and Indian participants, then shame should track the devaluation of domestic audiences but not of foreign audiences. If they fail to elicit different valuations (i.e. if those sets of scenarios elicit cross-culturally similar valuations), then shame should track the devaluation of domestic *and* foreign audiences.

Methods
Sample for Study S2a
Amazon Mechanical Turk was used to recruit 141 participants in the United States. Eighteen of them were removed from analyses due to failure to correctly respond to an attention check and/or a language comprehension question, leaving an effective sample size of 123 (62 females), with a mean age of 37 (SD: 12). Of the effective sample of 123 participants, 97.6% reported English as their first language, and 2.4% reported English as their second language.

Sample for Study S2b
Amazon Mechanical Turk was used to recruit 137 participants in India. Fifty-six of them were removed from analyses due to failure to correctly respond to an attention check and/or a language comprehension question, leaving an effective sample size of 81 (25 females), with a mean age of 34 (SD: 9). Of the effective sample of 81 participants, 38.3% reported English as their first language, 58.0% reported English as their second language, and 3.7% reported English as neither their first nor second language. Of the 47 participants who reported English as their second language, the languages reported as first language were: Tamil (19 participants), Hindi (12 participants), Malayalam (7 participants), and other languages (9 participants).

The American and Indian distributions of subjective socio-economic status and urban/rural status are displayed in Table S10.

Measures. The stimuli of Study S2 consisted of 24 scenarios: eight *Common* scenarios (a subset of the scenarios used in Study 1), eight *India* scenarios, and eight *United States* scenarios. The scenarios were presented in randomized order (without blocking by type). The participants rated all 24 scenarios. There were two between-subjects conditions: one audience condition assessing devaluation (scale: 1: I wouldn't view them negatively at all; 7: I'd view them very negatively), and one shame condition assessing shame (scale: 1: no shame at all; 7: a lot of shame). Participants were randomly assigned to one of the two conditions. The stimuli were presented in English in both the United States and India. The 24 scenarios are shown in Table S7.

The language comprehension question read: "The Midwest is experiencing its worst drought in fifteen years. Corn and soybean prices are expected to be very high this year. What does the second sentence do?" Possible answers: (a) It restates the idea found in the first; (b) It states an effect; (c) It gives an example; (d) It analyzes the statement made in the first. Data from participants answering other than "(b)" were excluded from analyses.

Results and discussion
Table S7 displays the scenarios, the shame and devaluation means and standard deviations for each scenario and country, and scenario- and condition-specific tests of country-level differences. Table S8 displays the shame and devaluation correlations within and between countries by scenario type.

1. When the scenarios engage valuations presumed to be meta-cultural, does shame in a given country track the devaluation in the other country? Yes. Here we consider the set of eight *Common* scenarios. For each participant we computed the mean shame or devaluation ratings across the eight *Common* scenarios. The mean of the mean devaluation ratings was higher among Indians (M = 3.87, SD = 0.85) than among Americans (M = 3.20, SD = 0.89; $t(110) = 3.87$, $P = .0002$, $r = .35$)—four of the eight *Common* scenarios elicited more devaluation among Indians than among Americans ($Ps \leq .05$). On the other hand, the mean of the mean shame ratings was similar among Indians (M = 4.44, SD = 0.87) and Americans (M = 4.53, SD = 0.79; $t(90) = -0.53$, $P = .60$)—none of the eight *Common* scenarios significantly differed across samples.

Devaluation among Americans correlated highly with devaluation among Indians ($r(6) = .85$, $P = .007$), indicating that the *Common* scenarios elicited similar (orderings of) valuations across countries. As expected when that is the case, American shame tracked Indian devaluation

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(r(6) = .92, *P* = .001), and did so just as well as it tracked American devaluation (r(6) = .90, *P* = .002) (difference between correlations: *Z* = 0.18, *P* = .86). Similarly, Indian shame tracked American devaluation (r(6) = .74, *P* = .036) and Indian devaluation(r(6) = .87, *P* = .006), with similar effect sizes (difference between correlations: *Z* = −0.60, *P* = .55). This was as in Studies 1 and 2 (main text).

2. When the scenarios engage valuations presumed to be culture-specific, does shame in a given country fail *to track the devaluation in the other country?* Yes, but only when the devaluation of the foreign audience *fails* to track the devaluation of the domestic audience.

When devaluation differs for local and foreign audiences.

First we consider the set of eight *United States* scenarios. They elicited more devaluation and more shame in American than Indian participants. The mean of the mean devaluation ratings was higher among Americans (M = 5.27, SD = 1.03) than among Indians (M = 4.38, SD = 1.01; *t*(110) = 4.42, *P* = .00002, *r* = .39)—six of eight *United States* scenarios elicited more devaluation among Americans than among Indians (*P*s ≤ .05). The mean of the mean shame ratings was also higher among Americans (M = 5.23, SD = 0.98) than among Indians (M = 4.11, SD = 0.83; *t*(90) = 5.83, *P* = 10^{-7}, *r* = .52)—five of eight *United States* scenarios elicited more shame among Americans than among Indians (*P*s ≤ .05).

The correlation between devaluation among Americans and devaluation among Indians was not significant (r(6) = .44, *P* = .27). That is, the devaluation ratings of Americans and Indians were more dis-coordinated for these scenarios than they were for the *Common* scenarios (which was: *r* = .85). The more valuations are dis-coordinated across countries, the less shame should track the devaluation of foreign audiences; shame should correlate more highly with the devaluation of domestic audiences than with the devaluation of foreign audiences.

That is what was observed. American shame tracked American devaluation very highly (r(6) = .96, *P* = .0002); the correlation between American shame and Indian devaluation was much lower, and not significant, even marginally: (r(6) = .40, *P* = .32). American shame tracked American devaluation more highly than it tracked Indian devaluation (difference between correlations: *Z* = 2.41, *P* = .016), as it should when local and foreign devaluation ratings do not align. Indian shame did not track American devaluation at all (r(6) = −.14, *P* = .75)—again, as expected. Whereas that correlation with the foreign audience's devaluation was negative (though not significantly so), Indian shame positively tracked Indian devaluation (r(6) = .63); this effect was marginally significant (*P* = .092) (That significance was marginal for a correlation of *r* = .63 is not surprising given the small sample of scenarios; difference between correlations: *Z* = −1.40, *P* = .16).

When devaluation ratings for local and foreign audiences are more highly correlated.

Next, we turn to the set of eight *India* scenarios. The mean of the mean devaluation ratings was higher among Indians (M = 3.72, SD = 1.04) than among Americans (M = 1.81, SD = 1.01; *t*(110) = 9.54, *P* = 10^{-15}, *r* = .67)—all eight *India* scenarios elicited more devaluation among Indians than among Americans (*P*s ≤ .05). Also the mean of the mean shame ratings was higher among Indians (M = 4.01, SD = 1.03) than among Americans (M = 2.14, SD = 0.94; *t*(90) = 9.06, *P* = 10^{-15}, *r* = .69)—all eight *India* scenarios elicited more shame among Indians than among Americans (*P*s ≤ .01).

The *India* scenarios elicited more devaluation and shame among Indians than among Americans (as expected). But the two populations agreed about which scenarios would elicit more devaluation: Devaluation among Indians correlated highly with devaluation among Americans ($r(6) = .86$, $P = .006$). Thus, the *India* scenarios appear to elicit similar (orderings of) valuations across countries. When valuations are coordinated across countries, shame should track the devaluation of domestic *and* foreign audiences.

That is what was observed. The shame elicited by these scenarios tracked the devaluation of both domestic and foreign audiences. Indian shame tracked Indian devaluation ($r(6) = .91$, $P = .002$), as it should. It also tracked American devaluation ($r(6) = .69$, $P = .061$); the difference between these correlations was not significant ($Z = -1.07$, $P = .28$). Similarly, American shame tracked American devaluation ($r(6) = .90$, $P = .002$) and Indian devaluation ($r(6) = .89$, $P = .003$); again, the difference between these correlations was not significant ($Z = -0.08$, $P = .94$).

One possibility for why American valuation (and shame) tracked Indian valuation for the *India* scenarios so closely ($r = .86$) is that the issues of authority, loyalty, and purity featured in these scenarios, while weighted less heavily by Americans than by Indians, can nevertheless be made sense of (by Americans) thanks to species-wide adaptations for dealing with hierarchies, coalitions, and contaminants (7). Moreover, a number of these scenarios were devaluing for Americans a generation or two older than the participants.

Summary of Study S2: Shame and culture-specific valuation.

In sum, shame tracks the devaluation of foreign audiences when the latter's valuations are correlated with the valuations of local audiences. However, the correlation between shame and devaluation by foreign audiences erodes when the latter's valuations are uncorrelated with the valuations of local audiences.

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Table S1

Ratings of devaluation and shame by scenario and country (Studies 1a–1c)

#	Scenario	United States		India		Israel	
		Devaluation	Shame	Devaluation	Shame	Devaluation	Shame
3	At the wedding of an acquaintance, you are discovered cheating on your wife with a food server. / At the wedding of an acquaintance, he is discovered cheating on his wife with a food server.	6.36 (1.46)	6.49 (0.99)	5.07 (1.74)	5.74 (1.29)	6.59 (1.01)	6.67 (0.72)
21	You stole goods from a shop owned by your neighbor. / He stole goods from a shop owned by his neighbor.	6.29 (1.31)	6.08 (1.45)	5.87 (1.42)	6.00 (1.24)	6.35 (1.26)	6.76 (0.53)
10	Everyone discovers that you are sexually unfaithful to your wife. / Everyone discovers that he is sexually unfaithful to his wife.	6.24 (1.15)	6.31 (1.12)	4.84 (1.91)	5.96 (1.26)	6.24 (1.48)	6.54 (0.77)
7	You do a bad job taking care of your children. / He does a bad job taking care of his children.	6.17 (1.07)	6.29 (1.23)	4.41 (1.92)	4.94 (1.80)	5.80 (1.55)	6.76 (0.62)
20	You stole goods from a shop owned by a foreign merchant. / He stole goods from a shop owned by a foreign merchant.	6.14 (1.22)	5.73 (1.53)	5.69 (1.45)	5.84 (1.44)	6.39 (1.21)	6.57 (0.75)
28	You are not generous with others. / He is not generous with others.	4.76 (1.67)	4.71 (1.61)	4.53 (1.69)	4.27 (1.64)	-	-
19	You have poor table manners. / He has poor table manners.	4.24 (1.69)	4.29 (1.69)	4.26 (1.68)	4.76 (1.81)	3.16 (1.63)	3.93 (1.85)
23	An acquaintance is inappropriately flirting with your wife in front of everybody. Because you're too scared to pick a fight with your rival you remain silent without doing or saying anything. / Somebody is inappropriately flirting with his wife in front of everybody. Because he's too scared to pick a fight with his rival he remains silent without doing or saying anything.	4.05 (1.92)	5.24 (1.70)	4.34 (1.71)	5.30 (1.51)	4.45 (1.68)	5.54 (1.51)
8	You cannot support your children economically. / He cannot support his children economically.	3.78 (2.11)	6.15 (1.16)	4.13 (1.74)	5.17 (1.63)	3.86 (1.88)	6.52 (0.76)
18	You dropped out of school much earlier than others. / He dropped out of school much earlier than others.	3.71 (1.73)	4.97 (1.70)	3.67 (1.61)	4.63 (1.75)	3.52 (1.75)	5.04 (1.60)

#	Scenario	United States		India		Israel	
		Devaluation	Shame	Devaluation	Shame	Devaluation	Shame
24	You get into a fight in front of everybody and your opponent completely dominates you with punch after punch until you're knocked out. / He gets into a fight in front of everybody and his opponent completely dominates him with punch after punch until he's knocked out.	3.66 (2.09)	5.56 (1.39)	4.18 (1.74)	5.26 (1.35)	2.42 (1.67)	5.61 (1.45)
29	You are not very ambitious. / He is not very ambitious.	3.58 (1.72)	3.92 (1.77)	3.62 (1.58)	4.17 (1.99)	-	-
1	You are single. You have a promiscuous sexual life with women. / He is single. He has a promiscuous sexual life with women.	3.44 (2.11)	3.25 (2.03)	4.58 (1.82)	5.13 (1.89)	3.45 (1.90)	4.46 (1.81)
16	You are not very smart. / He is not very smart.	3.15 (1.74)	4.78 (1.70)	2.69 (1.59)	3.73 (1.73)	3.48 (1.74)	5.70 (1.21)
9	You receive welfare money from the government because you cannot financially support your family. / He receives welfare money from the government because he cannot financially support his family.	2.97 (1.88)	4.71 (1.89)	2.88 (1.59)	3.91 (1.85)	2.10 (1.29)	5.22 (1.47)
17	Your father defrauded a foreign company. / His father defrauded a foreign company.	2.86 (1.91)	5.05 (1.36)	3.71 (1.67)	5.53 (1.37)	3.23 (1.80)	6.16 (1.39)
4	You look ten years older than you are. / He looks ten years older than he is.	2.46 (1.77)	4.00 (1.97)	3.07 (1.79)	3.89 (1.79)	1.93 (1.27)	4.23 (1.61)
15	Your brother stole money from a stranger. As soon as you found out about that, you reported him to the police. How much shame would you feel about your reporting your brother to the police? / His brother stole money from a stranger. As soon as he found out about that, he reported him to the police. How negatively would you view him due to his reporting his brother to the police?	2.46 (1.75)	3.97 (1.92)	2.73 (1.77)	4.91 (1.94)	3.31 (1.77)	5.59 (1.36)
25	You are performing a ceremony in front of your community. In the middle of it, your mind goes blank and you forget what to do next. / He is performing a ceremony in front of his community. In the middle of it, his mind goes blank and he forgets what to do next.	2.37 (1.48)	4.68 (1.63)	3.12 (1.55)	4.54 (1.59)	1.67 (1.13)	5.82 (1.21)
5	You host your extended family for a holiday meal, but you burn the food. / He hosts his extended family for a holiday meal, but he burns the food.	2.34 (1.59)	4.51 (1.49)	3.95 (1.62)	4.69 (1.46)	-	-

#	Scenario	United States		India		Israel	
		Devaluation	Shame	Devaluation	Shame	Devaluation	Shame
26	You are not physically attractive. / He is not physically attractive.	2.24 (1.54)	4.46 (1.85)	2.66 (1.75)	3.29 (1.76)	-	-
12	You are playing a throwing game with your friends. All your throws miss the target by a wide margin. / He is playing a throwing game with his friends. All his throws miss the target by a wide margin.	2.20 (1.52)	3.22 (1.81)	3.02 (1.67)	3.66 (1.68)	1.60 (1.01)	3.68 (1.77)
14	Your brother stole money from a stranger. How much shame would you feel about your brother stealing money from the stranger? / His brother stole money from a stranger. How negatively would you view him due to his brother stealing money from the stranger?	2.02 (1.62)	4.92 (1.50)	3.81 (2.03)	5.97 (1.30)	2.57 (1.60)	5.95 (1.38)
11	Everyone discovers that your wife is sexually unfaithful to you. / Everyone discovers that his wife is sexually unfaithful to him.	1.98 (1.44)	5.90 (1.57)	3.39 (1.76)	5.64 (1.59)	2.89 (1.99)	6.01 (1.49)
13	You come from a very poor family with low status and no connections. / He comes from a very poor family with low status and no connections.	1.97 (1.30)	3.47 (1.80)	2.34 (1.56)	2.59 (1.56)	1.47 (0.95)	3.74 (1.62)
27	You are poor. / He is poor.	1.92 (1.29)	4.00 (1.94)	2.21 (1.43)	2.77 (1.69)	-	-
22	You have no idea how to load or fire a gun. / He has no idea how to load or fire a gun.	1.83 (1.59)	2.20 (1.58)	2.65 (1.76)	2.56 (1.60)	1.51 (1.10)	1.90 (1.45)
2	You were in an accident and your face was permanently disfigured. / He was in an accident and his face was permanently disfigured.	1.66 (1.14)	4.69 (1.84)	2.62 (1.63)	3.74 (1.68)	1.64 (1.05)	6.17 (0.97)
6	Your wife makes more money than you do. / His wife makes more money than he does.	1.51 (1.10)	2.17 (1.42)	2.86 (1.73)	2.43 (1.64)	1.51 (0.98)	2.21 (1.36)

Note. Displayed are means, with standard deviations in parentheses. *N*s: United States: shame: 59, devaluation: 59; India: shame: 70, devaluation: 85; Israel: shame: 82, devaluation: 83. The male versions of the shame and devaluation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "men" (scenario # 1) and "husband" (scenarios #3, 6, 10, 11, 23) instead of "women" and "wife". Further, the female versions of the devaluation scenarios featured female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean devaluation scores in the United States.

Table S2

Ratings of devaluation, shame, sadness, and anxiety by scenario (Study 2a–United States)

#	Scenario	Devaluation	Shame	Sadness	Anxiety
21	You stole goods from a shop owned by your neighbor. / He stole goods from a shop owned by his neighbor.	5.96 (1.41)	5.92 (1.11)	4.47 (1.96)	5.40 (1.71)
7	You do a bad job taking care of your children. / He does a bad job taking care of his children.	5.79 (1.62)	5.86 (1.56)	5.78 (1.32)	5.76 (1.49)
20	You stole goods from a shop owned by a foreign merchant. / He stole goods from a shop owned by a foreign merchant.	5.77 (1.53)	5.39 (1.60)	4.43 (2.00)	4.82 (1.88)
3	At the wedding of an acquaintance, you are discovered cheating on your wife with a food server. / At the wedding of an acquaintance, he is discovered cheating on his wife with a food server.	5.46 (1.87)	5.90 (1.57)	4.84 (2.07)	6.18 (1.38)
10	Everyone discovers that you are sexually unfaithful to your wife. / Everyone discovers that he is sexually unfaithful to his wife.	5.40 (1.71)	5.86 (1.46)	4.63 (2.21)	6.34 (1.12)
28	You are not generous with others. / He is not generous with others.	4.56 (1.71)	4.41 (1.56)	3.43 (1.92)	3.30 (1.72)
19	You have poor table manners. / He has poor table manners.	3.67 (1.84)	3.98 (1.70)	2.55 (1.67)	3.14 (1.76)
8	You cannot support your children economically. / He cannot support his children economically.	3.65 (2.09)	5.73 (1.59)	6.24 (1.26)	6.34 (0.98)
29	You are not very ambitious. / He is not very ambitious.	3.33 (1.88)	3.96 (1.64)	3.45 (1.90)	2.96 (1.91)
24	You get into a fight in front of everybody and your opponent completely dominates you with punch after punch until you're knocked out. / He gets into a fight in front of everybody and his opponent completely dominates him with punch after punch until he's knocked out	3.29 (2.08)	5.10 (1.64)	4.57 (2.06)	5.46 (1.59)
23	An acquaintance is inappropriately flirting with your wife in front of everybody. Because you're too scared to pick a fight with your rival you remain silent without doing or saying anything. / Somebody is inappropriately flirting with his wife in front of everybody. Because he's too scared to pick a fight with his rival he remains silent without doing or saying anything.	3.23 (1.90)	5.00 (1.80)	4.76 (1.86)	5.14 (1.90)
18	You dropped out of school much earlier than others. / He dropped out of school much earlier than others.	2.98 (1.93)	4.41 (1.93)	4.43 (2.10)	4.30 (1.95)
1	You are single. You have a promiscuous sexual life with women. / He is single. He has a promiscuous sexual life with women.	2.81 (2.01)	2.75 (1.89)	2.75 (2.13)	2.94 (1.87)
16	You are not very smart. / He is not very smart.	2.58 (1.69)	4.51 (1.88)	4.18 (2.01)	4.16 (1.88)
17	Your father defrauded a foreign company. / His father defrauded a foreign company.	2.50 (1.99)	4.51 (1.98)	4.00 (2.03)	4.40 (2.03)
9	You receive welfare money from the government because you cannot financially support your family. / He receives welfare money from the government because he cannot financially support his family.	2.29 (1.79)	3.65 (2.01)	4.49 (1.98)	4.72 (2.06)
4	You look ten years older than you are. / He looks ten years older than he is.	2.00 (1.47)	2.98 (1.93)	4.24 (1.98)	3.94 (1.78)
15	Your brother stole money from a stranger. As soon as you found out about that, you reported him to the	2.00 (1.76)	4.04 (1.89)	4.78 (1.95)	5.20 (1.93)

10

#	Scenario	Devaluation	Shame	Sadness	Anxiety
	police. How much [shame/sadness/anxiety] would you feel about your reporting your brother to the police? / His brother stole money from a stranger. As soon as he found out about that, he reported him to the police. How negatively would you view him due to his reporting his brother to the police?				
25	You are performing a ceremony in front of your community. In the middle of it, your mind goes blank and you forget what to do next. / He is performing a ceremony in front of his community. In the middle of it, his mind goes blank and he forgets what to do next.	1.92 (1.41)	4.04 (1.77)	3.65 (1.94)	5.48 (1.68)
14	Your brother stole money from a stranger. How much [shame/sadness/anxiety] would you feel about your brother stealing money from the stranger? / His brother stole money from a stranger. How negatively would you view him due to his brother stealing money from the stranger?	1.88 (1.59)	4.29 (1.93)	4.27 (1.80)	4.40 (1.94)
5	You host your extended family for a holiday meal, but you burn the food. / He hosts his extended family for a holiday meal, but he burns the food.	1.88 (1.44)	3.86 (1.47)	4.16 (1.82)	4.96 (1.56)
11	Everyone discovers that your wife is sexually unfaithful to you. / Everyone discovers that his wife is sexually unfaithful to him.	1.83 (1.51)	4.80 (1.97)	6.02 (1.35)	5.98 (1.27)
22	You have no idea how to load or fire a gun. / He has no idea how to load or fire a gun.	1.83 (1.67)	2.24 (1.76)	1.84 (1.39)	2.64 (1.83)
26	You are not physically attractive. / He is not physically attractive.	1.81 (1.16)	3.33 (1.72)	4.55 (1.62)	4.22 (1.66)
6	Your wife makes more money than you do. / His wife makes more money than he does.	1.77 (1.48)	2.12 (1.52)	1.84 (1.30)	1.96 (1.32)
2	You were in an accident and your face was permanently disfigured. / He was in an accident and his face was permanently disfigured.	1.73 (1.44)	3.57 (1.90)	6.14 (1.11)	5.78 (1.59)
12	You are playing a throwing game with your friends. All your throws miss the target by a wide margin. / He is playing a throwing game with his friends. All his throws miss the target by a wide margin.	1.67 (1.21)	2.90 (1.59)	2.24 (1.38)	2.96 (1.51)
27	You are poor. / He is poor.	1.46 (0.94)	3.29 (1.79)	4.49 (1.93)	4.78 (2.03)
13	You come from a very poor family with low status and no connections. / He comes from a very poor family with low status and no connections.	1.40 (0.87)	2.96 (1.75)	3.82 (1.95)	3.48 (2.06)

Note. Displayed are means, with standard deviations in parentheses. *N*s: devaluation: 48, shame: 51, sadness: 51, anxiety: 50. The male versions of the shame/sadness/anxiety and devaluation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "men" (scenario # 1) and "husband" (scenarios # 3, 6, 10, 11, 23) instead of "women" and "wife". Further, the female versions of the devaluation scenarios featured female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean devaluation scores.

Table S3

Ratings of devaluation, shame, sadness, and anxiety by scenario (Study 2b–India)

#	Scenario	Devaluation	Shame	Sadness	Anxiety
20	You stole goods from a shop owned by a foreign merchant. / He stole goods from a shop owned by a foreign merchant.	5.47 (1.64)	5.20 (2.06)	5.08 (1.42)	4.97 (2.01)
21	You stole goods from a shop owned by your neighbor. / He stole goods from a shop owned by his neighbor.	5.16 (1.64)	5.26 (1.96)	5.18 (1.59)	5.18 (1.70)
10	Everyone discovers that you are sexually unfaithful to your wife. / Everyone discovers that he is sexually unfaithful to his wife.	5.03 (1.65)	5.63 (1.86)	5.90 (1.19)	5.05 (1.86)
3	At the wedding of an acquaintance, you are discovered cheating on your wife with a food server. / At the wedding of an acquaintance, he is discovered cheating on his wife with a food server.	4.89 (1.54)	5.60 (1.46)	5.38 (1.41)	5.13 (1.73)
1	You are single. You have a promiscuous sexual life with women. / He is single. He has a promiscuous sexual life with women.	4.84 (1.62)	5.26 (2.09)	4.03 (1.90)	4.28 (1.88)
7	You do a bad job taking care of your children. / He does a bad job taking care of his children.	4.71 (1.71)	4.74 (1.92)	5.49 (1.57)	4.92 (1.81)
23	An acquaintance is inappropriately flirting with your wife in front of everybody. Because you're too scared to pick a fight with your rival you remain silent without doing or saying anything. / Somebody is inappropriately flirting with his wife in front of everybody. Because he's too scared to pick a fight with his rival he remains silent without doing or saying anything.	4.61 (1.73)	5.03 (1.72)	5.62 (1.39)	5.00 (1.54)
19	You have poor table manners. / He has poor table manners.	4.32 (1.63)	5.11 (1.64)	4.62 (1.58)	4.23 (1.78)
5	You host your extended family for a holiday meal, but you burn the food. / He hosts his extended family for a holiday meal, but he burns the food.	4.26 (1.57)	4.60 (1.93)	5.15 (1.46)	4.85 (1.57)
28	You are not generous with others. / He is not generous with others.	4.24 (1.63)	4.34 (1.75)	4.31 (1.72)	3.82 (1.86)
8	You cannot support your children economically. / He cannot support his children economically.	4.08 (2.01)	5.17 (1.81)	5.90 (1.47)	5.18 (1.73)
14	Your brother stole money from a stranger. How much [shame/sadness/anxiety] would you feel about your brother stealing money from the stranger? / His brother stole money from a stranger. How negatively would you view him due to his brother stealing money from the stranger?	4.08 (2.02)	5.37 (1.77)	5.62 (1.41)	5.00 (1.59)
17	Your father defrauded a foreign company. / His father defrauded a foreign company.	3.97 (1.79)	5.09 (1.87)	5.54 (1.37)	5.15 (1.71)
24	You get into a fight in front of everybody and your opponent completely dominates you with punch after punch until you're knocked out. / He gets into a fight in front of everybody and his opponent completely dominates him with punch after punch until he's knocked out	3.79 (1.79)	4.51 (1.93)	5.38 (1.57)	4.69 (1.49)
11	Everyone discovers that your wife is sexually unfaithful to you. / Everyone discovers that his wife is sexually unfaithful to him.	3.74 (1.94)	5.29 (1.84)	5.97 (1.46)	5.33 (1.81)
29	You are not very ambitious. / He is not very	3.55 (1.64)	3.86 (1.85)	4.41 (1.74)	3.72 (1.86)

#	Scenario	Devaluation	Shame	Sadness	Anxiety
	ambitious.				
9	You receive welfare money from the government because you cannot financially support your family. / He receives welfare money from the government because he cannot financially support his family.	3.37 (1.95)	4.09 (1.99)	4.74 (1.53)	4.28 (1.70)
18	You dropped out of school much earlier than others. / He dropped out of school much earlier than others.	3.24 (1.76)	4.29 (2.07)	4.82 (1.64)	4.69 (1.92)
15	Your brother stole money from a stranger. As soon as you found out about that, you reported him to the police. How much [shame/sadness/anxiety] would you feel about your reporting your brother to the police? / His brother stole money from a stranger. As soon as he found out about that, he reported him to the police. How negatively would you view him due to his reporting his brother to the police?	3.16 (1.95)	4.43 (2.23)	5.44 (1.67)	5.08 (1.51)
12	You are playing a throwing game with your friends. All your throws miss the target by a wide margin. / He is playing a throwing game with his friends. All his throws miss the target by a wide margin.	2.95 (1.51)	3.94 (2.00)	4.13 (1.69)	3.85 (1.69)
13	You come from a very poor family with low status and no connections. / He comes from a very poor family with low status and no connections.	2.92 (1.85)	3.34 (1.81)	4.44 (1.57)	3.92 (1.80)
4	You look ten years older than you are. / He looks ten years older than he is.	2.92 (1.99)	3.31 (1.97)	5.21 (1.82)	4.21 (1.82)
25	You are performing a ceremony in front of your community. In the middle of it, your mind goes blank and you forget what to do next. / He is performing a ceremony in front of his community. In the middle of it, his mind goes blank and he forgets what to do next.	2.87 (1.60)	4.80 (1.80)	4.85 (1.57)	4.87 (1.49)
26	You are not physically attractive. / He is not physically attractive.	2.79 (1.83)	3.51 (2.05)	4.87 (1.58)	3.44 (1.93)
22	You have no idea how to load or fire a gun. / He has no idea how to load or fire a gun.	2.76 (1.94)	3.11 (1.88)	3.00 (1.93)	3.31 (1.94)
16	You are not very smart. / He is not very smart.	2.74 (1.62)	3.91 (2.03)	4.62 (1.46)	3.51 (1.88)
6	Your wife makes more money than you do. / His wife makes more money than he does.	2.68 (1.79)	2.77 (1.97)	2.97 (1.87)	3.23 (1.90)
2	You were in an accident and your face was permanently disfigured. / He was in an accident and his face was permanently disfigured.	2.55 (1.62)	4.20 (2.14)	5.97 (1.42)	5.08 (1.86)
27	You are poor. / He is poor.	2.32 (1.42)	3.26 (2.25)	4.77 (1.69)	3.87 (1.81)

Note. Displayed are means, with standard deviations in parentheses. *N*s: devaluation: 38, shame: 35, sadness: 39, anxiety: 39. The male versions of the shame/sadness/anxiety and devaluation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "men" (scenario # 1) and "husband" (scenarios # 3, 6, 10, 11, 23) instead of "women" and "wife". Further, the female versions of the devaluation scenarios featured female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean devaluation scores.

Table S4

Ratings of devaluation and shame by scenario (Study S1a; United States)

#	Scenario	Devaluation	Shame_ORIGINAL	Shame_SUBJECTIVITY
21	You stole goods from a shop owned by your neighbor. / He stole goods from a shop owned by his neighbor.	6.11 (1.35)	5.88 (1.25)	5.90 (1.39)
20	You stole goods from a shop owned by a foreign merchant. / He stole goods from a shop owned by a foreign merchant.	6.00 (1.12)	5.60 (1.36)	5.66 (1.30)
3	At the wedding of an acquaintance, you are discovered cheating on your wife with a food server. / At the wedding of an acquaintance, he is discovered cheating on his wife with a food server.	5.80 (1.42)	6.38 (1.27)	6.37 (1.22)
7	You do a bad job taking care of your children. / He does a bad job taking care of his children.	5.66 (1.45)	5.86 (1.47)	6.05 (1.36)
10	Everyone discovers that you are sexually unfaithful to your wife. / Everyone discovers that he is sexually unfaithful to his wife.	5.41 (1.47)	5.86 (1.54)	6.22 (1.17)
28	You are not generous with others. / He is not generous with others.	4.48 (1.78)	4.24 (1.95)	4.32 (1.69)
19	You have poor table manners. / He has poor table manners.	3.82 (1.76)	3.90 (1.83)	3.90 (1.61)
23	An acquaintance is inappropriately flirting with your wife in front of everybody. Because you're too scared to pick a fight with your rival you remain silent without doing or saying anything. / Somebody is inappropriately flirting with his wife in front of everybody. Because he's too scared to pick a fight with his rival he remains silent without doing or saying anything.	3.52 (1.75)	5.12 (1.98)	4.78 (1.67)
24	You get into a fight in front of everybody and your opponent completely dominates you with punch after punch until you're knocked out. / He gets into a fight in front of everybody and his opponent completely dominates him with punch after punch until he's knocked out	3.52 (1.99)	4.90 (1.90)	4.78 (1.86)
1	You are single. You have a promiscuous sexual life with women. / He is single. He has a promiscuous sexual life with women.	3.34 (2.07)	2.90 (2.14)	3.02 (2.12)
8	You cannot support your children economically. / He cannot support his children economically.	3.25 (1.86)	5.50 (1.76)	5.68 (1.52)
18	You dropped out of school much earlier than others. / He dropped out of school much earlier than others.	3.20 (1.59)	4.45 (1.99)	4.73 (1.83)
16	You are not very smart. / He is not very smart.	3.14 (1.66)	4.10 (2.00)	4.29 (1.75)
29	You are not very ambitious. / He is not very ambitious.	2.95 (1.66)	3.79 (1.96)	3.93 (1.62)
9	You receive welfare money from the government because you cannot financially support your family. / He receives welfare money from the government because he cannot financially support his family.	2.66 (1.75)	4.00 (2.12)	4.27 (1.79)
17	Your father defrauded a foreign company. / His father defrauded a foreign company.	2.41 (1.62)	4.38 (1.90)	4.34 (1.77)

14

#	Scenario	Devaluation	Shame$_{ORIGINAL}$	Shame$_{SUBJECTIVITY}$
26	You are not physically attractive. / He is not physically attractive.	2.14 (1.36)	3.38 (1.65)	3.76 (1.64)
4	You look ten years older than you are. / He looks ten years older than he is.	2.14 (1.50)	3.45 (2.09)	3.37 (1.76)
15	Your brother stole money from a stranger. As soon as you found out about that, you reported him to the police. How much [shame/sadness/anxiety] would you feel about your reporting your brother to the police? / His brother stole money from a stranger. As soon as he found out about that, he reported him to the police. How negatively would you view him due to his reporting his brother to the police?	2.07 (1.48)	3.43 (1.82)	3.39 (1.73)
5	You host your extended family for a holiday meal, but you burn the food. / He hosts his extended family for a holiday meal, but he burns the food.	2.00 (1.14)	3.83 (1.86)	3.93 (1.66)
27	You are poor. / He is poor.	2.00 (1.26)	3.81 (1.93)	3.66 (1.57)
14	Your brother stole money from a stranger. How much [shame/sadness/anxiety] would you feel about your brother stealing money from the stranger? / His brother stole money from a stranger. How negatively would you view him due to his brother stealing money from the stranger?	1.98 (1.62)	3.71 (1.84)	4.15 (1.81)
11	Everyone discovers that your wife is sexually unfaithful to you. / Everyone discovers that his wife is sexually unfaithful to him.	1.93 (1.39)	4.67 (2.30)	5.29 (1.83)
12	You are playing a throwing game with your friends. All your throws miss the target by a wide margin. / He is playing a throwing game with his friends. All his throws miss the target by a wide margin.	1.93 (1.26)	2.69 (1.80)	3.07 (1.60)
25	You are performing a ceremony in front of your community. In the middle of it, your mind goes blank and you forget what to do next. / He is performing a ceremony in front of his community. In the middle of it, his mind goes blank and he forgets what to do next.	1.93 (0.95)	4.62 (1.64)	4.20 (1.52)
13	You come from a very poor family with low status and no connections. / He comes from a very poor family with low status and no connections.	1.84 (1.26)	2.81 (1.67)	3.10 (1.56)
2	You were in an accident and your face was permanently disfigured. / He was in an accident and his face was permanently disfigured.	1.73 (1.15)	4.29 (2.18)	4.17 (1.91)
22	You have no idea how to load or fire a gun. / He has no idea how to load or fire a gun.	1.66 (1.10)	2.21 (1.85)	2.00 (1.43)
6	Your wife makes more money than you do. / His wife makes more money than he does.	1.50 (1.02)	1.76 (1.23)	2.02 (1.41)

Note. Displayed are means, with standard deviations in parentheses. *N*s: devaluation: 44, shame$_{ORIGINAL}$: 42, shame$_{SUBJECTIVITY}$: 41. The male versions of the shame and devaluation scenarios are presented before and after the slash, respectively. The female versions of the

scenarios read "men" (scenario # 1) and "husband" (scenarios #3, 6, 10, 11, 23) instead of "women" and "wife". Further, the female versions of the devaluation scenarios featured female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean devaluation scores.

Table S5

Ratings of devaluation and shame by scenario (Study S1b; India)

#	Scenario	Devaluation	Shame$_{ORIGINAL}$	Shame$_{SUBJECTIVITY}$
21	You stole goods from a shop owned by your neighbor. / He stole goods from a shop owned by his neighbor.	5.63 (1.67)	6.23 (1.45)	6.00 (1.37)
20	You stole goods from a shop owned by a foreign merchant. / He stole goods from a shop owned by a foreign merchant.	5.59 (1.60)	6.36 (1.50)	6.00 (1.49)
3	At the wedding of an acquaintance, you are discovered cheating on your wife with a food server. / At the wedding of an acquaintance, he is discovered cheating on his wife with a food server.	5.30 (1.64)	6.05 (1.21)	5.79 (1.40)
10	Everyone discovers that you are sexually unfaithful to your wife. / Everyone discovers that he is sexually unfaithful to his wife.	5.22 (1.65)	5.77 (1.63)	5.68 (1.38)
28	You are not generous with others. / He is not generous with others.	4.67 (1.78)	4.50 (1.79)	4.05 (2.12)
23	An acquaintance is inappropriately flirting with your wife in front of everybody. Because you're too scared to pick a fight with your rival you remain silent without doing or saying anything. / Somebody is inappropriately flirting with his wife in front of everybody. Because he's too scared to pick a fight with his rival he remains silent without doing or saying anything.	4.37 (1.94)	5.55 (1.71)	6.21 (1.36)
1	You are single. You have a promiscuous sexual life with women. / He is single. He has a promiscuous sexual life with women.	4.33 (1.86)	4.55 (2.22)	4.58 (2.14)
24	You get into a fight in front of everybody and your opponent completely dominates you with punch after punch until you're knocked out. / He gets into a fight in front of everybody and his opponent completely dominates him with punch after punch until he's knocked out	4.22 (1.95)	5.27 (2.21)	5.68 (1.29)
5	You host your extended family for a holiday meal, but you burn the food. / He hosts his extended family for a holiday meal, but he burns the food.	4.22 (1.87)	4.86 (1.96)	4.47 (1.68)
7	You do a bad job taking care of your children. / He does a bad job taking care of his children.	4.11 (1.99)	5.18 (1.89)	4.74 (2.00)
8	You cannot support your children economically. / He cannot support his children economically.	3.96 (1.56)	5.36 (1.99)	5.79 (1.18)
17	Your father defrauded a foreign company. / His father defrauded a foreign company.	3.96 (1.81)	6.09 (1.38)	5.32 (1.70)
19	You have poor table manners. / He has poor table manners.	3.96 (1.51)	5.00 (1.69)	5.47 (1.47)
11	Everyone discovers that your wife is sexually unfaithful to you. / Everyone discovers that his wife is sexually unfaithful to him.	3.48 (2.08)	5.77 (1.97)	6.26 (1.28)
14	Your brother stole money from a stranger. How much [shame/sadness/anxiety] would you feel about your brother stealing money from the stranger? / His brother stole money from a	3.41 (1.65)	6.23 (1.27)	5.79 (1.36)

#	Scenario	Devaluation	Shame_ORIGINAL	Shame_SUBJECTIVITY
	stranger. How negatively would you view him due to his brother stealing money from the stranger?			
29	You are not very ambitious. / He is not very ambitious.	3.37 (1.82)	3.64 (1.79)	3.74 (1.94)
18	You dropped out of school much earlier than others. / He dropped out of school much earlier than others.	3.30 (1.64)	4.45 (2.15)	5.00 (1.53)
16	You are not very smart. / He is not very smart.	3.15 (1.96)	4.23 (2.18)	3.47 (2.09)
12	You are playing a throwing game with your friends. All your throws miss the target by a wide margin. / He is playing a throwing game with his friends. All his throws miss the target by a wide margin.	3.00 (1.73)	3.77 (2.00)	3.47 (1.95)
22	You have no idea how to load or fire a gun. / He has no idea how to load or fire a gun.	2.96 (2.23)	2.73 (2.14)	2.26 (1.56)
9	You receive welfare money from the government because you cannot financially support your family. / He receives welfare money from the government because he cannot financially support his family.	2.63 (1.80)	4.64 (2.32)	4.32 (2.11)
25	You are performing a ceremony in front of your community. In the middle of it, your mind goes blank and you forget what to do next. / He is performing a ceremony in front of his community. In the middle of it, his mind goes blank and he forgets what to do next.	2.52 (1.40)	5.05 (1.70)	4.95 (1.54)
6	Your wife makes more money than you do. / His wife makes more money than he does.	2.33 (1.64)	3.09 (2.20)	2.95 (2.09)
4	You look ten years older than you are. / He looks ten years older than he is.	2.26 (1.38)	4.09 (2.29)	3.47 (1.90)
2	You were in an accident and your face was permanently disfigured. / He was in an accident and his face was permanently disfigured.	2.15 (1.38)	4.32 (2.25)	3.89 (2.13)
13	You come from a very poor family with low status and no connections. / He comes from a very poor family with low status and no connections.	2.07 (1.47)	3.18 (2.08)	3.26 (1.94)
15	Your brother stole money from a stranger. As soon as you found out about that, you reported him to the police. How much [shame/sadness/anxiety] would you feel about your reporting your brother to the police? / His brother stole money from a stranger. As soon as he found out about that, he reported him to the police. How negatively would you view him due to his reporting his brother to the police?	2.07 (1.36)	4.95 (2.15)	4.00 (2.19)
26	You are not physically attractive. / He is not physically attractive.	1.96 (1.22)	3.91 (2.20)	3.21 (1.75)
27	You are poor. / He is poor.	1.59 (0.93)	3.18 (2.04)	3.05 (2.01)

Note. Displayed are means, with standard deviations in parentheses. *N*s: devaluation: 27, shame_ORIGINAL: 22, shame_SUBJECTIVITY: 19. The male versions of the shame and devaluation scenarios are presented before and after the slash, respectively. The female versions of the

scenarios read "men" (scenario # 1) and "husband" (scenarios #3, 6, 10, 11, 23) instead of "women" and "wife". Further, the female versions of the devaluation scenarios featured female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean devaluation scores.

Table S6

Correlations between shame and devaluation within- and between-countries (Studies S1a & S1b; United States and India)

	S_O_US	S_S_US	D_US	S_O_IN	S_S_IN	D_IN
Shame$_{ORIGINAL}$_US		.98***	.78***	.78***	.77***	.68***
Shame$_{SUBJECTIVITY}$_US			.77***	.78***	.78***	.68***
Devaluation_US				.59***	.56**	.84***
Shame$_{ORIGINAL}$_IN					.93***	.71***
Shame$_{SUBJECTIVITY}$_IN						.72***
Devaluation_IN						

Note. Coefficients are Pearson's rs. ** $p < .01$, *** $p < .001$. The correlations are based on 29 scenarios.

Table S7

Ratings of shame and devaluation by scenario and country (Studies S2a & S2b; United States and India)

Type	#	Scenario	Shame US	IN	t	r	Devaluation US	IN	t	r
C	5	You host your extended family for a holiday meal, but you burn the food. / He hosts his extended family for a holiday meal, but he burns the food.	4.40 (1.65)	4.88 (1.49)	−1.42	.15	1.80 (1.25)	4.20 (1.93)	−7.13***	.68
C	13	You come from a very poor family with low status and no connections. / He comes from a very poor family with low status and no connections.	2.77 (1.58)	2.73 (1.66)	0.13	.01	1.59 (1.04)	2.29 (1.54)	−2.60*	.32
C	15	Your brother stole money from a stranger. As soon as you found out about that, you reported him to the police. How much shame would you feel about reporting your brother to the police? / His brother stole money from a stranger. As soon as he found out about that, he reported him to the police. How negatively would you view him due to his reporting his brother to the police?	4.12 (2.05)	4.53 (2.03)	−0.96	.10	2.58 (1.92)	2.83 (1.97)	−0.66	.06
C	16	You are not very smart. / He is not very smart.	4.37 (2.02)	3.93 (1.65)	1.12	.12	2.52 (1.65)	2.85 (1.62)	−1.03	.10
C	18	You dropped out of school much earlier than others. / He dropped out of school much earlier than others.	4.94 (1.64)	4.93 (1.58)	0.05	.01	3.56 (2.09)	4.29 (1.72)	−1.99*	.20
C	21	You stole goods from a shop owned by your neighbor. / He stole goods from a shop owned by his neighbor.	6.35 (1.05)	5.90 (1.45)	1.65	.20	6.18 (1.17)	5.95 (1.53)	0.84	.10
C	28	You are not generous with others. / He is not generous with others.	5.10 (1.54)	4.55 (1.69)	1.62	.17	4.52 (1.71)	4.63 (1.85)	−0.33	.03
C	29	You are not very ambitious. / He is not very ambitious.	4.19 (1.65)	4.08 (1.97)	0.31	.03	2.87 (1.74)	3.93 (1.84)	−3.03**	.28
I	30	You eat beef regularly. / He eats beef regularly.	2.17 (1.81)	4.23 (2.26)	−4.70***	.48	1.65 (1.42)	3.39 (2.30)	−4.39***	.50
I	31	You have a child without being married. / He has a child without being married.	3.08 (2.10)	4.78 (2.09)	−3.85***	.38	2.21 (1.66)	4.85 (2.02)	−7.50***	.58
I	32	You address your father by his first name. / He addresses his father by his first name.	2.85 (1.90)	4.53 (2.00)	−4.10***	.40	2.42 (1.92)	4.66 (2.31)	−5.24***	.53
I	33	The person you married is of another religion. / The person	1.54 (1.02)	2.48 (1.85)	−2.88**	.36	1.52 (1.17)	2.12 (1.58)	−2.12*	.25

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Type	#	Scenario	Shame				Devaluation			
			US	IN	t	r	US	IN	t	r
		he married is of another religion.								
I	34	You are at a restaurant, eating with your left hand. / He is at a restaurant, eating with his left hand.	1.37 (1.09)	3.53 (2.01)	−6.14***	.63	1.30 (1.05)	2.63 (1.77)	−4.41***	.51
I	35	You are walking with your wife by a site of worship. You feel like kissing her. You do it. / He is walking with his wife by a site of worship. He feels like kissing her. He does it.	1.96 (1.47)	4.48 (1.87)	−7.01***	.64	1.85 (1.36)	3.98 (1.94)	−6.20***	.62
I	36	You married someone without consulting your parents. / He married someone without consulting his parents.	2.33 (1.42)	4.30 (1.77)	−5.92***	.53	1.76 (1.39)	4.27 (1.91)	−7.36***	.67
I	37	You walk into your parents' home without taking your shoes off. / He walks into his parents' home without taking his shoes off.	1.87 (1.24)	3.78 (1.85)	−5.64***	.57	1.80 (1.37)	3.88 (1.89)	−6.17***	.61
U	38	You found out that your son's fiancée had been raped; you told him that he should not marry her. / He found out that his son's fiancée had been raped; he told him that he should not marry her.	5.98 (1.36)	4.80 (1.51)	3.93***	.38	5.82 (1.54)	4.90 (1.83)	2.82**	.26
U	39	You tell your brother: "Your daughter's skin is too dark. She should get a treatment to whiten her skin and look more attractive." / He tells his brother: "Your daughter's skin is too dark. She should get a treatment to whiten her skin and look more attractive."	6.27 (0.93)	3.15 (1.63)	10.84***	.82	6.37 (1.10)	4.20 (1.91)	6.66***	.67
U	40	You decide that, when you die, your son will inherit the majority of your property—your daughter will get a smaller part. / He decides that, when he dies, his son will inherit the majority of his property—his daughter will get a smaller part.	4.67 (1.82)	4.60 (1.75)	0.19	.02	4.51 (1.84)	4.85 (1.82)	−0.96	.09
U	41	You are at a restaurant. As you're sitting at a table you realize that the next table is occupied by a man of a lower class. You leave that table and sit farther away. / He is at a restaurant. As he is sitting at a	5.58 (1.70)	4.40 (1.74)	3.27**	.33	5.89 (1.44)	5.24 (1.77)	2.09*	.20

Type	#	Scenario	Shame				Devaluation			
			US	IN	t	r	US	IN	t	r
		table he realizes that the next table is occupied by a man of a lower class. He leaves that table and sits farther away.								
U	42	Your maid did not clean your house the way you told her to—you yell at her. / His maid did not clean his house the way he told her to—he yells at her.	5.12 (1.73)	3.65 (1.64)	4.11***	.40	4.94 (1.70)	3.71 (1.54)	3.84***	.34
U	43	You and your child were walking down the street. You reached an intersection where the traffic light was out. There was heavy traffic, but you grasped your child's hand firmly and crossed the street anyway. / He and his child were walking down the street. He reached an intersection where the traffic light was out. There was heavy traffic, but he grasped his child's hand firmly and crossed the street anyway.	3.92 (2.31)	3.78 (1.62)	0.36	.04	4.06 (2.21)	3.78 (2.01)	0.66	.06
U	44	You told your son that you do not want him to marry a woman of a lower class. / He told his son that he does not want him to marry a woman of a lower class.	5.27 (1.75)	4.10 (1.75)	3.18**	.32	5.65 (1.52)	4.44 (1.73)	3.85***	.34
U	45	You have been at a government office for a long time, trying to get a permit. You are tired of waiting, so you offer the official a bribe to speed things up. / He has been at a government office for a long time, trying to get a permit. He is tired of waiting, so he offers the official a bribe to speed things up.	5.02 (1.71)	4.38 (1.66)	1.82	.19	4.92 (1.88)	3.90 (1.92)	2.73**	.25

Note. Displayed are means, with standard deviations in parentheses. *N*s: United States: shame: 52, devaluation: 71; India: shame: 40, devaluation: 41. The male versions of the shame and devaluation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario #35), "sister" (scenario # 39), and "woman" (scenario # 41), instead of "wife", "brother", and "man". Further, the female versions of the devaluation scenarios featured female pronouns. Otherwise, the male and female scenarios were identical. US: United States; IN: India. C: *Common* scenarios: scenarios hypothesized to elicit similar levels of shame across countries; I: *India* scenarios: scenarios hypothesized to elicit more shame in India than in the United States; U: *United States* scenarios: scenarios hypothesized to elicit

more shame in the United States than in India. Asterisks indicate the significance of the t statistic (*$p < .05$, **$p < .01$, ***$p < .001$).

Table S8

Correlations between shame and devaluation within- and between-countries, by scenario type
(Studies S2a & S2b; United States and India)

(A) *Common scenarios*

	Shame IN	Devaluation US	Devaluation IN
Shame US	.93***	.90**	.92**
Shame IN		.74*	.87**
Devaluation US			.85**

(B) *India scenarios*

	Shame IN	Devaluation US	Devaluation IN
Shame US	.78*	.90**	.89**
Shame IN		.69	.91**
Devaluation US			.86**

(C) *United States scenarios*

	Shame IN	Devaluation US	Devaluation IN
Shame US	−.08	.96***	.40
Shame IN		−.14	.63
Devaluation US			.44

Note. Coefficients are Pearson's rs. *p < .05, **p < .01, ***p < .001. US: United States sample; IN: India sample. N *common* scenarios = N *India* scenarios = N *United States* scenarios = 8.

Table S9

Demographic information (Studies S1a & S1b; United States and India)

Socio-economic status

"What is your socioeconomic status, compared to the average in the country you live in?"

		1 (low)	2	3	4 (medium)	5	6	7 (high)
United States (N = 127)	Percent	3.9	15.7	18.9	37.8	20.5	3.1	0.0
India (N = 68)	Percent	0.0	1.5	7.4	57.4	22.1	11.8	0.0

Urban/rural

"How would you describe the place you live in?"

		rural area or village	small or middle sized town	big town
United States (N = 127)	Percent	18.1	41.7	40.2
India (N = 68)	Percent	11.8	42.6	45.6

Table S10

Demographic information (Studies S2a & S2b; United States and India)

Socio-economic status

"What is your socioeconomic status, compared to the average in the country you live in?"

		1 (low)	2	3	4 (medium)	5	6	7 (high)
United States (N = 123)	Percent	5.7	17.9	22.0	39.0	11.4	4.1	0.0
India (N = 81)	Percent	0.0	1.2	11.1	48.1	27.2	11.1	1.2

Urban/rural

"How would you describe the place you live in?"

		rural area or village	small or middle sized town	big town
United States (N = 123)	Percent	11.4	54.5	34.1
India (N = 81)	Percent	11.1	39.5	49.4