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'Society thinks they are cold and/or incompetent, but I do not':  
Stereotype content ratings depend on instructions and the social  
group's location in the stereotype content space

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**Online Supplementary Material**

OSM Table 1

*Study 2: Model Fit Indices of Measurement Models for each Social Group and Condition separately, Using All Items*

	Personal Perspective Condition								Society's Perspective Condition								Com- parable?
	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>p</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>p</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	
Elderly	116	70.74	34	<.001	2.08	.19	.84	.10	111	70.80	34	<.001	2.08	.10	.83	.10	No
Feminists	116	58.22	34	.006	1.71	.08	.95	.06	111	83.67	34	.000	2.46	.12	.86	.09	No
Germans	116	53.52	34	.018	1.57	.07	.91	.07	111	63.78	34	.002	1.88	.09	.88	.10	No
Homeless	116	63.43	34	.002	1.87	.09	.88	.09	111	93.25	34	<.001	2.74	.13	.84	.09	No
Housewives	116	60.55	34	.003	1.78	.08	.90	.08	111	101.84	34	<.001	3.00	.13	.74	.13	No
Jobless	116	55.17	34	.012	1.62	.07	.95	.05	111	70.38	34	<.001	2.07	.10	.90	.06	No
Physicians	116	81.05	34	<.001	2.38	.11	.89	.07	111	68.96	34	<.001	2.03	.10	.88	.09	No
Rich	116	56.83	34	.008	1.67	.08	.94	.06	111	54.69	34	.014	1.61	.07	.94	.07	No
Turks	116	52.68	34	.021	1.55	.07	.94	.06	111	56.04	34	.010	1.65	.08	.90	.07	No

*Note.* We categorized those social groups as comparable across experimental conditions that produced measurement models with satisfactory model fit in both experimental conditions separately. Satisfactory model fit was indicated if all of the following requirements were fulfilled  $\chi^2_{cor}/df \leq 3$ ;  $RMSEA \leq .08$ ;  $SRMR \leq .10$ ;  $CFI \geq .95$  (Schermelleh-Engel, et al., 2003).

OSM Table 2

*Study 2: Model Fit Indices of Measurement Models for each Social Group and Condition Separately, Excluding the Item Warm*

	Personal Perspective Condition								Society's Perspective Condition								Com- parable?
	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>p</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>P</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	
Elderly	116	61.05	26	<.001	2.35	.11	.78	.10	111	55.25	26	.001	2.13	.10	.82	.10	No
Feminists	116	45.75	26	.010	1.76	.08	.95	.06	111	49.81	26	.003	1.92	.09	.92	.06	No
Germans	116	49.76	26	.003	1.91	.09	.87	.07	111	43.28	26	.018	1.67	.08	.92	.08	No
Homeless	116	52.88	26	.001	2.03	.09	.85	.08	111	72.93	26	<.001	2.80	.13	.85	.08	No
Housewives	116	47.54	26	.006	1.83	.09	.89	.08	111	71.33	26	<.001	2.74	.13	.75	.12	No
Jobless	116	50.28	26	.003	1.93	.09	.93	.06	111	51.63	26	.002	1.99	.09	.92	.06	No
Physicians	116	53.31	26	.001	2.05	.01	.91	.06	111	51.70	26	.002	1.99	.09	.90	.08	No
Rich	116	49.77	26	.003	1.91	.09	.92	.07	111	47.09	26	.007	1.81	.09	.93	.08	No
Turks	116	32.97	26	.163	1.27	.05	.97	.05	111	45.31	26	.011	1.74	.08	.90	.07	No

*Note.* We categorized those social groups as comparable across experimental conditions that produced measurement models with satisfactory model fit in both experimental conditions separately. Satisfactory model fit was indicated if all of the following requirements were fulfilled  $\chi^2_{cor}/df \leq 3$ ;  $RMSEA \leq .08$ ;  $SRMR \leq .10$ ;  $CFI \geq .95$  (Schermelleh-Engel, et al., 2003).

OSM Table 3

*Study 2: Model Fit Indices of Measurement Models for each Social Group and Condition Separately, Excluding the Items Warm and Confident*

	Personal Perspective Condition								Society's Perspective Condition								Com- parable?
	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>p</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>P</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	
Elderly	116	31.07	19	.040	1.64	.07	.91	.08	111	41.78	19	.002	2.20	.10	.84	.09	No
Feminists	116	30.63	19	.044	1.61	.07	.97	.05	111	33.33	19	.022	1.75	.08	.94	.06	No
Germans	116	35.460	19	.012	1.87	.09	.90	.06	111	28.34	19	.077	1.49	.07	.95	.07	No
Homeless	116	36.25	19	.010	1.91	.09	.88	.08	111	46.68	19	<.001	2.46	.12	.90	.07	No
Housewives	116	23.52	19	.215	1.24	.05	.97	.06	111	56.17	19	<.001	2.96	.13	.80	.10	No
Jobless	116	29.92	19	.053	1.57	.07	.96	.05	111	39.76	19	.004	2.09	.10	.92	.05	No
Physicians	116	33.61	19	.020	1.77	.08	.95	.05	111	31.15	19	.039	1.64	.08	.95	.06	Yes
Rich	116	38.06	19	.006	2.00	.09	.93	.06	111	43.66	19	.001	2.30	.11	.91	.09	No
Turks	116	19.52	19	.424	1.03	.02	1.00	.04	111	24.32	19	.184	1.28	.05	.97	.05	Yes

*Note.* We categorized those social groups as comparable across experimental conditions that produced measurement models with satisfactory model fit in both experimental conditions separately. Satisfactory model fit was indicated if all of the following requirements were fulfilled:  $\chi^2_{cor}/df \leq 3$ ; RMSEA  $\leq .08$ ; SRMR  $\leq .10$ ; CFI  $\geq .95$  (Schermelleh-Engel, et al., 2003).

OSM Table 4

*Study 2: Model Fit Indices of Measurement Models for each Social Group and Condition Separately, Excluding the Items Warm, Confident, and Competitive*

	Personal Perspective Condition								Society's Perspective Condition								Com- parable?
	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>p</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>p</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	
Elderly	116	15.76	13	.263	1.21	.04	.98	.06	111	16.15	13	.241	1.24	.05	.97	.06	Yes
Feminists	116	22.98	13	.042	1.77	.08	.97	.05	111	26.94	13	.013	2.07	.10	.93	.06	No
Germans	116	18.22	13	.149	1.40	.06	.96	.05	111	23.39	13	.037	1.80	.09	.92	.07	No
Homeless	116	31.80	13	.003	2.45	.11	.85	.07	111	31.77	13	.003	2.44	.11	.91	.06	No
Housewives	116	18.76	13	.131	1.44	.06	.96	.05	111	31.91	13	.003	2.45	.11	.87	.06	No
Jobless	116	20.70	13	.079	1.59	.07	.97	.05	111	21.36	13	.066	1.64	.08	.96	.05	Yes
Physicians	116	22.02	13	.055	1.69	.08	.96	.05	111	27.21	13	.012	2.09	.10	.94	.06	No
Rich	116	14.59	13	.333	1.12	.03	.99	.05	111	20.19	13	.091	1.55	.07	.97	.06	Yes
Turks	116	15.92	13	.254	1.22	.04	.99	.04	111	14.26	13	.036	1.10	.03	.99	.04	Yes

*Note.* We categorized those social groups as comparable across experimental conditions that produced measurement models with satisfactory model fit in both experimental conditions separately. Satisfactory model fit was indicated if all of the following requirements were fulfilled:  $\chi^2_{cor}/df \leq 3$ ;  $RMSEA \leq .08$ ;  $SRMR \leq .10$ ;  $CFI \geq .95$  (Schermelleh-Engel, et al., 2003).

OSM Table 5

*Study 2: Count of Items that Emerged as Problematic in Model Fit Indices ( $\Delta\chi^2 \geq 10$ )*

Problematic Item	full models	reduced models 1	reduced models 2	reduced models 3	reduced models 4
Warm	8x	Excluded	Excluded	Excluded	Excluded
Confident	7x	8x	Excluded	Excluded	Excluded
Well-intentioned	5x	2x	1x	1x	1x
Friendly	5x	2x	1x	1x	2x
Competent	5x	6x	-	-	-
Competitive	4x	4x	6x	Excluded	Excluded
Independent	4x	4x	1x	2x	-
Sincere	3x	1x	1x	1x	1x
Intelligent	3x	5x	3x	1x	-
Tolerant	1x	2x	-	4x	Excluded

*Note.* Full models = models with all items included; reduced models 1 = models with warm excluded; reduced models 2 = models with warm and confident excluded; reduced models 3 = models with warm, confident, and competitive excluded; reduced models 4 = models with warm, confident, competitive and tolerant excluded.

OSM Table 6

*Study 3: Model Fit Indices of Measurement Models for Each Group and Condition Separately, Using all Items*

	Personal Perspective Condition								Society's Perspective Condition							Comparable?	
	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>p</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>P</i>	$\chi^2_{cor}/df$	RMSEA	CFI		SRMR
Albanian	59	17.38	19	.564	0.91	.00	1.00	.04	73	20.56	19	.362	1.08	.03	1.00	.04	Yes
Bulgarian	66	18.92	19	.462	1.00	.00	1.00	.04	53	42.09	19	.002	2.22	.15	.87	.09	No
Chinese	63	31.57	19	.035	1.66	.10	.91	.06	81	29.05	19	.065	1.53	.08	.96	.06	No
Egyptian	66	22.36	19	.267	1.18	.05	.99	.04	62	27.78	19	.088	1.46	.09	.97	.04	No
German	60	21.04	19	.334	1.11	.04	.99	.05	57	19.59	19	.420	1.03	.02	.99	.06	Yes
Greek	58	36.92	19	.008	1.94	.13	.93	.05	45	35.09	19	.014	1.85	.14	.87	.09	No
Italian	55	38.83	19	.005	2.04	.14	.90	.07	53	73.93	19	<.001	3.89	.23	.65	.12	No
Moroccan	45	28.08	19	.082	1.48	.10	.97	.03	49	18.18	19	.511	0.96	.00	1.00	.04	No
Pakistani	48	24.11	19	.192	1.27	.08	.97	.04	72	31.94	19	.032	1.68	.10	.96	.04	No
Polish	53	18.97	19	.459	1.00	.00	1.00	.05	59	25.60	19	.142	1.35	.08	.97	.06	Yes
Romanian	57	31.25	19	.038	1.64	.11	.93	.05	61	27.75	19	.088	1.46	.09	.96	.05	No
Russian	57	17.21	19	.576	0.91	.00	1.00	.05	74	33.40	19	.022	1.76	.10	.95	.05	No
Turkish	50	19.75	19	.410	1.04	.03	1.00	.04	73	20.28	19	.378	1.07	.03	1.00	.04	Yes

*Note.* We categorized those groups as comparable across experimental conditions that produced measurement models with satisfactory model fit in both experimental conditions separately. Satisfactory model fit was indicated if all of the following requirements were fulfilled:  $\chi^2_{cor}/df \leq 3$ ;  $RMSEA \leq .08$ ;  $SRMR \leq .10$ ;  $CFI \geq .95$  (Schermelleh-Engel, et al., 2003).

OSM Table 7

*Study 3: Model Fit Indices of Measurement Models for Each Group and Condition Separately, Excluding the Item Cold-Warm*

	Personal Perspective Condition								Society's Perspective Condition								Comparable?
	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>p</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	<i>n</i>	$\chi^2_{cor}$	<i>df</i>	<i>P</i>	$\chi^2_{cor}/df$	RMSEA	CFI	SRMR	
Albanian	58	6.75	13	.914	0.52	.00	1.00	.03	73	12.09	13	.520	0.93	.00	1.00	.03	Yes
Bulgarian	66	12.09	13	.521	0.93	.00	1.00	.03	53	16.23	13	.237	1.25	.07	.98	.05	Yes
Chinese	63	22.93	13	.043	1.76	.11	.93	.05	81	26.59	13	.014	2.05	.11	.94	.06	No
Egyptian	66	15.19	13	.296	1.17	.05	.99	.03	62	23.67	13	.034	1.82	.12	.96	.04	No
German	60	16.05	13	.247	1.23	.06	.97	.05	57	16.02	13	.248	1.23	.06	.96	.06	Yes
Greek	58	20.63	13	.081	1.59	.10	.97	.04	45	21.46	13	.064	1.65	.12	.93	.08	No
Italian	55	17.34	13	.184	1.33	.08	.97	.05	53	20.96	13	.074	1.61	.11	.94	.07	No
Moroccan	45	16.17	13	.240	1.24	.07	.99	.03	49	7.50	13	.875	0.58	.00	1.00	.02	Yes
Pakistani	48	16.09	13	.244	1.24	.07	.98	.04	72	19.09	13	.121	1.47	.08	.98	.03	Yes
Polish	53	15.82	13	.259	1.22	.06	.98	.06	59	15.34	13	.286	1.18	.06	.99	.04	Yes
Romanian	57	29.76	13	.005	2.29	.15	.90	.05	61	4.93	13	.977	0.38	.00	1.00	.02	No
Russian	57	12.68	13	.473	0.98	.00	1.00	.04	74	25.45	13	.020	1.96	.11	.95	.04	No
Turkish	50	10.93	13	.617	0.84	.00	1.00	.03	73	12.70	13	.471	0.98	.00	1.00	.03	Yes

*Note.* We categorized those groups as comparable across experimental conditions that produced measurement models with satisfactory model fit in both experimental conditions separately. Satisfactory model fit was indicated if all of the following requirements were fulfilled:  $\chi^2_{cor}/df \leq 3$ ;  $RMSEA \leq .08$ ;  $SRMR \leq .10$ ;  $CFI \geq .95$  (Schermelleh-Engel, et al., 2003).



OSM Table 8

*Study 3: Count of Items that Emerged as Problematic in Model Fit Indices ( $\Delta\chi^2 \geq 10$ )*

Problematic Item	full models	reduced models 1	reduced models 2
Cold-warm	4x	Excluded	Excluded
Untrustworthy-trustworthy	4x	-	-
Uneducated-highly educated	3x	1x	Excluded
Incompetent-competent	2x	1x	-
Lazy-laborious	1x	1x	-
Unreliable-reliable	1x	1x	-
Threatening-benevolent	1x	-	-
Dislikable-likable	-	-	-

*Note.* Full models = models with all items included; reduced models 1 = models with cold-warm excluded; reduced models 2 = models with cold-warm and uneducated-highly educated excluded.