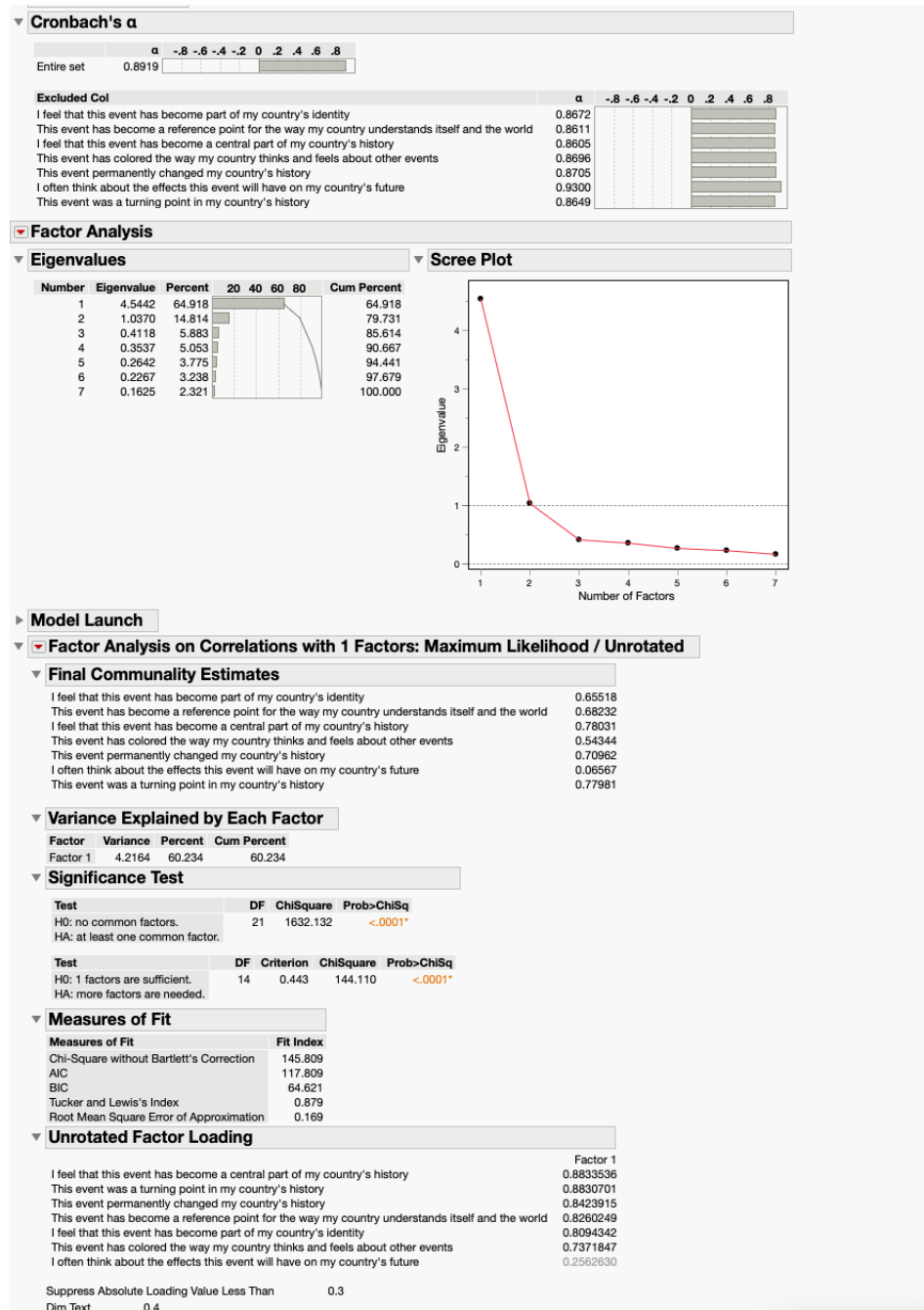


MONETARY VALUE OF COLLECTIVE MEMORIES—SUPPLEMENTAL INFORMATION

The Monetary Value of Collective Memories—Supplemental Information

Figure S1

Individual Items, Cronbach's α , and Factor Analysis for the Collective CES



Note. Item 6—I often think about the effects this event will have on my country's future—was dropped given it did not load on to a one factor solution (Berntsen & Rubin, 2006), and doing so improved the Cronbach's α . This item also had considerable conceptual overlap with items used in the directive functions subscale of the collective TALE (Burnell et al., 2023).

MONETARY VALUE OF COLLECTIVE MEMORIES—SUPPLEMENTAL
INFORMATION

Table S1

Mean Collective CES and TALE Ratings for Each Collective Memory in Experiment 1

Collective Memory	Associated Monument	Collective CES	Collective TALE		
			Identity Function	Social Function	Directive Function
The September 11 Attacks	9/11 Pentagon Memorial	2.30	3.09	2.66	3.22
World War II	World War II Memorial	2.32	3.38	2.88	3.54
Declaration of Independence	Liberty Bell	1.91	3.56	2.36	3.03
Vietnam War	Vietnam Veterans Memorial	2.76	2.56	2.05	2.92
World War I	World War I Memorial	2.77	2.40	2.34	2.67
Civil Rights Movement	Martin Luther King Jr Memorial	1.99	3.73	2.52	3.54

Note. Collective CES was rated from 1 = *Totally Agree* to 5 = *Totally Disagree*. The
Collective TALE was rated from 1 = *Almost Never* to 5 = *Very Frequently*.

MONETARY VALUE OF COLLECTIVE MEMORIES—SUPPLEMENTAL
INFORMATION

Table S2

Mean Collective CES and TALE Ratings for Each Collective Memory in Experiment 2

Collective Memory	Associated Monument	Collective CES	Collective TALE		
			Identity Function	Social Function	Directive Function
The September 11 Attacks	9/11 Pentagon Memorial	2.02	3.24	2.44	3.11
World War II	World War II Memorial	2.14	3.08	2.68	3.29
Declaration of Independence	Liberty Bell	1.92	2.94	2.14	2.65
Vietnam War	Vietnam Veterans Memorial	2.72	2.77	2.43	3.04
World War I	World War I Memorial	3.12	2.41	2.29	2.48
Civil Rights Movement	Martin Luther King Jr Memorial	2.25	3.34	2.45	3.30

Note. Collective CES was rated from 1 = *Totally Agree* to 5 = *Totally Disagree*. The
Collective TALE was rated from 1 = *Almost Never* to 5 = *Very Frequently*.