**Supplemental Material**

**90 trait adjectives in Study 1**

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| --- | --- | --- | --- | --- |
| Trait adjectives | favorability | meaningfulness | familiarity | suitability |
| Interesting | 5.60 | 5.40 | 5.30 | 4.88 |
| Humorous | 5.70 | 5.30 | 5.10 | 4.76 |
| Innovative | 5.70 | 5.20 | 4.10 | 4.71 |
| Thoughtful | 5.80 | 5.10 | 4.40 | 4.59 |
| Positive | 5.80 | 5.10 | 4.80 | 4.53 |
| Funny | 5.80 | 5.10 | 4.60 | 4.47 |
| Warm | 5.60 | 5.20 | 4.50 | 4.47 |
| Trendy | 4.20 | 4.90 | 4.40 | 4.47 |
| Realistic | 4.10 | 5.10 | 4.80 | 4.41 |
| Serious | 4.10 | 5.40 | 4.70 | 4.41 |
| Exaggerated | 3.10 | 5.20 | 4.70 | 4.41 |
| Vulgar | 2.70 | 4.90 | 3.80 | 4.41 |
| Decent | 4.70 | 5.00 | 4.50 | 4.35 |
| Excellent | 6.00 | 5.10 | 4.70 | 4.29 |
| Elegant | 5.50 | 4.70 | 4.00 | 4.29 |
| Dreamy | 5.20 | 4.90 | 4.80 | 4.29 |
| Negative | 2.90 | 5.00 | 4.10 | 4.29 |
| Witty | 5.30 | 5.00 | 3.70 | 4.24 |
| Objective | 5.20 | 5.00 | 4.40 | 4.24 |
| Fashionable | 4.20 | 5.00 | 4.60 | 4.24 |
| Horrible | 2.90 | 5.30 | 5.20 | 4.24 |
| Low-class | 2.30 | 5.00 | 4.50 | 4.18 |
| Rational | 5.70 | 5.20 | 4.60 | 4.18 |
| Complex | 3.80 | 4.80 | 4.50 | 4.12 |
| Absurd | 2.80 | 5.00 | 4.40 | 4.12 |
| Superficial | 2.70 | 5.00 | 3.90 | 4.12 |
| Verbose | 3.10 | 5.40 | 4.40 | 4.00 |
| Rigorous | 5.40 | 5.00 | 3.90 | 3.94 |
| Flatulent | 2.20 | 4.30 | 2.60 | 3.94 |
| Paradoxical | 3.40 | 5.10 | 4.60 | 3.94 |
| Perfect | 5.50 | 5.10 | 4.60 | 3.88 |
| Lively | 5.80 | 5.10 | 4.90 | 3.82 |
| Adorable | 5.80 | 5.20 | 5.10 | 3.82 |
| Traditional | 4.10 | 4.90 | 4.30 | 3.82 |
| Simple | 5.60 | 5.30 | 4.20 | 3.76 |
| Graceful | 5.40 | 5.00 | 3.90 | 3.76 |
| Childish | 3.30 | 5.00 | 4.20 | 3.76 |
| Eccentric | 3.20 | 5.00 | 3.90 | 3.76 |
| Crude | 2.60 | 5.00 | 4.00 | 3.76 |
| Stagy | 2.40 | 5.10 | 4.00 | 3.76 |
| Emotional | 4.90 | 5.00 | 4.30 | 3.71 |
| Pessimistic | 2.90 | 5.10 | 4.50 | 3.71 |
| Shallow | 2.80 | 4.70 | 3.30 | 3.71 |
| Daring | 4.80 | 5.10 | 4.60 | 3.71 |
| Unadorned | 5.50 | 5.00 | 3.60 | 3.65 |
| Open-minded | 4.80 | 4.60 | 4.70 | 3.65 |
| Subjective | 3.80 | 5.00 | 4.90 | 3.65 |
| Crazy | 3.50 | 5.00 | 4.50 | 3.65 |
| Abnormal | 1.90 | 4.50 | 4.60 | 3.65 |
| Inflexible | 3.00 | 4.80 | 3.80 | 3.59 |
| Tacky | 2.90 | 5.00 | 4.50 | 3.59 |
| Creative | 6.00 | 5.30 | 4.60 | 4.82 |
| Profound | 6.00 | 4.90 | 4.40 | 4.59 |
| Insightful | 5.90 | 4.50 | 3.40 | 4.41 |
| Thoughtful | 5.60 | 4.80 | 3.90 | 4.24 |
| Unique | 5.40 | 4.70 | 5.10 | 4.24 |
| Unreliable | 2.30 | 5.00 | 4.00 | 4.06 |
| Untrustworthy | 2.20 | 5.20 | 4.20 | 3.76 |
| Unethical | 2.00 | 5.00 | 4.10 | 3.76 |
| Irrational | 2.90 | 5.10 | 5.30 | 3.65 |
| Trustworthy | 6.00 | 5.10 | 4.50 | 3.59 |
| Irritating | 2.30 | 5.30 | 4.00 | 3.53 |
| Special | 5.00 | 5.10 | 4.70 | 4.65 |
| Novel | 5.50 | 5.10 | 3.70 | 4.53 |
| Imaginative | 3.50 | 5.20 | 4.60 | 4.53 |
| Sensational | 2.10 | 4.90 | 3.10 | 4.47 |
| Inventive  | 6.10 | 5.20 | 3.80 | 4.29 |
| Hateful | 2.10 | 5.40 | 4.60 | 4.29 |
| Anticlimactic | 2.40 | 5.10 | 3.30 | 4.24 |
| Annoying | 2.60 | 5.20 | 4.40 | 4.18 |
| Practical | 5.00 | 5.10 | 4.20 | 4.18 |
| Baffing | 3.10 | 4.80 | 4.60 | 4.06 |
| Aggressive | 2.90 | 5.10 | 3.10 | 4.06 |
| Approachable | 6.00 | 5.30 | 4.90 | 4.00 |
| Romantic | 5.20 | 5.10 | 4.30 | 4.00 |
| Conventional | 4.10 | 4.90 | 3.20 | 4.00 |
| Indecisive | 2.60 | 5.20 | 3.60 | 3.94 |
| Hostile | 2.80 | 4.80 | 2.90 | 3.88 |
| Energetic | 6.00 | 5.40 | 4.60 | 3.76 |
| Odd | 3.00 | 4.90 | 3.60 | 3.76 |
| Melodramatic | 2.90 | 5.10 | 3.40 | 3.76 |
| Conformist | 4.70 | 5.10 | 3.60 | 3.71 |
| Normal | 2.80 | 5.00 | 4.00 | 3.71 |
| Follower | 2.50 | 5.20 | 3.40 | 3.71 |
| Formal | 4.20 | 5.00 | 4.10 | 3.65 |
| Confusing | 3.00 | 4.80 | 3.10 | 3.65 |
| Indiscreet | 2.40 | 5.00 | 3.00 | 3.65 |
| Consistent | 5.80 | 5.20 | 4.30 | 3.65 |
| Mocking | 2.60 | 4.80 | 3.40 | 3.65 |
| Unconventional | 3.90 | 5.10 | 3.30 | 3.65 |