

Online Supplement of

“A Sociocultural Norm Perspective on Big Five Prediction”

S1: Pretests to Ensure the Sociocultural Norms’ Credibility

In the learning phase of the minimal norm paradigm, participants see pairs of Chinese characters and pairs of social values. For each pair, participants additionally see the ostensible sociocultural norm (i.e., which character/value is ostensibly preferred in their sociocultural context). Importantly, the sociocultural norms are bogus and experimentally manipulated: Some participants learn that the left character/value of a pair is preferred in their sociocultural context, others learn that the right character/value of that pair is preferred in their sociocultural context. In order for that manipulation to work, participants must consider credible the norms provided in both conditions. That is, if told, participants must believe that the left character/value is preferred in their sociocultural context *and*, if told, participants must believe that the right character/value is preferred in their sociocultural context. We conducted four pretests to ensure that kind of credibility of the sociocultural norms in both conditions. We sought to sample from the same population as in our main-text experiments and, thus, relied on Amazon’s Mechanical Turk.

Prior to Pretests 1a-1b, we created 45 candidate pairs of Chinese characters and 72 candidate pairs of social values. The goal of Pretests 1a-1b was to narrow down those pairs. Specifically, we only retained pairs if they contained two Chinese characters/social values that were in and of themselves similarly preferable (i.e., two characters/values that were preferred to a similar degree in our sample, which did not receive any information on sociocultural norms). We considered that similar preferability important for the later norm manipulation in order for participants to believe that the left character/value is preferred in their sociocultural context if told so and to believe that the right character/value is preferred in their sociocultural context if told so.

We conducted Pretest 1a to narrow down the candidate pairs of Chinese characters ($N = 108$; 45% female, 54% male, 1% missing; $M_{\text{age}} = 36.40$, $SD = 11.42$; nobody knew the meaning of the Chinese characters) and Pretest 1b to narrow down the candidate pairs of social values ($N = 257$; 45% female, 55% male; $M_{\text{age}} = 34.79$, $SD = 11.41$). Pretests 1a-1b resembled the personal preference phase of the minimal norm paradigm (see Figure 1c in the main text). That is, participants did not receive any information regarding sociocultural norms and they indicated their personal preference for the left versus right character/value of each pair (1 = *clear preference for left picture [the left value is clearly more important to me]* to 8 = *clear preference for right picture [the right value is clearly more important to me]*). For each pair, we computed the mean preference in our sample. We retained pairs only if they evinced a fairly neutral mean preference ($3.95 \leq Ms \leq 5.09$; scale midpoint was 4.50). As a result, we retained 27 pairs of Chinese characters and 24 pairs of social values. Table S1 shows the mean preferences for the pairs of Chinese characters/social values used in the minimal norm paradigm (i.e., in the main-text experiments).

Prior to Pretests 2a-2b, we added bogus information on the socioculturally normative preference to each candidate pair retained in Pretests 1a-1b. More precisely, we added bogus information on two sociocultural norms to each pair, one norm for each norm condition (majority prefers left character/value vs. majority prefers right character/value). For example, in the majority-left condition, a given pair came with the information that 68% of U.S. adults prefer the left value and 32% prefer the right value. In the majority-right condition, the same pair came with the information that 32% of U.S. adults prefer the left value and 68% prefer the right value. Thus, we had 54 sociocultural norms regarding Chinese characters (27 pairs \times 2 conditions) and 48 sociocultural norms regarding social values (24 pairs \times 2 conditions). The goal of Pretests 2a-2b was to select the final pairs of characters/values for the minimal norm paradigm. Specifically, we only retained pairs if participants judged those pairs'

sociocultural norms credible in *both* norm conditions (i.e., in the majority-left condition as well as in the majority-right condition).

We conducted Pretest 2a to select the final pairs of Chinese characters ($N = 89$; 45% female, 55% male; $M_{\text{age}} = 33.80$, $SD = 10.04$; nobody knew the meaning of the Chinese characters) and Pretest 2b to select the final pairs of social values ($N = 96$; 47% female, 52% male, 1% missing; $M_{\text{age}} = 35.66$, $SD = 13.20$). Pretests 2a-2b resembled the learning phase of the minimal norm paradigm (see Figure 1a in the main text). That is, participants saw pairs of characters/values alongside information on the socioculturally normative preference and that preference was experimentally manipulated (i.e., the computer determined randomly for each participant whether the majority ostensibly preferred the left or the right character/value of a pair). Importantly, to test the credibility of the sociocultural norms, we told participants that some sociocultural norms were from the U.S., whereas others were from India (a cover story). Participants indicated whether they thought that a given pair's sociocultural norm was from the U.S. (1 = *certainly not from U.S. citizens* to 7 = *certainly from U.S. citizens*) and, thus, credible. For each sociocultural norm of a given pair, we computed the mean credibility rating in our sample. We retained pairs only if their sociocultural norms were sufficiently credible in both norm conditions ($M_s \geq 2.84$). As a result, we retained 18 pairs of Chinese characters and 18 pairs of social values. Table S2 shows the mean credibility ratings for the sociocultural norms of those final pairs of Chinese characters/social values used in the minimal norm paradigm (i.e., in the main-text experiments).

S2: Additional Participants Prior to Experiment 1

In the process of developing the minimal norm paradigm (i.e., prior to Experiment 1), 1,926 additional participants (58.8% female, 39.7% male, 1.5% missing; $M_{\text{age}} = 34.07$, $SD = 10.96$) completed the Big Five Inventory (BFI; John et al., 1991) and some trial version of the paradigm. Table S3 shows that the results of Experiment 1 and the joint results of Experiments 1-3 replicated when we included those additional participants' data into our

analyses. In other words, when analyzing all data ever collected on the Big Five and the minimal norm paradigm, the results were conceptually identical to those described in the main text.

S3: Recall Rates

The main-text analyses included each sociocultural norm (and its accompanying personal preference) that a given participant had recalled correctly. Stated differently, those analyses included each sociocultural norm that had passed the manipulation check. As a result, the main-text analyses included participants who had recalled correctly at least one sociocultural norm. This is the most non-restrictive inclusion criterion possible and, thus, leads to a maximum number of included participants. Figure S1 shows that more restrictive inclusion criteria do not significantly alter our results (i.e., confidence intervals for a particular Big Five Domain \times Sociocultural Norms interaction largely overlapped across recall rates).^{S1}

S4: All Participants' Preferences for Chinese Characters

In the main text, we analyzed pairs of Chinese characters only for those participants who did not know the meaning of any of the characters (cf. Payne et al., 2005). By doing this, preferences for Chinese characters were in and of themselves independent of the Big Five. Table S4 shows, however, that the main-text results for the Big Five domains did not change when we also included pairs of Chinese characters for participants who knew the meaning of any of the characters.

S5: Separate Statistical Models for Predictors

We repeated the statistical models from the main text separately for each Big Five domain (Experiments 1-3), each Big Five facet (Experiments 2-3), and each external process variable of Experiment 3 (i.e., rational thought, need for cognition, and social attention). Tables S5.1-S5.3 include the results. In brief, these results conceptually replicated our main-text results with two exceptions only: First, the Neuroticism \times Sociocultural Norms

interaction in Experiments 1-3 became significant (Table S5.1, Model 5). Second, almost all Big Five Facet \times Sociocultural Norms interactions in Experiments 2-3 became significant (Table S5.2). Importantly, though, the Big Five Facet \times Sociocultural Norms interactions were not significantly larger than in the main text (except for the two interactions involving N-Anxiety and N-Emotional Volatility in Experiment 2 and the two interactions involving N-Depression and C-Responsibility in Experiment 3). Accordingly, each Big Five facet that showed a unique interaction with sociocultural norms in the main text (Table 2) was exactly that facet of a Big Five domain which also stood out as the most influential facet in the separate models (Table S5.2).

S6: Continuous Variable for Sociocultural Norms

Our main-text analyses treated sociocultural norms as a dichotomous variable (majority prefers left vs. right character/value) and those analyses did so for good reason (see Footnote 11). Yet, it is also possible to treat sociocultural norms as a continuous variable (percentages of people who ostensibly prefer the right character/value over the left character/value). We tested whether the main-text results for the Big Five domains replicated with that continuous variable instead of the dichotomous one. More precisely, we reran the domains-as-predictors models of Experiments 1-3 and replaced the dichotomous variable for sociocultural norms with the continuous one. We grand-mean centered the Big Five domains and group-mean centered the continuous variable for sociocultural norms (Enders & Tofighi, 2007). Table S6 shows that all Big Five Domain \times Sociocultural Norms interactions from the main-text analyses replicated.^{S2}

S7: Indirect-Effects Analyses With Latent Scores for the Big Five Domains

According to the reflective view of trait structure (Bollen & Lennox, 1991; Edwards & Bagozzi, 2000), the Big Five hierarchy (with the Big Five domains on top and the more specific Big Five facets below) has the following implication: The Big Five domains are basic traits that manifest in (i.e., partly cause) the more specific Big Five facets. Accordingly, it

may seem appropriate to treat the Big Five domains as latent variables in the indirect-effects analyses. We therefore computed the latent scores for all Big Five domains and reran the facets-as-mediators model of Experiment 2 and the full-sociocultural-norm model of Experiment 3 with those latent scores. As Table S7 shows, the results were conceptually identical to the main-text results, which are based on manifest scores for the Big Five domains (Table 3).

S8: Full-Sociocultural-Norm Model With O-Intellectual Curiosity

As described in the introduction to Experiment 3, O-Intellectual Curiosity and need for cognition are two alternative indicators of the same mechanism. We therefore conducted an alternative full-sociocultural-norm model in which we replaced need for cognition with O-Intellectual Curiosity (and rescored Openness such that O-Intellectual Curiosity was removed from the Openness score; see Experiment 2's Statistical Modeling section). Table S8 shows that the results were conceptually identical to those in the main text (Table 3).

S9: Indirect Effects of Each Descriptive Big Five Domain Through Each Mediator in the Full-Sociocultural-Norm Model

In the main text, we focused on the indirect effect of each descriptive Big Five domain through one mediator. However, we sought to test whether each of those mediators is *unique* to its Big Five domain. To this end, we inspected the indirect effects of each descriptive Big Five domain through all four mediators in the full-sociocultural-norm model (i.e., four Big Five domains \times four mediators = 16 indirect effects). Table S9 shows that only four sizable indirect effects emerged—precisely those four indirect effects from the main text. These results are noteworthy because they illustrate that each mechanism identified in the main text is largely unique to its respective Big Five domain.

S10: Power of Sociocultural Norms to Alter Big Five Effects

We sought to estimate the effect size of the Big Five Domain \times Sociocultural Norms interactions in our experiments. However, there are not yet established guidelines on how

effect sizes can be estimated and interpreted in mixed-effects models. To provide at least some rough estimate on the power of sociocultural norms to alter Big Five effects in our experiments, we used a recent approach to approximate effect sizes in mixed-effects models (Gebauer et al., 2017; see also Entringer et al., 2020; Gebauer et al., 2020). According to that approach, the power of sociocultural norms is approximated by comparing Big Five effects between the two sociocultural norms conditions (majority prefers left character/value vs. majority prefers right character/value). Specifically, we first estimated the Big Five effects on personal preferences for the sociocultural norms condition in which the majority prefers the left character/value (majority-left condition). To this end, we (a) *z*-standardized the Big Five domains, sociocultural norms, and personal preferences, (b) recentered sociocultural norms such that the majority-left condition was set to zero, and (c) reran the domains-as-predictors model (see Experiment 1's Statistical Modeling section). Second, we estimated the Big Five effects on personal preferences for the sociocultural norms condition in which the majority prefers the right character/value (majority-right condition). Analogous to the first model, we (a) *z*-standardized the Big Five domains, sociocultural norms, and personal preferences, (b) recentered sociocultural norms such that the majority-right condition was set to zero, and (c) reran the domains-as-predictors model. Finally, we calculated the differences in Big Five effects between those two models and aggregated the differences' absolute values for the four Big Five domains relevant to the sociocultural norm perspective. The resultant effect size for the power of sociocultural norms to alter Big Five effects in our experiments was .21. This effect size can be interpreted akin to *r* (see Entringer et al., 2020, for reasons why it is appropriate to consider associations of $r \approx .10$ medium).

S11: Chinese Characters Versus Social Values

The minimal norm paradigm uses preferences for Chinese characters and social values as outcomes. Were the results for the Big Five domains entirely driven either by Chinese characters or by social values? To answer this question, we included Outcome Category

(Chinese characters vs. social values) as an additional moderator in the domains-as-predictors model (see Experiment 1's Statistical Modeling section). Table S10 shows that three (and only three) Big Five Domain \times Sociocultural Norms \times Outcome Category interactions were significant. In other words, three Big Five Domain \times Sociocultural Norms interactions differed significantly between Chinese characters and social values. Importantly, however, these three Big Five Domain \times Sociocultural Norms interactions were significant for Chinese characters (Table S10's first data-column) as well as for social values (Table S10's second data-column).

S12: Block 1 Versus Blocks 2-6

The minimal norm paradigm consists of six blocks. Each block contains its own learning, recall, and personal preference phases. Thus, in the learning and recall phases of block 1, participants do not know that they will provide their own preferences later. In blocks 2-6, though, they do know. We sought to test whether that knowledge played a role for our results. To this end, we included Block (block 1 vs. blocks 2-6) as an additional moderator in the domains-as-predictors model (see Experiment 1's Statistical Modeling section). Table S11 shows that all Big Five Domain \times Sociocultural Norms \times Block interactions were not significant. In other words, all Big Five Domain \times Sociocultural Norms interactions did not differ significantly between block 1 and blocks 2-6. Evidently, it made no difference whether or not participants knew of the personal preference phase during the learning and recall phases.

S13: Self-Insight Into the Influence of Sociocultural Norms

Near the end of each experiment, we asked participants if they thought that the preferences of the majority had influenced their own preferences (response options: *No*; *Yes, my preferences shifted toward the preferences of the majority*; *Yes, my preferences shifted away from the preferences of the majority*). The large majority of participants (74.8%) responded "No" and only a minority (24.4%) responded "Yes" (21.0% noticed a shift toward

the majority, 3.4% noticed a shift away from the majority; 0.8% missing). We sought to find out whether self-insight into the influence of sociocultural norms was a necessary precondition for our results. To this end, we reran the domains-as-predictors models of Experiments 1-3 and included only the data of those participants who were oblivious to the influence. As Table S12 shows, all Big Five Domain \times Sociocultural Norms interactions from the main-text analyses replicated. Evidently, self-insight was no necessary precondition for our effects to emerge.

Supplementary References

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Supplementary Footnotes

^{S1} For a recall rate of 100%, some Big Five Domain \times Sociocultural Norms interactions were no longer significant. This, however, was most likely due to a huge decrease in sample sizes ($N_{\text{Experiment 1}} = 309$, $N_{\text{Experiment 2}} = 340$, $N_{\text{Experiment 3}} = 374$, $N_{\text{Experiments 1-3}} = 1,023$), which resulted in very wide confidence intervals.

^{S2} The estimates were much smaller for the models with the continuous variable for sociocultural norms than for the models with the dichotomous one. This is the case because in the former models the estimates indicate changes in the outcomes when the majority's preference for the right character/value increases by 1%, whereas in the latter models the estimates indicate changes in the outcomes when the majority changes its preference from the left to the right character/value. Moreover, the unexpected main effect of Conscientiousness in Experiment 1 and the unexpected main effects of Extraversion and Neuroticism in Experiment 3 did not replicate. The absence of these unexpected main effects was most likely due to the group-mean centering of the continuous variable for sociocultural norms as the three main effects did also not emerge when the dichotomous variable for sociocultural norms was group-mean centered.

Table S1

Mean Preferences in Pretests 1a-1b for Pairs of Chinese Characters and Pairs of Social Values Used in the Minimal Norm Paradigm

Block/Pair	Chinese characters		Social values	
	<i>M</i>	95% CI	<i>M</i>	95% CI
A/1	4.55	[4.19, 4.91]	4.37	[4.09, 4.64]
A/2	4.58	[4.23, 4.94]	4.44	[4.18, 4.71]
A/3	4.32	[3.95, 4.70]	4.84	[4.56, 5.13]
A/4	4.62	[4.26, 4.98]	4.65	[4.37, 4.94]
A/5	4.30	[3.92, 4.67]	4.90	[4.64, 5.16]
A/6	4.72	[4.34, 5.11]	4.09	[3.81, 4.37]
B/1	5.04	[4.65, 5.42]	4.49	[4.22, 4.77]
B/2	4.47	[4.13, 4.81]	4.41	[4.15, 4.67]
B/3	4.24	[3.85, 4.63]	4.89	[4.63, 5.15]
B/4	4.73	[4.38, 5.08]	3.95	[3.68, 4.23]
B/5	4.67	[4.30, 5.03]	5.09	[4.84, 5.34]
B/6	4.35	[3.96, 4.75]	4.87	[4.59, 5.15]
C/1	4.67	[4.29, 5.04]	4.42	[4.15, 4.68]
C/2	4.61	[4.24, 4.98]	4.97	[4.72, 5.22]
C/3	4.42	[4.00, 4.83]	4.47	[4.20, 4.74]
C/4	4.14	[3.76, 4.52]	5.04	[4.77, 5.30]
C/5	5.05	[4.68, 5.41]	4.87	[4.60, 5.14]
C/6	4.50	[4.12, 4.88]	4.57	[4.28, 4.86]

Note. CI = confidence interval. The pairs of Chinese characters and social values are included in the material file at <https://madata.bib.uni-mannheim.de/364/>. Preferences ranged from 1 = *clear preference for left picture [the left value is clearly more important to me]* to 8 = *clear preference for right picture [the right value is clearly more important to me]*.

Table S2

Mean Credibility Ratings in Pretests 2a-2b for Sociocultural Norms Used in the Minimal Norm Paradigm

Block/Pair	Chinese characters				Social values			
	Majority left		Majority right		Majority left		Majority right	
	<i>M</i>	95% CI	<i>M</i>	95% CI	<i>M</i>	95% CI	<i>M</i>	95% CI
A/1	4.21	[3.75, 4.67]	4.14	[3.60, 4.68]	4.61	[4.03, 5.18]	4.34	[3.78, 4.90]
A/2	4.07	[3.59, 4.54]	4.29	[3.82, 4.76]	4.55	[3.95, 5.16]	5.24	[4.79, 5.70]
A/3	4.10	[3.53, 4.68]	4.20	[3.69, 4.71]	4.43	[3.90, 4.97]	4.26	[3.77, 4.75]
A/4	3.58	[3.12, 4.03]	3.67	[3.15, 4.19]	5.02	[4.46, 5.58]	2.84	[2.31, 3.36]
A/5	4.08	[3.56, 4.61]	3.61	[3.04, 4.18]	5.26	[4.84, 5.69]	4.37	[3.90, 4.84]
A/6	4.14	[3.62, 4.66]	4.24	[3.57, 4.90]	4.02	[3.50, 4.55]	5.64	[5.21, 6.07]
B/1	4.10	[3.60, 4.60]	3.80	[3.23, 4.37]	3.50	[2.96, 4.04]	5.80	[5.43, 6.18]
B/2	3.98	[3.46, 4.50]	4.14	[3.71, 4.56]	5.55	[5.10, 5.99]	3.91	[3.37, 4.45]
B/3	4.14	[3.64, 4.63]	4.13	[3.57, 4.69]	3.65	[3.15, 4.15]	4.82	[4.44, 5.20]
B/4	4.29	[3.80, 4.78]	4.00	[3.57, 4.43]	4.59	[4.09, 5.09]	4.54	[4.13, 4.96]
B/5	4.20	[3.70, 4.71]	4.24	[3.72, 4.77]	4.44	[3.93, 4.94]	4.00	[3.54, 4.46]
B/6	3.93	[3.36, 4.50]	3.80	[3.17, 4.42]	5.31	[4.84, 5.77]	3.50	[2.93, 4.07]
C/1	4.04	[3.60, 4.49]	4.32	[3.81, 4.83]	5.45	[5.03, 5.88]	3.52	[3.06, 3.98]
C/2	4.19	[3.66, 4.72]	3.60	[3.03, 4.16]	3.56	[3.10, 4.02]	5.09	[4.69, 5.49]
C/3	4.30	[3.81, 4.80]	3.86	[3.25, 4.47]	5.00	[4.52, 5.48]	4.65	[4.17, 5.13]
C/4	4.47	[4.11, 4.83]	3.64	[3.10, 4.18]	4.03	[3.46, 4.59]	4.84	[4.37, 5.30]
C/5	4.48	[4.05, 4.90]	3.40	[2.85, 3.95]	4.90	[4.35, 5.46]	5.57	[5.19, 5.95]
C/6	4.29	[3.87, 4.71]	3.84	[3.30, 4.37]	4.20	[3.65, 4.76]	4.33	[3.81, 4.85]

Note. Majority left = the presented majority preferred the left character/value; majority right = the presented majority preferred the right character/value; CI = confidence interval. The pairs of Chinese characters and social values along with their sociocultural norms (i.e., the percentages for the majorities) are included in the material file at <https://madata.bib.uni-mannheim.de/364/>. Credibility ratings ranged from 1 = *certainly not from U.S. citizens* to 7 = *certainly from U.S. citizens*.

Table S3

Effects of the Big Five Domains on Personal Preferences Moderated by Sociocultural Norms With Additional Participants who Completed Some Trial Version of the Minimal Norm Paradigm

Predictor	Experiment 1		Experiments 1-3	
	Estimate	95% CI	Estimate	95% CI
(1) (Intercept)	4.56	[4.55, 4.58]	4.57	[4.56, 4.58]
(2) Agr	-0.02	[-0.05, 2e-03]	-0.03	[-0.05, -0.01]
(3) Cns	-0.02	[-0.05, 1e-03]	-0.02	[-0.03, -3e-04]
(4) Opn	0.01	[-0.02, 0.03]	0.01	[-0.01, 0.02]
(5) Ext	-4e-03	[-0.02, 0.01]	-0.02	[-0.03, -3e-03]
(6) Neu	-0.01	[-0.03, 0.01]	-0.02	[-0.04, -0.01]
(7) Norms	0.97	[0.93, 1.01]	1.04	[1.00, 1.07]
(8) Agr × Norms	0.34	[0.26, 0.41]	0.28	[0.23, 0.34]
(9) Cns × Norms	0.10	[0.03, 0.17]	0.10	[0.05, 0.15]
(10) Opn × Norms	-0.19	[-0.25, -0.12]	-0.23	[-0.27, -0.18]
(11) Ext × Norms	0.10	[0.05, 0.15]	0.15	[0.10, 0.19]
(12) Neu × Norms	0.04	[-0.02, 0.10]	0.01	[-0.03, 0.05]

Note. CI = confidence interval; Agr = Agreeableness; Cns = Conscientiousness; Opn = Openness; Ext = Extraversion; Neu = Neuroticism; Norms = sociocultural norms.

Table S4

Effects of the Big Five Domains on Personal Preferences Moderated by Sociocultural Norms With all Participants' Preferences for Chinese Characters

Predictor	Experiment 1		Experiment 2		Experiment 3		Experiments 1-3	
	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI
(1) (Intercept)	4.56	[4.54, 4.58]	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
(2) Agr	3e-03	[-0.03, 0.04]	-0.06	[-0.09, -0.02]	-0.02	[-0.05, 0.02]	-0.02	[-0.04, -4e-03]
(3) Cns	-0.03	[-0.06, 6e-04]	-4e-03	[-0.03, 0.03]	-0.02	[-0.05, 0.02]	-0.02	[-0.03, 9e-04]
(4) Opn	0.01	[-0.02, 0.04]	0.01	[-0.02, 0.04]	-0.01	[-0.04, 0.02]	2e-03	[-0.01, 0.02]
(5) Ext	-0.02	[-0.04, 0.01]	-0.04	[-0.06, -0.01]	-0.02	[-0.05, 5e-03]	-0.02	[-0.04, -0.01]
(6) Neu	-0.02	[-0.04, 0.01]	-0.05	[-0.08, -0.03]	-0.03	[-0.06, -1e-03]	-0.03	[-0.05, -0.02]
(7) Norms	0.98	[0.93, 1.04]	1.05	[1.00, 1.11]	1.12	[1.06, 1.18]	1.05	[1.02, 1.09]
(8) Agr × Norms	0.33	[0.23, 0.43]	0.28	[0.18, 0.39]	0.23	[0.12, 0.34]	0.27	[0.21, 0.33]
(9) Cns × Norms	0.12	[0.03, 0.22]	0.12	[0.02, 0.21]	0.13	[0.03, 0.23]	0.12	[0.06, 0.17]
(10) Opn × Norms	-0.18	[-0.27, -0.09]	-0.32	[-0.41, -0.23]	-0.26	[-0.36, -0.17]	-0.25	[-0.30, -0.19]
(11) Ext × Norms	0.11	[0.04, 0.19]	0.14	[0.05, 0.24]	0.23	[0.13, 0.32]	0.16	[0.11, 0.21]
(12) Neu × Norms	0.04	[-0.04, 0.12]	0.01	[-0.07, 0.09]	-0.02	[-0.11, 0.06]	2e-03	[-0.05, 0.05]

Note. CI = confidence interval; Agr = Agreeableness; Cns = Conscientiousness; Opn = Openness; Ext = Extraversion; Neu = Neuroticism; Norms = sociocultural norms.

Table S5.1
Domains-as-Predictors Model Separately for Each Big Five Domain

Predictor	Experiment 1		Experiment 2		Experiment 3		Experiments 1-3	
	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI
Model 1								
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
Agr	-0.01	[-0.03, 0.02]	-0.03	[-0.06, -0.01]	-0.02	[-0.05, 0.02]	-0.02	[-0.04, -2e-03]
Norms	0.99	[0.93, 1.05]	1.06	[1.00, 1.11]	1.12	[1.06, 1.18]	1.06	[1.02, 1.09]
Agr × Norms	0.36	[0.27, 0.45]	0.26	[0.17, 0.35]	0.25	[0.15, 0.35]	0.29	[0.24, 0.35]
Model 2								
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
Cns	-0.03	[-0.05, 2e-03]	-2e-03	[-0.03, 0.02]	-0.01	[-0.04, 0.01]	-0.01	[-0.03, 2e-03]
Norms	0.99	[0.93, 1.05]	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.06	[1.02, 1.09]
Cns × Norms	0.23	[0.14, 0.31]	0.19	[0.11, 0.27]	0.25	[0.17, 0.33]	0.22	[0.17, 0.27]
Model 3								
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
Opn	0.01	[-0.02, 0.04]	-1e-03	[-0.03, 0.02]	-0.02	[-0.05, 0.01]	-4e-03	[-0.02, 0.01]
Norms	0.99	[0.94, 1.05]	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.06	[1.03, 1.10]
Opn × Norms	-0.11	[-0.20, -0.02]	-0.17	[-0.26, -0.09]	-0.11	[-0.20, -0.03]	-0.12	[-0.17, -0.07]
Model 4								
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
Ext	-0.02	[-0.04, 4e-03]	-0.02	[-0.04, 0.01]	-0.02	[-0.05, 3e-03]	-0.02	[-0.03, -0.01]
Norms	0.99	[0.94, 1.05]	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.06	[1.03, 1.10]
Ext × Norms	0.14	[0.07, 0.21]	0.14	[0.06, 0.22]	0.25	[0.17, 0.33]	0.18	[0.13, 0.22]
Model 5								
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
Neu	-2e-03	[-0.02, 0.02]	-0.02	[-0.04, 6e-04]	-0.01	[-0.03, 0.01]	-0.01	[-0.02, 2e-03]
Norms	0.99	[0.94, 1.05]	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.06	[1.03, 1.09]
Neu × Norms	-0.12	[-0.18, -0.05]	-0.14	[-0.20, -0.07]	-0.19	[-0.26, -0.12]	-0.15	[-0.19, -0.11]

Note. CI = confidence interval; Agr = Agreeableness; Cns = Conscientiousness; Opn = Openness; Ext = Extraversion; Neu = Neuroticism; Norms = sociocultural norms.

Table S5.2
Facets-as-Predictors Model Separately for Each Big Five Facet

Predictor	Experiment 2		Experiment 3		Experiments 2-3	
	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI
Model 1						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.59]
A-Compassion	-0.04	[-0.07, -0.02]	-0.02	[-0.05, 3e-03]	-0.03	[-0.05, -0.02]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
A-Compassion × Norms	0.14	[0.07, 0.22]	0.13	[0.05, 0.21]	0.14	[0.08, 0.19]
Model 2						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
A-Respectfulness	-0.01	[-0.03, 0.02]	-0.01	[-0.03, 0.02]	-0.01	[-0.03, 0.01]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
A-Respectfulness × Norms	0.16	[0.07, 0.24]	0.13	[0.04, 0.22]	0.14	[0.08, 0.21]
Model 3						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
A-Trust	-0.02	[-0.04, 4e-03]	-4e-03	[-0.03, 0.02]	-0.01	[-0.03, 4e-03]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
A-Trust × Norms	0.23	[0.16, 0.30]	0.24	[0.16, 0.31]	0.23	[0.18, 0.29]
Model 4						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
C-Organization	2e-03	[-0.02, 0.02]	-1e-03	[-0.02, 0.02]	5e-04	[-0.01, 0.01]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
C-Organization × Norms	0.11	[0.04, 0.17]	0.18	[0.11, 0.24]	0.14	[0.10, 0.19]
Model 5						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
C-Productiveness	-1e-03	[-0.02, 0.02]	-0.01	[-0.04, 0.01]	-0.01	[-0.02, 0.01]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
C-Productiveness × Norms	0.15	[0.08, 0.22]	0.22	[0.15, 0.30]	0.18	[0.13, 0.23]

Predictor	Experiment 2		Experiment 3		Experiments 2-3	
	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI
Model 6						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
C-Responsibility	-0.01	[-0.03, 0.02]	-0.02	[-0.05, 3e-03]	-0.01	[-0.03, 3e-03]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
C-Responsibility \times Norms	0.21	[0.13, 0.28]	0.17	[0.09, 0.25]	0.19	[0.14, 0.25]
Model 7						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
O-Aesthetic Sensitivity	-3e-03	[-0.02, 0.02]	-0.02	[-0.04, 3e-03]	-0.01	[-0.02, 4e-03]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
O-Aesthetic Sensitivity \times Norms	-0.10	[-0.17, -0.04]	-0.05	[-0.12, 0.01]	-0.08	[-0.12, -0.03]
Model 8						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
O-Creative Imagination	-0.01	[-0.03, 0.01]	-0.03	[-0.05, -4e-03]	-0.02	[-0.04, -2e-03]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
O-Creative Imagination \times Norms	-0.07	[-0.14, 0.01]	-0.03	[-0.11, 0.04]	-0.05	[-0.10, 3e-03]
Model 9						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
O-Intellectual Curiosity	0.01	[-0.01, 0.04]	0.01	[-0.01, 0.04]	0.01	[-0.01, 0.03]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.14]
O-Intellectual Curiosity \times Norms	-0.21	[-0.29, -0.14]	-0.17	[-0.25, -0.09]	-0.19	[-0.25, -0.14]
Model 10						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
E-Assertiveness	-9e-04	[-0.02, 0.02]	-0.01	[-0.03, 0.02]	-4e-03	[-0.02, 0.01]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
E-Assertiveness \times Norms	0.05	[-0.02, 0.11]	0.11	[0.04, 0.18]	0.08	[0.03, 0.12]
Model 11						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
E-Energy Level	-0.02	[-0.04, 5e-03]	-0.03	[-0.06, -0.01]	-0.02	[-0.04, -0.01]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
E-Energy Level \times Norms	0.16	[0.09, 0.23]	0.27	[0.19, 0.34]	0.21	[0.16, 0.26]

Predictor	Experiment 2		Experiment 3		Experiments 2-3	
	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI
Model 12						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
E-Sociability	-0.02	[-0.04, -7e-04]	-0.01	[-0.03, 0.01]	-0.02	[-0.03, -3e-03]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
E-Sociability \times Norms	0.09	[0.03, 0.14]	0.15	[0.10, 0.21]	0.12	[0.08, 0.16]
Model 13						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
N-Anxiety	-0.03	[-0.04, -0.01]	-0.01	[-0.03, 0.01]	-0.02	[-0.03, -3e-03]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
N-Anxiety \times Norms	-0.09	[-0.15, -0.03]	-0.15	[-0.21, -0.08]	-0.12	[-0.16, -0.07]
Model 14						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
N-Depression	-3e-03	[-0.02, 0.01]	-0.01	[-0.03, 0.01]	-0.01	[-0.02, 0.01]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
N-Depression \times Norms	-0.16	[-0.22, -0.10]	-0.18	[-0.24, -0.11]	-0.17	[-0.21, -0.12]
Model 15						
(Intercept)	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
N-Emotional Volatility	-0.02	[-0.04, -6e-04]	-3e-03	[-0.02, 0.02]	-0.01	[-0.03, 2e-03]
Norms	1.06	[1.00, 1.12]	1.12	[1.06, 1.18]	1.09	[1.05, 1.13]
N-Emotional Volatility \times Norms	-0.08	[-0.14, -0.02]	-0.12	[-0.18, -0.06]	-0.10	[-0.14, -0.06]

Note. CI = confidence interval; A = Agreeableness; C = Conscientiousness; O = Openness; E = Extraversion; N = Neuroticism; Norms = sociocultural norms.

Table S5.3

Externals-as-Predictors Model Separately for Each External Process Variable of Experiment 3

Predictor	Estimate	95% CI
Model 1		
(Intercept)	4.57	[4.55, 4.59]
Rational Thought	0.02	[4e-03, 0.04]
Norms	1.12	[1.06, 1.18]
Rational Thought \times Norms	0.09	[0.03, 0.15]
Model 2		
(Intercept)	4.57	[4.55, 4.59]
Need for Cognition	0.02	[5e-03, 0.04]
Norms	1.12	[1.06, 1.18]
Need for Cognition \times Norms	-0.12	[-0.17, -0.06]
Model 3		
(Intercept)	4.57	[4.55, 4.59]
Social Attention	3e-03	[-0.01, 0.02]
Norms	1.12	[1.06, 1.18]
Social Attention \times Norms	0.14	[0.10, 0.18]

Note. CI = confidence interval; Norms = sociocultural norms.

Table S6*Effects of the Big Five Domains on Personal Preferences Moderated by the Continuous Variable for Sociocultural Norms*

Predictor	Experiment 1		Experiment 2		Experiment 3		Experiments 1-3	
	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI
(1) (Intercept)	4.56	[4.55, 4.58]	4.57	[4.55, 4.59]	4.57	[4.55, 4.59]	4.57	[4.56, 4.58]
(2) Agr	-2e-03	[-0.03, 0.03]	-0.05	[-0.08, -0.02]	-0.02	[-0.06, 0.02]	-0.02	[-0.04, -4e-03]
(3) Cns	-0.03	[-0.06, 4e-03]	-4e-03	[-0.03, 0.03]	-0.01	[-0.04, 0.03]	-0.01	[-0.03, 0.01]
(4) Opn	0.02	[-0.01, 0.04]	0.01	[-0.02, 0.04]	-0.01	[-0.04, 0.02]	5e-03	[-0.01, 0.02]
(5) Ext	-0.02	[-0.05, -6e-04]	-0.04	[-0.07, -0.01]	-0.02	[-0.05, 0.01]	-0.03	[-0.04, -0.01]
(6) Neu	-0.02	[-0.04, 0.01]	-0.04	[-0.07, -0.02]	-0.02	[-0.05, 0.01]	-0.03	[-0.04, -0.01]
(7) Norms	0.02	[0.02, 0.02]	0.02	[0.02, 0.02]	0.02	[0.02, 0.02]	0.02	[0.02, 0.02]
(8) Agr × Norms	0.01	[4e-03, 0.01]	0.01	[3e-03, 0.01]	5e-03	[2e-03, 0.01]	0.01	[4e-03, 0.01]
(9) Cns × Norms	2e-03	[3e-04, 4e-03]	2e-03	[5e-04, 4e-03]	2e-03	[4e-04, 4e-03]	2e-03	[1e-03, 3e-03]
(10) Opn × Norms	-4e-03	[-0.01, -2e-03]	-0.01	[-0.01, -4e-03]	-5e-03	[-0.01, -3e-03]	-5e-03	[-0.01, -4e-03]
(11) Ext × Norms	2e-03	[5e-04, 3e-03]	2e-03	[4e-04, 4e-03]	4e-03	[3e-03, 0.01]	3e-03	[2e-03, 4e-03]
(12) Neu × Norms	7e-04	[-8e-04, 2e-03]	-2e-04	[-2e-03, 1e-03]	-1e-04	[-2e-03, 2e-03]	-3e-05	[-9e-04, 9e-04]

Note. CI = confidence interval; Agr = Agreeableness; Cns = Conscientiousness; Opn = Openness; Ext = Extraversion; Neu = Neuroticism; Norms = sociocultural norms.

Table S7
Indirect-Effects Analyses With Latent Scores for the Big Five Domains

Predictor	Mediator	Direct effect		Path a of indirect effect		Path b of indirect effect		Indirect effect		Proportion mediated (%)
		Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	
Experiment 2										
(1) Agreeableness	A-Trust	0.04	[-0.09, 0.18]	0.74	[0.69, 0.79]	0.19	[0.10, 0.28]	0.14	[0.07, 0.21]	78
(2) Conscientiousness	C-Responsibility	0.03	[-0.10, 0.16]	0.64	[0.60, 0.68]	0.15	[0.03, 0.27]	0.10	[0.02, 0.18]	77
(3) Openness	O-Intellectual Curiosity	-0.01	[-0.12, 0.10]	0.71	[0.67, 0.75]	-0.30	[-0.40, -0.20]	-0.21	[-0.28, -0.14]	95
(4) Extraversion		0.16	[0.04, 0.28]							
(5) Neuroticism		0.04	[-0.05, 0.13]							
Experiment 3										
(6) Agreeableness	A-Trust	-0.06	[-0.20, 0.07]	0.71	[0.63, 0.80]	0.20	[0.11, 0.30]	0.15	[0.07, 0.22]	100 ^a
(7) Conscientiousness	Rational Thought	0.19	[0.06, 0.32]	0.66	[0.56, 0.76]	0.14	[0.07, 0.21]	0.09	[0.04, 0.14]	32
(8) Openness	Need for Cognition	-0.12	[-0.26, 0.02]	1.12	[1.02, 1.22]	-0.18	[-0.25, -0.11]	-0.20	[-0.28, -0.12]	62
(9) Extraversion	Social Attention	0.10	[-0.12, 0.32]	2.16	[2.02, 2.29]	0.12	[0.04, 0.21]	0.27	[0.09, 0.45]	73
(10) Neuroticism		-0.04	[-0.14, 0.06]							

Note. Direct effect = Predictor \times Sociocultural Norms interaction on personal preferences in the facets-as-mediators model (Experiment 2) or full-sociocultural-norm model (Experiment 3); path a of indirect effect = effect of predictor on mediator, controlled for the other predictors and mediators in the model with one exception—in order for the facets-as-mediators model to converge, the effect of Agreeableness on A-Trust was not controlled for O-Intellectual Curiosity; path b of indirect effect = Mediator \times Sociocultural Norms interaction on personal preferences in the facets-as-mediators model (Experiment 2) or full-sociocultural-norm model (Experiment 3); indirect effect = product of path a and path b of indirect effect; proportion mediated = indirect effect divided by the sum of indirect and direct effect (MacKinnon et al., 1995), multiplied by 100; CI = confidence interval; A = Agreeableness; C = Conscientiousness; O = Openness. To ensure independence between the Big Five domains and the facets included in the model, we computed the latent scores for the Big Five domains without those facets (analogous to the indirect-effects analyses in the main text; see Experiment 2's Statistical Modeling section).

^a Due to the negative direct effect, the calculated proportion mediated actually was greater than 100%. A-Trust, however, can account for maximal 100% of the positive effect of Agreeableness on more normative preferences.

Table S8
Full-Sociocultural-Norm Model With O-Intellectual-Curiosity

Predictor	Mediator	Direct effect		Path a of indirect effect		Path b of indirect effect		Indirect effect		Proportion mediated (%)
		Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	
(1) Agreeableness	A-Trust	0.02	[-0.11, 0.14]	0.69	[0.64, 0.73]	0.17	[0.07, 0.27]	0.12	[0.05, 0.19]	86
(2) Conscientiousness	Rational Thought	0.12	[0.00, 0.23]	0.62	[0.56, 0.69]	0.14	[0.07, 0.22]	0.09	[0.04, 0.14]	43
(3) Openness	O-Intellectual Curiosity	0.01	[-0.09, 0.12]	0.59	[0.55, 0.62]	-0.31	[-0.41, -0.20]	-0.18	[-0.24, -0.12]	100 ^a
(4) Extraversion	Social Attention	0.11	[-0.04, 0.26]	1.53	[1.48, 1.57]	0.11	[0.03, 0.19]	0.17	[0.05, 0.29]	61
(5) Neuroticism		-0.02	[-0.11, 0.07]							

Note. Direct effect = Predictor \times Sociocultural Norms interaction on personal preferences in the full-sociocultural-norm model; path a of indirect effect = effect of predictor on mediator, controlled for the other predictors and mediators in the model with one exception—in order for the model to converge, the effect of Extraversion on social attention was not controlled for rational thought; path b of indirect effect = Mediator \times Sociocultural Norms interaction on personal preferences in the full-sociocultural-norm model; indirect effect = product of path a and path b of indirect effect; proportion mediated = indirect effect divided by the sum of indirect and direct effect (MacKinnon et al., 1995), multiplied by 100; CI = confidence interval; A = Agreeableness; O = Openness. To ensure independence between the Big Five domains and the facets included in the model, we removed the items of those facets from the domains' scores (see Experiment 2's Statistical Modeling section).

^a Due to the positive direct effect, the calculated proportion mediated actually was greater than 100%. O-Intellectual Curiosity, however, can account for maximal 100% of the negative effect of Openness on more normative preferences.

Table S9*Indirect Effects of Each Descriptive Big Five Domain Through Each Mediator in the Full-Sociocultural-Norm Model*

Predictor	Mediator	Direct effect		Path a of indirect effect		Path b of indirect effect		Indirect effect		Proportion mediated (%)
		Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	
(1) Agreeableness	A-Trust	-0.02	[-0.14, 0.11]	0.69	[0.65, 0.74]	0.20	[0.10, 0.30]	0.14	[0.07, 0.21]	89
(2) Agreeableness	Rational Thought	-0.02	[-0.14, 0.11]	0.12	[0.02, 0.22]	0.14	[0.07, 0.21]	0.02	[0.001, 0.03]	13
(3) Agreeableness	Need for Cognition	-0.02	[-0.14, 0.11]	-0.14	[-0.21, -0.06]	-0.18	[-0.24, -0.11]	0.02	[0.01, 0.04]	13
(4) Agreeableness	Social Attention	-0.02	[-0.14, 0.11]	-0.02	[-0.09, 0.05]	0.12	[0.04, 0.20]	-0.002	[-0.01, 0.01]	NA
(5) Conscientiousness	A-Trust	0.14	[0.02, 0.25]	-0.08	[-0.13, -0.03]	0.20	[0.10, 0.30]	-0.02	[-0.03, -0.003]	NA
(6) Conscientiousness	Rational Thought	0.14	[0.02, 0.25]	0.64	[0.57, 0.72]	0.14	[0.07, 0.21]	0.09	[0.04, 0.14]	60
(7) Conscientiousness	Need for Cognition	0.14	[0.02, 0.25]	0.10	[0.03, 0.17]	-0.18	[-0.24, -0.11]	-0.02	[-0.03, -0.003]	NA
(8) Conscientiousness	Social Attention	0.14	[0.02, 0.25]	-0.38	[-0.45, -0.32]	0.12	[0.04, 0.20]	-0.04	[-0.08, -0.01]	NA
(9) Openness	A-Trust	-0.10	[-0.21, 0.01]	-0.06	[-0.11, -0.01]	0.20	[0.10, 0.30]	-0.01	[-0.02, 0.000]	4
(10) Openness	Rational Thought	-0.10	[-0.21, 0.01]	0.05	[-0.03, 0.12]	0.14	[0.07, 0.21]	0.01	[-0.005, 0.02]	NA
(11) Openness	Need for Cognition	-0.10	[-0.21, 0.01]	0.88	[0.83, 0.94]	-0.18	[-0.24, -0.11]	-0.16	[-0.22, -0.10]	62
(12) Openness	Social Attention	-0.10	[-0.21, 0.01]	0.02	[-0.04, 0.07]	0.12	[0.04, 0.20]	0.002	[-0.004, 0.01]	NA
(13) Extraversion	A-Trust	0.11	[-0.05, 0.26]	-0.02	[-0.10, 0.05]	0.20	[0.10, 0.30]	-0.005	[-0.02, 0.01]	NA
(14) Extraversion	Rational Thought	0.11	[-0.05, 0.26]	-0.50	[-0.61, -0.39]	0.14	[0.07, 0.21]	-0.07	[-0.11, -0.03]	NA
(15) Extraversion	Need for Cognition	0.11	[-0.05, 0.26]	0.03	[-0.05, 0.11]	-0.18	[-0.24, -0.11]	-0.005	[-0.02, 0.01]	NA
(16) Extraversion	Social Attention	0.11	[-0.05, 0.26]	1.52	[1.47, 1.57]	0.12	[0.04, 0.20]	0.18	[0.06, 0.30]	86
(17) Neuroticism		-0.03	[-0.12, 0.06]							

Note. Direct effect = Predictor \times Sociocultural Norms interaction on personal preferences in the full-sociocultural-norm model; path a of indirect effect = effect of predictor on mediator, controlled for the other predictors and mediators in the model; path b of indirect effect = Mediator \times Sociocultural Norms interaction on personal preferences in the full-sociocultural-norm model; indirect effect = product of path a and path b of indirect effect; proportion mediated = indirect effect divided by the sum of all indirect effects of a Big Five domain and the domain's direct effect (MacKinnon et al., 1995), multiplied by 100; CI = confidence interval; A = Agreeableness; NA = indirect effect was not significant or its sign was in opposite direction to that of the Predictor \times Sociocultural Norms interaction's total effect (i.e., the mediator could not explain the Predictor \times Sociocultural Norms interaction postulated by the sociocultural norm perspective). To ensure independence between Agreeableness and A-Trust, we removed the items of A-Trust from the Agreeableness score (see Experiment 2's Statistical Modeling section).

Table S10

Effects of the Big Five Domains on Personal Preferences Moderated by Sociocultural Norms and Outcome Category (Chinese Characters vs. Social Values) Across Experiments 1-3

Predictor	Coding of Cat (0 = Chinese characters; 1 = Social values)		Coding of Cat (0 = Social values; 1 = Chinese characters)	
	Estimate	95% CI	Estimate	95% CI
(1) (Intercept)	4.47	[4.45, 4.48]	4.66	[4.65, 4.68]
(2) Agr	0.02	[-0.01, 0.04]	-0.06	[-0.08, -0.03]
(3) Cns	-0.02	[-0.05, 4e-03]	-0.01	[-0.03, 0.01]
(4) Opn	-0.01	[-0.04, 0.01]	0.02	[2e-03, 0.05]
(5) Ext	-0.01	[-0.03, 0.01]	-0.04	[-0.06, -0.02]
(6) Neu	-0.04	[-0.06, -0.02]	-0.02	[-0.04, -1e-04]
(7) Norms	1.04	[1.00, 1.08]	1.08	[1.04, 1.12]
(8) Cat	0.20	[0.18, 0.22]	-0.20	[-0.22, -0.18]
(9) Agr × Norms	0.14	[0.07, 0.22]	0.39	[0.32, 0.46]
(10) Cns × Norms	0.17	[0.11, 0.24]	0.06	[2e-04, 0.13]
(11) Opn × Norms	-0.23	[-0.30, -0.17]	-0.26	[-0.32, -0.20]
(12) Ext × Norms	0.12	[0.06, 0.18]	0.20	[0.15, 0.26]
(13) Neu × Norms	-0.01	[-0.07, 0.04]	0.02	[-0.04, 0.07]
(14) Agr × Cat	-0.07	[-0.11, -0.04]	0.07	[0.04, 0.11]
(15) Cns × Cat	0.01	[-0.02, 0.05]	-0.01	[-0.05, 0.02]
(16) Opn × Cat	0.04	[0.01, 0.07]	-0.04	[-0.07, -0.01]
(17) Ext × Cat	-0.03	[-0.06, -9e-04]	0.03	[9e-04, 0.06]
(18) Neu × Cat	0.02	[-0.01, 0.05]	-0.02	[-0.05, 0.01]
(19) Norms × Cat	0.03	[-0.01, 0.08]	-0.03	[-0.08, 0.01]
(20) Agr × Norms × Cat	0.24	[0.17, 0.32]	-0.24	[-0.32, -0.17]
(21) Cns × Norms × Cat	-0.11	[-0.18, -0.04]	0.11	[0.04, 0.18]
(22) Opn × Norms × Cat	-0.02	[-0.09, 0.04]	0.02	[-0.04, 0.09]
(23) Ext × Norms × Cat	0.08	[0.02, 0.14]	-0.08	[-0.14, -0.02]
(24) Neu × Norms × Cat	0.03	[-0.03, 0.09]	-0.03	[-0.09, 0.03]

Note. Cat = outcome category (Chinese characters vs. social values); CI = confidence interval; Agr = Agreeableness; Cns = Conscientiousness; Opn = Openness; Ext = Extraversion; Neu = Neuroticism; Norms = sociocultural norms. The first data-column shows the main effects and two-way interactions for Chinese characters. The second data-column shows the main effects and two-way interactions for social values.

Table S11

Effects of the Big Five Domains on Personal Preferences Moderated by Sociocultural Norms and Block (Block 1 vs. Blocks 2-6) Across Experiments 1-3

Predictor	Coding of Block (0 = Block 1; 1 = Blocks 2-6)		Coding of Block (0 = Blocks 2-6; 1 = Block 1)	
	Estimate	95% CI	Estimate	95% CI
(1) (Intercept)	4.56	[4.53, 4.58]	4.57	[4.56, 4.58]
(2) Agr	-0.02	[-0.07, 0.02]	-0.02	[-0.04, -3e-03]
(3) Cns	-0.01	[-0.05, 0.04]	-0.02	[-0.04, 9e-04]
(4) Opn	-0.03	[-0.07, 0.01]	0.01	[-4e-03, 0.03]
(5) Ext	-0.02	[-0.05, 0.02]	-0.03	[-0.05, -0.01]
(6) Neu	-0.03	[-0.06, 0.01]	-0.03	[-0.05, -0.02]
(7) Norms	1.22	[1.17, 1.28]	1.02	[0.99, 1.06]
(8) Block	0.02	[-0.01, 0.04]	-0.02	[-0.04, 0.01]
(9) Agr × Norms	0.33	[0.22, 0.43]	0.26	[0.20, 0.32]
(10) Cns × Norms	0.11	[0.02, 0.21]	0.12	[0.06, 0.17]
(11) Opn × Norms	-0.30	[-0.38, -0.21]	-0.23	[-0.29, -0.18]
(12) Ext × Norms	0.15	[0.07, 0.23]	0.16	[0.11, 0.21]
(13) Neu × Norms	0.03	[-0.05, 0.11]	-2e-03	[-0.05, 0.05]
(14) Agr × Block	-3e-03	[-0.05, 0.05]	3e-03	[-0.05, 0.05]
(15) Cns × Block	-0.01	[-0.06, 0.03]	0.01	[-0.03, 0.06]
(16) Opn × Block	0.04	[-2e-04, 0.08]	-0.04	[-0.08, 2e-04]
(17) Ext × Block	-0.01	[-0.05, 0.03]	0.01	[-0.03, 0.05]
(18) Neu × Block	-0.01	[-0.05, 0.03]	0.01	[-0.03, 0.05]
(19) Norms × Block	-0.20	[-0.25, -0.14]	0.20	[0.14, 0.25]
(20) Agr × Norms × Block	-0.06	[-0.16, 0.03]	0.06	[-0.03, 0.16]
(21) Cns × Norms × Block	4e-03	[-0.09, 0.09]	-4e-03	[-0.09, 0.09]
(22) Opn × Norms × Block	0.06	[-0.02, 0.14]	-0.06	[-0.14, 0.02]
(23) Ext × Norms × Block	0.01	[-0.07, 0.09]	-0.01	[-0.09, 0.07]
(24) Neu × Norms × Block	-0.03	[-0.11, 0.04]	0.03	[-0.04, 0.11]

Note. Block = block 1 vs. blocks 2-6; CI = confidence interval; Agr = Agreeableness; Cns = Conscientiousness; Opn = Openness; Ext = Extraversion; Neu = Neuroticism; Norms = sociocultural norms. The first data-column shows the main effects and two-way interactions for block 1. The second data-column shows the main effects and two-way interactions for blocks 2-6.

Table S12

Effects of the Big Five Domains on Personal Preferences Moderated by Sociocultural Norms for Participants who Were Oblivious to the Influence of Sociocultural Norms

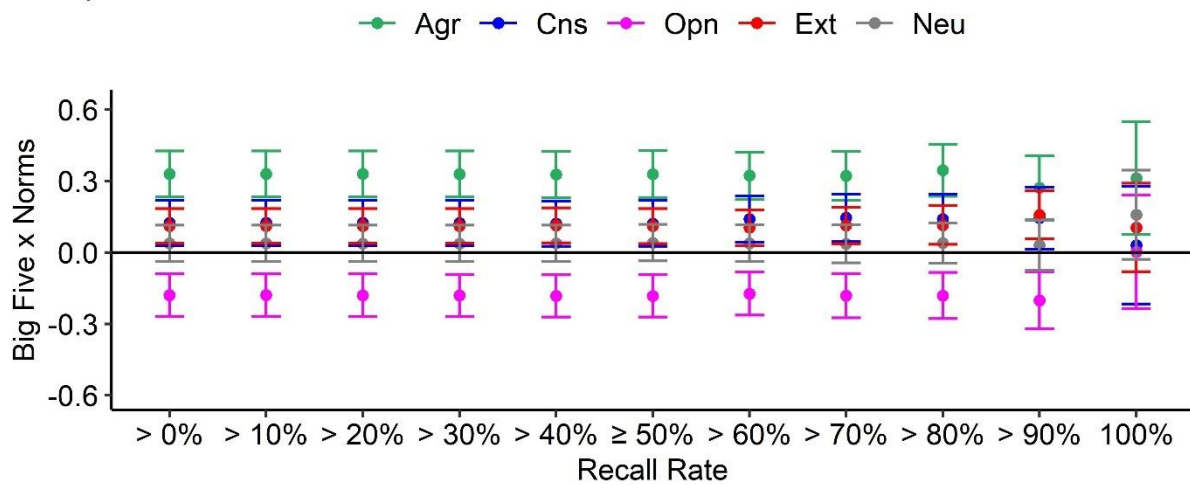
Predictor	Experiment 1		Experiment 2		Experiment 3		Experiments 1-3	
	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI	Estimate	95% CI
(1) (Intercept)	4.57	[4.55, 4.60]	4.58	[4.55, 4.60]	4.57	[4.55, 4.60]	4.57	[4.56, 4.59]
(2) Agr	4e-03	[-0.03, 0.04]	-0.05	[-0.09, -0.01]	-0.01	[-0.05, 0.03]	-0.02	[-0.04, 2e-03]
(3) Cns	-0.04	[-0.08, -5e-03]	-0.01	[-0.05, 0.02]	-0.01	[-0.04, 0.03]	-0.02	[-0.04, 1e-03]
(4) Opn	0.01	[-0.03, 0.04]	0.02	[-0.01, 0.05]	-0.01	[-0.04, 0.02]	0.01	[-0.01, 0.02]
(5) Ext	-0.02	[-0.05, 3e-03]	-0.03	[-0.07, -3e-03]	-0.04	[-0.07, -0.01]	-0.03	[-0.05, -0.01]
(6) Neu	-0.02	[-0.05, 0.01]	-0.04	[-0.07, -0.01]	-0.03	[-0.06, 0.01]	-0.03	[-0.05, -0.01]
(7) Norms	0.86	[0.80, 0.93]	0.88	[0.82, 0.95]	0.94	[0.88, 1.01]	0.90	[0.86, 0.94]
(8) Agr × Norms	0.32	[0.22, 0.43]	0.36	[0.25, 0.47]	0.17	[0.06, 0.29]	0.29	[0.22, 0.35]
(9) Cns × Norms	0.11	[2e-03, 0.21]	0.11	[0.01, 0.21]	0.14	[0.03, 0.25]	0.12	[0.06, 0.18]
(10) Opn × Norms	-0.13	[-0.22, -0.03]	-0.23	[-0.33, -0.14]	-0.14	[-0.24, -0.04]	-0.17	[-0.22, -0.11]
(11) Ext × Norms	0.13	[0.05, 0.21]	0.10	[4e-03, 0.20]	0.17	[0.08, 0.27]	0.14	[0.09, 0.19]
(12) Neu × Norms	0.09	[0.01, 0.17]	-0.01	[-0.10, 0.08]	-0.01	[-0.10, 0.09]	0.02	[-0.03, 0.07]

Note. CI = confidence interval; Agr = Agreeableness; Cns = Conscientiousness; Opn = Openness; Ext = Extraversion; Neu = Neuroticism; Norms = sociocultural norms.

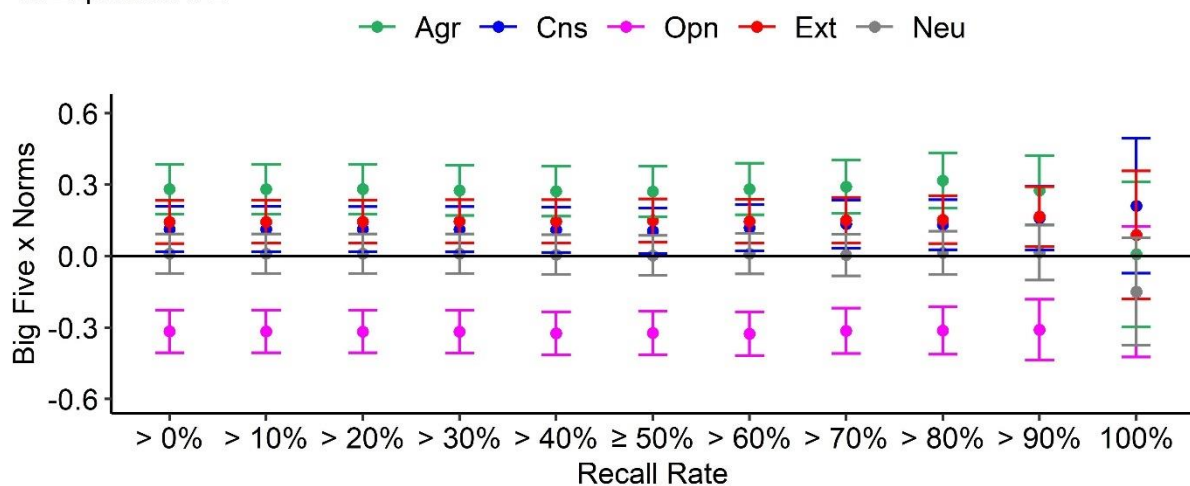
Figure S1

Estimates of the Cross-Level Interactions between the Big Five Domains and Sociocultural Norms on Personal Preferences for Different Recall Rates

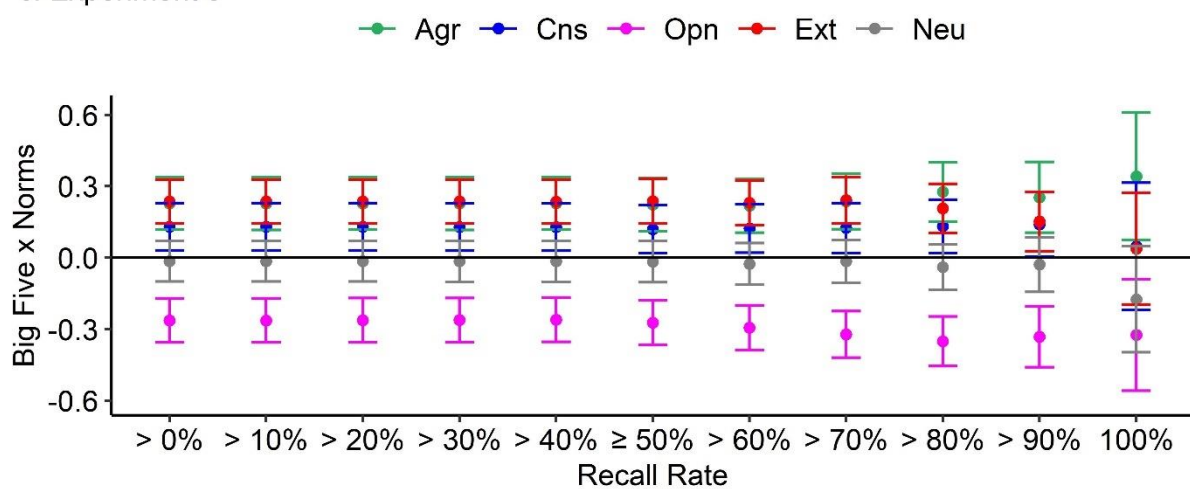
a. Experiment 1



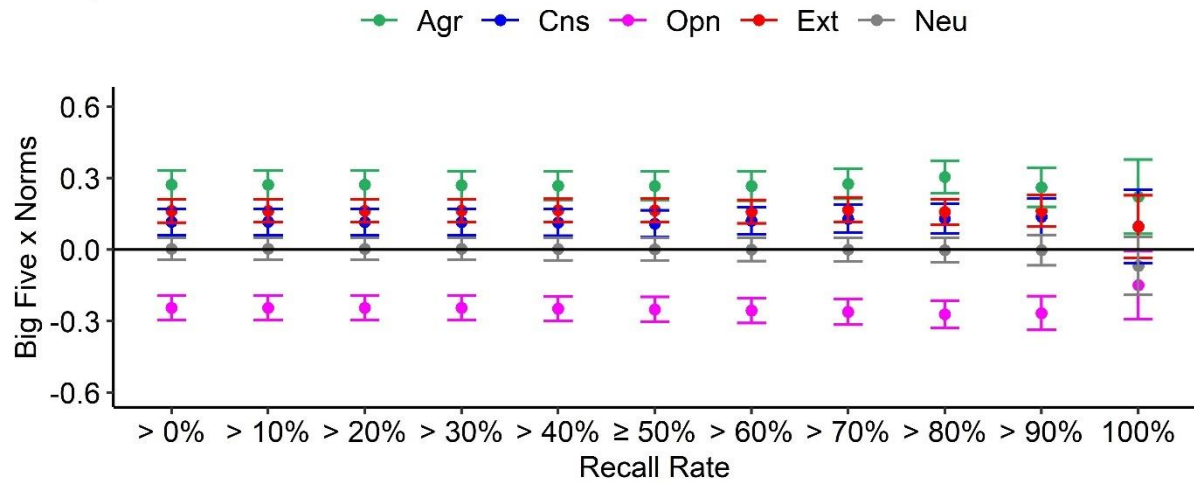
b. Experiment 2



c. Experiment 3



d. Experiments 1-3



Note. Agr = Agreeableness; Cns = Conscientiousness; Ext = Extraversion; Opn = Openness; Neu = Neuroticism; Norms = sociocultural norms. Error bars indicate 95% confidence intervals.