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| **Research Design** | | | | |
| **Measure:** | **Study 1. Moral Guilt Colour** | **Study 2. Pro-environmental Guilt Colour** | **Study 3. Moral Pride Colour** | **Study 4. Pro-environmental Pride Colour** |
| **1. Identity** | Moral | Moral | Moral | Moral |
| **2. Priming: Autobiographical Recall Task** | Moral Guilt | Pro-environmental Guilt | Moral Pride | Pro-environmental Pride |
| **3. Emotion scale** | Moral Guilt | Pro-environmental Guilt | Moral Pride | Pro-environmental Pride |
| **4. Colour** | Moral Guilt | Pro-environmental Guilt | Moral Pride | Pro-environmental Pride |
| **5. Colour Valence Rating** | Colour Valence | Colour Valence | Colour Valence | Colour Valence |
| **6. Ishihara Colour Blindness Test** | Ishihara Colour Blindness Test | Ishihara Colour Blindness Test | Ishihara Colour Blindness Test | Ishihara Colour Blindness Test |
| **7. Demographics** | Demographics | Demographics | Demographics | Demographics |

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| **Study 1: Moral Guilt Colour** | |
| **1. Scale: Moral Identity** | **Item** |
| *Likert: 1 (SD) – 7 (SA)* | Please indicate the extent to which you agree or disagree with the following statements:   1. I view being an ethical person as an important part of who I am. 2. I am committed to my moral principles. 3. I am determined to behave consistent with my moral ideals or principles. 4. I am willing to make a sacrifice to be loyal to my moral values. 5. I am willing to place the collective interest over my own personal ego and interest. |
| *Zhu, W., Riggio, R. E., Avolio, B. J., & Sosik, J. J. (2011). The effect of leadership on follower moral identity: Does transformational/transactional style make a difference?. Journal of Leadership & Organizational Studies, 18(2), 150-163* | |
| **2. Autobiographical Recall Task** | |
| *[Open answer]* | **Choose one according to the experimental condition:**  **Study 1. Moral Guilt Colour**  Please write a detailed description of an experience which made you feel really guilty and ashamed for a behaviour not in line with your moral values. Alternatively, please imagine an example of a behaviour and write it down.  **Study 2. Pro-environmental Guilt Colour**  Please write a detailed description of an experience which made you feel really guilty and ashamed for a behaviour not in line with your environment-friendly values. Alternatively, please imagine an example of a behaviour and write it down.  **Study 3. Moral Pride Colour**  Please write a detailed description of an experience which made you feel really proud and accomplished for a behaviour in line with your moral values. Alternatively, please imagine an example of a behaviour and write it down.  **Study 4. Pro-environmental Pride Colour**  Please write a detailed description of an experience which made you feel really proud and accomplished for a behaviour in line with your environment-friendly values. Alternatively, please imagine an example of a behaviour and write it down. |
| ***Response timing measured.*** | |
| *Rebega, O. L., Apostol, L., Benga, O., & Miclea, M. (2013). Inducing Guilt: A Literature Review. Procedia - Social and Behavioral Sciences, 78, 536 – 540* | |
| **3. Scale: Emotion** | **Item** |
| *Likert: 1 (SD) – 7 (SA)* | **Choose one according to the experimental condition:**  **Study 1. Moral Guilt Colour, Study 2. Pro-environmental Guilt Colour**  Referring to your answer to the previous question, please indicate the extent to which you agree or disagree with the following statements about your feelings and emotions about described moral behaviour right now.   1. Feel regret, sorry about something you did 2. Feel like you did something wrong 3. Feel like you ought to be blamed for something   **Study 3. Moral Pride Colour, Study 4. Pro-environmental Pride Colour**  Referring to your answer to the previous question, please indicate the extent to which you agree or disagree with the following statements about your feelings and emotions about described in your scenario right now.   1. I am proud of myself and my accomplishments 2. I feel good about myself 3. Many people respect me 4. I always stand up for what I believe 5. People usually recognise my authority |
| *Izard, C. E., Libero, D. Z., Putnam, P., & Haynes, O. M. (1993). Stability of emotion experiences and their relations to traits of personality. Journal of personality and social psychology, 64(5), 847.*  *Oveis, C., Horberg, E. J., & Keltner, D. (2010). Compassion, pride, and social intuitions of self-other similarity. Journal of personality and social psychology, 98(4), 618.* | |
| **4. Colour of Moral Guilt** | **Item** |
| *[Open answer]* | The link below will open a new page with a colour wheel.  Please click on the link to open a new window:  [https://colourco.de](https://colourco.de" \t "_blank)  Navigate the mouse to choose the colour that best represents guilt for a behaviour NOT in line with your moral values. Once you have found your colour, click on the screen. This will generate a colour code. Copy and paste the code into the box below. If you are not happy with your choice, press the 'bin' item in the middle of the screen to delete chosen colour and start once again. |
| *Gilbert, A. N., Fridlund, A. J., & Lucchina, L. A. (2016). The color of emotion: A metric for implicit color associations. Food quality and preference, 52, 203-210* | |
| **5. Colour Valence Rating** | **Item** |
| *7-point semantic differential scale with 2 anchor points* | Please look again at the colour you chose. Rate the extent to which it is negative or positive.  Negative - Positive |
| *De Bock, T., Pandelaere, M., & Van Kenhove, P. (2013). When colors backfire: The impact of color cues on moral judgment. Journal of Consumer Psychology, 23(3), 341-348* | |
| **6. Ishihara Colour Blindness Test** | **Item** |
| *[Open answer]* | 1. Please review the image below and attempt to identify the hidden number.  Write your answer in the box provided by entering a number if you see a number, or 'no number' if you don't see the number.  [Display open answer box]  *[Display Item 1(1)]* |
| *[Open answer]* | 2. Please review the image below and attempt to identify the hidden number.  Write your answer in the box provided by entering a number if you see a number, or 'no number' if you don't see the number.  [Display open answer box]  *[Display Item 2: Randomly select from items 2.1(2) – 2.2(3)]* |
| *[Open answer]* | 3. Please review the image below and attempt to identify the hidden number.  Write your answer in the box provided by entering a number if you see a number, or 'no number' if you don't see the number.  [Display open answer box]  *[Display Item 3: Randomly select from items 3.1(4) – 3.4(7)]* |
| *[Open answer]* | 4. Please review the image below and attempt to identify the hidden number.  Write your answer in the box provided by entering a number if you see a number, or 'no number' if you don't see the number.  [Display open answer box]  *[Display Item 4: Randomly select from items 4.1(8) – 4.2(9)]* |
| *[Open answer]* | 5. Please review the image below and attempt to identify the hidden number.  Write your answer in the box provided by entering a number if you see a number, or 'no number' if you don't see the number.  [Display open answer box]  *[Display Item 5: Randomly select from items 5.1(10) – 5.4(13)]* |
| *[Open answer]* | 6. Please review the image below and attempt to identify the hidden number.  Write your answer in the box provided by entering a number if you see a number, or 'no number' if you don't see the number.  [Display open answer box]  *[Display Item 6: Randomly select from items 6.1(14) – 6.2(15)]* |
| *[Open answer]* | 7. Please review the image below and attempt to identify the hidden number.  Write your answer in the box provided by entering a number if you see a number, or 'no number' if you don't see the number.  [Display open answer box]  *[Display Item 4: Randomly select from items 7.1(16) – 7.2(17)]* |
| ***Items 1 – 7 to be presented in randomised order. See appendix.*** | |
| *Ishihara, S. (1960). Tests for colour-blindness. Kanehara Shuppan Company.* | |
| **7. Demographics** | **Item** |
| *1. [Open answer]* | Please type your current country of residence |
| *2. [Open answer]* | Please type your country of origin |
| *3. Multiple choice* | Please indicate your gender:  1. Male 2. Female |
| *4. Multiple choice* | Please indicate your age range:  1. 18-24 2. 25-34 3. 35-49 4. 50-64 5. 65 and over |
| *5. Multiple choice* | Please indicate your marital status:  1. Single (no children) 2. Married (no children) 3. Married (with children) 4. Domestic partnership 5. Widowed 6. Separated |
| *6. Multiple choice* | Please indicate your level of education:  1. GSCE 2. AS/A Level 3. Undergraduate 4. Postgraduate or PhD 5. None of the above |
| *7. Multiple choice* | Please indicate your net monthly household income:  1. Less than £1200 2. £1201-£2800 3. £2801-£4000 4. More than £4000 |
| *8. Multiple choice* | Please indicate your employment status:  1. Full time  2. Part time 3. Self employed 4. Unemployed 5. Retired 6. Student 7. Other |

**Question 11. Ishara Colour Blindness Test Items:**

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|  | 1 | 2 | 3 | 4 |
| Item 1 | (1) |  |  |  |
| Item 2 | (2) | (3) |  |  |
| Item 3 | (4) | (5) | (6) | (7) |
| Item 4 | (8) | (9) |  |  |
| Item 5 | (10) | (11) | (12) | (13) |
| Item 6 | (14) | (15) |  |  |
| Item 7 | (16) | (17) |  |  |