Online Supplementary Materials

Additional Methods

Participants were presented with all of the following obituaries, in random order. Each participant saw either eight suicide obituaries or eight homicide obituaries. Other words in brackets were counterbalanced between subjects.

> [Jessica/Michael] Dunn, who was 25 years old, died on August 18, 2008 due to [suicide/homicide].
>
> [Jessica/Michael] had recently begun a career in researching alternative energy solutions, and was already making strides in devising more sustainable power systems. [Her/His] supervisor wrote: "[Jessica/Michael] had the most exceptional mind. [She/He] had a natural talent for understanding complex problems, and had recently been nationally recognized by creating an entirely new approach to developing hydroelectric energy. Many had looked forward to witnessing the broad impact of [her/his] future endeavors."
>
> [Jessica/Michael] had graduated from Princeton University with highest honors and had been awarded a fellowship for [her/his] further pursuits. [Her/His] talents as an innovator had begun to have an unfathomable influence on solving the energy crisis, and will not be forgotten.

> [Darlene/Dave] Fisher, who was 67 years old, died on July 1, 2008 due to [suicide/homicide].
>
> [Darlene/Dave] was the head scientist at a major institute for theoretical research in astrophysics, and had made huge strides in the field of magnetohydrodynamics. A collaborator said, "[Darlene/Dave] was the most gifted thinker I knew, and was naturally skilled at conducting research. [She/He] had produced some remarkable work during [her/his] career, for which [she/he] had recently been awarded the prestigious Kavli Prize. [Her/His] achievements awed anyone who knew of them."
>
> [Darlene/Dave] produced a very large body of work during [her/his] lifetime, and was a well-respected scholar. [Her/His] natural ability to understand the physical world will be remembered by everyone who was acquainted with [her/his] research.

> [Beth/Ben] Jones, who was 24 years old, died on November 4, 2008 due to [suicide/homicide].
>
> [Beth/Ben] was very family-oriented, and had been planning a large family reunion with [her/his] extended relatives. [Her/His] older sister wrote: "[Beth/Ben] was the best little [sister/brother] I could have ever hoped for, and I cherished the times that I spent with [her/him]. [She/He] had a very kind heart, and [her/his] lovable personality won everybody over. It's not surprising that [she/he] was always surrounded by close friends. I had been looking forward to seeing our relationship mature throughout the future."

[Beth/Ben] is survived by [her/his] parents, Kathy and Nick, [her/his] sister, Janet, and [her/his] brother, David. [She/He] is also survived by her grandparents, as well as many aunts, uncles, and cousins.

[Kristy/Ryan] Johnson, who was 65 years old, died on October 23, 2008 due to [suicide/homicide].

[Kristy/Ryan] had dedicated [herself/himself] to caring for [her/his] large family, and had recently witnessed the birth of [her/his] eleventh grandchild. [Her husband/His wife] wrote: "[Kristy/Ryan] was the perfect spouse. We had spent our lives together and [he/she] was always there for me when I needed [her/him] most. [Kristy/Ryan] loved [her/his] family more than anything, and spent much of [her/his] time visiting [her/his] children and grandchildren and providing care to [her/his] elderly mother. Growing older with [her/him] had been so wonderful."

[Kristy/Ryan] is survived by [her husband/his wife], six children, and 11 grandchildren. [She/He] is also survived by [her/his] mother, Pam, and three sisters.

[Annie/Gordon] Matthews, who was 27 years old, died on June 8, 2008 due to [suicide/homicide].

[Annie/Gordon] was a top graduate student in the mathematics department at Stanford University, and had been honored with several awards for [her/his] intellectual abilities. [Her/His] advisor wrote: "To say that [Annie/Gordon] was an extremely brilliant student is an understatement. [Her/His] ease at solving difficult problems was obvious from looking at the groundbreaking calculus theorem [she/he] was working on at the time of [her/his] death. I, for one, know that [her/his] future accomplishments would have been incredibly impressive."

[Annie/Gordon] was the recipient of several notable merit scholarships and fellowships, and [she/he] was already on [her/his] way to becoming a well-regarded mathematician. The memory of [her/his] outstanding abilities and unfulfilled academic potential will live on.

[Sarah/Joel] Campbell, who was 26 years old, died on May 17, 2008 due to [suicide/homicide].

[Sarah/Joel] was very close to [her/his] family, especially [her/his] two young children. [Her/His] husband wrote: "[Sarah/Joel] was absolutely wonderful as a [wife and mother/husband and father]. [She/He] was extremely selfless and loving, and [she/he] showed unbounded devotion to our family. [Sarah/Joel] truly enjoyed being a caregiver, and [she/he] fully dedicated herself to nurturing our children and being the best [mother/father] [she/he] could be. I can't tell you how much I was looking forward to raising our children with [her/him]."

[Sarah/Joel] is survived by [her husband, Ron/his wife, Katie], [her/his] daughter, Julie, and [her/his] son, Rick. [She/He] is also survived by [her/his] parents, Amy and Tom.

[Melissa/Arthur] King, who was 64 years old, died on March 31, 2008 due to [suicide/homicide].

[Melissa/Arthur] was an especially gifted scientist, and had spent [her/his] career as an organic chemist developing new medicines for serious diseases. A colleague of [hers/his] said, "[Melissa/Arthur] had a mind that was built for science. [She/He] intuitively knew the best ways to approach a problem, and [her/his] research had produced some new developments that were revolutionizing the synthesis of anti-cancer agents. I know that [Melissa/Arthur]'s accomplishments have left a strong legacy."

[Melissa/Arthur]'s work in medicine has been incredibly influential. [She/He] had single-handedly developed several compounds that have been successful in fighting cancer. [Her/His] life's work will continue to impress and inspire others for years to come.

[Louise/Larry] Parker, who was 68 years old, died on January 11, 2008 due to [suicide/homicide].

[Louise/Larry] had always been very close with [her/his] siblings, and had recently spent the holidays with all five of them. [Her brother Roger/His sister Karen] wrote, "[Louise/Larry] was a terrific [sister/brother]. [She/He] was a joy to be around, and always knew how to make a person laugh. [Her/His] charm and energy were contagious and appreciated by everyone who met [her/him]. [Louise/Larry] couldn't go anywhere without running into people [she/he] knew. I've been truly lucky to have spent so many quality years with [her/him]."

[Louise/Larry] is survived by [her/his] brothers, Mark and Roger, and three sisters: Geraldine, Karen, and Theresa. [Her/His] memory will live on in the hearts of many.

Additional Results

In Study 2, participants who were more politically conservative found suicide to be more morally wrong, $r(87) = .44$, $p < .001$. Similarly, participants who were more religious found suicide to be more morally wrong, $r(85) = .49$, $p < .001$. Critically, however, political conservatism and religiosity did not account for the regression results reported in Study 2. When political conservatism and religiosity were controlled for in the regression analysis, obituary purity ratings remained significant predictors of moral wrongness ($p < .001$). Even when the analyses were restricted to non-religious liberals (ratings of political conservatism < 4 and ratings of religiosity < 4), purity ($B = 1.08$, $p < .05$) continued to predict moral judgments of suicide, whereas harm to others, harm to the self, and harm to God remained non-significant predictors (ps > .14). Additionally, purity ratings on the obituaries significantly mediated the

effects of conservatism, $z = 3.95$, $p < .001$, and religiosity, $z = 4.07$, $p < .001$, on moral judgments of suicide, as confirmed by bootstrap analyses (Preacher & Hayes, 2004) with 5,000 iterations demonstrating that the 99% confidence intervals for the indirect effects did not include 0, conservatism: [0.16, 0.64], religiosity: [0.14, 0.66].

References

Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods, Instruments, & Computers, 36*(4), 717–731.

Table S1

Results of the regression analyses conducted in three replication studies, with moral wrongness as the outcome variable. Linear regressions were conducted for Suicide obituaries; logistic regressions were conducted for Homicide obituaries. Betas are unstandardized. Replicated patterns of significance are in bold font.

		Replication #1[a]		Replication #2[b]		Replication #3[c]		Replication #4[d]	
#	Variable	Suicide	Homicide	Suicide	Homicide	Suicide	Homicide	Suicide	Homicide
1	Harm	B = .376*	**B = 1.087****	**B = .333**	B = .370	B = .685***	**B = 3.967*****	B = .276*	**B = .912****
	Purity	**B = .694*****	**B = -.019**	**B = .588*****	**B = -.291**	**B = .422*****	**B = .487**	**B = .737*****	**B = .208**
2	Anger	**B = -.047**	**B = .375**	**B = -.111**	**B = .286**	**B = .180**	**B = .442**	B = .675***	**B = .571**
	Disgust	**B = .789*****	**B = -.064**	**B = .591****	**B = -.055**	**B = .529***	**B = .282**	B = .015	**B = -.142**
3	MFQ Harm	**B = -.208**	B = .297	**B = .013**	**B = .691***	**B = .143**	B = .797	N/A	N/A
	MFQ Purity	**B = .713*****	**B = .179**	**B = .967*****	**B = -.173**	**B = 1.078*****	**B = .096**	N/A	N/A
4	Trait Anger	**B = .230**	**B = -.144**	**B = .041**	**B = .011**	**B = -.130**	**B = -.297**	N/A	N/A
	Trait Disgust	B = .355	**B = .147**	**B = .476***	**B = -.009**	**B = .714*****	**B = .165**	N/A	N/A

*Note: * = $p < .05$, ** = $p < .01$, *** = $p < .001$.*

[a] Suicide: $n = 49$; Homicide: $n = 53$. This first version of the study (conducted in July 2012, prior to Study 1) involved many other variables that were omitted from future studies (see Table S2). The full MFQ (including ratings for fairness, ingroup, and authority concerns) was also administered. Measures of purity and disgust consistently predict moral judgments of suicide.

[b] Suicide: $n = 82$; Homicide: $n = 80$. Measures of purity and disgust consistently predict moral judgments of suicide.

[c] Suicide: $n = 79$; Homicide: $n = 81$. Measures of purity and disgust consistently predict moral judgments of suicide.

[d] Suicide: $n = 96$; Homicide: $n = 94$. The measure of purity predicts moral judgments of suicide.

Table S2

Questions asked about each Suicide / Homicide obituary in Replications #1, #2, #3, and #4.

Variable	Question	Rep. #
Wrong	Was it morally wrong for [name] *to kill [himself/herself] / to be killed*?	1 - 4
$Harm_1$	Did [name]'s *suicide / homicide* cause pain and suffering?	1, 2
$Harm_2$	Did *[name]* / *[name]'s killer* cause harm by killing *[himself/herself]* / *[name]*?	3
$Harm_3$	Did [name]'s *suicide / death* deprive [him/her] of future aspirations, pleasures, and experiences?	4
$Purity_1$	Was the purity of [name]'s soul tainted as a result of [his/her] *suicide / homicide*?	1, 2
$Purity_2$	Did *[name]* / *[name]'s killer* taint the purity of *[his/her]* / *his* soul by killing *[himself/herself]* / *[name]*?	3
$Purity_3$	Did [name]'s *suicide / death* violate the sacredness of [his/her] life?	4
$Anger_1$	When you think about [name]'s *suicide / death*, do you experience feelings of anger?	1 - 3
$Anger_2$	Do you feel outraged when thinking about [name]'s *suicide / death*?	4
$Disgust_1$	When you think about [name]'s *suicide / death*, do you experience feelings of disgust?	1 - 3
$Disgust_2$	Do you feel sickened when thinking about [name]'s *suicide / death*?	4
Natural	*Did [name] violate the natural order of things by taking [his/her] life?* / *Did [name's] death violate the natural order of things?*	1
Scorn	When you think about [name]'s *suicide / death*, do you experience feelings of scorn/contempt?	1
Sadness	When you think about [name]'s *suicide / death*, do you experience feelings of sadness?	1
Damage	Was [name]'s *suicide / homicide* damaging?	1
Obligation	Do you think that [name] had unfulfilled obligations to others at the time of [his/her] death?	1
Disrespect	Was [name]'s death a sign of disrespect to his/her community?	1
PlayGod	*Was [name] playing God by killing himself/herself?* / *Was [name]'s killer playing God by killing [name]?*	1
HarmGod	Was God harmed by [name]'s *suicide / homicide*?	3
Contaminate	Did [name]'s *suicide / death* contaminate [his/her] physical body?	4

Table S3

Results of the logistic regression analyses of Suicide obituaries, with moral wrongness as the outcome variable. Beta values represent unstandardized regression coefficients. Significant predictors are bolded. Overall, these results mirror those of the linear regression analyses, with the exception of trait disgust becoming a non-significant predictor in Logistic Regression #4.

Regression	**Predictor**	**Beta**	**SE (B)**	**Wald**	***df***	***p***	**Odds ratio**
#1	Harm	0.31	0.25	1.54	1	.214	1.37
	Purity	**0.68**	**0.15**	**21.75**	**1**	**.000**	**1.97**
#2	Anger	-0.43	0.24	3.29	1	.070	0.65
	Disgust	**0.75**	**0.24**	**9.83**	**1**	**.002**	**2.12**
#3	MFQ Harm	-0.71	0.43	2.76	1	.096	0.49
	MFQ Purity	**1.35**	**0.32**	**18.24**	**1**	**.000**	**3.87**
#4	Trait Anger	-0.19	0.19	1.03	1	.310	0.82
	Trait Disgust	0.19	0.21	0.83	1	.361	1.21

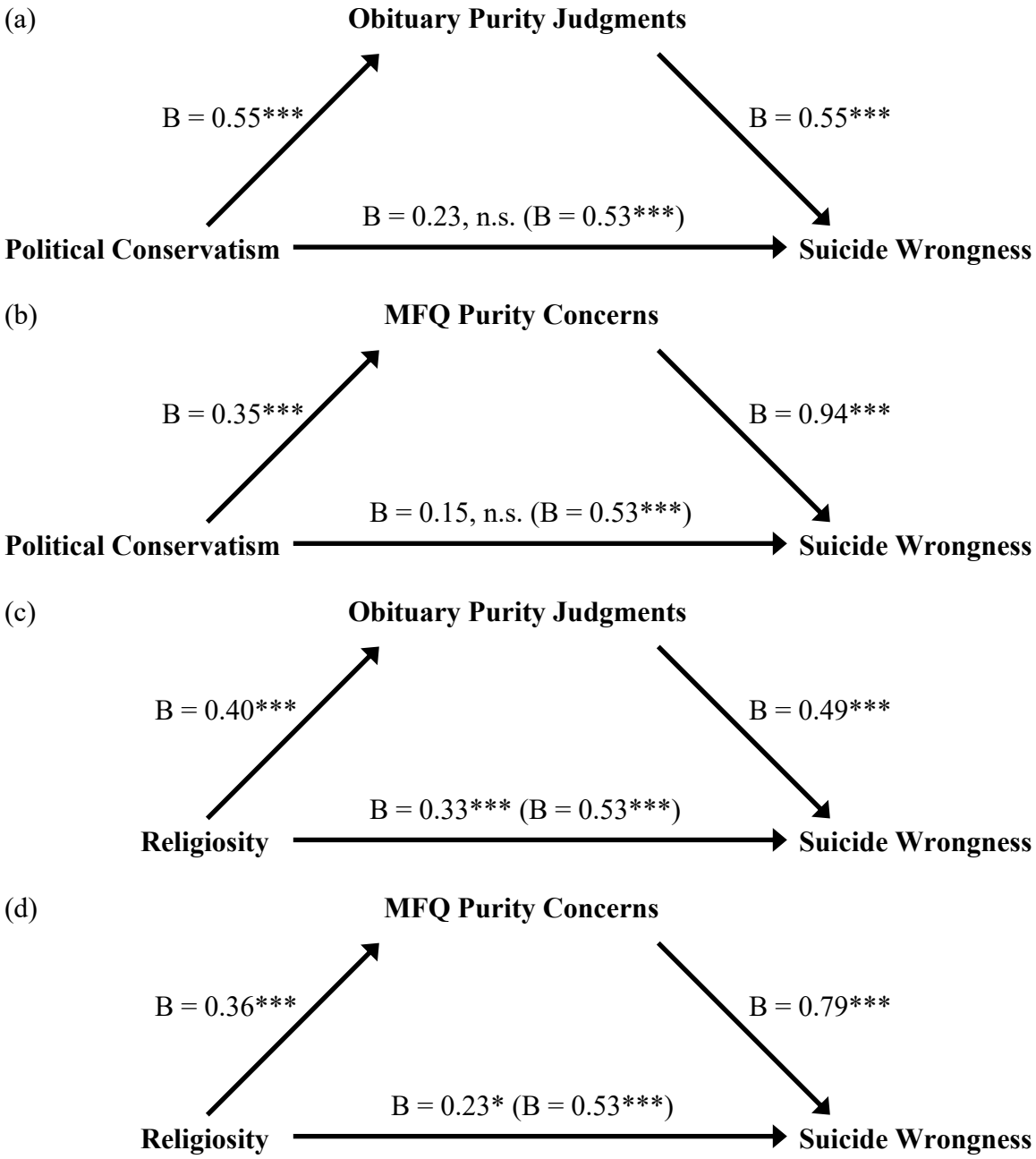

Figure S1. Obituary purity ratings significantly mediated the effect of conservatism on moral judgments of suicide (a), $z = 3.49$, $p < .001$, as confirmed by a bootstrap analysis with 5,000 iterations demonstrating that the 99% confidence interval for the indirect effect did not include 0 [0.10, 0.58]. MFQ purity ratings were also found to significantly mediate the effect of conservatism on moral judgments of suicide (b), $z = 4.02$, $p < .001$; 99% CI: [0.17, 0.62]. Mediation analyses were similar when conservatism was replaced with religiosity; obituary purity ratings partially but significantly mediated the effect of religiosity on moral judgments of suicide (c), $z = 3.37$, $p < .001$; 99% CI: [0.08, 0.33], as did MFQ purity ratings (d), $z = 3.99$, $p < .001$; 99% CI: [0.14, 0.54]. Beta values represent unstandardized regression coefficients.