Study 1: exact measures for variables of interest

Attitudes
Taxing junk food is....
　　　(1=bad, 9=good)
　　　(1=harmful, 9=beneficial)
　　　(1=unfavorable, 9=favorable)

Subjective Ambivalence
- How mixed are your thoughts and feelings about taxing junk food? (1 = I feel completely one-sided reactions; 11 = I feel completely mixed reactions)
- How conflicted are your thoughts about taxing junk food? (1 = I feel no conflict at all; 11 = I feel maximum conflict)
- How undecided are you about taxing junk food? (1 = I feel no indecision at all; 11 = I feel maximum indecision)

Knowledge
- How much knowledge do you have about taxing junk food? (1 = very little, 7 = a lot)
- In thinking about what I know about taxing junk food, I feel that... (1 = I know essentially nothing about it, 7 = I know essentially everything about it)
- How well informed are you about taxing junk food? (1 = completely uninformed, 7 = completely informed)

Message Keith Brown provided in support of the junk food tax.
"Some states in the U.S. are considering legislation on the taxing of junk food. When taking many factors into consideration, this program seems likely to bring about a number of good things.

I along with other proponents of this legislation believe that taxing junk food will provide money for many government-based initiatives. I estimate that a one-cent tax per 12-ounce soft drink could generate approximately $1.5 billion annually which could be spent on promoting physical activity and nutrition education. In addition, a penny tax per pound of candy could create a small increase in funds as well. Amounts of money like this could be used to partially fund a number of healthy lifestyle programs for some citizens. Also, most experts predict that these small taxes would have little or no direct effect on sales of these foods. Therefore, employees of junk food producing companies should not be financially affected by this tax legislation.

In addition to the economic benefits, placing a tax on junk food might encourage healthy eating. According to my research, a major reason people eat junk food is because it is cheap and convenient. So much cheap junk food creates a "toxic environment" of sweetened food. This junk food is more calorically dense than healthy food, making people who eat it gain weight. Taxing junk food could make people choose healthier people choose healthier alternatives because the healthier food would be significantly cheaper than junk food. I propose to tax junk food to make unhealthy food more expensive and to use the funds from the tax to decrease the costs of healthy food by 70%. By taking the pressure off of individuals to choose between food

quality and food value, people will feel more positive towards buying and eating healthier food.

By promoting healthy eating habits, this taxation may also have an indirect impact on the nation's obesity problem (and medical conditions related to obesity). The Journal of the American Medical Association reports that in 2001, 44.3 million Americans were obese and the number of Americans with diabetes increased 61% since 1990. A report from a local newspaper found that Americans receive nearly one-third of their calories from junk food. These facts are even more alarming when one realizes that diseases like diabetes cost thousands of dollars annually in health care and lost productivity. In a 1992 survey that assessed the indirect costs of treating sufferers of diabetes, one health clinic found that the estimated total expenditure for one year was $100,000. Because eating large amounts of junk food is associated with being obese and is related to a higher risk for costly diseases like diabetes, junk food is a major contributor to the current obesity problem."

Behavioral Intention

- To what extent would you like spending time talking with Keith Brown? (1 = not at all, 7 = very much)

Study 2: exact measures for variables of interest

Attitudes

Do you agree or disagree with the following statement: Using biofuels, such as ethanol, is a good idea.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree
8. Don't Know
9. Refused

Subjective Ambivalence

How mixed or conflicted are your feelings about biofuels?

1. Not at all mixed
2. Somewhat mixed
3. Moderately mixed
4. Very mixed
8. Don't know
9. Refused

Knowledge

How informed are you about biofuels, such as ethanol?

1. Not at all Informed
2. Somewhat Informed
3. Moderately Informed
4. Very Informed
8. Don't Know
9. Refused

Self-reported behavior

If you owned a car capable of running on either gasoline or biofuels, how likely would you be to fill up your tank with biofuel instead of regular gasoline?

1. Very Unlikely
2. Somewhat Unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
8. Don't know
9. Refused

*item not presented in primary analyses, but reported as part of a meta-analysis in the Online Supplement:

If you were going to buy a new car, how likely would you be to buy a so-called "flex fuel" car that is able to run on biofuels?

      1. Very Unlikely
      2. Somewhat Unlikely
      3. Neither likely nor unlikely
      4. Somewhat likely
      5. Very likely
      8. Don't know
      9. Refused

Study 3: exact measures for variables of interest

Attitudes
- Please rate SAME-SEX MARRIAGE on the following scale: (1 = Bad; 7 = Good)
- Please rate SAME-SEX MARRIAGE on the following scale: (1 = Negative; 7 = Positive)
- Please rate SAME-SEX MARRIAGE on the following scale: (1 = Against; 7 = In Favor)

Subjective Ambivalence
- To what extent do you feel *conflicted* about same-sex marriage? (1 = Feel no conflict at all; 5 = Feel maximum conflict)
- To what extent do you feel *indecision* about same-sex marriage? (1 = Feel no indecision at all; 5 = Feel maximum indecision)
- To what extent do you feel *mixed* about same-sex marriage? (1 = I am completely one-sided; 5 = I have completely mixed reactions)

Objective Ambivalence
- Indicate the extent of your NEGATIVE thoughts and feelings toward SAME-SEX MARRIAGE. (1 = no negative thoughts or feelings; 7 = maximum negative thoughts or feelings)
- Indicate the extent of your POSITIVE thoughts and feelings toward SAME-SEX MARRIAGE (1 = no positive thoughts or feelings; 7 = maximum positive thoughts or feelings)

Knowledge
- How well-informed are you on same-sex marriage? (1 = Not at all informed; 5 = Extremely informed)
- How knowledgeable would you say you are about the issue of same-sex marriage? (1 = Not at all; 5 = Extremely)

Behavioral Intention
- How likely would you be to vote for a political candidate who *favors* same-sex marriage? (1 = Not at all likely; 5 = Very likely)

Study 4: exact measures for variables of interest

Attitudes
- Please rate ALCOHOL on the following scale: (1 = Bad; 7 = Good)
- Please rate ALCOHOL on the following scale: (1 = Negative; 7 = Positive)
- Please rate ALCOHOL on the following scale: (1 = Against; 7 = In Favor)

Subjective Ambivalence
- To what extent do you feel *conflicted* about alcohol? (1 = Feel no conflict at all; 7 = Feel maximum conflict)
- To what extent do you feel *indecision* about alcohol? (1 = Feel no indecision at all; 7 = Feel maximum indecision)
- To what extent do you feel *mixed* about alcohol? (1 = I am completely one-sided; 7 = I have completely mixed reactions)

Objective Ambivalence
- Ignoring the positives, to what extent do you have negative thoughts or feelings about alcohol? (1 = no negative thoughts or feelings; 7 = maximum negative thoughts or feelings)
- Ignoring the negatives, to what extent do you have positive thoughts or feelings about alcohol? (1 = no positive thoughts or feelings; 7 = maximum positive thoughts or feelings)

Knowledge
- How well-informed are you on alcohol? (1 = Very uninformed; 7 = Very informed)

Self-reported behavior (2 Months Later)
- How much alcohol have you consumed in the past month? (1 = None, 2 = Very Little, 3 = Some, 4 = A Lot)
- In the past week, on how many days did you consume alcohol? (0 – 7)

Study 5: exact measures for variables of interest

Attitudes
- Please rate ORGANIC FOOD on the following scale: (1 = Bad; 7 = Good)
- Please rate ORGANIC FOOD on the following scale: (1 = Negative; 7 = Good)
- Please rate ORGANIC FOOD on the following scale: (1 = Against; 7 = In Favor)

Subjective Ambivalence
- To what extent do you feel *conflicted* about organic food? (1 = Feel no conflict at all; 7 = Feel maximum conflict)
- To what extent do you feel *indecision* about organic food? (1 = Feel no indecision at all; 7 = Feel maximum indecision)
- To what extent do you feel *mixed* about organic food? (1 = I am completely one-sided; 7 = I have completely mixed reactions)

Knowledge
- How well-informed are you on organic food? (1 = Very uninformed; 7 = Very informed)

Self-reported Behavior (2 Months Later)
- How much organic food have you purchased in the past month? (1 = None; 4 = A Lot)

Study 6: exact measures for variables of interest

Unlike for Studies 1 – 5, in Study 6, we had attempted to manipulate ambivalence and knowledge by providing participants with a message. Our manipulations were not successful so we used the measures and put the results in the meta-analysis. So that readers can have more information about what participants saw, we have included the version of the message from each condition participants were in below

High Ambivalence, High Knowledge Condition

The city of Columbus is considering implementing a plastic bag ban, similar to the ones implemented in Chicago and Seattle. Through this ban, grocery stores would be required to charge at least 10 cents per plastic bag at check out in order to encourage consumers to use reusable bags.

The arguments below come from articles in the Columbus Dispatch, Columbus Underground, The Guardian, and the World Watch Institute. Compared to other people in this study, you are being given the most information about the plastic bag ban.

The Plastic Bag Ban Would Be Good for Columbus:

● Plastic bags do not degrade well in our garbage dumps and thus will remain on this planet for thousands of years.

● Columbus first wanted to try simply recycling plastic bags. However, this initiative has largely failed because only about 5% of bags are recycled. Most people throw them away

● Plastic bag production uses almost 10 percent of the world's annual oil supply. The chemicals and compounds that go into making plastic bags could be utilized in a far more effective manner. For example, the oil used to make 14 bags would drive a car a mile.

● Plastic bags end up on our streets, clogging up drains and creating litter. As a result, we have to spend extra money on city maintenance and it looks like we don't care about our city.

● The plastic bags also litter the local rivers. Animals can get caught in them and eat them, harming their well-being. Further, hundreds of plastic bags end up in the trees along our streets and rivers, becoming eyesores.

● Most people already have reusable bags, and it does not make sense to receive new bags when we already have the necessary materials to carry groceries home.

The Plastic Bag Ban Would Be Bad for Columbus:

● In the US plastic bags account for less than half a percent of domestic refuse. Instead of banning plastic bags, people should target the larger issue: over-consumption. By reducing

the number of products we consume, we will also reduce the number of plastic bags we use without using an official ban on such bags.

- As with everything else, an outright ban would restrict the American right to free choices. Plenty of people do, in fact, prefer the use of plastic bags in shopping.

- It would be confusing for people to only implement the ban in the city of Columbus when many people work in the city, but live outside of the city limits, and thus shop at multiple grocery stores.

High Ambivalence, Low Knowledge Condition

The city of Columbus is considering implementing a plastic bag ban, similar to the ones implemented in Chicago and Seattle. Through this ban, grocery stores would be required to charge at least 10 cents per plastic bag at check out in order to encourage consumers to use reusable bags.

The arguments below come from articles in the Columbus Dispatch, Columbus Underground, The Guardian, and the World Watch Institute. Compared to other people in this study, you are being given the least amount of information about the plastic bag ban.

The Plastic Bag Ban Would be Good for Columbus:

- Plastic bags do not degrade well in our garbage dumps and thus will remain on this planet for thousands of years.

- The plastic bags also litter the local rivers. Animals can get caught in them and eat them, harming their well-being. Further, hundreds of plastic bags end up in the trees along our streets and rivers, becoming eyesores.

The Plastic Bag Ban Would be Bad for Columbus:

- In the US plastic bags account for less than half a percent of domestic refuse. Instead of banning plastic bags, people should target the larger issue: over-consumption. By reducing the number of products we consume, we will also reduce the number of plastic bags we use without using an official ban on such bags.

Low Ambivalence, High Knowledge Condition

The city of Columbus is considering implementing a plastic bag ban, similar to the ones implemented in Chicago and Seattle. Through this ban, grocery stores would be required to charge at least 10 cents per plastic bag at check out in order to encourage consumers to use reusable bags.

The arguments below come from articles in the Columbus Dispatch, Columbus Underground, The Guardian and the World Watch Institute. Compared to other people in this study, you are being given the most information about the plastic bag ban.

The Plastic Bag Ban Would Be Good for Columbus:

- Every year, Americans throw away 100 billion plastic bags.

- Plastic bags do not degrade well in our garbage dumps and thus will remain on this planet for thousands of years.

- Columbus first wanted to try simply recycling plastic bags. However, this initiative has largely failed because only about 5% of bags are recycled. Most people throw them away.

- Jonathan Kissell, spokesman for Rumpke Recycling in Columbus, called recycling plastic bags one of the "biggest nuisances in waste management" because they clog up the recycling system and cause extensive damage to the machinery. Even if people bring their bags to the distribution center, it is difficult to recycle them.

- Plastic bag production uses almost 10 percent of the world's annual oil supply. The chemicals and compounds that go into making plastic bags could be utilized in a far more effective manner. For example, the oil used to make 14 bags would drive a car a mile.

- Plastic bags end up on our streets, clogging up drains and creating litter. As a result, we have to spend extra money on city maintenance and it looks like we don't care about our city.

- The plastic bags also litter the local rivers. Animals can get caught in them and eat them, harming their well-being. Further, hundreds of plastic bags end up in the trees along our streets and rivers, becoming eyesores.

- Most people already have reusable bags, and it does not make sense to receive new bags when we already have the necessary materials to carry groceries home.

- Implementing a plastic bag ban would make us a leader in green initiatives and encourage other cities to do the same.

Low Ambivalence, Low Knowledge Condition

The city of Columbus is considering implementing a plastic bag ban, similar to the ones implemented in Chicago and Seattle. Through this ban, grocery stores would be required to charge at least 10 cents per plastic bag at check out in order to encourage consumers to use reusable bags.

The arguments below come from articles in the Columbus Dispatch, Columbus Underground, The Guardian, and the World Watch Institute. Compared to other people in this study, you are being given the least amount of information about the plastic bag ban.

The Plastic Bag Ban Would Be Good for Columbus:

- Plastic bags do not degrade well in our garbage dumps and thus will remain on this planet for thousands of years.

- Columbus first wanted to try simply recycling plastic bags. However, this initiative has largely failed because only about 5% of bags are recycled. Most people throw them away

- The plastic bags also litter the local rivers. Animals can get caught in them and eat them, harming their well-being. Further, hundreds of plastic bags end up in the trees along our streets and rivers, becoming eyesores.

In all conditions participants responded to the following measures:

Attitudes

- How much do you support a plastic bag ban in Columbus? (1 – not at all, 9 – very much)
- How much are you in favor of the plastic bag ban? (1 – not at all, 9 – very much)

Subjective Ambivalence

- How conflicted are your thoughts and feelings about the plastic bag ban in Columbus? (1 – I feel no conflict, 9 – I feel maximum conflict)
- How mixed are your thoughts and feelings about the plastic bag ban in Columbus? (1 – I feel completely one-sided reactions, 9 – I feel completely mixed reactions)

Knowledge

- How much do you know about the plastic bag ban in Columbus? (1 – not at all, 9 – very much)
- To what extent do you feel informed about the plastic bag ban in Columbus? (1 – not at all, 9 – very much)

Behavioral Intentions (After filler)

- How much would you be willing to wear a t-shirt supporting the plastic bag ban in Columbus? (1 – not at all, 9 – very much)
- How much would you be willing to attend a rally supporting the plastic bag ban? (1 – not at all, 9 – very much)
- How much would you be willing to sign a petition supporting the plastic bag ban? (1 – no at all, 9 – very much)

Study 7: exact measures for variables of interest

In Study 7, we tried to manipulate attitudes, ambivalence, and knowledge about a novel person, Bob. Although Bob was always our target, we gave participants information about other people as a part of these manipulations. The information that participants read about each person in each condition is provided below. However, in order to meta-analytically combine this study with the others, we simply used the measures rather than the manipulations.

Positive Univalent Low Knowledge

Alex's description long:
1. Alex writes in cursive
2. Alex saw a cat in the grass
3. Alex goes to the dentist
4. Alex says good morning with a big grin everyday
5. Alex avoided other people so that he wouldn't give them his cold
6. Alex goes to the movies
7. Alex used a coupon for pizza
8. Alex helped a neighbor plant a big vegetable garden in the backyard
9. Alex ties his shoes in the morning
10. Alex wears gyms shoes on the weekend
11. Alex uses a zoom lens to shoot photos of birds in the backyard
12. Alex answers the phone at home

BOB:
1. Bob bought a neighborhood child a balloon at a fair
2. Bob rides his bike to work every day to cut down on pollution and gas consumption
3. Bob wears a wrist watch

Jordan's description long:
1. Jordan knocked a grocery bag from a woman's arms as he ran down the street
2. Jordan absentmindedly ran through a red light at an intersection and smashed into another car
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it
4. Jordan did not show up for a prearranged tennis game
5. Jordan sat in a hotel lobby
6. Jordan called in sick for work when he was well
7. Jordan stole a pair of knitted gloves at a summer arts and crafts festival
8. Jordan turned on an overhead light
9. Jordan painted his bedroom white
10. Jordan paid a man to follow his friend around
11. Jordan insisted he had tickets for a seat at the basketball game when he did not
12. Jordan destroyed a bookshelf that was a homewarming gift from his neighbor

Positive Ambivalent Low Knowledge

Alex's description long:
1. Alex writes in cursive
2. Alex saw a cat in the grass
3. Alex goes to the dentist
4. Alex says good morning with a big grin everyday
5. Alex avoided other people so that he wouldn't give them his cold
6. Alex goes to the movies
7. Alex used a coupon for pizza
8. Alex helped a neighbor plant a big vegetable garden in the backyard
9. Alex ties his shoes in the morning
10. Alex wears gyms shoes on the weekend
11. Alex uses a zoom lens to shoot photos of birds in the backyard
12. Alex answers the phone at home

BOB:
1. Bob helped a food bank to deliver turkeys to needy families on Thanksgiving
2. Bob found a good watch in a park and pawned it
3. Bob adopted small children and raised them as if they were his own

Jordan's description long:
1. Jordan knocked a grocery bag from a woman's arms as he ran down the street
2. Jordan absentmindedly ran through a red light at an intersection and smashed into another car
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it
4. Jordan did not show up for a prearranged tennis game
5. Jordan sat in a hotel lobby
6. Jordan called in sick for work when he was well
7. Jordan stole a pair of knitted gloves at a summer arts and crafts festival
8. Jordan turned on an overhead light
9. Jordan painted his bedroom white
10. Jordan paid a man to follow his friend around
11. Jordan insisted he had tickets for a seat at the basketball game when he did not
12. Jordan destroyed a bookshelf that was a home warming gift from his neighbor

Positive Univalent High Knowledge

Alex's description short:
1. Alex writes in cursive
2. Alex helped a neighbor plant a big vegetable garden in the backyard
3. Alex answers the phone at home

Bob:
1. Bob lent money to his friend who was in financial straits
2. Bob rides his bike to work every day to cut down on pollution and gas consumption
3. Bob avoided other people so that he wouldn't give them his cold
4. Bob tells those close to him that he loves them
5. Bob bought a neighborhood child a balloon at a fair
6. Bob wears a wrist watch
7. Bob is exceedingly polite to waitresses at restaurants and he tips them generously
8. Bob uses a zoom lens to shoot photos of birds that land on his backyard birdfeeder
9. Bob goes to the dentist
10. Bob ties his shoes in the morning
11. Bob flew from Dayton to Los Angeles to visit a friend who was blue
12. Bob uses a coupon for pizza

Jordan's description short:
1. Jordan destroyed a bookshelf that was a homewarming gift from his neighbor
2. Jordan called in sick for work when he was well
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it

Positive Ambivalent High Knowledge

Alex's description short:
1. Alex writes in cursive
2. Alex helped a neighbor plant a big vegetable garden in the backyard
3. Alex answers the phone at home

Bob:
1. Bob helped a food bank to deliver turkeys to needy families on Thanksgiving
2. Bob adopted small children and raised them as if they were his own
3. Bob decided to ruin a surprise party for his friend by telling him about it
4. Bob spent two years as a Vista volunteer to work in the slums of Chicago as a medical aide
5. Bob bought groceries for an elderly lady next door who was ill
6. Bob did not show up for a prearranged tennis game
7. Bob sheltered a family who had lost their home in a fire?
8. Bob stopped his car to help out a commuter who fell off his bike during rush hour
9. Bob found a good watch in a park and pawned it
10. Bob helped a lost child find his way home
11. Bob bought plane tickets for his parents on their 25th anniversary for a trip to Hawaii
12. Bob did not show up as a material witness for a friend's drug trial

Jordan's description short
1. Jordan destroyed a bookshelf that was a homewarming gift from his neighbor
2. Jordan called in sick for work when he was well
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it

Negative Univalent Low Knowledge

Jordan's description long:
1. Jordan knocked a grocery bag from a woman's arms as he ran down the street
2. Jordan absentmindedly ran through a red light at an intersection and smashed into another car
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it
4. Jordan did not show up for a prearranged tennis game
5. Jordan sat in a hotel lobby
6. Jordan called in sick for work when he was well
7. Jordan stole a pair of knitted gloves at a summer arts and crafts festival
8. Jordan turned on an overhead light
9. Jordan painted his bedroom white
10. Jordan paid a man to follow his friend around
11. Jordan insisted he had tickets for a seat at the basketball game when he did not
12. Jordan destroyed a bookshelf that was a homewarming gift from his neighbor

BOB:
1. Bob did not show up as a material witness for a friend's drug trial
2. Bob watches people walking by
3. Bob decided to ruin a surprise party for his friend by telling him about it

Alex's description long:
1. Alex writes in cursive
2. Alex saw a cat in the grass
3. Alex goes to the dentist
4. Alex says good morning with a big grin everyday
5. Alex avoided other people so that he wouldn't give them his cold
6. Alex goes to the movies
7. Alex used a coupon for pizza
8. Alex helped a neighbor plant a big vegetable garden in the backyard
9. Alex ties his shoes in the morning
10. Alex wears gyms shoes on the weekend
11. Alex uses a zoom lens to shoot photos of birds in the backyard
12. Alex answers the phone at home

Negative Ambivalent Low Knowledge

Jordan's description long:
1. Jordan knocked a grocery bag from a woman's arms as he ran down the street
2. Jordan absentmindedly ran through a red light at an intersection and smashed into another car
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it
4. Jordan did not show up for a prearranged tennis game
5. Jordan sat in a hotel lobby
6. Jordan called in sick for work when he was well
7. Jordan stole a pair of knitted gloves at a summer arts and crafts
8. Jordan turned on an overhead light
9. Jordan painted his bedroom white
10. Jordan paid a man to follow his friend around
11. Jordan insisted he had tickets for a seat at the basketball game when he did not
12. Jordan destroyed a bookshelf that was a homewarming gift from his neighbor

BOB:
1. Bob kicked his dog for eating some cheese left near the edge of the table?
2. Bob bought a neighborhood child a balloon at a fair
3. Bob belittles the minority individuals he knows?

Alex's description long:
1. Alex writes in cursive
2. Alex saw a cat in the grass
3. Alex goes to the dentist
4. Alex says good morning with a big grin everyday
5. Alex avoided other people so that he wouldn't give them his cold
6. Alex goes to the movies
7. Alex used a coupon for pizza
8. Alex helped a neighbor plant a big vegetable garden in the backyard
9. Alex ties his shoes in the morning
10. Alex wears gyms shoes on the weekend
11. Alex uses a zoom lens to shoot photos of birds in the backyard
12. Alex answers the phone at home

Negative Univalent High Knowledge

Jordan's description short:
1. Jordan destroyed a bookshelf that was a homewarming gift from his neighbor
2. Jordan called in sick for work when he was well
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it

Bob:
1. Bob paid a man to follow his friend around
2. Bob decided to ruin a surprise party for his friend by telling him about it
3. Bob did not show up for a prearranged tennis game
4. Bob found a good watch in a park and pawned it
5. Bob watches people walking by
6. Bob sat in a hotel lobby
7. Bob stole a pair of knitted gloves for himself at a summer arts and crafts festival
8. Bob got drunk and insulted everybody at a cocktail party
9. Bob insisted that he had tickets for a seat at a basketball game, knowing that the seat was really not his
10. Bob did not show up as a material witness for a friend's drug trial
11. Bob turned on an overhead light
12. Bob painted his bedroom white

Alex's description short:
1. Alex writes in cursive
2. Alex helped a neighbor plant a big vegetable garden in the backyard
3. Alex answers the phone at home

Negative Ambivalent High Knowledge

Jordan's description short:
1. Jordan destroyed a bookshelf that was a homewarming gift from his neighbor
2. Jordan called in sick for work when he was well
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it

Bob:
1. Bob stole money and jewelry from relatives he was staying with
2. Bob brought marijuana across the state line to sell to middle school students
3. Bob bought a neighborhood child a balloon at a fair
4. Bob kicked his dog for eating some cheese left near the edge of the table?
5. Bob belittles the minority individuals he knows?
6. Bob lent money to his friend who was in financial straits
7. Bob found a lost wallet, kept the $76 in cash that was inside, and threw away everything else
8. Bob scared some small children who were riding their bikes by threatening to run over them
9. Bob is exceedingly polite to waitresses at restaurants and he tips them generously
10. Bob pretends to be homeless at a nearby soup kitchen to get a free meal every Sunday night
11. Bob continually yells at his friend in public
12. Bob avoided other people so that he wouldn't give them his cold

Alex's description short:
1. Alex writes in cursive
2. Alex helped a neighbor plant a big vegetable garden in the backyard
3. Alex answers the phone at home

Participants in all conditions responded to the following questions about Bob:
Attitudes
- To what extent is your impression of Bob positive or negative? (1 – extremely negative, 9 – extremely positive)
- To what extent is your impression of Bob favorable or unfavorable? (1 – extremely unfavorable, 9 – extremely favorable)
- How much do you agree that Bob is likable? (1 – strongly disagree, 9 – strongly agree)

Structural Ambivalence
- Rate the extent to which you have POSITIVE thoughts or feelings toward Bob. (1 – I feel no positive thoughts or feelings, 9 – I feel maximum positive thoughts or feelings)
- Rate the extent to which you have NEGATIVE thoughts or feelings toward Bob. (1 – I feel no negative thoughts or feelings, 9 – I feel maximum negative thoughts or feelings)

Subjective Ambivalence

- How mixed are your thoughts and feelings about Bob? (1 - I feel completely one-sided reactions, 9 - I feel completely mixed reactions)
- How conflicted are your thoughts and feelings about Bob? (1 - I feel no conflict, 9 - I feel maximum conflict)
- How undecided are you about Bob? (1 - I feel no indecision at all, 9 - I feel maximum indecision)

Knowledge
- To what extent do you have enough information to form a reasonable impression of Bob? (1 - much too little information, 9 - more than enough information)
- To what extent do you feel informed about Bob? (1 - Not at all informed, 9 - Very informed)
- How much do you feel like you know about Bob? (1 – Nothing, 9 - a lot)

Behaviorally Relevant Outcome
- How willing would you be to work with Bob on the group project? (1 – not at all willing, 9 – very willing)
- To what extent would you want Bob to be your partner on the group project? (1 – not at all, 9 – very much)
- How much do you agree with the following statement: I would prefer to have Bob as my partner. (1 – very much disagree, 9 – very much agree)

Study 8: exact measures for variables of interest

In Study 8, we tried to manipulate ambivalence and knowledge about a novel person, Bob. Unlike in Study 7, we did not manipulate the valence of Bob, but rather kept him positive in all conditions. Although Bob was always our target, we gave participants information about other people as a part of these manipulations. The information that participants read about each person in each condition is provided below. However, in order to meta-analytically combine this study with the others, we simply used the measures rather than the manipulations.

Univalent Low Knowledge

First potential partner: Alex

As you can see from this list of information, this would be similar to a situation in which you know someone well and you have had generally positive interactions with him.

1. Alex writes in cursive
2. Alex saw a cat in the grass
3. Alex goes to the dentist
4. Alex says good morning with a big grin everyday
5. Alex lent money to his friend who was in financial straits
6. Alex goes to the movies
7. Alex used a coupon for pizza
8. Alex helped a neighbor plant a big vegetable garden in the backyard
9. Alex ties his shoes in the morning
10. Alex wears gym shoes on the weekend
11. Alex uses a zoom lens to shoot photos of birds in the backyard
12. Alex answers the phone at home

Second potential partner:Bob

As you can see from this list of information, this would be similar to a situation in which you do NOT know someone well and you have had generally positive interactions with him.

1. Bob bought a neighborhood child a balloon at a fair
2. Bob rides his bike to work every day to cut down on pollution and gas consumption
3. Bob wears a wrist watch
4. Bob is exceedingly polite to waitresses at restaurants and he tips them generously
5. Bob walks around the city
6. Bob avoided other people so that he wouldn't give them his cold

Third potential partner: Jordan
As you can see from this list of information, this would be similar to a situation in which you know someone well and you have had generally negative interactions with him.

1. Jordan knocked a grocery bag from a woman's arms as he ran down the street
2. Jordan absentmindedly ran through a red light at an intersection and smashed into another car
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it
4. Jordan did not show up for a prearranged tennis game
5. Jordan sat in a hotel lobby
6. Jordan called in sick for work when he was well
7. Jordan stole a pair of knitted gloves at a summer arts and crafts festival
8. Jordan turned on an overhead light
9. Jordan painted his bedroom white
10. Jordan paid a man to follow his friend around
11. Jordan insisted he had tickets for a seat at the basketball game when he did not
12. Jordan destroyed a bookshelf that was a homewarming gift from his neighbor

Ambivalent Low Knowledge

First potential partner: Alex
As you can see from this list of information, this would be similar to a situation in which you know someone well and you have had generally positive interactions with him.

1. Alex writes in cursive
2. Alex saw a cat in the grass
3. Alex goes to the dentist
4. Alex says good morning with a big grin everyday
5. Alex lent money to his friend who was in financial straits
6. Alex goes to the movies
7. Alex used a coupon for pizza
8. Alex helped a neighbor plant a big vegetable garden in the backyard
9. Alex ties his shoes in the morning
10. Alex wears gym shoes on the weekend
11. Alex uses a zoom lens to shoot photos of birds in the backyard
12. Alex answers the phone at home

Second potential partner: Bob

As you can see from this list of information, this would be similar to a situation in which you do NOT know someone well and you have had a mix of positive and negative interactions with him.

1. Bob helped a food bank to deliver turkeys to needy families on Thanksgiving
2. Bob did not show up as a material witness for a friend's drug trial
3. Bob adopted small children and raised them as if they were his own
4. Bob bought plane tickets for his parents on their 25th anniversary for a trip to Hawaii
5. Bob decided to ruin a surprise party for his friend by telling him about it
6. Bob bought groceries for an elderly lady next door who was ill

Third potential partner: Jordan

As you can see from this list of information, this would be similar to a situation in which you know someone well and you have had generally negative interactions with him.

1. Jordan knocked a grocery bag from a woman's arms as he ran down the street
2. Jordan absentmindedly ran through a red light at an intersection and smashed into another car
3. Jordan stole a parking place by driving into it from behind while someone else was backing into it
4. Jordan did not show up for a prearranged tennis game
5. Jordan sat in a hotel lobby
6. Jordan called in sick for work when he was well
7. Jordan stole a pair of knitted gloves at a summer arts and crafts festival
8. Jordan turned on an overhead light
9. Jordan painted his bedroom white
10. Jordan paid a man to follow his friend around
11. Jordan insisted he had tickets for a seat at the basketball game when he did not
12. Jordan destroyed a bookshelf that was a home warming gift from his neighbor

Univalent High Knowledge

First potential partner: Alex

As you can see from this list of information, this would be similar to a situation in which you do NOT know someone well and you have had generally positive interactions with him.

1. Alex writes in cursive
2. Alex helped a neighbor plant a big vegetable garden in the backyard
3. Alex answers the phone at home
4. Alex ate dinner at a restaurant
5. Alex found a pen
6. Alex eats lunch at noon

Second potential partner: Bob

As you can see from this list of information, this would be similar to a situation in which you know someone well and you have had generally positive interactions with him.

1. Bob went to an office to talk to someone
2. Bob bought a neighborhood child a balloon at a fair
3. Bob walks around the city
4. Bob ties his shoes in the morning
5. Bob avoided other people so that he wouldn't give them his cold
6. Bob tells those close to him that he loves them
7. Bob wears a wrist watch
8. Bob is exceedingly polite to waitresses at restaurants and he tips them generously
9. Bob uses a zoom lens to shoot photos of birds that land on his backyard birdfeeder

10. Bob goes to the dentist
11. Bob uses the computer regularly
12. Bob uses a coupon for pizza

Third potential partner: Jordan

As you can see from this list of information, this would be similar to a situation in which you do NOT know someone well and you have had generally negative interactions with him.

1. Jordan destroyed a bookshelf that was a home warming gift from his neighbor
2. Jordan sat in a hotel lobby
3. Jordan called in sick for work when he was well
4. Jordan stole a parking place by driving into it from behind while someone else was backing into it
5. Jordan watches people walking by
6. Jordan painted his bedroom white

Ambivalent High Knowledge

First potential partner: Alex

As you can see from this list of information, this would be similar to a situation in which you do NOT know someone well and you have had generally positive interactions with him.

1. Alex writes in cursive
2. Alex helped a neighbor plant a big vegetable garden in the backyard
3. Alex answers the phone at home
4. Alex ate dinner at a restaurant
5. Alex found a pen
6. Alex eats lunch at noon

Second potential partner: Bob

As you can see from this list of information, this would be similar to a situation in which you know someone well and you have had a mix of positive and negative interactions with him.

1. Bob helped a food bank to deliver turkeys to needy families on Thanksgiving
2. Bob adopted small children and raised them as if they were his own
3. Bob decided to ruin a surprise party for his friend by telling him about it
4. Bob spent two years as a Vista volunteer to work in the slums of Chicago as a medical aide
5. Bob bought groceries for an elderly lady next door who was ill
6. Bob did not show up for a prearranged tennis game
7. Bob sheltered a family who had lost their home in a fire
8. Bob stopped his car to help out a commuter who fell off his bike during rush hour
9. Bob found a good watch in a park and pawned it

10. Bob helped a lost child find his way home
11. Bob bought plane tickets for his parents on their 25th anniversary for a trip to Hawaii
12. Bob did not show up as a material witness for a friend's drug trial

Third potential partner: Jordan

As you can see from this list of information, this would be similar to a situation in which you do NOT know someone well and you have had generally negative interactions with him.

1. Jordan destroyed a bookshelf that was a home warming gift from his neighbor
2. Jordan sat in a hotel lobby
3. Jordan called in sick for work when he was well
4. Jordan stole a parking place by driving into it from behind while someone else was backing into it
5. Jordan watches people walking by
6. Jordan painted his bedroom white

Participants in all conditions responded to the following questions about Bob:
Attitudes
- To what extent is your impression of Bob positive or negative? (1 – extremely negative, 9 – extremely positive)
- To what extent is your impression of Bob favorable or unfavorable? (1 – extremely unfavorable, 9 – extremely favorable)
- How much do you agree that Bob is likable? (1 – strongly disagree, 9 – strongly agree)

Structural Ambivalence
- Rate the extent to which you have POSITIVE thoughts or feelings toward Bob. (1 – I feel no positive thoughts or feelings, 9 – I feel maximum positive thoughts or feelings)
- Rate the extent to which you have NEGATIVE thoughts or feelings toward Bob. (1 – I feel no negative thoughts or feelings, 9 – I feel maximum negative thoughts or feelings)

Subjective Ambivalence
- How mixed are your thoughts and feelings about Bob? (1 - I feel completely one-sided reactions, 9 - I feel completely mixed reactions)
- How conflicted are your thoughts and feelings about Bob? (1 - I feel no conflict, 9 - I feel maximum conflict)
- How undecided are you about Bob? (1 - I feel no indecision at all, 9 - I feel maximum indecision)

Knowledge
- To what extent do you have enough information to form a reasonable impression of Bob? (1 - much too little information, 9 - more than enough information)
- To what extent do you feel informed about Bob? (1 - Not at all informed, 9 - Very informed)
- How much do you feel like you know about Bob? (1 – Nothing, 9 - a lot)

Behaviorally Relevant Outcome
- How willing would you be to work with Bob on the group project? (1 – not at all willing, 9 – very willing)
- To what extent would you want Bob to be your partner on the group project? (1 – not at all, 9 – very much)
- How much do you agree with the following statement: I would prefer to have Bob as my partner. (1 – very much disagree, 9 – very much agree)