Supporting Information

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SI Methods

Details About the Manipulation in Experiment 1. The manipulation was embedded in a 10-item questionnaire. Participants responded to all 10 questions on a five-point scale with verbal labels appropriate to the content of the question. The 10 items were the following:

    i) How important is it to you to (vote/be a voter) in the upcoming election?
    ii) How much do you care about (voting/being a voter) in the upcoming election?
    iii) How much do you want to (vote/be a voter) in the upcoming election?
    iv) How personally relevant is it to you to (vote/be a voter) in the upcoming election?
    v) How difficult or easy do you think it is to (vote/be a voter) in the upcoming election?
    vi) How convenient do you think it is to (vote/be a voter) in the upcoming election?
    vii) How consistent are your thoughts and feelings about (voting/being a voter) in the upcoming election?
    viii) How clear are your thoughts and feelings about (voting/being a voter) in the upcoming election?
    ix) To what extent are your *thoughts* about (voting/being a voter) in the upcoming election the same as your *feelings* about (voting/being a voter)?
    x) To what extent do your *thoughts* about (voting/being a voter) in the upcoming election differ from your *feelings* about (voting/being a voter)?

As we noted in the main text, participants' responses to a composite of all 10 manipulation items did not differ between conditions [$t(32) = 0.92$, ns] nor did their responses to 9 of the 10 individual items (all Ps > 0.20). Participants did, however, tend to think that voting/being a voter was more convenient in the noun condition than in the verb condition [$t(32) = 2.51$, $P = 0.017$].

Details About the Manipulation in Experiment 3. The procedure was the same as the one in experiment 2 (described in the main text) with two exceptions. First, the manipulation items referred to "tomorrow's election" until 11:59 PM on November 2, and from midnight on November 3 until the close of recruitment, the items referred to "today's election." Second, minor changes were made to the wording of several manipulation items. The items used in this experiment were the following:

    i) How important is it to you to (vote/be a voter) in (tomorrow's/today's) election?
    ii) How much do you care about (voting/being a voter) in (tomorrow's/today's) election?
    iii) How much do you want to (vote/be a voter) in (tomorrow's/today's) election?
    iv) How personally relevant is it to you to (vote/be a voter) in (tomorrow's/today's) election?
    v) How easy do you think it is to (vote/be a voter) in (tomorrow's/today's) election?
    vi) How convenient do you think it is to (vote/be a voter) in (tomorrow's/today's) election?
    vii) How consistent are your thoughts and feelings about (voting/being a voter) in (tomorrow's/today's) election?
    viii) How clear are your thoughts and feelings about (voting/being a voter) in (tomorrow's/today's) election?
    ix) To what extent are your *thoughts* about (voting/being a voter) in (tomorrow's/today's) election the same as your *feelings* about (voting/being a voter)?
    x) To what extent are your *thoughts* about (voting/being a voter) in (tomorrow's/today's) election different from your *feelings* about (voting/being a voter)?

As we noted in the main text, responses to a composite of all 10 manipulation items did not differ between conditions [$t(212) = 0.76$, ns] nor did responses to 8 of the 10 individual items (all Ps > 0.10). Participants in the noun condition reported that their thoughts and feelings about being a voter/voting were more consistent [$t(211) = 3.11$, $P = 0.002$] and marginally more clear [$t(210) = 1.67$, $P = 0.096$] than did participants in the verb condition.