**Online Supplement**

Personalized IAT Questionnaire

Part 1

For each line, provide your information on the space under the heading "Me" and provide a
<u>different</u> response that you do not associate with yourself nor do you strongly like or dislike on
the space under the heading "Not Me." For example, you may put *Ohio* as your state of
residency under "Me" and *Florida* as your state of residency under "Not Me."

|  | ME | NOT ME |
|---|---|---|
| Birth date (month/day): | _____ | _____ |
| Year of birth: | _____ | _____ |
| Hometown: | _____ | _____ |
| State of residency: | _____ | _____ |
| First name: | _____ | _____ |
| Middle name: | _____ | _____ |
| Last name: | _____ | _____ |
| Handedness: | _____ | _____ |
| Street name: | _____ | _____ |
| Zip code: | _____ | _____ |
| Religion or Ethnicity: | _____ | _____ |
| Email address: | _____ | _____ |
| Phone number: | _____ | _____ |

Part 2

From the list of words provided by the experimenter, please select 10 words that describe things that are VALUED by your associates (e.g., friends, peers, colleagues, family members, partners, or other people whose opinion matters to you) and an additional 10 words that describe things that are NOT VALUED by your associates. You may think of VALUED as something that has relative worth, utility, or importance. Be sure to consider the opinions of your associates rather than society as a whole or your own opinion. Each word can only appear on one list.

VALUED by my associates          NOT VALUED by my associates

1. _____          _____

2. _____          _____

3. _____          _____

4. _____          _____

5. _____          _____

6. _____          _____

7. _____          _____

8. _____          _____

9. _____          _____

10. _____          _____

Word List

| | | |
|---|---|---|
| Money | Wisdom | Sports |
| Charity | Social justice | Paperwork |
| Wealth | Nature | Construction |
| Beauty | Tradition | Oprah Winfrey |
| Freedom | Family | Martha Stewart |
| Humility | Security | Violence |
| Peace | Reciprocity | Technology |
| Physical fitness | Social order | Clothing |
| Travel | Cleanliness | Wrestling |
| Computer literacy | Garbage | Obedience |
| Cell phones | Gossip | Conformity |
| Ballet | Scandal | Relationships |
| Fine Arts | Conflict | Engineering |
| Opera | Body Odor | Military |
| Equality | War | Farming |
| Health | Fame | Education |
| Movies | Dirt bikes | Pop culture |
| Books | Government | Barack Obama |
| George Bush | Michael Jackson | Paris Hilton |
| Social Power | Authority | |
| Computer/video games | Music (classical, Rap, R&B, country) | |