Cross-cultural regularities in the cognitive architecture of pride

1. Note to Study 2

To clarify the task, participants in the pride, amusement, excitement, and happiness conditions were instructed: "We're asking specifically about how much [pride / amusement / excitement / happiness] you would feel. If you think you would feel something but not [pride / amusement / excitement / happiness], your answer should be that you would <u>not</u> feel [pride / amusement / excitement / happiness]." In all cases, the scales ranged from 1 (no [pride / amusement / excitement / happiness] at all / I wouldn't view him/her positively at all) to 7 (a lot of [pride / amusement / excitement / happiness] / I'd view him/her very positively).

2. STUDY S1. Pride and culture-specific valuation

According to the advertisement–recalibration theory, the mobilization of pride is calibrated by how a given event (act, state, relationship, situation) is (estimated to be) evaluated *by those in one's local social world*—those whose valuation-informed reactions will modify your welfare, your status, and, ultimately, your fitness. Events engaging meta-cultural valuations will generate cross-culturally similar levels of valuation and cross-culturally similar levels of pride. For events of this kind, pride will track foreign audiences, *but only because the latter's valuations are shared with the valuations of the local audiences pride is calibrated by*. By contrast, events engaging culturally *particular* valuations—valuations evoked by the particular features of a given social ecology, or socially transmitted—will fail to yield a cross-cultural consensus in valuation and pride. Here, pride will not track foreign audiences because the latter's values and the values of the local audiences are different.

In Study S1 we tested three sets of scenarios. The first set is hypothesized to engage meta-cultural valuations (*Common* scenarios; e.g., being smart, beating a bully). The second set of scenarios is hypothesized to elicit more valuation in India than in the United States (*India* scenarios; e.g., not eating beef, convincing your cousin to not marry a woman from a different class). The third set of scenarios is hypothesized to elicit more valuation in the United States than in India (*United States* scenarios; e.g. becoming financially independent and moving out of your parents' home at age 18; dressing true to yourself without caring what other people think). The *India* and *United States* scenarios were constructed based on an anthropological report (1) as well as advice from bicultural informants.

If the *India* scenarios and/or the *United States* scenarios elicit different valuations (in particular, different orderings of valuations) among American participants and Indian participants, then pride should track the valuation of domestic audiences but not of foreign audiences. If they fail to elicit different valuations (i.e. if those sets of scenarios elicit cross-culturally similar valuations), then pride should track the valuations of domestic *and* foreign audiences.

Methods

Sample for Study S1a
Amazon Mechanical Turk was used to recruit 134 participants in the United States. Two of them were removed from analyses due to failure to correctly respond to an attention check, leaving an effective sample size of 132 (60 females), with a mean age of 38 (SD: 13).

Sample for Study S1b
Amazon Mechanical Turk was used to recruit 132 participants in India. Eight of them were removed from analyses due to failure to correctly respond to an attention check, leaving an effective sample size of 124 (37 females), with a mean age of 31 (SD: 7).

Measures. The stimuli of Study S1 consisted of 30 scenarios: ten *Common* scenarios (a subset of the scenarios used in Study 1), ten *India* scenarios, and ten *United States* scenarios. The scenarios were presented in randomized order (without blocking by type). The participants rated all 30 scenarios. There were two between-subjects conditions: one audience condition assessing valuation (scale: 1: I wouldn't view him/her positively at all; 7: I'd view him/her very positively), and one pride condition assessing pride (scale: 1: no pride at all; 7: a lot of pride). Participants were randomly assigned to one of the two conditions. The stimuli were presented in English in both the United States and India. The 30 scenarios are shown in Table S8.

Results and discussion
Table S8 displays the scenarios, the pride and valuation means and standard deviations for each scenario and country, and scenario- and condition-specific tests of country-level differences. Table S9 displays the pride and valuation correlations within and between countries by scenario type.

1. When the scenarios engage valuations presumed to be meta-cultural, does pride in a given country track the valuation in the other country? Yes. Here we consider the set of ten *Common* scenarios. For each participant we computed the mean pride or mean valuation ratings across the ten *Common* scenarios. The mean of the mean valuation ratings was similar across Indians (M = 5.44, SD = 0.93) and Americans (M = 5.39, SD = 0.70; $t(113) = -0.38$, $P = .70$)—of the ten *Common* scenarios, two elicited more valuation among Indians (Ps < .01), three elicited more valuation among Americans (Ps < .05), and five yielded no significant country-level differences. The mean of the mean pride ratings was higher among Indians (M = 5.59, SD = 0.84) than among Americans (M = 5.05, SD = 1.06; $t(128) = -3.19$, $P = .002$, $r = .27$)—of the ten *Common* scenarios, three elicited more pride among Indians (Ps < .001), and seven yielded no significant country-level differences.

Valuation among Americans correlated highly with valuation among Indians ($r(8) = .89$, $P = .0005$), indicating that the *Common* scenarios elicited similar (orderings of) valuations across countries. As expected when that is the case, American pride tracked Indian valuation ($r(8) = .87$, $P = .001$), and did so just as well as it tracked American valuation ($r(8) = .89$, $P = .0005$) (difference between correlations: $Z = 0.17$, $P = .87$). Similarly, Indian pride tracked American valuation ($r(8) = .74$, $P = .015$) and Indian valuation ($r(8) = .93$, $P = .0001$) (difference between correlations: $Z = 1.32$, $P = .19$). This was as in Studies 1 and 2 (main text).

2. When the scenarios engage valuations presumed to be culture-specific, does pride in a given country *fail* to track the valuation in the other country? Yes, but only when the valuation of the foreign audience *fails* to track the valuation of the domestic audience.

When valuation ratings for local and foreign audiences are correlated.

First, we turn to the set of ten *India* scenarios. The mean of the mean valuation ratings was higher among Indians (M = 4.90, SD = 0.82) than among Americans (M = 4.31, SD = 0.71; $t(124) = -4.31$, $P = .00003$, $r = .36$)—of the ten *India* scenarios, four elicited more valuation among Indians ($Ps < .01$), and six yielded no significant country-level differences. Also the mean of the mean pride ratings was higher among Indians (M = 4.83, SD = 0.93) than among Americans (M = 3.37, SD = 1.13; $t(128) = -8.00$, $P = 10^{-12}$, $r = .58$)—of the ten *India* scenarios, nine elicited more pride among Indians ($Ps < .001$), and one yielded no significant country-level differences.

The *India* scenarios elicited more valuation and pride among Indians than among Americans (as expected). However, the two populations agreed about which scenarios would elicit more valuation: Valuation among Indians correlated with valuation among Americans ($r(8) = .90$, $P = .0004$). Thus, the *India* scenarios appear to elicit similar (orderings of) valuations across countries. When valuations are coordinated across countries, pride should track the valuation of domestic *and* foreign audiences.

That is what was observed: The pride elicited by these scenarios tracked the valuation of both domestic and foreign audiences. Indian pride tracked Indian valuation ($r(8) = .94$, $P = .00007$), as it should. It also tracked American valuation ($r(8) = .84$, $P = .002$); the difference between these correlations was not significant ($Z = 0.97$, $P = .33$). Similarly, American pride tracked American valuation ($r(8) = .93$, $P = .00007$) and Indian valuation ($r(8) = .91$, $P = .0002$); again, the difference between these correlations was not significant ($Z = 0.24$, $P = .81$).

One possibility for why American valuation tracked Indian valuation for the *India* scenarios ($r = .90$) is that the issues of authority, loyalty, and purity featured in these scenarios, while weighted less heavily by Americans than by Indians, can nevertheless be made sense of (by Americans) thanks to species-wide adaptations for dealing with hierarchies, coalitions, and contaminants (2). Moreover, a number of these scenarios were honorable for Americans a generation or two older than the participants.

When valuation ratings for local and foreign audiences are uncorrelated.

Next, we consider the set of ten *United States* scenarios. The mean of the mean valuation ratings was higher among Americans (M = 5.60, SD = 0.79) than among Indians (M = 5.25, SD = 0.89; $t(124) = 2.32$, $P = .02$, , $r = .20$)—of the ten *United States* scenarios, three elicited more valuation among Americans ($Ps < .01$), one elicited more valuation among Indians ($P < .001$), and six yielded no significant country-level differences. The mean of the mean pride ratings was similar among Americans (M = 4.98, SD = 1.09) and Indians (M = 5.22, SD = 0.91; $t(128) = -1.36$, $P = .18$)—of the ten *United States* scenarios, three elicited more pride among Americans ($Ps < .05$), four elicited more pride among Indians ($Ps < .05$), and three yielded no significant country-level differences.

The correlation between valuation among Americans and valuation among Indians was non-significant and low ($r(8) = .26$, $P = .46$). That is, the valuation ratings of Americans and Indians were more dis-coordinated for these scenarios than they were for the *Common* scenarios (which was: $r = .89$). The more valuations are dis-coordinated across countries, the less pride should track the valuation of foreign audiences; pride should correlate more highly with the valuation of domestic audiences than with the valuation of foreign audiences.

That is what was observed. American pride tracked American valuation ($r(8) = .51$, $P = .13$); the correlation between American pride and Indian valuation was lower: ($r(8) = -.09$, $P = .80$), as it should be when local and foreign valuation ratings do not align (the difference between

these correlations was not significant, however: $Z = 1.22$, $P = .22$). Indian pride did not track American valuation ($r(8) = -.11$, $P = .75$)—again, as expected. Meanwhile, Indian pride positively tracked Indian valuation ($r(8) = .76$, $P = .01$) (the difference between these correlations was significant: $Z = 2.07$, $P = .038$).

Effect sizes may provide a clearer picture than *p*-values. For the *Common* scenarios, American valuation and Indian valuation shared 79% of their variance ($r^2 = .79$). The mean effect size of pride tracking *foreign* valuation was .65 (r^2s: American pride vs. Indian valuation: .76; Indian pride vs. American valuation: .55). Meanwhile, the mean effect size of pride tracking *local* valuation was .83 (r^2s: American pride vs. American valuation: .79; Indian pride vs. Indian valuation: .86). Thus, the mean (averaged across the two countries) effect size of pride-tracking-a-*foreign*-audience was about four-fifths as high (79%) as the mean effect size of pride-tracking-a-*local*-audience.

For the *India* scenarios this ratio was even higher. American valuation and Indian valuation shared 81% of their variance. The mean effect size of pride tracking *foreign* valuation was .77 (r^2s: American pride vs. Indian valuation: .83; Indian pride vs. American valuation: .71). And the mean effect size of pride tracking *local* valuation was .87 (r^2s: American pride vs. American valuation: .86; Indian pride vs. Indian valuation: .88). The mean effect size of pride-tracking-a-*foreign*-audience was very close (88%) to the mean effect size of pride-tracking-a-*local*-audience.

The *United States* scenarios yielded weakly correlated valuations across countries, and, as predicted, a low *foreign*-tracking-to-*local*-tracking ratio. There was little shared variance between American valuation and Indian valuation (7%). The mean effect size of pride tracking *foreign* valuation was .01 (r^2s: American pride vs. Indian valuation: .01; Indian pride vs. American valuation: .01). By contrast, the mean effect size of pride tracking *local* valuation was .42 (r^2s: American pride vs. American valuation: .26; Indian pride vs. Indian valuation: .58). Thus, the mean effect size of pride-tracking-a-*foreign*-audience was only 2% as high as the mean effect size of pride-tracking-a-*local*-audience.

Note that the higher the extent to which valuations are correlated across cultures across different types of scenarios, the more closely the pride match to *foreign* audiences approximates the pride match to *local* audiences (*Unites States* scenarios: shared variance in valuations across cultures: 7%; *foreign*-tracking-to-*local*-tracking ratio: 2%; *Common* scenarios: shared variance in valuations across cultures: 79%; *foreign*-tracking-to-*local*-tracking ratio: 79%; *India* scenarios: shared variance in valuations across cultures: 81%; *foreign*-tracking-to-*local*-tracking ratio: 88%.)

Summary of Study S1: Pride and culture-specific valuation.
In sum, pride tracks the valuation of foreign audiences when the latter's valuations are correlated with the valuations of local audiences. However, the correlation between pride and valuation by foreign audiences erodes when the latter's valuations are uncorrelated with the valuations of local audiences. We note that this pattern of results is similar to the pattern found for the emotion of shame (3).

REFERENCES

1. Shweder RA, Mahapatra M, Miller JG (1987) Culture and moral development. *The Emergence of Morality in Young Children (Eds: Kagan J, Lamb S)* (University of Chicago Press, Chicago), pp 1–83.
2. Haidt J (2012) *The righteous mind: Why good people are divided by politics and religion* (Paragon, New York, NY).
3. Sznycer D, et al. (2016) Shame closely tracks the threat of devaluation by others, even across cultures. *Proc Natl Acad Sci* 113(10):2625–2630.

Table S1

Demographic information (Study 1a–p)

Country	Sample	Majority location: %	% living in big town	n	% female	Age
United States	G	California: 18	36	119	53	36 (12)
Canada	G	Toronto: 17	28	29	38	36 (11)
United Kingdom	G	London: 13	38	72	42	43 (10)
France	G	Paris: 30	60	161	76	35 (16)
Belgium	S	Gent: 20	11	85	80	21 (5)
Netherlands	G,S	Leiden: 37	28	57	53	27 (13)
Switzerland	G	Neuchâtel: 38	9	56	68	25 (10)
Italy	S	Forlì: 48	4	46	37	25 (5)
Turkey	G,S	Ankara: 61	94	129	72	22 (3)
Israel	S	Be'er Sheva: 36	52	102	54	26 (6)
India	G	Tamil Nadu: 55	39	111	33	31 (7)
Singapore	S	Singapore: 97	57	131	76	21 (2)
Philippines	G	Manila: 21	62	39	51	31 (7)
South Korea	G	Seoul: 80	75	28	64	33 (9)
Japan	G	Osaka: 15	33	150	51	43 (15)
Australia	S	Brisbane: 12	52	33	88	34 (13)

Note: Means indicated (standard deviations in parentheses). G: general population, S: students. Inattentive participants are not included.

Table S2a

Ratings of valuation and pride, by scenario: United States (Study 1a)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.47 (0.80)	6.03 (1.15)
14	You are generous with others. / He is generous with others.	6.34 (0.96)	5.88 (1.18)
4	You take very good care of your children. / He takes very good care of his children.	6.32 (1.02)	6.22 (1.11)
5	You can support your children economically. / He can support his children economically.	6.03 (1.08)	5.93 (1.35)
22	People love your sense of humor. / People love his sense of humor.	5.98 (1.03)	5.78 (1.26)
8	You are very smart. / He is very smart.	5.85 (1.16)	5.93 (1.23)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.85 (1.20)	5.60 (1.33)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.83 (1.07)	5.53 (1.27)
16	You have many unique skills. / He has many unique skills.	5.81 (1.12)	5.83 (1.18)
10	You have good table manners. / He has good table manners.	5.71 (1.13)	5.00 (1.45)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.58 (1.29)	5.93 (1.07)
17	You have a lot of good friends. / He has a lot of good friends.	5.53 (1.22)	5.55 (1.29)
24	You finished first in a marathon. / He finished first in a marathon.	5.46 (1.38)	5.98 (1.55)
15	You are ambitious. / He is ambitious.	5.36 (1.27)	5.23 (1.25)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.31 (1.25)	5.10 (1.48)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.12 (1.33)	5.50 (1.37)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.92 (1.34)	4.98 (1.43)
12	You are physically attractive. / He is physically attractive.	4.88 (1.26)	5.33 (1.26)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.81 (1.21)	5.45 (1.33)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.44 (1.19)	5.35 (1.40)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.29 (1.15)	3.30 (1.54)
13	You are wealthy. / He is wealthy.	4.22 (1.34)	4.75 (1.61)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.19 (1.41)	4.27 (1.64)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.86 (1.75)	3.87 (2.13)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.27 (1.52)	3.58 (2.08)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 59; pride: 60. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2b

Ratings of valuation and pride, by scenario: Canada (Study 1b)

#	Scenario	Valuation	Pride
4	You take very good care of your children. / He takes very good care of his children.	6.36 (1.08)	6.33 (1.11)
18	You are trustworthy. / He is trustworthy.	6.29 (1.07)	6.07 (1.10)
14	You are generous with others. / He is generous with others.	6.21 (1.12)	5.60 (1.12)
5	You can support your children economically. / He can support his children economically.	5.86 (1.17)	5.53 (1.19)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.79 (1.12)	5.47 (1.41)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.64 (1.01)	5.73 (1.03)
8	You are very smart. / He is very smart.	5.64 (1.22)	5.87 (1.36)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.64 (1.15)	5.27 (1.16)
22	People love your sense of humor. / People love his sense of humor.	5.64 (1.15)	5.53 (1.19)
24	You finished first in a marathon. / He finished first in a marathon.	5.64 (1.28)	5.40 (1.24)
16	You have many unique skills. / He has many unique skills.	5.57 (1.16)	5.60 (1.30)
17	You have a lot of good friends. / He has a lot of good friends.	5.57 (1.28)	5.33 (1.45)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.36 (1.22)	5.20 (1.42)
10	You have good table manners. / He has good table manners.	5.36 (1.15)	4.73 (1.28)
15	You are ambitious. / He is ambitious.	5.21 (1.31)	5.13 (1.41)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.86 (1.10)	5.47 (1.13)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.79 (1.12)	5.13 (1.13)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.64 (1.28)	4.53 (2.13)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.43 (0.76)	4.80 (1.70)
12	You are physically attractive. / He is physically attractive.	4.29 (0.83)	4.87 (1.92)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.29 (1.54)	3.53 (2.42)
13	You are wealthy. / He is wealthy.	4.07 (0.73)	4.40 (1.59)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.00 (0.78)	3.40 (1.50)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.57 (1.50)	3.73 (2.09)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	1.86 (1.56)	3.00 (2.39)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 14; pride: 15. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2c

Ratings of valuation and pride, by scenario: United Kingdom (Study 1c)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	5.97 (0.97)	6.37 (0.85)
4	You take very good care of your children. / He takes very good care of his children.	5.85 (1.08)	5.84 (1.15)
14	You are generous with others. / He is generous with others.	5.76 (0.99)	5.45 (1.31)
5	You can support your children economically. / He can support his children economically.	5.62 (1.18)	5.58 (1.15)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.50 (1.08)	4.95 (1.27)
10	You have good table manners. / He has good table manners.	5.47 (1.11)	5.29 (1.23)
24	You finished first in a marathon. / He finished first in a marathon.	5.29 (1.14)	5.63 (1.65)
22	People love your sense of humor. / People love his sense of humor.	5.29 (1.03)	5.37 (1.17)
17	You have a lot of good friends. / He has a lot of good friends.	5.26 (1.08)	5.18 (1.18)
8	You are very smart. / He is very smart.	5.26 (1.02)	5.37 (1.17)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.21 (1.12)	5.50 (1.33)
15	You are ambitious. / He is ambitious.	5.21 (1.27)	4.76 (1.17)
16	You have many unique skills. / He has many unique skills.	5.18 (1.22)	5.05 (1.21)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.18 (1.19)	5.05 (1.33)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.03 (1.14)	4.32 (1.30)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.91 (1.06)	4.97 (1.22)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.88 (1.09)	4.84 (1.44)
12	You are physically attractive. / He is physically attractive.	4.71 (1.00)	4.89 (1.41)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.65 (1.07)	4.95 (1.64)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.50 (1.29)	4.95 (1.49)
13	You are wealthy. / He is wealthy.	4.35 (1.12)	3.97 (1.59)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.24 (1.13)	3.39 (1.67)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.24 (1.63)	3.37 (1.81)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.09 (1.50)	3.39 (1.72)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.59 (1.83)	2.68 (1.56)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 34; pride: 38. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2d

Ratings of valuation and pride, by scenario: France (Study 1d)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.36 (0.84)	5.53 (1.41)
14	You are generous with others. / He is generous with others.	6.24 (0.90)	4.64 (1.76)
4	You take very good care of your children. / He takes very good care of his children.	6.24 (0.89)	5.40 (1.72)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.81 (1.12)	5.00 (1.45)
8	You are very smart. / He is very smart.	5.65 (1.35)	4.95 (1.70)
16	You have many unique skills. / He has many unique skills.	5.59 (1.10)	5.04 (1.53)
22	People love your sense of humor. / People love his sense of humor.	5.49 (1.18)	5.04 (1.51)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.45 (1.23)	4.81 (1.55)
5	You can support your children economically. / He can support his children economically.	5.38 (1.20)	4.83 (1.61)
24	You finished first in a marathon. / He finished first in a marathon.	5.31 (1.23)	5.86 (1.43)
17	You have a lot of good friends. / He has a lot of good friends.	5.28 (1.24)	4.54 (1.47)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.09 (1.27)	5.43 (1.29)
10	You have good table manners. / He has good table manners.	5.05 (1.31)	3.40 (1.58)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.94 (1.29)	5.14 (1.37)
15	You are ambitious. / He is ambitious.	4.86 (1.39)	3.72 (1.69)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.65 (1.30)	3.57 (1.65)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.51 (1.19)	4.14 (1.62)
12	You are physically attractive. / He is physically attractive.	4.35 (1.26)	4.39 (1.67)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.31 (1.20)	3.75 (1.56)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.03 (1.12)	4.76 (1.74)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.77 (0.99)	2.25 (1.54)
13	You are wealthy. / He is wealthy.	3.72 (1.09)	3.36 (1.72)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	3.62 (1.80)	3.48 (1.91)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.59 (1.23)	3.23 (1.56)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.40 (1.71)	1.76 (1.26)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 78; pride: 83. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2e

Ratings of valuation and pride, by scenario: Belgium (Study 1e)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.33 (0.90)	6.04 (0.84)
4	You take very good care of your children. / He takes very good care of his children.	6.31 (0.80)	5.91 (1.01)
14	You are generous with others. / He is generous with others.	6.08 (0.84)	5.28 (1.00)
10	You have good table manners. / He has good table manners.	5.69 (1.08)	4.57 (1.20)
16	You have many unique skills. / He has many unique skills.	5.69 (1.03)	5.78 (1.15)
5	You can support your children economically. / He can support his children economically.	5.67 (1.30)	5.72 (1.19)
22	People love your sense of humor. / People love his sense of humor.	5.64 (0.96)	5.76 (0.82)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.62 (1.37)	5.43 (1.22)
8	You are very smart. / He is very smart.	5.54 (1.27)	5.54 (1.35)
24	You finished first in a marathon. / He finished first in a marathon.	5.36 (1.29)	6.24 (1.18)
17	You have a lot of good friends. / He has a lot of good friends.	5.33 (0.96)	5.61 (1.36)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.18 (1.25)	6.15 (0.79)
15	You are ambitious. / He is ambitious.	5.18 (1.07)	5.17 (1.12)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.18 (1.14)	5.39 (1.34)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.13 (1.13)	4.63 (1.57)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.10 (1.50)	5.13 (1.41)
12	You are physically attractive. / He is physically attractive.	4.77 (1.13)	5.41 (1.26)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.62 (1.04)	4.93 (1.47)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.36 (1.25)	4.39 (1.64)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.23 (1.33)	2.70 (1.35)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.21 (1.28)	5.70 (1.17)
13	You are wealthy. / He is wealthy.	4.05 (1.12)	4.41 (1.57)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.05 (1.34)	3.50 (1.82)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.90 (1.07)	4.04 (1.58)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.46 (1.27)	2.91 (1.77)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 39; pride: 46. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2f

Ratings of valuation and pride, by scenario: Netherlands (Study 1f)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.44 (0.64)	5.50 (1.55)
4	You take very good care of your children. / He takes very good care of his children.	6.22 (0.85)	5.33 (1.49)
14	You are generous with others. / He is generous with others.	5.96 (0.94)	4.90 (1.54)
8	You are very smart. / He is very smart.	5.93 (0.78)	5.17 (1.29)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.74 (1.06)	5.53 (1.36)
5	You can support your children economically. / He can support his children economically.	5.59 (0.89)	5.00 (1.72)
22	People love your sense of humor. / People love his sense of humor.	5.52 (0.89)	5.37 (1.13)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.37 (1.11)	5.63 (1.30)
16	You have many unique skills. / He has many unique skills.	5.37 (0.88)	5.23 (1.43)
15	You are ambitious. / He is ambitious.	5.26 (1.02)	4.80 (1.40)
17	You have a lot of good friends. / He has a lot of good friends.	5.26 (1.10)	4.70 (1.76)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.22 (1.05)	5.00 (1.44)
10	You have good table manners. / He has good table manners.	5.15 (1.17)	3.70 (1.39)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.11 (1.19)	4.33 (1.88)
24	You finished first in a marathon. / He finished first in a marathon.	5.04 (1.02)	5.83 (1.32)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.93 (1.04)	3.53 (1.93)
12	You are physically attractive. / He is physically attractive.	4.59 (0.93)	4.33 (1.52)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.37 (1.64)	3.77 (1.61)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.33 (1.21)	4.00 (1.51)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.33 (1.11)	4.57 (1.57)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.11 (1.34)	3.93 (1.64)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.70 (0.95)	1.87 (1.41)
13	You are wealthy. / He is wealthy.	3.67 (1.04)	3.33 (1.63)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.52 (1.22)	2.97 (1.59)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.63 (1.50)	2.73 (1.72)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 27; pride: 30. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2g

Ratings of valuation and pride, by scenario: Switzerland (Study 1g)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.68 (0.61)	5.68 (1.47)
14	You are generous with others. / He is generous with others.	6.50 (0.79)	5.29 (1.61)
4	You take very good care of your children. / He takes very good care of his children.	6.36 (0.83)	5.86 (1.35)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	6.18 (0.98)	5.07 (1.46)
16	You have many unique skills. / He has many unique skills.	5.64 (0.99)	5.50 (1.23)
22	People love your sense of humor. / People love his sense of humor.	5.54 (1.20)	5.36 (1.52)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.50 (1.11)	5.00 (1.59)
17	You have a lot of good friends. / He has a lot of good friends.	5.43 (1.00)	4.68 (1.81)
5	You can support your children economically. / He can support his children economically.	5.39 (0.99)	5.96 (1.14)
8	You are very smart. / He is very smart.	5.32 (1.28)	5.29 (1.78)
10	You have good table manners. / He has good table manners.	5.21 (1.10)	4.32 (1.76)
15	You are ambitious. / He is ambitious.	5.04 (1.26)	4.93 (1.86)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	4.89 (1.13)	5.93 (1.12)
24	You finished first in a marathon. / He finished first in a marathon.	4.82 (1.25)	5.61 (1.59)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.68 (1.06)	5.64 (1.16)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.64 (1.16)	4.07 (1.94)
12	You are physically attractive. / He is physically attractive.	4.61 (0.92)	4.86 (1.76)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.61 (1.07)	4.32 (1.44)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.43 (1.17)	3.82 (1.93)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.07 (1.44)	5.07 (1.63)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.96 (0.33)	2.25 (1.43)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.86 (1.53)	3.46 (2.01)
13	You are wealthy. / He is wealthy.	3.43 (1.23)	3.61 (1.50)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.04 (1.71)	2.64 (2.02)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.75 (1.40)	3.71 (1.80)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 28; pride: 28. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2h

Ratings of valuation and pride, by scenario: Italy (Study 1h)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.57 (0.66)	6.48 (0.95)
14	You are generous with others. / He is generous with others.	6.52 (0.73)	5.13 (1.82)
4	You take very good care of your children. / He takes very good care of his children.	6.43 (0.73)	5.87 (1.58)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	6.30 (1.06)	5.83 (1.61)
8	You are very smart. / He is very smart.	6.17 (1.11)	6.13 (1.58)
16	You have many unique skills. / He has many unique skills.	6.09 (1.08)	6.04 (1.64)
10	You have good table manners. / He has good table manners.	5.83 (1.03)	4.96 (1.64)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.74 (0.96)	6.04 (1.30)
17	You have a lot of good friends. / He has a lot of good friends.	5.70 (1.15)	5.74 (1.60)
5	You can support your children economically. / He can support his children economically.	5.65 (1.03)	6.09 (1.41)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.61 (1.23)	5.04 (1.74)
22	People love your sense of humor. / People love his sense of humor.	5.57 (1.12)	5.30 (1.66)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.48 (1.27)	5.74 (1.32)
24	You finished first in a marathon. / He finished first in a marathon.	5.22 (1.35)	5.61 (1.78)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.13 (1.06)	4.35 (2.06)
15	You are ambitious. / He is ambitious.	5.04 (1.55)	5.57 (1.47)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.00 (0.90)	4.17 (2.41)
12	You are physically attractive. / He is physically attractive.	4.61 (1.12)	5.22 (1.57)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.52 (0.99)	4.74 (2.09)
13	You are wealthy. / He is wealthy.	4.35 (1.23)	4.09 (1.90)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.17 (1.23)	5.43 (1.67)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.87 (1.06)	3.22 (1.78)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.65 (0.93)	3.09 (1.81)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.04 (1.85)	2.00 (1.31)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.13 (1.36)	3.48 (2.09)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 23; pride: 23. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2i

Ratings of valuation and pride, by scenario: Turkey (Study 1i)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.61 (0.62)	5.68 (1.59)
4	You take very good care of your children. / He takes very good care of his children.	6.10 (1.23)	5.71 (1.54)
14	You are generous with others. / He is generous with others.	5.97 (0.98)	4.76 (1.76)
16	You have many unique skills. / He has many unique skills.	5.81 (1.07)	5.93 (1.38)
8	You are very smart. / He is very smart.	5.73 (1.12)	5.71 (1.40)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.71 (1.19)	5.20 (1.63)
5	You can support your children economically. / He can support his children economically.	5.61 (1.17)	5.51 (1.54)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.44 (1.19)	5.29 (1.64)
10	You have good table manners. / He has good table manners.	5.43 (1.27)	4.56 (1.79)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.40 (1.33)	5.17 (1.69)
22	People love your sense of humor. / People love his sense of humor.	5.33 (1.15)	5.20 (1.64)
17	You have a lot of good friends. / He has a lot of good friends.	5.14 (1.39)	5.46 (1.56)
24	You finished first in a marathon. / He finished first in a marathon.	5.04 (1.33)	5.95 (1.52)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.81 (1.08)	4.05 (1.89)
12	You are physically attractive. / He is physically attractive.	4.73 (1.20)	5.14 (1.53)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.63 (1.19)	4.69 (1.66)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.57 (1.26)	4.32 (1.74)
13	You are wealthy. / He is wealthy.	4.16 (1.11)	3.81 (1.70)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.16 (1.27)	4.69 (1.57)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.16 (1.24)	4.22 (1.88)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.09 (1.90)	3.34 (1.84)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.01 (1.20)	4.12 (1.75)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.89 (1.17)	2.64 (1.54)
15	You are ambitious. / He is ambitious.	3.46 (1.44)	3.54 (1.57)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.63 (1.62)	2.86 (1.69)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 70; pride: 59. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2j

Ratings of valuation and pride, by scenario: Israel (Study 1j)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.37 (0.93)	6.14 (1.11)
4	You take very good care of your children. / He takes very good care of his children.	6.35 (0.81)	6.10 (1.39)
14	You are generous with others. / He is generous with others.	6.23 (0.92)	5.44 (1.43)
16	You have many unique skills. / He has many unique skills.	5.90 (1.07)	6.02 (1.10)
8	You are very smart. / He is very smart.	5.88 (0.94)	6.04 (1.18)
15	You are ambitious. / He is ambitious.	5.83 (1.08)	5.50 (1.28)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.81 (1.19)	5.42 (1.46)
22	People love your sense of humor. / People love his sense of humor.	5.52 (1.11)	5.96 (1.03)
5	You can support your children economically. / He can support his children economically.	5.50 (1.13)	6.28 (1.16)
24	You finished first in a marathon. / He finished first in a marathon.	5.48 (1.35)	6.22 (1.11)
17	You have a lot of good friends. / He has a lot of good friends.	5.46 (1.24)	5.44 (1.30)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.42 (1.23)	6.12 (0.98)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.33 (1.25)	4.96 (1.56)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.17 (1.25)	4.54 (1.58)
10	You have good table manners. / He has good table manners.	4.94 (1.24)	4.08 (1.79)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.60 (1.21)	4.90 (1.50)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.52 (1.20)	4.76 (1.61)
12	You are physically attractive. / He is physically attractive.	4.42 (1.05)	5.22 (1.36)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.35 (1.44)	5.32 (1.52)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.19 (1.68)	3.08 (1.72)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.15 (1.35)	5.02 (1.45)
13	You are wealthy. / He is wealthy.	4.04 (1.22)	4.42 (1.82)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.88 (1.40)	4.04 (1.81)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.56 (1.26)	2.94 (1.67)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.58 (1.51)	3.08 (1.84)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 52; pride: 50. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2k

Ratings of valuation and pride, by scenario: India (Study 1k)

#	Scenario	Valuation	Pride
4	You take very good care of your children. / He takes very good care of his children.	6.11 (0.99)	6.41 (0.80)
17	You have a lot of good friends. / He has a lot of good friends.	6.05 (0.99)	6.30 (0.87)
10	You have good table manners. / He has good table manners.	5.96 (1.09)	6.04 (1.13)
18	You are trustworthy. / He is trustworthy.	5.96 (1.22)	6.38 (0.95)
16	You have many unique skills. / He has many unique skills.	5.95 (1.06)	6.32 (0.83)
5	You can support your children economically. / He can support his children economically.	5.95 (1.10)	6.25 (0.81)
14	You are generous with others. / He is generous with others.	5.89 (1.17)	6.05 (1.07)
8	You are very smart. / He is very smart.	5.87 (1.09)	6.25 (0.79)
15	You are ambitious. / He is ambitious.	5.85 (1.08)	5.84 (1.06)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.69 (1.29)	5.59 (1.23)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.65 (1.24)	5.93 (1.48)
22	People love your sense of humor. / People love his sense of humor.	5.64 (1.19)	6.16 (0.85)
24	You finished first in a marathon. / He finished first in a marathon.	5.62 (1.48)	6.07 (1.37)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.60 (1.24)	5.86 (1.41)
12	You are physically attractive. / He is physically attractive.	5.56 (1.21)	6.30 (0.78)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.53 (1.32)	5.91 (0.92)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.47 (1.18)	5.96 (1.04)
13	You are wealthy. / He is wealthy.	5.42 (1.40)	5.64 (1.27)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	5.35 (1.42)	5.59 (1.41)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.25 (1.43)	5.91 (1.21)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.22 (1.61)	5.86 (1.34)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	5.07 (1.53)	5.66 (1.27)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.84 (1.70)	5.07 (1.69)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.49 (1.46)	4.02 (2.00)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	4.27 (1.81)	4.34 (1.97)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 55; pride: 56. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2l

Ratings of valuation and pride, by scenario: Singapore (Study 1l)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.40 (0.78)	6.25 (1.13)
4	You take very good care of your children. / He takes very good care of his children.	6.21 (0.95)	6.25 (1.05)
14	You are generous with others. / He is generous with others.	6.09 (0.92)	5.72 (1.35)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.96 (1.24)	5.70 (1.15)
16	You have many unique skills. / He has many unique skills.	5.91 (0.95)	6.05 (1.08)
5	You can support your children economically. / He can support his children economically.	5.78 (1.03)	5.91 (1.39)
22	People love your sense of humor. / People love his sense of humor.	5.73 (1.02)	5.56 (1.42)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.73 (1.12)	5.64 (1.36)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.67 (1.13)	6.16 (0.91)
10	You have good table manners. / He has good table manners.	5.64 (1.05)	5.41 (1.41)
17	You have a lot of good friends. / He has a lot of good friends.	5.60 (1.13)	5.77 (0.99)
8	You are very smart. / He is very smart.	5.52 (1.13)	5.67 (1.43)
15	You are ambitious. / He is ambitious.	5.49 (1.08)	5.09 (1.29)
24	You finished first in a marathon. / He finished first in a marathon.	5.45 (1.13)	5.88 (1.37)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.21 (1.31)	5.61 (1.29)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.21 (1.20)	4.64 (1.37)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.90 (1.26)	5.73 (1.12)
12	You are physically attractive. / He is physically attractive.	4.84 (1.21)	5.55 (1.15)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.64 (1.40)	5.61 (1.36)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.51 (1.26)	4.94 (1.63)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.51 (1.21)	4.75 (1.77)
13	You are wealthy. / He is wealthy.	4.45 (1.26)	4.89 (1.37)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.12 (1.64)	3.88 (1.77)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.07 (1.20)	3.67 (1.79)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	3.39 (1.74)	3.83 (1.93)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 67; pride: 64. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2m

Ratings of valuation and pride, by scenario: Philippines (Study 1m)

#	Scenario	Valuation	Pride
4	You take very good care of your children. / He takes very good care of his children.	6.78 (0.55)	6.33 (1.11)
18	You are trustworthy. / He is trustworthy.	6.67 (0.59)	6.19 (1.40)
5	You can support your children economically. / He can support his children economically.	6.61 (0.61)	6.10 (1.14)
14	You are generous with others. / He is generous with others.	6.44 (0.92)	5.52 (1.54)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	6.33 (0.97)	5.62 (1.28)
17	You have a lot of good friends. / He has a lot of good friends.	6.33 (0.97)	5.90 (1.30)
16	You have many unique skills. / He has many unique skills.	6.28 (1.02)	6.52 (1.03)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	6.22 (1.00)	5.71 (1.62)
10	You have good table manners. / He has good table manners.	6.22 (0.88)	5.67 (1.59)
22	People love your sense of humor. / People love his sense of humor.	6.17 (0.86)	5.76 (1.34)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.94 (1.00)	5.29 (1.95)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.94 (1.26)	6.00 (1.52)
8	You are very smart. / He is very smart.	5.89 (1.60)	6.05 (1.60)
12	You are physically attractive. / He is physically attractive.	5.72 (1.23)	5.81 (1.63)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.67 (1.19)	6.05 (1.36)
24	You finished first in a marathon. / He finished first in a marathon.	5.67 (1.14)	5.48 (2.11)
13	You are wealthy. / He is wealthy.	5.67 (1.33)	5.19 (1.50)
15	You are ambitious. / He is ambitious.	5.44 (1.42)	4.43 (2.06)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	5.33 (1.37)	5.67 (1.53)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.33 (1.57)	5.48 (1.91)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.33 (1.68)	5.67 (1.98)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	5.22 (1.56)	5.19 (1.60)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	5.17 (1.54)	6.29 (1.01)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.56 (1.89)	4.76 (1.76)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.78 (1.73)	3.57 (2.06)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 18; pride: 21. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2n

Ratings of valuation and pride, by scenario: South Korea (Study 1n)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.77 (0.60)	6.87 (0.35)
4	You take very good care of your children. / He takes very good care of his children.	6.54 (0.52)	6.53 (0.74)
17	You have a lot of good friends. / He has a lot of good friends.	6.46 (0.66)	6.53 (0.74)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	6.38 (1.19)	5.40 (1.72)
10	You have good table manners. / He has good table manners.	6.31 (0.85)	5.40 (1.68)
22	People love your sense of humor. / People love his sense of humor.	6.23 (1.01)	5.93 (1.53)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	6.15 (1.28)	6.13 (1.36)
5	You can support your children economically. / He can support his children economically.	6.08 (0.86)	5.53 (1.68)
14	You are generous with others. / He is generous with others.	6.00 (1.53)	5.73 (1.22)
16	You have many unique skills. / He has many unique skills.	6.00 (1.63)	5.73 (1.44)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.92 (1.71)	5.13 (1.64)
8	You are very smart. / He is very smart.	5.85 (1.07)	6.00 (1.20)
12	You are physically attractive. / He is physically attractive.	5.77 (1.09)	5.73 (1.33)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.77 (1.17)	4.73 (1.87)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.54 (1.61)	5.27 (1.62)
24	You finished first in a marathon. / He finished first in a marathon.	5.54 (1.71)	5.73 (2.09)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.46 (1.94)	5.33 (1.63)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.38 (1.33)	6.00 (0.85)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	5.08 (1.89)	5.73 (1.53)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	5.00 (1.47)	4.87 (1.88)
13	You are wealthy. / He is wealthy.	4.85 (1.68)	4.53 (1.77)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.85 (1.91)	4.27 (1.75)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.62 (1.85)	5.00 (1.81)
15	You are ambitious. / He is ambitious.	4.54 (2.11)	4.27 (1.67)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	3.38 (2.14)	3.60 (1.68)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 13; pride: 15. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2o

Ratings of valuation and pride, by scenario: Japan (Study 1o)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	5.89 (1.06)	5.44 (1.30)
4	You take very good care of your children. / He takes very good care of his children.	5.59 (1.12)	4.48 (1.38)
10	You have good table manners. / He has good table manners.	5.58 (1.14)	4.85 (1.42)
17	You have a lot of good friends. / He has a lot of good friends.	5.39 (1.18)	5.27 (1.34)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.37 (1.11)	4.47 (1.40)
16	You have many unique skills. / He has many unique skills.	5.35 (1.17)	5.11 (1.44)
8	You are very smart. / He is very smart.	5.35 (1.07)	5.03 (1.46)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.27 (0.98)	4.66 (1.52)
22	People love your sense of humor. / People love his sense of humor.	5.25 (1.18)	4.81 (1.41)
15	You are ambitious. / He is ambitious.	5.24 (1.06)	4.87 (1.32)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.10 (1.31)	4.86 (1.53)
14	You are generous with others. / He is generous with others.	5.10 (1.07)	4.14 (1.20)
12	You are physically attractive. / He is physically attractive.	5.03 (1.12)	4.80 (1.35)
24	You finished first in a marathon. / He finished first in a marathon.	5.01 (1.24)	5.33 (1.51)
5	You can support your children economically. / He can support his children economically.	4.99 (1.19)	4.77 (1.48)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.83 (1.12)	5.09 (1.36)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.79 (1.09)	5.03 (1.48)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.73 (0.93)	4.53 (1.30)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.61 (1.15)	4.81 (1.23)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.59 (1.27)	4.38 (1.55)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.55 (1.36)	4.33 (1.74)
13	You are wealthy. / He is wealthy.	4.46 (1.11)	4.62 (1.43)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.17 (0.72)	3.58 (1.52)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.00 (1.43)	4.16 (1.48)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.18 (1.29)	3.14 (1.65)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 71; pride: 79. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2p

Ratings of valuation and pride, by scenario: Australia (Study 1p)

#	Scenario	Valuation	Pride
4	You take very good care of your children. / He takes very good care of his children.	6.56 (0.63)	5.82 (1.51)
18	You are trustworthy. / He is trustworthy.	6.56 (0.73)	6.18 (1.38)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	6.19 (0.66)	4.29 (1.93)
14	You are generous with others. / He is generous with others.	6.06 (0.85)	5.71 (1.16)
22	People love your sense of humor. / People love his sense of humor.	5.94 (0.85)	5.41 (1.23)
5	You can support your children economically. / He can support his children economically.	5.88 (1.15)	5.82 (1.13)
10	You have good table manners. / He has good table manners.	5.81 (1.11)	4.59 (1.80)
8	You are very smart. / He is very smart.	5.75 (1.34)	5.71 (1.21)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.75 (0.86)	4.65 (1.17)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.56 (1.03)	5.29 (1.61)
16	You have many unique skills. / He has many unique skills.	5.50 (0.97)	5.82 (1.01)
24	You finished first in a marathon. / He finished first in a marathon.	5.25 (1.24)	5.59 (1.58)
15	You are ambitious. / He is ambitious.	5.25 (1.13)	4.82 (1.59)
17	You have a lot of good friends. / He has a lot of good friends.	5.25 (0.93)	4.94 (1.75)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.06 (1.24)	5.18 (1.59)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.06 (1.29)	4.59 (1.50)
12	You are physically attractive. / He is physically attractive.	4.88 (1.59)	4.65 (1.41)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.69 (1.62)	4.94 (1.78)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.56 (1.59)	5.53 (1.01)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.50 (1.59)	4.35 (1.46)
13	You are wealthy. / He is wealthy.	4.31 (1.30)	4.12 (1.36)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.19 (1.28)	3.35 (2.15)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.75 (1.98)	3.12 (2.12)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.69 (1.30)	3.88 (1.32)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.00 (1.32)	2.82 (1.81)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 16; pride: 17. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S3

Within-country agreement on valuation and pride, by country *(Study 1a–p)*

Study	Country	Within-country agreement on valuation	Within-country agreement on pride
1a	United States	ICC(2,59) = .98	ICC(2,60) = .96
1b	Canada	ICC(2,14) = .94	ICC(2,15) = .84
1c	United Kingdom	ICC(2,34) = .95	ICC(2,38) = .96
1d	France	ICC(2,78) = .98	ICC(2,83) = .98
1e	Belgium	ICC(2,39) = .97	ICC(2,46) = .97
1f	Netherlands	ICC(2,27) = .96	ICC(2,30) = .94
1g	Switzerland	ICC(2,28) = .96	ICC(2,28) = .94
1h	Italy	ICC(2,23) = .96	ICC(2,23) = .93
1i	Turkey	ICC(2,70) = .98	ICC(2,59) = .96
1j	Israel	ICC(2,52) = .98	ICC(2,50) = .97
1k	India	ICC(2,55) = .91	ICC(2,56) = .94
1l	Singapore	ICC(2,67) = .97	ICC(2,64) = .96
1m	Philippines	ICC(2,18) = .91	ICC(2,21) = .79
1n	South Korea	ICC(2,13) = .78	ICC(2,15) = .81
1o	Japan	ICC(2,71) = .98	ICC(2,79) = .95
1p	Australia	ICC(2,16) = .94	ICC(2,17) = .88

Table S4

Correlations between pride and valuation within and between countries (Study 1a–p)

							Valuation									
Pride	US	CA	GB	FR	BE	NL	CH	IT	TR	IL	IN	SG	PH	KR	JP	AU
United States	.85	.85	.83	.85	.82	.84	.81	.86	.80	.84	.81	.88	.76	.76	.77	.84
Canada	.91	.90	.89	.90	.90	.91	.87	.93	.84	.91	.85	.92	.81	.82	.81	.90
United Kingdom	.90	.89	.90	.86	.88	.87	.85	.87	.83	.84	.81	.89	.82	.85	.85	.90
France	.66	.64	.61	.78	.64	.68	.70	.69	.67	.65	.63	.73	.55	.60	.53	.64
Belgium	.79	.80	.77	.76	.76	.79	.73	.78	.73	.79	.76	.83	.70	.71	.76	.78
Netherlands	.76	.80	.75	.80	.74	.83	.74	.74	.72	.83	.66	.82	.59	.65	.72	.76
Switzerland	.72	.71	.68	.80	.71	.76	.72	.73	.68	.73	.70	.80	.59	.61	.60	.69
Italy	.79	.76	.74	.82	.75	.78	.80	.82	.72	.79	.81	.84	.63	.70	.70	.80
Turkey	.77	.76	.74	.79	.76	.76	.74	.78	.84	.75	.76	.80	.71	.79	.72	.75
Israel	.78	.78	.76	.78	.76	.78	.74	.79	.70	.82	.77	.81	.73	.65	.69	.77
India	.81	.72	.77	.72	.77	.68	.76	.83	.70	.71	.90	.78	.82	.75	.73	.78
Singapore	.80	.78	.78	.80	.78	.78	.79	.81	.79	.76	.80	.85	.78	.76	.76	.80
Philippines	.68	.65	.66	.52	.63	.57	.60	.68	.74	.55	.62	.61	.77	.77	.70	.68
South Korea	.73	.71	.71	.69	.71	.69	.72	.71	.79	.63	.66	.70	.78	.83	.73	.73
Japan	.62	.64	.66	.48	.60	.60	.48	.60	.53	.60	.64	.60	.62	.61	.77	.59
Australia	.85	.81	.82	.83	.84	.81	.79	.84	.78	.82	.81	.83	.80	.74	.73	.80

Coefficients are Pearson's *r*s. All the correlations meet the false discovery rate (FDR) threshold of $P < .05$. N = number of scenarios = 25. Grey cells: within-country correlations. Pride and valuation ratings were given by different participants.

Table S5

Valuation correlations between countries (Study 1a–p)

| Valuation | | | | | | | | | | | | | | | | |
Valuation	US	CA	GB	FR	BE	NL	CH	IT	TR	IL	IN	SG	PH	KR	JP	AU
United States		.97	.98	.91	.98	.94	.94	.97	.90	.94	.90	.97	.88	.90	.90	.98
Canada			.97	.88	.97	.95	.89	.93	.89	.95	.84	.95	.85	.88	.91	.96
United Kingdom				.86	.97	.94	.91	.94	.87	.93	.88	.94	.90	.88	.93	.97
France					.92	.93	.96	.92	.88	.91	.82	.95	.73	.80	.74	.89
Belgium						.96	.94	.95	.91	.95	.89	.97	.87	.88	.90	.96
Netherlands							.92	.92	.89	.96	.82	.95	.78	.84	.88	.93
Switzerland								.94	.88	.91	.86	.95	.81	.84	.81	.93
Italy									.90	.93	.92	.95	.86	.87	.85	.94
Turkey										.84	.78	.90	.82	.92	.81	.90
Israel											.87	.95	.77	.78	.85	.92
India												.91	.85	.79	.83	.87
Singapore													.83	.86	.86	.95
Philippines														.83	.86	.88
South Korea															.86	.89
Japan																.92
Australia																

Coefficients are Pearson's *r*s. All the correlations meet the false discovery rate (FDR) threshold of $P < .05$. N = number of scenarios = 25.

Table S6

Pride correlations between countries (Study 1a–p)

Pride							Pride									
Pride	US	CA	GB	FR	BE	NL	CH	IT	TR	IL	IN	SG	PH	KR	JP	AU
United States		.96	.94	.90	.97	.91	.93	.89	.91	.95	.85	.96	.67	.77	.73	.92
Canada			.93	.83	.90	.86	.87	.87	.85	.92	.84	.90	.65	.76	.68	.93
United Kingdom				.82	.90	.84	.85	.86	.85	.87	.84	.92	.70	.84	.76	.91
France					.90	.86	.94	.85	.87	.87	.73	.90	.55	.71	.61	.81
Belgium						.93	.92	.89	.91	.94	.80	.95	.67	.76	.80	.85
Netherlands							.89	.82	.87	.88	.61	.86	.52	.64	.70	.77
Switzerland								.88	.85	.89	.74	.91	.51	.64	.62	.85
Italy									.83	.88	.82	.87	.59	.68	.65	.79
Turkey										.86	.79	.92	.76	.81	.74	.82
Israel											.82	.89	.64	.72	.70	.91
India												.85	.74	.77	.69	.87
Singapore													.73	.83	.74	.88
Philippines														.83	.63	.68
South Korea															.65	.78
Japan																.70
Australia																

Coefficients are Pearson's *r*s. All the correlations meet the false discovery rate (FDR) threshold of *P* < .05. N = number of scenarios = 25.

Table S7a

Ratings of valuation, pride, amusement, excitement, and happiness, by scenario: United States (Study 2a)

#	Scenario	Valuation	Pride	Amusement	Excitement	Happiness
18	You are trustworthy. / He is trustworthy.	6.32 (0.85)	6.07 (1.54)	3.23 (2.36)	3.74 (2.49)	6.07 (1.42)
4	You take very good care of your children. / He takes very good care of his children.	6.29 (1.03)	6.34 (1.02)	3.90 (2.44)	4.54 (2.29)	6.41 (1.22)
14	You are generous with others. / He is generous with others.	6.29 (0.96)	5.78 (1.35)	3.60 (2.24)	4.05 (2.22)	5.85 (1.26)
5	You can support your children economically. / He can support his children economically.	6.24 (0.99)	6.49 (0.81)	3.63 (2.41)	4.85 (2.02)	6.49 (1.12)
22	People love your sense of humor. / People love his sense of humor.	6.05 (0.97)	5.37 (1.59)	5.50 (1.63)	4.51 (2.16)	6.20 (0.93)
8	You are very smart. / He is very smart.	6.02 (0.99)	5.90 (1.18)	3.98 (2.31)	4.72 (2.26)	6.07 (1.19)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	6.02 (1.08)	5.80 (1.47)	3.88 (1.87)	5.23 (1.48)	5.41 (1.64)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.95 (1.14)	5.22 (1.54)	3.13 (1.88)	3.77 (1.97)	3.98 (1.86)
16	You have many unique skills. / He has many unique skills.	5.85 (1.09)	5.98 (1.41)	3.90 (2.25)	4.87 (2.18)	5.68 (1.49)
10	You have good table manners. / He has good table manners.	5.61 (1.00)	5.24 (1.46)	3.25 (2.17)	2.72 (2.10)	4.59 (1.87)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.59 (1.20)	6.10 (1.18)	4.43 (2.04)	5.54 (1.48)	6.17 (1.16)
17	You have a lot of good friends. / He has a lot of good friends.	5.59 (1.14)	5.22 (1.49)	4.33 (2.46)	4.79 (1.96)	6.24 (1.11)
24	You finished first in a marathon. / He finished first in a marathon.	5.49 (1.16)	6.39 (1.05)	4.93 (2.20)	6.31 (1.10)	5.95 (1.47)
15	You are ambitious. / He is ambitious.	5.34 (1.30)	5.46 (1.53)	3.30 (2.31)	4.33 (2.22)	4.98 (1.84)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.24 (1.24)	5.37 (1.53)	3.38 (2.08)	3.49 (2.26)	4.39 (1.95)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.17 (1.18)	5.46 (1.43)	5.18 (2.00)	5.74 (1.29)	5.32 (1.35)
12	You are physically attractive. / He is physically attractive.	5.15 (1.22)	5.24 (1.58)	4.23 (2.29)	4.49 (2.19)	5.73 (1.14)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.02 (1.21)	5.37 (1.56)	4.73 (1.93)	4.67 (2.27)	5.59 (1.56)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.98 (1.21)	5.76 (1.24)	3.50 (2.10)	4.26 (2.41)	5.54 (1.36)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.76 (1.09)	5.41 (1.52)	4.63 (1.89)	4.69 (2.12)	5.51 (1.73)
13	You are wealthy. / He is wealthy.	4.59 (1.26)	5.37 (1.67)	4.13 (2.22)	5.00 (2.06)	5.61 (1.45)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status	4.44 (1.29)	4.93 (1.60)	3.78 (2.15)	3.87 (2.05)	4.95 (1.67)

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#	Scenario	Valuation	Pride	Amusement	Excitement	Happiness
	and many connections.					
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.32 (0.79)	3.22 (1.85)	3.53 (2.09)	2.74 (1.97)	3.51 (1.75)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.22 (1.88)	3.49 (2.13)	3.78 (2.39)	3.85 (2.25)	2.80 (1.91)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	3.22 (1.86)	3.00 (2.09)	3.50 (2.11)	4.54 (2.40)	2.63 (1.62)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 41; pride: 41; amusement: 40; excitement: 39; happiness: 41. The male versions of the pride-amusement-excitement-happiness scenarios and the valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride-amusement-excitement-happiness scenario # 23 read "her" instead of "him". The female versions of the valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S7b

Ratings of valuation, pride, amusement, excitement, and happiness, by scenario: India (Study 2b)

#	Scenario	Valuation	Pride	Amusement	Excitement	Happiness
18	You are trustworthy. / He is trustworthy.	6.38 (0.86)	5.21 (1.77)	5.29 (1.74)	4.70 (2.05)	6.28 (1.28)
17	You have a lot of good friends. / He has a lot of good friends.	6.14 (0.79)	5.54 (1.57)	5.39 (1.63)	5.03 (2.14)	6.52 (0.87)
4	You take very good care of your children. / He takes very good care of his children.	6.14 (0.92)	5.50 (1.45)	5.26 (1.91)	5.10 (2.23)	6.41 (0.87)
15	You are ambitious. / He is ambitious.	6.00 (1.04)	5.04 (1.99)	4.97 (1.85)	4.77 (1.99)	5.93 (1.33)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	6.00 (1.00)	5.54 (1.45)	5.10 (1.72)	5.10 (1.94)	5.76 (1.55)
8	You are very smart. / He is very smart.	5.93 (1.13)	5.25 (2.01)	4.94 (1.69)	5.30 (1.70)	6.24 (1.55)
10	You have good table manners. / He has good table manners.	5.93 (1.03)	5.32 (1.81)	5.19 (1.58)	4.60 (2.21)	6.03 (1.35)
22	People love your sense of humor. / People love his sense of humor.	5.90 (1.26)	5.64 (1.52)	5.94 (1.03)	5.70 (1.37)	6.31 (0.85)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.90 (1.18)	5.39 (1.81)	5.19 (1.56)	4.53 (1.91)	5.66 (1.78)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.83 (1.14)	4.79 (1.89)	4.87 (1.88)	3.97 (1.87)	5.62 (1.40)
14	You are generous with others. / He is generous with others.	5.79 (1.15)	4.79 (1.85)	5.32 (1.81)	4.33 (2.02)	6.10 (1.23)
24	You finished first in a marathon. / He finished first in a marathon.	5.79 (1.21)	5.54 (1.43)	5.26 (1.93)	5.93 (1.86)	6.10 (1.45)
12	You are physically attractive. / He is physically attractive.	5.76 (1.21)	5.25 (1.58)	5.42 (1.57)	5.67 (1.54)	6.17 (1.42)
5	You can support your children economically. / He can support his children economically.	5.76 (1.35)	4.79 (1.93)	5.87 (1.38)	5.17 (1.76)	6.31 (1.23)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.72 (1.22)	5.57 (1.60)	5.48 (1.59)	5.40 (1.92)	6.14 (1.36)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.69 (1.42)	4.93 (1.70)	5.84 (1.34)	6.10 (1.42)	5.97 (1.38)
16	You have many unique skills. / He has many unique skills.	5.66 (1.52)	5.46 (1.90)	5.29 (1.64)	5.50 (1.70)	6.17 (1.49)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.62 (1.08)	5.64 (1.59)	5.74 (1.03)	5.67 (1.65)	6.14 (1.09)
13	You are wealthy. / He is wealthy.	5.24 (1.38)	4.86 (1.86)	5.06 (1.63)	4.80 (2.01)	6.24 (1.35)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.24 (1.62)	4.82 (2.04)	5.06 (1.71)	5.40 (1.81)	6.17 (1.00)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	5.24 (1.21)	4.29 (2.07)	4.97 (1.76)	4.70 (1.97)	5.79 (1.70)
20	Your wife is the most attractive woman in your community. / His	5.21 (1.29)	5.39 (1.42)	5.45 (1.57)	5.43 (1.92)	6.00 (1.36)

#	Scenario	Valuation	Pride	Amusement	Excitement	Happiness
	wife is the most attractive woman in his community.					
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	5.10 (1.61)	4.29 (1.78)	5.10 (1.60)	3.80 (1.79)	5.10 (1.90)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.90 (1.65)	4.21 (1.77)	3.84 (2.02)	3.23 (1.96)	4.28 (1.96)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	4.21 (2.24)	3.64 (2.04)	4.06 (1.97)	4.17 (1.97)	4.00 (1.98)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 29; pride: 28; amusement: 31; excitement: 30; happiness: 29. The male versions of the pride-amusement-excitement-happiness scenarios and the valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride-amusement-excitement-happiness scenario # 23 read "her" instead of "him". The female versions of the valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S8

Ratings of pride and valuation by scenario and country (Studies S1a & S1b; United States and India)

Type	#	Scenario	Pride				Valuation			
			US	IN	t	r	US	IN	t	r
C	3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.28 (1.58)	5.69 (1.14)	−1.72	.15	4.84 (1.22)	5.29 (1.37)	−1.93	.17
C	7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.22 (1.92)	5.37 (1.35)	−3.98***	.34	4.38 (1.20)	5.11 (1.24)	−3.39***	.29
C	8	You are very smart. / He is very smart.	5.78 (1.29)	6.06 (1.13)	−1.33	.12	6.13 (0.95)	5.65 (1.29)	2.37*	.22
C	10	You have good table manners. / He has good table manners.	4.87 (1.75)	5.85 (1.19)	−3.79***	.33	5.78 (1.16)	5.77 (1.32)	0.03	.00
C	12	You are physically attractive. / He is physically attractive.	4.81 (1.71)	5.92 (1.14)	−4.39***	.38	4.88 (1.19)	5.53 (1.35)	−2.90**	.25
C	14	You are generous with others. / He is generous with others.	5.68 (1.71)	5.89 (0.94)	−0.88	.09	6.41 (0.94)	5.87 (1.18)	2.82**	.25
C	15	You are ambitious. / He is ambitious.	5.21 (1.75)	5.58 (1.50)	−1.31	.11	5.70 (1.16)	5.66 (1.27)	0.19	.02
C	16	You have many unique skills. / He has many unique skills.	5.94 (1.24)	6.16 (1.18)	−1.03	.09	6.02 (1.03)	5.81 (1.24)	1.03	.09
C	19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.29 (1.47)	5.35 (1.39)	−0.24	.02	6.03 (0.98)	5.48 (1.50)	2.42*	.23
C	23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.43 (2.10)	4.00 (2.02)	−1.58	.14	3.70 (1.90)	4.24 (1.59)	−1.73	.15
I	1	Your house has a bathroom, so you don't have to go outside when you need to go to the bathroom. / His house has a bathroom, so he doesn't have to go outside when he needs to go to the bathroom.	3.75 (2.15)	5.47 (1.85)	−4.86***	.39	4.97 (1.37)	5.24 (1.62)	−1.03	.09
I	2	You don't eat beef. / He doesn't eat beef.	3.51 (1.94)	5.02 (2.18)	−4.15***	.34	4.70 (1.20)	4.69 (1.64)	0.04	.00
I	3	You married a woman from the same religion	3.82 (1.93)	5.45 (1.65)	−5.15***	.41	4.56 (1.25)	5.45 (1.40)	−3.77***	.32

Type	#	Scenario	Pride				Valuation			
			US	IN	t	r	US	IN	t	r
		as you. / He married a woman from his own religion.								
I	4	You asked your parents to come live with you in the new house that you bought. / He asked his parents to come live with him in the new house that he bought.	4.78 (1.59)	6.13 (1.43)	−5.07***	.41	6.00 (1.04)	6.18 (1.24)	−0.87	.08
I	5	You convinced your cousin to not marry a woman from a different class. / He convinced his cousin to not marry a woman from a different class.	2.35 (1.69)	3.85 (1.88)	−4.80***	.39	2.05 (1.20)	3.63 (1.91)	−5.55***	.48
I	6	Both of your children are boys. / Both of his children are boys.	3.60 (1.89)	4.18 (1.82)	−1.77	.15	4.55 (1.19)	4.65 (1.51)	−0.41	.04
I	7	You have been at a government office for a long time, trying to get a permit. You are tired of waiting, so you bribe the official and the permit is issued in no time. / He has been at a government office for a long time, trying to get a permit. He is tired of waiting, so he bribes the official and the permit is issued in no time.	1.97 (1.59)	3.42 (2.14)	−4.35***	.38	2.78 (1.72)	3.76 (1.96)	−2.97**	.26
I	8	You never fail to take your shoes off when you walk into your parents' home. / He never fails to take his shoes off when he walks into his parents' home.	3.49 (1.90)	4.82 (1.88)	−4.03***	.34	4.95 (1.28)	5.26 (1.48)	−1.24	.11
I	9	You never discussed marriage with the woman who is now your wife until after your parents vetted her as a good partner for you. / He never discussed marriage with the woman who is now his wife until after his parents vetted her as a good partner for him.	2.99 (1.69)	4.92 (1.78)	−6.36***	.49	3.75 (1.64)	5.13 (1.47)	−4.97***	.41
I	10	You never addressed your father by his first name. / He never addressed his father by his first name.	3.47 (1.84)	5.05 (2.10)	−4.57***	.37	4.81 (1.40)	5.02 (1.71)	−0.73	.07
U	1	When you were 18 years old you became financially independent and moved out of your parents' home. / When he was 18 years old he became financially independent and moved out of his parents' home.	5.82 (1.36)	4.66 (2.02)	3.81***	.35	6.00 (1.17)	4.85 (1.75)	4.30***	.39
U	2	You are bilingual—you can speak two	5.47 (1.47)	5.74 (1.19)	−1.16	.10	5.72 (1.17)	5.53 (1.34)	0.83	.07

Type	#	Scenario	Pride US	IN	t	r	Valuation US	IN	t	r
		languages. / He is bilingual—he can speak two languages.								
U	3	Your daughter divorced her husband (and the father of her child), but she was able to successfully raise her child. / His daughter divorced her husband (and the father of her child), but she was able to successfully raise her child.	5.65 (1.45)	4.97 (1.85)	2.34*	.20	5.50 (1.41)	5.29 (1.44)	0.82	.07
U	4	You eat organic vegetables. / He eats organic vegetables.	4.15 (1.89)	5.71 (1.19)	−5.69***	.47	4.83 (1.22)	5.79 (1.36)	−4.20***	.35
U	5	Your friend invited you to his birthday party at his home; you brought a lot of food to your friend's party. / His friend invited him to his birthday party at his home; he brought a lot of food to his friend's party.	4.15 (1.74)	5.15 (1.62)	−3.38***	.29	5.73 (1.07)	5.32 (1.47)	1.79	.17
U	6	Your son has second thoughts about marrying his fiancée because she had been raped; you tell him the fact that she had been raped should not prevent him from marrying her. / His son has second thoughts about marrying his fiancée because she had been raped; he tells him the fact that she had been raped should not prevent him from marrying her.	5.10 (1.75)	4.37 (2.03)	2.20*	.19	5.89 (1.52)	4.90 (1.74)	3.39***	.29
U	7	At a restaurant, you see that a man changes tables to avoid sitting next to a lower class man; you tell the first man that he should be ashamed of himself. / At a restaurant, he sees that a man changes tables to avoid sitting next to a lower class man; he tells the first man that he should be ashamed of himself.	4.46 (1.93)	5.02 (1.57)	−1.82	.16	4.47 (2.21)	4.44 (2.16)	0.09	.01
U	8	You donate money to an association for single mothers. / He donates money to an association for single mothers.	5.19 (1.69)	5.74 (1.37)	−2.03*	.18	6.03 (1.04)	5.76 (1.38)	1.26	.11
U	9	You encourage your daughter to marry the man she loves even though he is from another religion. / He encourages his daughter to marry the man she loves even though he is from another religion.	4.76 (1.94)	5.24 (1.64)	−1.51	.13	6.11 (1.26)	5.31 (1.68)	3.03**	.27

Type	#	Scenario	Pride				Valuation			
			US	IN	t	r	US	IN	t	r
U	10	You dress true to yourself without caring what other people think. / He dresses true to himself without caring what other people think.	5.00 (1.80)	5.56 (1.40)	−1.98*	.17	5.73 (1.14)	5.34 (1.44)	1.71	.15

Note. Displayed are means, with standard deviations in parentheses. *N*s: United States: pride: 68, valuation: 64; India: pride: 62, valuation: 62. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "man" (scenarios I-3, I-5, I-9), "husband" (scenario I-9), "woman" (scenario U-7), instead of "woman", "wife", and "man". Further, the female versions of the valuation scenarios featured female-perspective pronouns. Otherwise, the male and female scenarios were identical. US: United States; IN: India. C: *Common* scenarios: scenarios hypothesized to elicit similar levels of pride across countries; I: *India* scenarios: scenarios hypothesized to elicit more pride in India than in the United States; U: *United States* scenarios: scenarios hypothesized to elicit more pride in the United States than in India. Asterisks indicate the significance of the t statistic (*p < .05, **p < .01, ***p < .001).

Table S9

Correlations between pride and valuation within- and between-countries, by scenario type *(Studies S1a & S1b; United States and India)*

(A) *Common* scenarios

	Pride IN	Valuation US	Valuation IN
Pride US	.85**	.89***	.87**
Pride IN		.74*	.93***
Valuation US			.89***

(B) *India* scenarios

	Pride IN	Valuation US	Valuation IN
Pride US	.90***	.93***	.91***
Pride IN		.84**	.94***
Valuation US			.90***

(C) *United States* scenarios

	Pride IN	Valuation US	Valuation IN
Pride US	−.24	.51	−.09
Pride IN		−.11	.76**
Valuation US			.26

Note. Coefficients are Pearson's rs. * $p < .05$, ** $p < .01$, *** $p < .001$. US: United States sample; IN: India sample. N *common* scenarios = N *India* scenarios = N *United States* scenarios = 10.