

Appendix A. The IND-COL Value Scale

Table A1. Factor Loadings of the IND-COL Dimension

	Factor loadings
1. Individuals should sacrifice self-interest for the group.	0.777
2. Individual rewards are more important than group welfare. (Reversed)	0.694
3. Individuals should stick with the group even through difficulties.	0.728
4. Individual success is more important than group success. (Reversed)	0.702
5. Group loyalty should be encouraged even if individual goals suffer.	0.739
6. Individuals are free to pursue their goals without considering the welfare of the group. (Reversed)	0.659

N = 1973, Cronbach's alpha = 0.811, % of total variance explained = 51.5%

Note. Exploratory factor analysis using the principal component method. Factor loadings range from 0.66 to 0.78. The slightly lower loadings occur on the three reverse-worded items (Items 2, 4, and 6), which is consistent with findings that reverse-worded items can introduce additional method variance and are more susceptible to careless responding (Woods, 2006).

Appendix B. Survey Questionnaire

Block A: Background Information

Q1. In what year were you born? 请问您是哪一年出生?

Q2. Do you identify as: 请问您的性别是?

- a. Male 男
- b. Female 女
- c. Other 其他

Q3. What is the highest level of education you have completed?

请问您已获得最高学位是什么?

- a. Primary and below 小学及以下
- b. Junior high 初中
- c. Senior high 普高/中专/技校/职高
- d. College 专科
- e. University undergraduate 本科
- f. Postgraduate 研究生及以上

Block B: Cultural Priming

[Half of the sample is shown the following]

In the next few minutes, you should think about and answer the two following questions.

接下来, 请您用几分钟的时间思考并回答以下两道问题。

Q4a. To begin with, please think about what you have in common with your family and friends, and list three similarities you think are the most important.

首先, 请尽量多地想一下您与家人或朋友之间的共同点, 并列您认为最重要的三个共同点。

Q5a. Now, think about a time when you sacrificed something for the good of benefiting your family, a group of friends, or teammates. In a few sentences, please describe briefly the situation. For example, what did you sacrifice and how did it benefit the group?

现在, 请您回忆一次您为了家庭、朋友或团队的利益而作出一定牺牲的场景。回忆结束后, 请用几句话简短地描述一下当时的情况。例如, 您牺牲了什么, 对集体有什么益处?

[Half of the sample is shown the following]

In the next few minutes, you should think about and answer the two following questions.

接下来，请您用几分钟的时间思考并回答以下两道问题。

Q4b. To begin with, please think about what makes you unique and different from your family and friends, and list three differences that you think are most important.

首先，请尽量多地想一下您与家人或朋友的不同之处，并列您认为最重要的三点不同之处。

Q5b. Now, think about a time when you achieved a personal goal resulting from figuring something out independently on your own, or after having made a tremendous individual effort, even though your friends or family did not support you. In a few sentences, please describe briefly the situation. For example, what obstacles did you overcome and what efforts did you make to achieve the goal on your own?

现在，请您回忆一次您通过独立解决困难，或者付出巨大努力，最终实现个人目标的场景。即使在实现目标的过程中您的家人或朋友并不支持您。回忆结束后，请用几句话简短地描述一下当时的情况。例如，您自身克服了哪些障碍，或者如何通过努力最终实现了目标？

Q6. To what extent do you agree or disagree with the following statements?

请问您在多大程度上赞同或不赞同以下几个论述？

a. Individuals should sacrifice self-interest for the group.

为了集体利益，个人应该牺牲自身利益

b. Individual rewards are more important than group welfare.

个人得到回报比集体福祉更加重要

c. Individuals should stick with the group even through difficulties.

即使在困难时期，个人也应该与集体保持一致

d. Individual success is more important than group success.

个人的成功比集体的成功更加重要

e. Group loyalty should be encouraged even if individual goals suffer.

即使个人目标受到影响，也应该鼓励对集体的忠诚

f. Individuals are free to pursue their goals without considering the welfare of the group.

个人可以在不考虑集体利益的情况下追求自身的目标

- Strongly disagree 非常不赞同

- Somewhat disagree 不赞同

- Neither agree nor disagree 中立

- Somewhat agree 赞同
- Strongly agree 非常赞同

Block C: Information Stimuli

[Third of the sample is shown the following]

Now you are going to read a short news story. After reading, your opinion about the story will be asked.

According to the New Beijing News, a journalist went undercover into two branches of a restaurant in Beijing, and found that there were various food safety problems in the back kitchen. Among them, the oil for frying did not get replaced for a long time.

During the repeated frying process of edible oil, hundreds or even thousands of very complex oxidizing substances can be produced, some of which are harmful to the human body. According to the “National Food Safety Standard for Vegetable Oils”, if the polar component value of edible oil exceeds 27, it can no longer be used.

On June 24, the undercover journalist from the New Beijing News found that the oil used for frying had turned black, almost inky. Conducting several tests using the in-store oil measuring instrument, he noticed that the polar component values were above 30. Consequently, he asked the manager on duty to change the oil. The manager on duty tested the oil himself, but he still asked the reporter to simply filter the oil and continue to use it. It was not until June 29, after ten days of use, that the restaurant’s management agreed to replace the oil.

下面您将阅读一段新闻故事。阅读之后，您需要对新闻内容做出评价。

据新京报报道，今年6月至7月，该报记者卧底进入某餐厅北京和谐广场店和魏公村店，发现后厨存在严重的食品安全隐患，烹炸用油长期不更换，相关指标超出近一倍。

食用油在反复煎炸的过程中，会产生几百种甚至上千种非常复杂的氧化物质，其中部分氧化物对人体有害。根据《食品安全国家标准植物油》规定，食用油的极性组分数值超过27，就不能再继续使用。

6月24日，新京报记者发现烹炸用油已经变黑，近乎墨色，使用店内测油仪多次检测，其极性组分数值均在30以上，于是请示当天的值班经理换油。值班经理自己使用测油仪检测了几次，检测出数值也均在30以上，不过他最后仍要求记者将旧油简单过滤后继续使用。直到6月29日，足足使用了十天之后，餐厅的管理人员才同意更换新油。

Q8a. How do you evaluate the behavior of the restaurant manager?

如果 1 代表非常负面，7 代表非常正面，请问您如何评价餐厅管理人员的行为？

Very negative 非常负面			Neutral 中立			Very positive 非常正面
1	2	3	4	5	6	7

Q9a. What was the theme of the news report you just read?

请问新闻故事主要是关于什么问题的？

- a. Unemployment issue 就业问题
- b. Food safety issue 食品安全问题
- c. Environment protection issue 环保问题
- d. Energy security issue 能源安全问题

[Third of the sample is shown the following]

Now you are going to read a short news story. After reading, your opinion about the story will be asked.

Recently, several media reported on Mr. Liu's sale of "honest fried dough sticks" in Baoding City. After hearing the news, many local residents and even out-of-towners on trips made a special detour to taste Mr. Liu fried dough sticks.

On the window of the shop, Mr. Liu posted a "solemn promise". He promises to new and old customers, "the oil used in our store is first-class soybean salad oil purchased in bulk from a vegetable oil company", and guarantees that "the oil for fritters is new every day, without a single drop of refrying oil".

"Today, I have to pour out 1.5 kilograms of oil, and 1.5 kilograms of oil cost 15 yuan. If it is for health, it is not expensive." Mr. Liu said that, "honest fried dough sticks" have no technical requirements, and anyone can do it, it depends on whether they want to do it.

In addition, on the blue wall of the shop, Mr. Liu also posted an illustration introducing the methods of identifying recycled oil and refrying oil with the naked eye, so that every customer could see it.

Mr. Liu said that his job is to sell fried dough sticks. For him, the 1.5 kilograms of oil dumped every day is the bottom line of keeping his conscience. The price is not high, but it is precious.

下面您将阅读一段新闻故事。阅读之后，您需要对新闻内容做出评价。

近日，几家媒体对保定市刘先生卖“良心油条”进行了报道，不少市民，甚至来出差的外地人

闻讯后，也要专门绕道来尝尝“良心油条”什么味儿。

在小店的窗户上，刘先生贴上了一张“郑重承诺”。向新老顾客承诺，“本店油条用油是一级大豆色拉油，从植物油公司批量购买”，而且保证“油条用油每天都是新油，不含一滴复炸油”，请所有的顾客监督。

“今天大概得倒掉三斤油，三斤油 15 块钱，如果为了健康，不贵。”刘先生说，“良心油条”没有技术含量，谁都可以做，就看愿不愿意做。

除此之外，小店蓝色的墙上，刘先生还将肉眼鉴别地沟油、复炸油的方法打印出来，贴在窗户上，让每一个顾客看得到。

刘先生说，他的工作是卖油条，对他来说，每天倒掉的三斤油就是保守良心的底线。代价并不高，却很宝贵。

Q8b. How do you evaluate the behavior of Mr. Liu?

如果 1 代表非常负面，7 代表非常正面，请问您如何评价刘先生的行为？

Very negative 非常负面			Neutral 中立			Very positive 非常正面
1	2	3	4	5	6	7

Q9b. What was the theme of the news report you just read?

请问新闻故事主要是关于什么问题的？

- a. Unemployment issue 就业问题
- b. Food safety issue 食品安全问题
- c. Environment protection issue 环保问题
- d. Energy security issue 能源安全问题

[Third of the sample skips the news reading task, and is shown the following]

Q8c. You probably have a favorite color. But we are more interested in making sure you're doing the survey carefully, so please just select the color brown here.

您应该有自己最喜欢的颜色，但这里更关心的是您是否认真回答。请选择棕色。

- a. Orange 橙色
- b. Blue 蓝色
- c. Brown 棕色

d. Green 绿色

e. Red 红色

f. Purple 紫色

Block E: Trust

Q10. Generally speaking, would you say that most people in the society can be trusted?

如果 1 代表完全不能信任，7 代表完全可以信任，那么您认为，总的来说，这个社会上的大多数人是否可以信任？

Most people cannot be trusted 绝大多数人完全不能信任						Most people can be trusted 绝大多数人完全可以信任
1	2	3	4	5	6	7

Appendix C. Sample Characteristics

Table C1. Comparison of Sample and National Population Characteristics

Characteristics	Sample %	Population %
Gender		
Man	33.4	50.6
Woman	66.6	49.4
Age Group		
18-25	44.8	10.9
26-35	37.5	19.6
36-45	11.0	17.3
46 and above	6.6	52.2
Education		
No university degree	18.0	90.6
University bachelor and above	82.0	9.4

Note. Population percentages are derived from the 2020 Chinese census for adults aged 18 and above. Sample percentages are from the online survey.

Table C2. Balance Tests

A. Cultural Treatment

	Individualism (N = 987)	Collectivism (N = 986)	Difference	<i>p</i> value
Age	29.03	29.19	-0.16	0.67
University	0.82	0.82	0.00	0.90
Female	0.66	0.67	-0.01	0.61

B. Information Treatment

	Treatment (Positive + Negative) (N = 1317)	Control (N = 656)	Difference	<i>p</i> value
Age	29.09	29.16	-0.08	0.85
University	0.81	0.84	-0.03	0.12
Female	0.67	0.65	0.02	0.27

Appendix D. Manipulation Checks

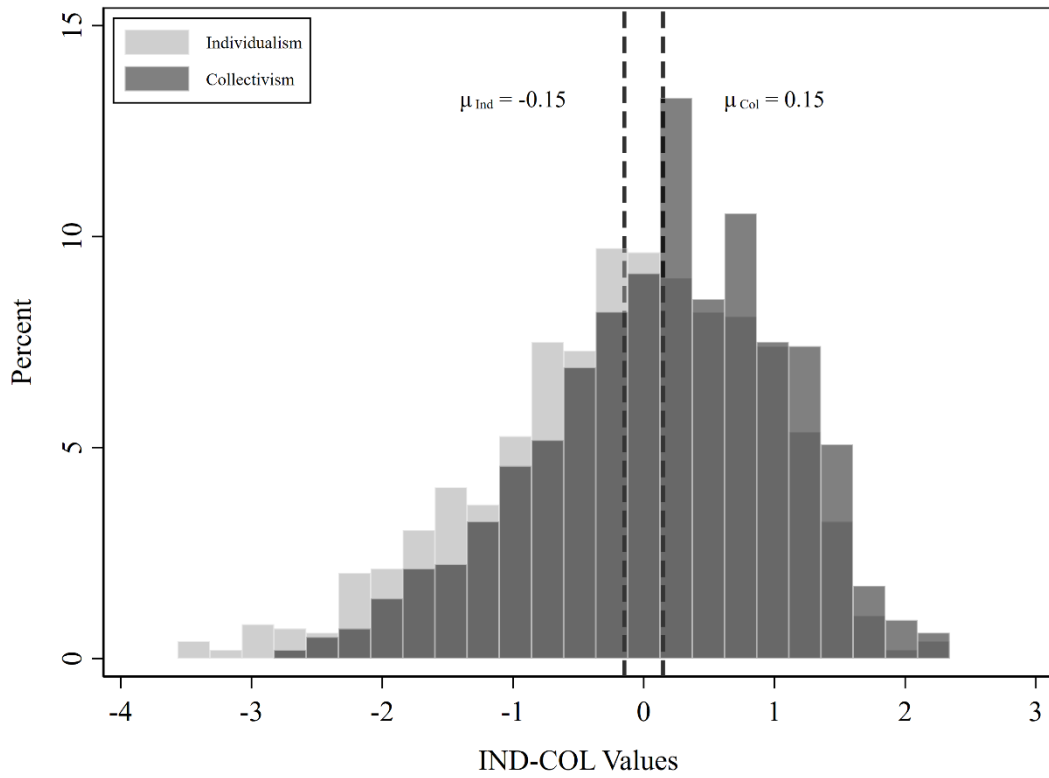


Figure D1. Manipulation Check for Cultural Priming. Histograms summarize the distribution of respondents' IND-COL values under different cultural priming conditions (individualism vs collectivism).

Appendix E. Exploratory Analysis.

Table E1. Exploratory Analysis

	Model 1	Model 2
Information Stimuli (Ref.: Control)		
Positive Condition	0.242*** (0.047)	0.242*** (0.047)
Negative Condition	-0.421*** (0.047)	-0.420*** (0.047)
Cultural Priming (Ref.: Individualism)		
Collectivism Condition	0.021 (0.039)	0.018 (0.039)
IND-COL Values	0.356*** (0.034)	
Positive Condition × IND-COL Values	0.114* (0.046)	
Negative Condition × IND-COL Values	-0.003 (0.048)	
IND-COL Values (Factor Score)		0.360*** (0.034)
Positive Condition × IND-COL Values (Factor Score)		0.109* (0.046)
Negative Condition × IND-COL Values (Factor Score)		-0.005 (0.048)
Age	0.014*** (0.002)	0.014*** (0.002)
Female	-0.159*** (0.041)	-0.157*** (0.041)
University	0.033 (0.050)	0.033 (0.050)
Observations	1973	1973
R^2	0.285	0.286

Note. Entries are OLS regression coefficients. Standard errors are in parentheses.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

ATE of Information

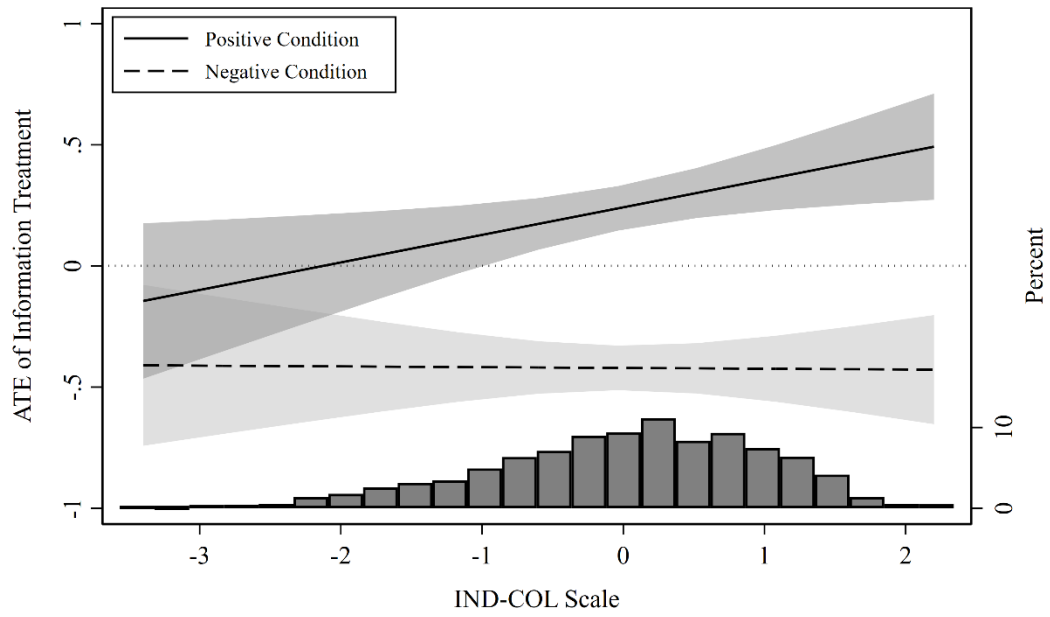


Figure E1. Moderation Effect of IND-COL Values. The graph reports the ATE of information treatment conditional on respondents' self-reported IND-COL values.