**Supplementary Materials**

**Pretests**

The goal of the pretests was to establish that in the absence of context, the emotion expressions would be perceived as intended. Two sets of facial expressions shown by men and women were included. Because no publically available set contains all of the relevant emotions we drew the negative and positive facial expressions from different sources and tested them in separate conditions.

**Method**

**Participants**

A total of 86 (36 women) participants who were recruited through Amazon MTurk completed the study and passed control questions probing for attention. Of these 41 (19 women) participants with a mean age of 39 years (*SD* = 12) completed ratings for negative emotions and 45 (17 women) participants with a mean age of 35 years (*SD* = 11) completed ratings for positive emotions. Sample size was based on the observation from our laboratory that 10-12 participants are required to reach adequate interrater reliability for emotion judgements.

**Facial expressions**

**Negative facial expressions.** Facial expressions of anger, disgust and neutrality shown by 3 men and 3 women were taken from the Montreal Set of Emotion Displays (MSFDE) (Beaupré & Hess, 2005).

**Positive facial expressions**. Facial expressions of awe, happiness and neutrality from 3 men and 3 women were taken from a validated set created by Elkabetz (2015).

Each participant saw each of the three emotions in the respective condition shown by a different man and woman for a total of 6 photos. Expressers were counterbalanced across participants.

**Procedure and dependent measures**

After consent was obtained, participants were informed that they would see a series of facial expressions of people who had just seen something happen (what had happened was not specified).

The expression was shown at the top of the screen together with the scales. The participants’ task was to indicate the intensity with which the person on the photo expressed each of three emotions. In the negative emotion condition the scales were: anger, disgust and indifference, in the positive emotion condition they were: awe, happiness, indifference and positivity. The scales were anchored with 0 – not at all to 6 – to a large extent, however participants only saw a slider and the anchor labels.

**Results**

A One-way analysis of variance with the factor emotion expression was conducted for each of the emotion scales in each condition. Means and standard deviations are displayed in Table 1. The highest rating for each condition is marked in bold.

Table 1. Means and standard deviations as a function of emotion expression

|  |  |  |  |
| --- | --- | --- | --- |
|  | Negative Emotions | | |
| Expressions  Ratings | Anger | Disgust | Neutral |
| Anger | **4.15** (1.47) | 3.33 (1.77) | 1.21 (1.34) |
| Disgust | 2.61 (1.49) | **5.00** (0.97) | 1.40 (1.51) |
| Indifference | 1.30 (1.47) | 0.99 (1.63) | **4.35** (1.36) |
|  | Positive Emotions | | |
|  | Awe | Happiness | Neutral |
| Awe | **5.09** (0.85) | 1.43 (1.42) | 0.73 (1.18) |
| Happiness | 2.76 (1.25) | **5.23** (0.76) | 0.73 (1.03) |
| Indifference | 0.78 (1.10) | 0.88 (1.06) | **4.96** (1.04) |
| Positivity | 2.97 (1.32) | **5.30** (0.65) | 1.14 (1.15) |

Negative emotions

**Anger**. The main effect of Emotion expression, *F*(2, 39) = 27.98, *p* < .001, *p2* = .59, emerged significantly, such that anger expressions were rated as significantly (p < .05) more angry than disgust expressions and neutral expressions as least angry.

**Disgust**. The main effect of Emotion expression emerged significantly, *F*(2, 39) = 84.00, *p* < .001, *p2*= .81, such that disgust expressions were rated significantly as more disgusted than anger expressions and neutral expressions as least disgusted.

**Indifference**. A significant main effect of Emotion expression emerged, *F*(2, 39) = 41.28, *p* < .001, *p2*= .61, such that neutral expressions were rated as significantly more indifferent than anger and disgust expressions, which did not differ.

Positive emotions

Awe. The main effect of Emotion expression, *F*(2, 43) = 170.66, *p* < .001, *p2* = .89, emerged significantly, such that awe expressions were rated as expressing significantly (p < .05) more awe than happiness expressions and neutral expressions the least awe.

Happiness. The main effect of Emotion expression, *F*(2, 43) = 220.23, *p* < .001, *p2* = .91, emerged significantly, such that happiness expressions were rated as expressing significantly more happiness than awe expressions and neutral expressions the least happiness.

Indifference. A significant main effect of Emotion expression emerged, *F*(2, 43) = 136.50, *p* < .001, *p2* = .86, such that neutral expressions were rated as significantly more indifferent than awe and happiness expressions, which did not differ.

Positivity. The main effect of Emotion expression, *F*(2, 43) = 165.28, *p* < .001, *p2* = .89, emerged significantly, such that happiness expressions were rated as expressing significantly more positivity than awe expressions and neutral expressions the least positivity.

**Vignettes – Study 1**

Immoral Behavior (Immoral a = .42; Impolite a = .41)

1. A man/woman has not had a stable job in quite some time and his financial situation is quite difficult. One evening his neighbor knocks at the door, his wife had an accident and is in hospital and the neighbor asks him/her for 20 Dollars for a taxi to get there fast. The man/woman refuses."
2. A man/woman has lost his job and has tried for a while now to find a new one before his/her unemployment benefits run out. S/he feels that his/her lack of formal education may be a problem and he adds some additional qualifications to his/her CV. Based on the new CV s/he gets an interview and a job, edging out other candidates who were actually better qualified than him."
3. A man/woman owns a small enterprise. The company makes barely enough money and there is always a risk that s/he has to let go some of his employees. Hence s/he decides to exaggerate the company's expenses by claiming things s/he paid from his own money as business expense. This way the company has to pay lower taxes and the additional money can be used to keep people employed."
4. A man/woman works as a business consultant and s/he is often privy to confidential information. This information could be used in the stock market to make gains but this form of insider trading is illegal. This man/woman has a friend who plays the stock market. S/he owes this friend a lot of money, which s/he borrowed to pay large medical bills. S/he gives his/her friend pertinent information and the friend earns a lot of money as a result."
5. A man/woman's son wants to go to a specific medical school. This man/woman used to know the head of the admission committee quite well when they both at university but he has not kept contact. He decides to invite the head and his wife to a dinner party at his house to rekindle the acquaintance in hopes that this helps his son to gain admission."
6. A man/woman finds a wallet lying on the street. The wallet contains a large amount of cash as well as a drivers license and credit cards. S/he realizes from the credit cards that the person who owns it must be quite affluent. This man/woman himself just has lost his/her job and has financial problems. S/he decides to send the wallet back to its owner, but to keep the money.

Impolite Behavior (Immoral a = .77; Impolite a = .59)

1. A man/woman is eating a steak in a fancy restaurant using his/her fingers."
2. In an important official business meeting, a certain man/woman is the only one who wears jeans and a T shirt while others are wearing a suit and a tie. "
3. After lunch in a buffet restaurant, a man/woman is the only one who is leaving his tray on the table instead of putting it on a special rack."
4. A man/woman is throwing a dirty paper tissue in the middle of a clean street."
5. A man/woman is the only one not applauding a speaker in a conference who just finished giving a talk and thanked the audience for listening."
6. A man/woman walking a dog in the street is not picking his dog's feces despite the fact that he stands next to a dispenser that holds bags for this purpose. "

Unusual Behavior (Immoral a = .86; Impolite a = .54)

1. A man/woman is wearing a child's Micky Mouse plastic watch at a fancy party"
2. A man/woman is walking in the street on a sunny day holding a flashlight that is on"
3. A man/woman is sitting at the bus station, and holds a book upside down while pretending to read it"
4. A man/woman facing a fish store asks his friend where can he buy fish"
5. A man/woman entering a burger restaurant which only sells burgers orders a pizza"
6. A man/woman is drinking hot coffee at a coffee store using a straw"

Vignettes – Study 2

Moral elevation (Moral a = .84; Polite a = .78; Unusual a = .89)

1. A person is watching a child crossing the street when a bus turns the corner obviously not noticing the child. He runs across the street, screams at the bus driver and pushes the child away from the street. The bus driver just manages to stop in time.
2. A customer in a cafe overhears a waitress talking on the phone. It turns out that she cannot afford a birthday present for her son. The customer decides to tip all his cash and to walk home instead of taking a taxi.
3. In a subway station, a person sees a passenger collapsing and falling to the tracks. As a train is approaching the person has to decide very fast what to do. He leaps down to the tracks and presses the collapsed passenger down in a space between the tracks. The train roles over them and both survive.
4. Someone sees a burglar steal an elderly woman's purse. Although not knowing the woman, the witness runs after the thief and gets the woman’s purse back.
5. After a long night of snow, a person shares a taxi with colleagues. He looks out of the window. An old and frail woman tries to clear her driveway. The person immediately asks the driver to stop the car. He offers the woman to help clearing her driveway from snow.
6. Someone finds a winning lottery ticket of $100.000. Instead of keeping it for himself the finder decides to donate the price money for a homeless shelter.

Polite Behavior (Moral a = .76; Polite a = .90; Unusual a = .82)

1. Someone picks up the garbage that someone else had dropped and throws it in the rubbish bin.
2. Someone helps a pregnant woman to carry her stroller down the stairs at the train station.
3. Someone helps a child that is hurt when falling of its bike.
4. Someone who is asked for the way to a place not only describes but takes the person to the place he/she was looking for.
5. Someone helps an elderly woman to cross the street.
6. Someone helps a blind person to cross the street.

Positive unusual behavior (Moral a = .81; Polite a = .70; Unusual a = .64)

1. Someone conquers their fear of heights and goes sky jumping.
2. Someone who just moved to a town is going door to door enthusiastically to say hi to all neighbors.
3. A community volunteer is noted for their great engagement and dedication with an award.
4. Someone hangs a big sign on the porch window saying - The sea is one of the wonders of this world.
5. After working only year an employee gets a promotion and holiday bonus.
6. Someone walks on the street with a big bouquet of roses and decides to hand over a flower to each passerby.