Online Supplemental Material: Semantic Frames

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| *THEME* | *EMOTION* | *INSTRUCTION* | *FRAME* |
| Others | Positive | View | Saves lives |
| Reappraise | Rescues others |
| Negative | View | Is a mass murderer |
| Reappraise | Mistreats others |
| Neutral | View | Lives with roommate |
| Spouse | Positive | View | Marries true love |
| Reappraise | Devoted to spouse |
| Negative | View | Abuses spouse |
| Reappraise | Cheats on spouse |
| Neutral | View | Reads about marriage |
| Children | Positive | View | Becomes new parent |
| Reappraise | Adopts children |
| Negative | View | Is a pedophile |
| Reappraise | Abuses children |
| Neutral | View | Works near school |
| Animals | Positive | View | Adopts animals |
| Reappraise | Rescues animals |
| Negative | View | Poaches animals |
| Reappraise | Tortures animals |
| Neutral | View | Reads about birds |
| War | Positive | View | Ends war with peace |
| Reappraise | Is anti-violence |
| Negative | View | Starts world war |
| Reappraise | Promotes violence |
| Neutral | View | Reads about history |
| Thief | Positive | View | Stops robber |
|  | Reappraise | Catches robber |
| Negative | View | Steals from others |
|  | Reappraise | Cheats other people |
| Neutral | View | Goes to the market |
| Murder | Positive | View | Catches murderer |
| Reappraise | Stops serial killer |
| Negative | View | Murders many people |
| Reappraise | Plans out murder |
| Neutral | View | Is a jury member |
| Work | Positive | View | Gets big promotion |
| Reappraise | Earns wage increase |
| Negative | View | Threatens coworker |
| Reappraise | Yells at coworker |
| Neutral | View | Lives near office |
| Helping | Positive | View | Offers to help |
|  | Reappraise | Donates to the poor |
| Negative | View | Doesn’t help others |
|  | Reappraise | Steals from the poor |
| Neutral | View | Works by shelter |
| Friendship | Positive | View | Is a loyal friend |
| Reappraise | Makes friends laugh |
| Negative | View | Betrays friends |
| Reappraise | Abuses friends |
| Neutral | View | Works near friends |
| Homeless | Positive | View | Cares for the homeless |
|  | Reappraise | Helps the homeless |
| Negative | View | Hurts the homeless |
|  | Reappraise | Harms the homeless |
| Neutral | View | Is living in the city |
| Family | Positive | View | Takes care of family |
|  | Reappraise | Cares for child |
| Negative | View | Abandons child |
|  | Reappraise | Mistreats family |
| Neutral | View | Has an older cousin |
| Medical | Positive | View | Creates new cure |
| Reappraise | Cures a disease |
| Negative | View | Spreads disease |
| Reappraise | Has deadly virus |
| Neutral | View | Lives near hospital |
| Political | Positive | View | Protects country |
| Reappraise | Defends country |
| Negative | View | Destroys monument |
| Reappraise | Betrays country |
| Neutral | View | Works near monument |
| Pets | Positive | View | Adopts a pet |
| Reappraise | Takes care of pet |
| Negative | View | Tortures puppies |
| Reappraise | Abuses puppies |
| Neutral | View | Reads about pets |
| Elders | Positive | View | Cares for parents |
| Reappraise | Cares for elderly |
| Negative | View | Abuses parents |
| Reappraise | Harms the elderly |
| Neutral | View | Reads about aging |
| Strangers | Positive | View | Welcomes others |
| Reappraise | Helps strangers |
| Negative | View | Hurts strangers |
| Reappraise | Spits at others |
| Neutral | View | Works with others |
| Justice | Positive | View | Protects others |
| Reappraise | Fights injustice |
| Negative | View | Abuses power |
| Reappraise | Promotes bias |
| Neutral | View | Works near firm |
| Character | Positive | View | Is trustworthy |
| Reappraise | Respects others |
| Negative | View | Lacks integrity |
| Reappraise | Disrespects others |
| Neutral | View | Reads about honor |
| Comedy | Positive | View | Makes others laugh |
| Reappraise | Makes funny jokes |
| Negative | View | Makes mean jokes |
| Reappraise | Makes fun of others |
| Neutral | View | Reads about jokes |
| Charity | Positive | View | Gives to charity |
| Reappraise | Helps out charity |
| Negative | View | Blackmails charity |
| Reappraise | Steals donations |
| Neutral | View | Works by charity |
| Racism | Positive | View | Fights racism |
| Reappraise | Fights prejudice |
| Negative | View | Mocks other races |
| Reappraise | Hates minorities |
| Neutral | View | Studies history |
| Restaurant | Positive | View | Respects waiters |
| Reappraise | Treats others well |
| Negative | View | Leaves without paying |
| Reappraise | Is rude to waiters |
| Neutral | View | Lives near café |
| Health | Positive | View | Stays in good shape |
| Reappraise | Eats healthy foods |
| Negative | View | Drinks excessively |
| Reappraise | Abuses drugs |
| Neutral | View | Reads about health |
| Driving | Positive | View | Drives safely |
| Reappraise | Wins a new car |
| Negative | View | Drives drunk |
| Reappraise | Drives recklessly |
| Neutral | View | Reads about cars |
| Fire | Positive | View | Fights fires |
|  | Reappraise | Puts out fires |
| Negative | View | Burns down homes |
|  | Reappraise | Starts fires |
| Neutral | View | Has fire alarm |
| Hygiene | Positive | View | Has good hygiene |
| Reappraise | Keeps body clean |
| Negative | View | Does not shower |
| Reappraise | Licks toilets |
| Neutral | View | Has own bathroom |
| Terrorism | Positive | View | Fights terrorism |
| Reappraise | Disables bombs |
| Negative | View | Bombs buildings |
| Reappraise | Shoots up school |
| Neutral | View | Lives near school |
| Disease | Positive | View | Beats skin cancer |
| Reappraise | Beats meningitis |
| Negative | View | Has deadly illness |
| Reappraise | Has meningitis |
| Neutral | View | Lives near clinic |
| Marriage | Positive | View | Becomes engaged |
| Reappraise | Is getting married |
| Negative | View | Harms fiancé |
| Reappraise | Calls off wedding |
| Neutral | View | Works near chapel |
| Academics | Positive | View | Aces hard exam |
| Reappraise | Is a good student |
| Negative | View | Cheats on exam |
| Reappraise | Flunks out of school |
| Neutral | View | Walks to school |
| Drugs | Positive | View | Discovers cure |
|  | Reappraise | Develops medicine |
| Negative | View | Sells drugs |
|  | Reappraise | Deals drugs |
| Neutral | View | Lives by drugstore |