**Supplemental Materials: Measurement Items in English and Chinese**

Measure of Out-group Favoritism (i.e., Cultural Cringe, items are originally in Mandarin):

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 比起国产电影，我更观看喜欢西方电影。 | 1 | I like Western movies more than Chinese movies.  |
| 2 | 我对中国文化感到失望。 | 2 | I feel disappointed with Chinese culture. |
| 3 | 我喜欢西方的生活方式。  | 3 | I admire the Chinese lifestyle less than the Western lifestyle. |
| 4 | 我更偏爱购买进口商品。 | 4 | I feel more delighted when purchasing Western products than Chinese ones.  |
| 5 | 我觉得西方歌剧比京剧更好。 | 5 | I think Peking opera is better than Chinese ones. |
| 6 | 我觉得中国的电视节目没有西方的电视节目制作的那么好。 | 6 | I think Chinese TV shows are inferior to Western ones.  |
| 7 | 我觉得西餐比中餐好吃。 | 7 | I feel having Chinese food is more enjoyable than Western food. |
| 8 | 我更喜欢西式装修风格。 | 8 | I feel that the the Western housing style is more preferable than the Chinese style. |
| 9 | 我觉得英文流行歌曲更好听。 | 9 | I enjoy Chinese pop music more than Western popular songs. |
| 10 | 我觉得西方价值观更高端。 | 10 | I think Western cultural values are superior to Chinese cultural values.  |
| 11 | 我觉得国外的产品更高级。 | 11 | I feel more satisfied with Chinese merchandise than Western merchandise. |
| 12 | 我觉得中国的七夕情人节没有西方的情人节有趣。 | 12 | I feel that Chinese QIXI is less favorable than Western Valentine’s day. |

Measure of Cue to Prevent

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 刚才我读到的消息鼓励我在空气污染时佩戴口罩。  | 1 | The message I just read encourages me to wear a facial mask when exposed to air pollution. |
| 2 | 我读完了刚才的消息会更想要佩戴口罩。 | 2 | I want to wear a facial mask more after reading that message |

Measure of Message Credibility

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 我读到的消息可信。  | 1 | The information presented in the message is credible. |
| 2 | 我读到的消息可靠。 | 2 | The message is reliable. |
| 3 | 我相信我读到的信息。 | 3 | I believe that the message is a believable one. |
| 4 | 我读到的消息是诚实的。 | 4 | The information presented in the message is trustworthy. |

Measure of Message Credibility

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 如果我愿意，我可以证实我读到的信息。 | 1 | I could confirm the information in the message if I wanted to |
| 2 | 我读到的信息是可以被证实的。 | 2 | The information in the message is verifiable. |
| 3 | 我读到的信息可以被验证。 | 3 | The information presented in the article could be validated |
| 4 | 我读到的信息是真实的。 | 4 | The information in the message could be proven to be true |

Measure of Message Identifiability

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 我喜欢信息中提到的人。 | 1 | I like the narrator in the message.  |
| 2 | 我认为信息中的那个人和我类似。 | 2 | I think the narrator in the message is similar to me. |
| 3 | 信息中的故事和我的生活很贴近。 | 3 | I had the impression of living the narrator’s story myself. |
| 4 | 我想要成为信息中提到的人那样保护自己。 | 4 | I want to be like the narrator in the message.  |

Measure of Message Transportability

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 我读这条消息的时候，故事让我身历其境。 | 1 | While I was reading the narrative, I could easily picture the events in it taking place. |
| 2 | 我读这条消息的时候，我觉得事情很可能发生在我身上。 | 2 | I could picture myself in the scene of the events described in the narrative. |
| 3 | 我读这条消息的时候，我觉得很投入。 | 3 | I was mentally involved in the narrative while reading it. |
| 4 | 读这个故事的时候我想知道这条故事的结局。 | 4 | I wanted to learn how the narrative ended. |
| 5 | 这故事在情绪上影响了我。 | 5 | The narrative affected me emotionally. |
| 6 | 我读故事的时候在设想结局。 | 6 | I found myself thinking of ways the narrative could have turned out differently. |
| 7 | 故事里的情节我生活中的故事很像。 | 7 | The events in the narrative are relevant to my everyday life. |
| 8 | 叙述中的故事改变了我的生活。 | 8 | The events in the narrative have changed my life.  |
| 9 | 我读这个故事的时候，我仿佛置身其中。 | 9 | While I was reading the narrative, activity going on in the room around me was not on my mind. |
| 10 | 这个故事会让我记住。 | 10 | After finishing the narrative, I found it difficult to put it out of my mind. |
| 11 | 我读这个故事的时候并没有走神。 | 11 | I did not find my mind wandering while reading the narrative. |