Supplement

Exemplars Used in Experiment 1

Name	Correct Description	Incorrect Description
	Older Exemplars	
Alexander Graham Bell	Bell was a scientist and inventor, and is best known for his invention of the telephone	After graduating with his aerospace engineering degree, Bell went on to become a famous astronaut.
Thomas Clement Douglas	Douglas introduced publicly-funded health care in Canada. In 2004, he was voted "The Greatest Canadian" of all time in a nationally televised contest organized by the Canadian Broadcasting Corporation.	Douglas was a famous boxer. He won the World championship in 1986.
Albert Einstein	Einstein was best known for being one of the World's best physicists of all time. He was awarded a Nobel Prize in 1921 for his work.	Einstein was a famous aviator. In his later career, he would build the World's first modern airport.
Gandhi	Gandhi was a major political and spiritual leader of India during their independence movement. He is known for his ideas of peaceful civil disobedience.	Known for his ability to take on any role, Gandhi has won five Academy Awards.
Peter Jennings	Jennings was the ABC news anchor from 1978 to 2005.	Jennings was an admired track athlete in the 1970's. He won an Olympic metal in 1976.
Dalai Lama	The Dalai Lama is the head of state and spiritual leader of the Tibetan people.	The Dalai Lama is a renowned skier, winning both a silver and gold metal in the winter Olympics.
Mother Teresa	Mother Teresa's work among the poverty-stricken made her one of the World's most famous people.	Mother Teresa was a famous writer. She was known for her inspirational and motivational literary works.
Robert Redford	Redford is an award-winning actor, director, and producer. Two of his biggest films include The Natural and The String.	Redford was an architect and designer. He was the head architect for Canada's CN Tower.
	Black Individuals	
Mae Jemison	After graduating high school at the age of 16, Jemison attended Stanford University on a scholarship, graduating with a degree in chemical engineering. Jemison was the first Black person to enter space.	Jemison is a noted confidant of the Dalai Lama and is best known for being a peace activist for developing countries.
Michael Jordan	Jordan was one of the best basketball players of all time. He played with the Chicago Bulls and the Washington Wizards.	Jordan is the head of state and spiritual leader of the Tibetan people. He is admired by many.
Martin Luther King, Jr.	King was the most famous leader of the Civil Rights Movement. He was known for his inspirational speeches, and his ability to motivate an entire generation.	King was a famous painter during the Modernist Movement. His paintings are displayed through the World.
Nelson Mandela	Mandela was known for his pursuit of freedom and equality. His release from prison after 27 years of non-violence was a victory for the civil rights movement.	Mandela is a famous actor, winning both Academy and Oscar Awards throughout his acting career.
Toni Morrison	Morrison is one of the most prominent authors in the World. In 1993, she won the Nobel Prize in Literature for her work.	Morrison is a famous tennis player, and the first Black to win the U.S. Open tournament.
Jesse Owens	Owens was an athlete and civic leader. Owens won four gold medals in the 1936 Olympics.	Owens was the first black member of the United Nations. He is admired by many for his peaceful and effective solutions.
Denzel Washington	Washington is is a two-time Academy Award-winning actor. He is best known for his roles in Courage Under Fire and Remember the Titans**.**	Washington is a World famous musician, receiving 5 Grammys since the beginning of his musical career.
Oprah Winfrey	Winfrey is best known as the multiple-Emmy Award winning host of a daytime talk show. Winfrey is also an influential book critic, an Academy Award-nominated actress, and a magazine publisher.	Winfrey is one of the World's most famous trial lawyers. She is known for trying some of the most significant criminal cases in history.
	Female Scientists	
Roberta Lynn Bondar	Bondar received her PhD in neurobiology from the University of Toronto. She was Canada's first female astronaut.	Winning both Emmys and Oscars during her acting career, Bondar is now a critically acclaimed director and producer.
Marie Curie	Curie won the Nobel Prize in 1903 for her contribution to Physics, as well as a second Noble Prize in 1911 for her work in Chemistry.	After receiving her bachelor and doctorate degrees, Curie became one of the first astronauts to enter space.

(Appendices continue)

Supplement *(continued)*

Exemplars Used In Experiment 1

Name	Correct Description	Incorrect Description
	Female Scientists *(continued)*	
Sophie Germain	Germain made important contributions to solving Fermat's last theorem. She is one of the World's most famous mathematicians.	Germain was both a civic leader and athlete. During her athletic career, she won four Olympic gold metals.
Jane Goodall	Goodall was the first to discover the concept of "tool use" amongst animals, and is well known for her research on Chimpanzees.	Goodall is known for being a literary genius. Her works have earned her both World-wide acclaim and the 1965 Nobel Prize in Literature.
Susan Hockfield	Hockfield is a noted neuroscientist whose research has focused on the development of the brain. She is currently Massachusetts Institute of Technology's (MIT's) president.	Hockfield is a renowned singer and songwriter, winning five Grammy Awards during her musical career.
Grace Hopper	Hopper graduated with degrees in both mathematics and physics. Hopper is best known for her work in computer science, where she invented the complier, which translates English language instructions into the language of the computer.	Hopper is a World famous jazz musician, winning many awards throughout her musical career.
Barbara McClintock	McClintock was a scientist, and a distinguished cytogeneticist. She received the 1983 Nobel Prize in the category 'Physiology or Medicine'.	McClintock is a former tennis champion. Until recently, McCintock held the title as having the most U.S. Open wins.
Maud Leonora Menten	Menten was a Canadian medical scientist who made significant contributions to enzyme kinetics and histochemistry.	Known for her persuasive and motivational speeches, Menten was a key leader in the Civil Rights Movement.
	Cartoon Characters	
Charlie Brown	Charlie Brown is in the third grade and loves to pitch. He has a dog named Snoopy	Charlie Brown's favorite possession is his teddy bear. He has one sister named Abigail.
Eleroo	Eleroo was one of the characters in the cartoon, *The Wuzzles*. He is part elephant, and part kangaroo.	Eleroo enjoys pizza. His favorite game is checkers.
Fred Flintstone	Fred works for a man named Mr. Slate. His hobbies include eating and bowling.	Fred has a chimpanzee for a pet named Ceebie. Every night, Fred takes Ceebie for a walk.
He-Man	He-Man has one sister. He-Man's real name is Adam.	He-Man lives in Castle Dragon. He has a dog named Raja.
	Jane is married to George Jetson. Together they have two kids, and a robot maid named Rosi.	Jane lives underground, and loves to travel to Mars for vacation with her two children, Bobby and Jess.
Jem	Jem is the lead singer in the band *Jem and the Holograms*. She made her debut in the 1980's	Jem's two favorite hobbies include tennis and swimming.
Scooby Doo	Scooby Doo is a Hanna-Barbera character. His two favorite things are Scooby snacks and Shaggy, his owner.	Scooby is part of the Ministries, Inc. group that includes John, Andy, Sarah, and Jessica. Together they travel in their jeep named "The Ghost Mobile".
Yogi Bear	Yogi Bear loves picnics and eating. His best friend's name is Boo-Boo.	Yogi Bear resides in New York City. He is a character from the Looney Toon gang.

Supplement *(continued)*

Black and White Exemplars Used in Experiments 2, 3, and 4

Name	Correct Description	Incorrect Description
	Admired Black Individuals	
Muhammad Ali	Ali is a three-time World Heavyweight Boxing Champion. In 1999, Ali was crowned "Sportsman of the Century".	Ali is a renowned skier, winning both a silver and gold metal in the winter Olympics.
William Cosby	Cosby is one of the United States' most popular and admired entertainers. He received an Ed.D. from the University of Massachusetts.	Cosby is a noted confidant of the Dalai Lama and is best known for being a peace activist for developing countries.
Michael Jordan	Jordan was one of the best basketball players of all time. He played with the Chicago Bulls and the Washington Wizards.	Jordan is the head of state and spiritual leader of the Tibetan people. He is admired by many.
Martin Luther King, Jr.	King was the most famous leader of the Civil Rights Movement. He was known for his inspirational speeches, and his ability to motivate an entire generation.	King was a famous painter during the Modernist Movement. His paintings are displayed through the World.
Nelson Mandela	Mandela was known for his pursuit of freedom and equality. His release from prison after 27 years of non-violence was a victory for the civil rights movement.	Mandela is a famous actor, winning both Academy and Oscar Awards throughout his acting career.
Toni Morrison	Morrison is one of the most prominent authors in the World. In 1993, she won the Nobel Prize in Literature for her work.	Morrison is a famous tennis player, and the first Black person to win the U.S. Open tournament.
Jesse Owens	Owens was an athlete and civic leader. Owens won four gold medals in the 1936 Olympics.	Owens was the first black member of the United Nations. He is admired by many for his peaceful and effective solutions.
Denzel Washington	Washington is is a two-time Academy Award-winning actor. He is best known for his roles in Courage Under Fire and Remember the Titans.	Washington is a World famous musician, receiving 5 Grammy Awards since the beginning of his musical career.
Oprah Winfrey	Winfrey is best known as the multiple-Emmy Award winning host of a daytime talk show. Winfrey is also an influential book critic, an Academy Award-nominated actress, and a magazine publisher.	Winfrey is one of the World's most famous trial lawyers. She is known for trying some of the most significant criminal cases in history.
Tiger Woods	Woods is a professional golfer. He is known to be one of the most successful golfers of all time.	Woods is a co-anchor for a popular news show on ABC. He is known for his insightful and thought provoking reporting.
	Admired White Individuals	
Lance Armstrong	Armstrong is a retired professional road racing cyclist. He has won the Tour de France, professional cycling's most prestigious race, seven consecutive times.	Armstrong one of the best football players of all time. He played with the Chicago Bears.
Larry Bird	Bird is a former NBA basketball player who played for the Boston Celtics. Bird is widely considered among the best of all time.	Bird is known for being a literary genius. His works have earned both World-wide acclaim and the 1982 Nobel Prize in Literature.
Katie Couric	Couric is a well-known and popular new anchor who gained fame as the co-host of NBC's *Toda*. She is currently an anchor of the *CBS Evening News.*	Couric is one of the World's greatest humanitarians, using motivational speeches to help promote peace.
Joe Dimaggio	Dimaggio was a Major League Baseball center fielder who played his entire MLB career for the New York Yankees. He is a 3-time MVP winner and 13-time All-Star.	Dimaggio was a famous painter during the Modernist Movement. His paintings are displayed through the World.
Steve Irwin	Irwin was an Australian conservationist and television personality. He achieved world-wide fame from the television program *The Crocodile Hunter*, an internationally-broadcast wildlife documentary series.	Irwin is best known for being one of the World's best physicists of all time. He was awarded a Nobel Prize in 1999 for his work.
Jacqueline Kennedy Onassis	Kennedy Onassis was the First Lady of the United States from 1961 to 1963. She became a symbol of social elegance.	Kennedy Onassis is a former Olympic swimmer, winning several gold metals during her career.
John Lennon	Lennon was a famous songwriter and singer. He was a member of The Beatles.	Lennon was a decorated Air Force pilot, and was named a hero among his comrades and fellow Americans.
Brad Pitt	Pitt is an Academy Award-nominated actor. He is a popular movie icon worldwide.	After graduating high school at the age of 16, Pitt attended Stanford University on a scholarship, graduating with a degree in chemical engineering before becoming a famous astronaut.
Robert Redford	Redford is an award-winning actor, director, and producer. Two of his biggest films include The Natural and The String.	Redford is an architect and designer, famous for his innovative designs.
George Washington	Washington led America 's Continental Army to victory over Britain in the American Revolutionary War. Washington became the first President of the United States.	Washington was a renowned U.S. Senator. After many successful terms, Washington was elected Vice-President of the United States.

(Appendices continue)

Supplement *(continued)*

Black and White Exemplars used in Experiments 2, 3, and 4

Name	Correct Description	Incorrect Description
	Disliked White Individuals	
Susan Atkins	Atkins is a convicted murderer and former member of the Charles Manson "Family". She confessed to the murder of a woman who was eight and a half months pregnant.	Atkins was accused and convicted on four counts of fraud and forgery as part of the Enron collapse.
Ted Bundy	Bundy was one of the most notorious murderers in U.S. history. He was a serial rapist and killer from the Northwest.	Bundy was a member of an international terrorist organization.
Jeffrey Dahmer	Dahmer was a serial killer who often cannibalized his victims.	Dahmer bombed the Millennium Center in Philadelphia to protest American participation in the Olympics.
John Gotti	Gotti was a mafioso and the don of the Gambino crime family.	Gotti was convicted for a series of bank robberies in Washington D.C.
Adolf Hitler	Hitler was the leader of the Nazi Party in Germany. Under his rule, it is estimated that eleven million people were murdered, during what is now known as the Holocaust.	Hitler was accused and convicted of bribery, obstruction of justice, and perjury in conjunction with testimony from many high profile cases.
Ted Kaczynski	Kaczynski is a convicted terrorist. Also known as the Unabomber, Kaczynski injured and killed people using letter bombs.	Kaczynski is a notorious pedophile and was convicted of dozens of offenses.
Charles Manson	Manson is an American convict and career criminal. He was a serial killer who operated out of Los Angeles in the late 1960's.	Manson embezzled millions of taxpayer's money.
Timothy McVeigh	McVeigh was a mass murderer convicted of eleven federal offenses. He bombed the federal building in Oklahoma City, killing hundreds.	McVeigh was a notorious mafia member. He has been linked to 11 murder cases and several robberies.
Jeffrey Skilling	Skilling is the former CEO of Enron Corporation. He was convicted of federal felony charges including conspiracy, insider trading, false statements to auditors, securities fraud.	Skilling is a radical member of the animal liberation front and was convicted of murdering a veterinarian.
Andrea Yates	Yates killed her five small children by drowning them in the bathtub of their family home.	Yates is the leader of a satanic cult that practices cannibalism and ritual torture.

Supplement *(continued)*

Flower and Insect Exemplars used in Experiment 2

Flower stimuli	Insect stimuli
Carnation	Ant
Daisy	Bee
Hibiscus	Beetle
Iris	Butterfly
Lily	Centipede
Orchid	Cockroach
Poppy	Dragonfly
Rose	Grasshopper
Sunflower	Mosquito
Tulip	Praying Mantis