

Appendix 1

Experiment 1									
(1) Moral words with high morality					(2) Moral words with low morality				
Words	morality	Emotionality	frequency	strokes	Words	morality	Emotionality	frequency	strokes
	(Independent variable)	(controlled variable)	(controlled variable)	(controlled variable)		(Independent variable)	(controlled variable)	(controlled variable)	(controlled variable)
诚信 integrity	3.3	2.72	1.63	17	体谅 considerate	1.97	2.44	15.48	17
守信 trustworthy	2.9	2.52	0.81	15	贤惠 amiable	2.2	2.6	2.44	20
宽容 tolerant	2.9	2.6	8.15	20	质朴 guileless	1.97	2.28	4.07	14
正直 upright	2.73	2.68	8.96	13	节约 thrift	1.9	2.32	20.37	10
信义 loyalty	2.93	2.36	1.63	12	勤勉 diligence	1.87	2.4	0.81	22
诚实 honest	3.00	2.6	13.85	16	纯朴 unsophisticated	1.87	2.44	5.70	12
信用 credit	2.67	2.2	8.96	14	亲和 affinity	1.73	2.52	0.81	17
仁慈 merciful	2.67	2.76	4.07	17	豪迈 heroic	1.53	2.6	5.70	20
mean	2.888	2.555	6.01	15.50	mean	1.88	2.45	6.92	16.50
(3) Immoral words with high immorality					(4) Immoral words with low immorality				
Words	morality	Emotionality	frequency	strokes	Words	morality	Emotionality	frequency	strokes
	(Independent variable)	(controlled variable)	(controlled variable)	(controlled variable)		(Independent variable)	(controlled variable)	(controlled variable)	(controlled variable)
贿赂 bribe	-3.17	-2.36	4.07	20	自私 selfish	-2.07	-2.52	8.15	13
诽谤 slander	-2.8	-2.76	0.81	22	粗暴 rough	-2.37	-2.72	6.52	26
渎职 malfeasance	-2.67	-2.6	1.63	22	刁钻 tricky	-1.67	-2.4	2.44	12
伪善 insincerity	-2.97	-2.72	0.81	18	腐朽 decay	-1.97	-2.76	8.96	21
虚伪 hypocritical	-2.8	-2.76	13.04	17	虚假 sham	-2.3	-2.68	12.22	22
残酷 merciless	-2.5	-2.76	15.48	23	狂妄 arrogant	-1.9	-2.68	2.44	13
丑恶 repulsive	-2.57	-2.6	7.33	14	粗鄙 vulgar	-1.7	-2.6	1.63	24

贪婪 greedy	-3.1	-2.76	3.26	19	欺负 bully	-2.17	-2.44	13.85	18
mean	-2.823	-2.665	5.81	19.38	mean	-2.019	-2.600	7.03	18.63

Appendix 2

Experiment 2									
(1) Moral words high in positive emotionality					(2) Moral words low in positive emotionality				
Words	morality	Emotionality	frequency	strokes	Words	morality	Emotionality	frequency	strokes
	(controlled variable)	(Independent variable)	(controlled variable)	(controlled variable)		(controlled variable)	(Independent variable)	(controlled variable)	(controlled variable)
真诚 sincere	2.67	3.08	39.11	18	无私 Selfless	2.57	2.56	34.22	11
贤良 virtuous	2.5	3.04	0.81	15	和善 kind	2.3	2.56	1.63	20
慈爱 loving	2.53	2.96	0.81	23	慷慨 generous	2.33	2.52	7.33	26
厚道 kindness	2.3	2.84	0.81	21	和睦 harmony	2.33	2.52	20.37	21
爱心 love	2.53	2.92	13.85	14	感恩 gratitude	2.5	2.48	1.63	23
忠实 loyal	2.4	3	7.33	16	宽恕 forgive	2.33	1.64	2.44	20
宽厚 lenience	2.3	2.88	2.44	19	仁厚 clemency	2.4	2.32	3.26	13
真挚 cordial	2.23	2.96	4.89	20	信誉 reputation	2.6	2.12	14.67	22
mean	2.433	2.96	8.76	18.25	mean	2.42	2.34	10.69	19.50
(3) Immoral words high in negative emotionality					(4) Immoral words low in negative emotionality				
Words	morality	Emotionality	frequency	strokes	Words	morality	Emotionality	frequency	strokes
	(controlled variable)	(Independent variable)	(controlled variable)	(controlled variable)		(controlled variable)	(Independent variable)	(controlled variable)	(controlled variable)
凶狠 cruel	-2.5	-2.96	4.89	13	亵渎 profane	-2.7	-2.72	0.81	23
摧残 destroy	-2.73	-3	5.70	22	讥笑 ridicule	-2.33	-2.6	1.63	14
狰狞 ferocious	-2.07	-2.76	4.07	17	狡猾 cunning	-2.47	-2.56	5.70	21
禽畜 beasts	-2.53	-2.96	0.81	22	刻薄 mean	-2.43	-2.52	3.26	24
践踏 trample	-2.53	-2.8	2.44	26	徇私 favoritism	-2.47	-2.32	0.81	16

败坏 corrupted	-2.6	-2.88	2.44	12	无情 ruthless	-2.23	-2.32	16.29	15
邪恶 evil	-2.77	-3.36	5.70	16	违约 default	-2.2	-2.28	1.63	13
兽欲 wild desire	-2.77	-3.12	0.81	22	浪费 waste	-2.3	-2.16	6.52	20
mean	-2.563	-2.98	3.36	18.75	mean	-2.391	-2.435	4.58	18.25

Appendix 3

Experiment 3									
(1) Moral words high in morality and positive emotionality					(2) Immoral words high in immorality and negative emotionality				
Words	morality	Emotionality	frequency	strokes	Words	morality	Emotionality	frequency	strokes
	(Independent variable)	(Independent variable)	(controlled variable)	(controlled variable)		(Independent variable)	(Independent variable)	(controlled variable)	(controlled variable)
仁爱 philanthropy	2.93	3.2	0.81	14	阴险 nefarious	-2.87	-3.24	0.81	15
慈善 charity	2.93	2.72	7.33	25	罪恶 sin and crime	-2.90	-3	6.52	23
孝道 Filial piety	2.90	2.92	2.44	18	欺骗 deceive	-2.93	-2.92	20.37	24
忠孝 loyal and filial	3.10	2.88	0.81	14	污辱 insult	-2.93	-3.32	3.26	16
仁德 benevolence	2.80	3.16	0.81	19	掠夺 plunder	-2.97	-2.92	2.44	17
公正 fair	2.80	3.08	24.45	9	卑劣 despicable	-2.97	-2.92	1.63	14
善良 goodness	2.77	3.32	38.29	19	侮蔑 scorn	-2.97	-3.08	9.78	23
美德 virtue	2.77	2.7	18.74	23	阴谋 conspiracy	-3.00	-2.52	9.78	17
mean	2.875	2.998	11.71	17.63	mean	-2.943	-2.99	6.83	18.63