Cross-cultural regularities in the cognitive architecture of pride

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Pride occurs in every known culture, appears early in development, is reliably triggered by achievements and formidability, and causes a characteristic display that is recognized everywhere. Here, we evaluate the theory that pride evolved to guide decisions relevant to pursuing actions that enhance valuation and respect for a person in the minds of others. By hypothesis, pride is a neurocomputational program tailored by selection to orchestrate cognition and behavior in the service of: (*i*) motivating the cost-effective pursuit of courses of action that would increase others' valuations and respect of the individual, (*ii*) motivating the advertisement of acts or characteristics whose recognition by others would lead them to enhance their evaluations of the individual, and (*iii*) mobilizing the individual to take advantage of the resulting enhanced social landscape. To modulate how much to invest in actions that might lead to enhanced evaluations by others, the pride system must forecast the magnitude of the evaluations the action would evoke in the audience and calibrate its activation proportionally. We tested this prediction in 16 countries across 4 continents ($n = 2,085$), for 25 acts and traits. As predicted, the pride intensity for a given act or trait closely tracks the valuations of audiences, local (mean $r = +0.82$) and foreign (mean $r = +0.75$). This relationship is specific to pride and does not generalize to other positive emotions that coactivate with pride but lack its audience-recalibrating function.

pride | valuation | decision-making | emotion | culture

Our hominin ancestors evolved in a harsh and challenging world characterized by high rates of mortality, high variance in food acquisition (1), a high incidence of disease and injury (2), and attacks by humans and nonhumans (3). Modern conditions that buffer such risks (e.g., stored food, police) were absent, and to a zoologically unusual degree, our ancestors relied on the other members of the groups they lived in for the assistance necessary for survival and reproduction. For example, provisioning the injured with food—typical among humans—is entirely lacking in nonhuman primates, who starve when incapacitated instead. In humans, natural selection strongly favored the evolution of adaptations in individuals to induce others to help them.

In general, there are two families of social tools organisms have available for influencing others' choices: first, they can conditionally inflict costs—aggression; and second, they can bestow (or withhold) benefits—altruism. The first causes individuals to be respected (or feared). The second causes individuals to be valued. It might be advantageous to put weight on another's welfare (*i*) because the individual is formidable and could inflict costs if

not propitiated, or (*ii*) because the individual's actions or existence make positive fitness contributions to the valuer, which would be degraded or lost if assistance was not given. For convenience, here we call these two components "respect" (for formidability) and "valuation" (for positive fitness contributions). Being respected or favorably valued by others were resources, and selection on our ancestors would have shaped human social emotions to promote access to these resources. More precisely, our ancestors' survival and reproduction sensitively depended on the extent to which other group members placed weight on their welfare in making decisions—that is, the degree to which others traded off or sacrificed their own welfare for the welfare of the recipient (e.g., to keep food for oneself or share it with one or more specific persons).

Because nonhumans are far more limited in the kinds of assistance they can render each other, almost all nonhuman negotiation is based on aggression. Differences in the ability to inflict costs (formidability or resource holding power) led to adaptations for the advertisement of formidability and adaptations for assessing own and others' formidability (4). In group-living species, dominance hierarchies emerge from patterns of prudent deference to

those with more formidability—individuals cede resources or rank to avoid being harmed (5).

Although humans retain and exploit phylogenetically ancient adaptations for aggression and dominance (including systems for threat, fighting, display, and assessment) (4–7), human evolution was distinctive in the greatly expanded role that mutual assistance played in daily group living and, hence, in the reproductive fortunes of individuals (7, 8). The hominin entry into the cognitive niche (involving the emergence and integration of intelligence, language, tool use, coordination, and culture) greatly amplified the opportunities for mutually advantageous prosocial interactions (9, 10). As our ancestors entered the cognitive niche and became hunter-gatherers, there would have been novel and intense selection for adaptations designed to make the self valuable to others and, hence, recruit assistance from others. We hypothesize that the emotion of pride functions as an evolved guidance system that modulates behavior to cost-effectively manage and capitalize on the propensities of others to value or respect the actor.

For behavior to succeed in making the self more valuable to or respected by others, others must have neural programs to value and trade off welfare in favor of conspecifics. The properties of these programs in the minds of others constitute the task environment that the pride system evolved to exploit. Indeed, over the last half-century, evolutionary biologists have developed theories of how a number of different selection pressures favor the evolution of mechanisms designed to value the welfare of others and to (within limits) sacrifice self for others. These theories include kin selection (11), reciprocation (12, 13), reputation (14–16), risk-pooling (1, 17, 18), externality management (19), and (substituting deference for valuation) the asymmetric war of attrition (20). These theories in aggregate require the existence of an evolved, human-universal neurocognitive architecture for computing the social value of others to oneself, and an architecture that governs the extent to which the self will trade his or her welfare in favor of others' welfare (21–23). Moreover, these theories led to the empirical discovery of an array of specialized choice architectures that implement welfare–tradeoff decisions given the information available to the actor about an interaction partner [e.g., how to respond to cues of the recipient's relatedness, skills, generosity, attractiveness, ability to defend her interests, etc. (6, 24–28)]. Each specific theory provides contentful predictions about the dimensions of the psychology of valuation in our species that the pride system targets (e.g., productivity, generosity, bravery, strength, health, and attractiveness).

The Advertisement-Recalibration Theory of Pride

According to what we will call the "advertisement–recalibration theory of pride," pride is an evolved human-universal neuro-computational program that was designed by natural selection to orchestrate cognition, physiology, and behavior in the service of (*i*) motivating the individual to choose courses of action or the acquisition of traits where the prospective benefits of increased valuation and respect exceed the costs, (*ii*) advertising positive information about the self so that it reaches others more reliably, and (*iii*) capitalizing on the benefits of increased valuation and respect in others (see also refs. 5, 7, 29, and 30). Dynamically, others' assessments of the acts and characteristics of an individual lead them to value (or devalue) him or her. When others (an audience) detect new information about an individual that is at odds with the audience's current level of valuation, they recalibrate the value assigned to that person either upward or downward, with correspondingly positive or negative effects on their disposition to aid or defer to that individual. This adaptive problem, in turn, would have selected for the motivational sub-components of the pride system. First, pride should be designed to anticipate how an audience would modify its evaluation in response to an action, and should make more value- or deference-

promoting actions feel more rewarding and more attractive in prospect. This design feature helps the choice system determine which achievements are worth the effort. This planning stage is one component in which pride as a feeling is experienced, so higher paying courses of action are chosen over lower paying ones. Second, pride should be designed to facilitate the transfer of favorable information to the relevant audience, so members of the audience can recalibrate valuation and respect upward. Third, when others register one's achievements or dominance and recalibrate upwards, the individual needs to recalibrate her own model of how much others now value her (31) and her entitlement to favorable treatment (6). This representation of the degree of welfare tradeoffs the individual is entitled to modulates how the individual will capitalize on others' revised valuations. This is another stage where feeling pride happens: One cannot, for example, choose to be the child of someone important, but it is adaptive for the person to recognize the way this attribute increases how others value them. Assimilating this heightened valuation or deference allows individuals to pursue social opportunities previously beyond reach (7, 29, 30) or to press for better treatment from others (32).

Computationally, the underlying social valuation system needs a database of values matched to actions (e.g., gives food) and traits (e.g., daughter of headman) that can be accessed by the pride system and the system that values individuals. Entries in this database could be culturally acquired, but given the endless number of potential acts, it is likely that various species-typical adaptations involving social valuation (the mating system, the formidability-assessment system, the social exchange system, etc.) can inferentially generate probable values even in the absence of prior exposure to local valuation. This hypothesis would predict commonalities from culture to culture in what makes humans proud and what makes them value others.

Existing findings on pride are consistent with the advertisement–recalibration theory. Pride-driven choices and pride displays occur in every known culture (33) and appear reliably and early in development (34–36). Pride is triggered by achievements (35, 37), aggressive formidability (38, 39), and other factors of social value such as attractiveness and membership in a powerful coalition (40). The feeling of pride is highly pleasurable (41). This internal reward can motivate people to undertake and persevere at costly but socially valued courses of action (42–44). Pride has a full-body display featuring an erect and expanded posture, with gaze directed at the audience, and bodily relaxation (5, 34, 45). This display conveys achievement and dominance (5, 7, 46) and reflects both short-term and long-term successes (37, 47); thus, the pride display is attractive to potential mates (48), a cue to choose partners, and intimidating to rivals (5, 49), which may have the effect of reducing aggression (20) and stabilizing a dominance hierarchy. The behavioral display of pride, which derives from dominance and deference systems, is zoologically widespread, not only among nonhuman primates (50) but in a wide range of taxa, including invertebrates (51); thus, it is phylogenetically ancient (for similarities and differences between human and nonhuman status, see refs. 5, 7, and 39).

The pride display appears to generate common knowledge of enhanced value (52), is produced even by congenitally blind individuals (38), and is recognizable by young children (53) and by adults within and across cultures (45, 54). Cultural differences in pride exist (41, 55–57). However, theoretical considerations (58) and empirical data (59–61) suggest that these differences result from (for example) differences in what audiences value in others (i.e., the weights attached to the inputs of the pride mechanism) rather than differences in the cognitive architecture of pride. Indeed, cross-cultural evidence has recently provided support for the hypothesis that the complementary emotion of shame is an adaptation that evolved to deter actions where the costs of devaluation by others exceed the benefits, to prevent audiences from receiving negative information about the individual that would lead to devaluation, and

to buffer against devaluation if the negative information does spread (22). Pride serves analogous functions with respect to positive information that leads to enhanced valuation or respect. We note that human pride and its obverse, shame, are evolutionarily derived from regulatory systems for dominance and submission (5, 7, 8), and various aspects of those emotions (e.g., the displays) are homologous to those of simians (5). For example, receiving a pride display may elicit submission, whereas receiving a shame display terminates aggression; thus, these conjugated systems reduce overt conflict and further attacks (5, 62) (for a nonhuman example, see ref. 63).

The decision-making architecture of a social organism should evaluate and integrate two kinds of payoffs to regulate behavior adaptively: (*i*) the direct payoff of the potential action (e.g., the value of foraging for a food item), and (*ii*) the social valuation payoff [e.g., showing bandmates that one is a skilled forager (64)]. According to the advertisement–recalibration theory, the anticipated feeling of pride is the readout of the estimated social valuation payoff, which must be added to the direct payoff to get the full value of a candidate course of action. (Given its role in planning, this feeling may occur even in the absence of an audience.) For the organism to adaptively modulate how much effort and risk to invest in actions whose benefits lie in the changed evaluations of others, the pride system must forecast the magnitude of the evaluations the action would evoke in the audience and calibrate its activation proportionally. The underactivation of pride leads to maladaptive choices where (*i*) the acts with high social payoffs are insufficiently pursued, (*ii*) achievements or desirable traits are insufficiently advertised and, hence, trigger less upward valuation recalibration in the audience, and (*iii*) the individual does not take advantage of the extent to which others value her. Conversely, an overactivation of pride yields diminishing or even negative returns, because beneficial courses of action are overpursued, and, moreover, audiences' evaluations become less favorable to the individual, because others are designed to resist and devalue excessive advertisement and entitled actions that exceed the individual's actual social value (65–67). [Given the self-interest bias, some opportunistic status overclaiming may be expected (68), although repeated interactions in naturalistic contexts will constrain such excessive claims.] To balance these competing demands, pride should deploy in lockstep with the valuation that is prevalent in audiences drawn from the individual's (local) social ecology. Indeed, because decisions about actions must be made in advance of observing feedback about one's actions, pride feelings should forecast, and track in intensity, the magnitude of others' evaluative recalibrations for a given act or trait (22). We test this basic design feature in 16 countries across 4 continents.

Study 1

To test the prediction that the intensity of felt pride tracks the valuations of local audiences, we recruited 1,458 participants from the United States, Canada, the United Kingdom, France, Belgium, The Netherlands, Switzerland, Italy, Turkey, Israel, India, Singapore, the Philippines, South Korea, Japan, and Australia. Inattentive participants were excluded from analyses, leaving a total effective sample of 1,348 (Studies 1a–1p). We created 25 scenarios in which someone's acts, traits, or circumstances might lead them to be viewed positively. The scenarios were designed to elicit reactions in a wide range of evolutionarily relevant domains, such as social exchange, skills, aggressive contests, mating, parenting, and leadership.

Participants completed one of two between-subjects conditions: an "audience" condition and a "pride" condition. Participants in the audience condition were asked to provide their reactions to 25 scenarios involving a third party: an individual other than themselves who is of the same sex and age as the participant (e.g., "She is trustworthy," "She has many unique skills," "She is physically attractive"). Participants in the audience condition were asked to "indicate how you would view [someone of your same sex and age]

if they were in those situations," using scales ranging from 1 (I wouldn't view them positively at all) to 7 (I'd view them very positively). These ratings provide a measure of the degree to which members of a given population would value the individual described in the scenarios.

In the pride condition, a different set of participants was asked to "indicate how much pride you would feel if you were in those situations" (i.e., in each of the 25 scenarios; e.g., "You are trustworthy," "You have many unique skills," "You are physically attractive"), with scales ranging from 1 (no pride at all) to 7 (a lot of pride). The stimuli in the audience and pride conditions were identical on a scenario-by-scenario basis, the only difference being the perspective from which the events are described.

If, as argued above, a human-universal grammar of social value exists, then this hypothesis raises the expectation—in contrast to traditional anthropological expectation—that many things that are viewed as socially valuable, and hence pride-eliciting, will be shared across cultures rather than unique to each culture. If pride is an adaptation for recalibrating the valuations of local audiences, and some values are universally held (i.e., by local and foreign audiences), then the intensity of pride these scenarios elicit in a given country should track the degree of valuation they elicit in the other countries.

Within-Country Results. First, we report the valuation and pride results for each country. Full text of the scenarios and descriptive statistics are provided in *SI Appendix*, Table S2 a–p.

There is widespread agreement on how valuation-enhancing these situations are relative to one another: mean intraclass correlation across the 16 countries: ICC (2,n) = 0.95 (*SI Appendix*, Table S3). Participants agree also about the extent to which they would feel pride in these situations: mean ICC (2,n) = 0.92 (*SI Appendix*, Table S3). To test the main prediction that pride tracks audience valuation, we calculated, for each scenario, the mean pride ratings provided by participants in the pride condition, and the mean valuation ratings provided by participants in the audience condition. Pride and valuation means are highly correlated with one another within each country, with a mean $r = 0.82$ (SD = 0.05; minimum $r = 0.72$; maximum $r = 0.90$; N r values = 16); P values = 10^{-9}–10^{-4} (Fig. 1 and diagonal values in *SI Appendix*, Table S4). Scenario 11 (pride condition: "You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out") is a low outlier in various samples—perhaps because these samples come from pacified populations (69). Excluding this scenario from analysis does not substantially change the pride–valuation correlations, however, mean $r = 0.77$ (SD = 0.09; minimum $r = 0.55$; maximum $r = 0.88$; N r values = 16); P values = 10^{-7}–0.005. All reported correlations remain significant after applying a false-discovery rate (FDR) correction (70) of $P < 0.05$, unless otherwise noted. Recall that the pride and valuation ratings originate from different sets of participants. Consequently, these high correlations cannot be attributed to participants matching their pride and valuation ratings.

Between-Country Results. Some actions, traits, and situations elicit valuation in some cultures but not others (64, 71). However, if the machinery for computing the social value of others is species-typical, then there will be situations that provoke valuation, and elicit pride, across cultures (33, 41). To test for between-country agreement in valuation, in pride, and in the pride–valuation link, we computed the extent to which the mean valuation ratings and the mean pride ratings are correlated across countries. Supporting the hypothesis of a species-wide grammar of social value, there is a high degree of between-country agreement on the extent to which a given situation would elicit positive valuation: mean $r = 0.90$ (SD = 0.06; minimum $r = 0.73$; maximum $r = 0.98$; N r values = 120); P values = 10^{-17}–10^{-4} (*SI Appendix*, Table S5). There is also high
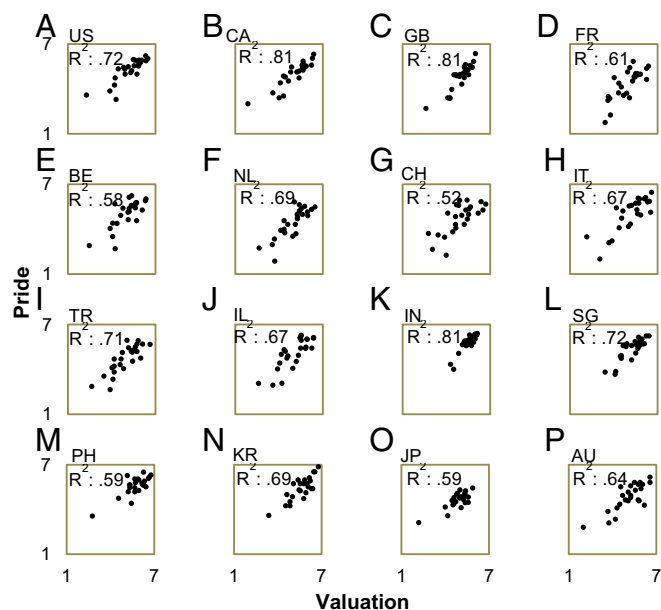
Fig. 1. Studies 1a–1p. Scatter plots: pride as a function of valuation. Each point represents the mean valuation rating and mean pride rating of one scenario. Valuation and pride ratings were given by different participants (*n* = 25 scenarios; effect size: R^2 linear). (*A*) United States (US). (*B*) Canada (CA). (*C*) United Kingdom (GB). (*D*) France (FR). (*E*) Belgium (BE). (*F*) The Netherlands (NL). (*G*) Switzerland (CH). (*H*) Italy (IT). (*I*) Turkey (TR). (*J*) Israel (IL). (*K*) India (IN). (*L*) Singapore (SG). (*M*) Philippines (PH). (*N*) South Korea (KR). (*O*) Japan (JP). (*P*) Australia (AU).

between-country agreement on the extent to which a given situation would elicit pride: mean *r* = 0.81 (SD = 0.11; minimum *r* = 0.51; maximum *r* = 0.97; N *r* values = 120); *P* values = 10^{-14}–0.009 (*SI Appendix*, Table S6). Furthermore, as predicted, the pride elicited in each of the 16 countries is positively correlated with the valuations from the other 15 countries: mean *r* = 0.75 (SD = 0.09; minimum *r* = 0.48; maximum *r* = 0.93; N *r* values = 240); *P* values = 10^{-10}–0.017 (off-diagonal values in *SI Appendix*, Table S4). Note that the proportion of variance in pride accounted for by the valuations of foreign audiences (mean: 56%) is close to that accounted for by the valuations of local audiences (mean: 67%). Excluding scenario 11 from analysis does not substantially alter the between-country pride–valuation correlations: mean *r* = 0.69 (SD = 0.13; minimum *r* = 0.29; maximum *r* = 0.90; N *r* values = 240); *P* values = 10^{-8}–0.17; 222 of these 240 correlations (92.5% of them) remain significant at FDR *P* < 0.05.

Study 2

If it is pride, in particular, that aims to recalibrate audiences, then audience valuation should be tracked more closely by pride than by other emotions that are positive and arousing (as pride is) but not designed for recalibrating audiences. To evaluate this prediction, we conducted a follow-up study in the United States and India (Studies 2a and 2b; *n* = 361). There were five between-subjects conditions: one audience condition assessing valuation and four emotion conditions: pride, excitement, amusement, and happiness. Excitement, amusement, and happiness were chosen because these three emotions often coactivate with pride and, like pride, are positive and arousing (41, 72–74).

The scenarios, as well as the descriptive statistics for each scenario and each country, are provided in *SI Appendix*, Table S7 a and b.

Pride tracked audience valuation, and it did so better than amusement, excitement, and happiness did. The extent to which a scenario would elicit valuation in an audience positively predicted the intensity of pride participants would feel when imagining themselves

in that scenario [*r*(23) = 0.77, *P* = 10^{-5} (India); *r*(23) = 0.81, *P* = 10^{-6} (United States)]. Valuation and amusement correlated in India [*r*(23) = 0.58, *P* = 0.003] but not in the United States [*r*(23) = 0.02, *P* = 0.92]. Valuation and excitement correlated marginally in India [*r*(23) = 0.36, *P* = 0.07] but did not correlate in the United States [*r*(23) = 0.14, *P* = 0.51]. Valuation and happiness correlated in India [*r*(23) = 0.76, *P* = 10^{-5}] and the United States [*r*(23) = 0.72, *P* = 10^{-4}]. We note that pride correlated with excitement [United States: *r*(23) = 0.47, *P* = 0.018; India: *r*(23) = 0.66, *P* = 0.0003], with happiness [United States: *r*(23) = 0.88, *P* = 10^{-8}; India: *r*(23) = 0.77, *P* = 10^{-5}], and with amusement in India [*r*(23) = 0.66, *P* = 0.0003], although not in the United States [*r*(23) = 0.19, *P* = 0.36]. Recall that the valuation, pride, amusement, excitement, and happiness ratings originated from different participants.

To more clearly assess the associations between the emotions and valuation, we regressed valuation simultaneously on pride, amusement, excitement, and happiness. Pride continued to predict valuation even after controlling for the other three emotions [β = 0.59, *P* = 0.004 (India); β = 0.86, *P* = 0.007 (United States)]. Amusement did not display unique associations with valuation [β = 0.07, *P* = 0.72 (India); β = 0.04, *P* = 0.84 (United States)]. Excitement negatively predicted valuation; significantly in India (β = −0.47, *P* = 0.012) and marginally in the United States (β = −0.35, *P* = 0.06). Happiness uniquely and positively predicted valuation after controlling for the other three emotions; in India (β = 0.57, *P* = 0.015) but not in the United States (β = 0.12, *P* = 0.68). Given the intercorrelations between our predictor variables, we examined the variance inflation factor (VIF) associated with each predictor to assess potential multicollinearity. All VIFs for both analyses were less than 6.6 and thus did not exceed the commonly accepted maximum of 10 (75).

In sum, the match between audience valuation and pride is specific; it does not generalize to amusement, excitement, or happiness, even when the latter coactivate with pride.

If pride recalibrates audience valuation to augment one's welfare, and fitness, then pride should be tuned specifically to the valuations of those who, upon receiving information revelatory of gains in one's social value or formidability, would impact one's welfare—local audiences. Pride will track the valuations of foreign audiences, but only to the extent that foreign and local audiences agree in their valuations. When they disagree, the relationship between pride and foreign valuation should dissolve. To test this prediction, we conducted a follow-up study in the United States and India using scenarios constructed to elicit (*i*) similar levels of pride in the United States and India, (*ii*) more pride in the United States, or (*iii*) more pride in India—the latter two types of scenarios were based on an anthropological report (76) and advice from bicultural informants (*SI Appendix, 2. Study S1. Pride and Culture-Specific Valuation* and Tables S8 and S9; *n* = 266). As predicted, pride tracked the valuation of foreign audiences when the valuations of foreign and local audiences were correlated, but it failed to track foreign audiences for scenarios that led to different evaluations in the United States and India.

Discussion

These findings support the hypothesis that pride is an adaptation for cost-effectively promoting increases in others' valuations or respect for the individual. In particular, we showed that pride in the individual closely tracks the valuations of audiences in the individual's social ecology. Furthermore, pride is specific to audience valuation: Emotions that coactivate with pride, such as happiness and excitement, do not track audience valuation uniquely and reliably. These data suggest that pride, rather than other positive emotions, is distinctively involved in enhancing social valuation. Further evidence to demonstrate domain-specificity is needed, however.

The intensity of pride in prospect tracks audience evaluations, even though those ratings originate from different sets of individuals. For pride to track evaluations, the pride system must possess

accurate information about the degree to which the local audience will evaluate individuals as a function of their acts or traits. Considerations of parsimony suggest that both are informed by a common underlying architecture of social valuation.

The cross-cultural agreement on pride, valuation, and their interrelationship is noteworthy. Nonevolutionary views conceptualize cultures as being richly different from each other (77). If this hypothesis were true, then what cultures value and what makes members of different cultures proud should be substantially different. Indeed, pride has been argued to heavily rely on culture-specific schemas (55, 57, 78). One application of this argument is that in collectivist cultures such as Japan, where the self is construed as an interdependent entity, people do not strive to maintain a positive view of the self; they do not "self-enhance" (79). Instead, people strive to be modest, save face, and improve themselves (80) to harmoniously fit in the collective (81). Consistent with this view, Japan has the third-lowest pride grand mean and the lowest valuation grand mean—although we note that ratings of pride and valuation may not be directly comparable across countries (79). However, the relative pride elicited by the 25 scenarios among the Japanese, and in the other collectivist samples, substantially tracked how positively people in other countries would view individuals in those scenarios, whether those countries were individualist or collectivist [e.g., the United States vs. South Korea (82)]. These data are unlikely if people in East-Asian or collectivist cultures truly lack self-enhancement (83). However, if (*i*) pride is a human-universal adaptation designed to increase the valuation or respect conferred by members of one's local social ecology, and (*ii*) there is a species-wide architecture of social valuation, drawing on a species-typical array of evaluative adaptations for mating, social exchange, skills, and so on, then there ought to be robust similarities from culture to culture in pride, valuation, and their relationship. This view explains not only the high degree of within-culture consistency but also the between-culture consistency that we predicted and found.

The current results help to locate pride within a functionally interlinked architecture of social emotions that also includes shame, anger, and gratitude. Although each of these emotions has different hypothesized evolved functions, they all depend on an underlying evolved welfare–tradeoff psychology (21). Briefly, under the welfare–tradeoff framework (84, 85), the function of shame is to limit information-triggered reductions in the weight placed on one's welfare by others; the function of anger is to incentivize others to place a higher weight on one's welfare when that weight is deemed insufficiently low; the function of gratitude is to consolidate a higher level of cooperation when the system detects that an unexpectedly high weight has been put on one's welfare; the function of pride, as argued above, is to motivate the individual to both achieve and advertise traits or acts so that others place a higher weight on his or her welfare.

People dislike the social subordination that sometimes follows others' increases in status, and in rivalrous zero-sum settings the mere success of others is experienced as a grievance (86, 87). Occasionally, pride overactivates and causes an excessive sense of entitlement. Perhaps for these reasons, pride has long been deemed potentially problematic, even a sin (30). However, an evolutionary–functional analysis suggests a different view: This emotion is the expression of an evolved system that promotes the pursuit of socially valued courses of action and facilitates the gains in valuation that make those actions worth pursuing.

Methods

The study procedures were approved by the institutional review boards at the University of California, Santa Barbara; the Ben-Gurion University of the Negev; Griffith University; Singapore Management University and the Graduate School of Humanities, Kobe University; the Research Ethics Committee, Faculty of Economics and Business, University of Groningen; the Departmental Research Ethics Committee, Anthropology, University of Oxford; and the Ethics Board, Bilkent University. All of the participants completed electronic informed consent.

Study 1.
Samples for Study 1. We collected data from 1,458 participants in the United States (Study 1a), Canada (Study 1b), the United Kingdom (Study 1c), France (Study 1d), Belgium (Study 1e), The Netherlands (Study 1f), Switzerland (Study 1g), Italy (Study 1h), Turkey (Study 1i), Israel (Study 1j), India (Study 1k), Singapore (Study 1l), Philippines (Study 1m), South Korea (Study 1n), Japan (Study 1o), and Australia (Study 1p). The numbers of participants were 120 (United States), 29 (Canada), 86 (United Kingdom), 168 (France), 89 (Belgium), 60 (The Netherlands), 59 (Switzerland), 47 (Italy), 131 (Turkey), 105 (Israel), 120 (India), 135 (Singapore), 39 (Philippines), 37 (South Korea), 200 (Japan), and 33 (Australia). On average, 6% of each sample was excluded from analyses due to failure to correctly respond to an attention check. One Italian participant may have taken the study twice; removing that presumptive data leaves the results virtually unchanged. Participants were recruited via Amazon Mechanical Turk (AMT) or other survey companies (United States, Canada, United Kingdom, India, Philippines, and Japan), subject pool announcement and other types of communications to students (France, Belgium, The Netherlands, Italy, Israel, Singapore, and Australia), and social networks (The Netherlands, Switzerland, Turkey, and South Korea). For demographic information and effective sample sizes, see *SI Appendix*, Table S1.
Measures. The 25 scenarios are shown in *SI Appendix*, Table S2 a–p. Participants were randomly assigned to either the audience condition or the pride condition. Participants indicated their sex at the outset and the scenarios were sexed appropriately. The order in which the scenarios were presented was random across participants. The stimuli were presented in English (United States, Canada, United Kingdom, India, Singapore, Philippines, and Australia), French (France and Switzerland), Dutch (Belgium and The Netherlands), Italian (Italy), Turkish (Turkey), Hebrew (Israel), Korean (South Korea), and Japanese (Japan).

Study 2.
Samples for Study 2. AMT was used to recruit 203 participants in the United States (Study 2a). One of the participants was removed from analyses due to failure to correctly respond to an attention check, leaving an effective sample size of 202 (120 females), with a mean age of 38 y (SD = 13). AMT was used to recruit 158 participants in India (Study 2b). Eleven of them were removed from analyses due to failure to correctly respond to an attention check, leaving an effective sample size of 147 (50 females), with a mean age of 33 y (SD = 9).
Measures. Studies 2a and 2b had five between-subjects conditions: one audience condition assessing valuation and four emotion conditions: pride, amusement, excitement, and happiness. The scenarios were the same as in Studies 1a–1p. The stimuli were presented in English in the United States and India.

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Cross-cultural regularities in the cognitive architecture of pride

1. Note to Study 2

To clarify the task, participants in the pride, amusement, excitement, and happiness conditions were instructed: "We're asking specifically about how much [pride / amusement / excitement / happiness] you would feel. If you think you would feel something but not [pride / amusement / excitement / happiness], your answer should be that you would <u>not</u> feel [pride / amusement / excitement / happiness]." In all cases, the scales ranged from 1 (no [pride / amusement / excitement / happiness] at all / I wouldn't view him/her positively at all) to 7 (a lot of [pride / amusement / excitement / happiness] / I'd view him/her very positively).

2. STUDY S1. Pride and culture-specific valuation

According to the advertisement–recalibration theory, the mobilization of pride is calibrated by how a given event (act, state, relationship, situation) is (estimated to be) evaluated *by those in one's local social world*—those whose valuation-informed reactions will modify your welfare, your status, and, ultimately, your fitness. Events engaging meta-cultural valuations will generate cross-culturally similar levels of valuation and cross-culturally similar levels of pride. For events of this kind, pride will track foreign audiences, *but only because the latter's valuations are shared with the valuations of the local audiences pride is calibrated by*. By contrast, events engaging culturally *particular* valuations—valuations evoked by the particular features of a given social ecology, or socially transmitted—will fail to yield a cross-cultural consensus in valuation and pride. Here, pride will not track foreign audiences because the latter's values and the values of the local audiences are different.

In Study S1 we tested three sets of scenarios. The first set is hypothesized to engage meta-cultural valuations (*Common* scenarios; e.g., being smart, beating a bully). The second set of scenarios is hypothesized to elicit more valuation in India than in the United States (*India* scenarios; e.g., not eating beef, convincing your cousin to not marry a woman from a different class). The third set of scenarios is hypothesized to elicit more valuation in the United States than in India (*United States* scenarios; e.g. becoming financially independent and moving out of your parents' home at age 18; dressing true to yourself without caring what other people think). The *India* and *United States* scenarios were constructed based on an anthropological report (1) as well as advice from bicultural informants.

If the *India* scenarios and/or the *United States* scenarios elicit different valuations (in particular, different orderings of valuations) among American participants and Indian participants, then pride should track the valuation of domestic audiences but not of foreign audiences. If they fail to elicit different valuations (i.e. if those sets of scenarios elicit cross-culturally similar valuations), then pride should track the valuations of domestic *and* foreign audiences.

Methods

Sample for Study S1a

Amazon Mechanical Turk was used to recruit 134 participants in the United States. Two of them were removed from analyses due to failure to correctly respond to an attention check, leaving an effective sample size of 132 (60 females), with a mean age of 38 (SD: 13).

Sample for Study S1b
Amazon Mechanical Turk was used to recruit 132 participants in India. Eight of them were removed from analyses due to failure to correctly respond to an attention check, leaving an effective sample size of 124 (37 females), with a mean age of 31 (SD: 7).

Measures. The stimuli of Study S1 consisted of 30 scenarios: ten *Common* scenarios (a subset of the scenarios used in Study 1), ten *India* scenarios, and ten *United States* scenarios. The scenarios were presented in randomized order (without blocking by type). The participants rated all 30 scenarios. There were two between-subjects conditions: one audience condition assessing valuation (scale: 1: I wouldn't view him/her positively at all; 7: I'd view him/her very positively), and one pride condition assessing pride (scale: 1: no pride at all; 7: a lot of pride). Participants were randomly assigned to one of the two conditions. The stimuli were presented in English in both the United States and India. The 30 scenarios are shown in Table S8.

Results and discussion
Table S8 displays the scenarios, the pride and valuation means and standard deviations for each scenario and country, and scenario- and condition-specific tests of country-level differences. Table S9 displays the pride and valuation correlations within and between countries by scenario type.

1. When the scenarios engage valuations presumed to be meta-cultural, does pride in a given country track the valuation in the other country? Yes. Here we consider the set of ten *Common* scenarios. For each participant we computed the mean pride or mean valuation ratings across the ten *Common* scenarios. The mean of the mean valuation ratings was similar across Indians (M = 5.44, SD = 0.93) and Americans (M = 5.39, SD = 0.70; $t(113) = -0.38$, $P = .70$)—of the ten *Common* scenarios, two elicited more valuation among Indians (Ps < .01), three elicited more valuation among Americans (Ps < .05), and five yielded no significant country-level differences. The mean of the mean pride ratings was higher among Indians (M = 5.59, SD = 0.84) than among Americans (M = 5.05, SD = 1.06; $t(128) = -3.19$, $P = .002$, $r = .27$)—of the ten *Common* scenarios, three elicited more pride among Indians (Ps < .001), and seven yielded no significant country-level differences.

Valuation among Americans correlated highly with valuation among Indians ($r(8) = .89$, $P = .0005$), indicating that the *Common* scenarios elicited similar (orderings of) valuations across countries. As expected when that is the case, American pride tracked Indian valuation ($r(8) = .87$, $P = .001$), and did so just as well as it tracked American valuation ($r(8) = .89$, $P = .0005$) (difference between correlations: $Z = 0.17$, $P = .87$). Similarly, Indian pride tracked American valuation ($r(8) = .74$, $P = .015$) and Indian valuation($r(8) = .93$, $P = .0001$) (difference between correlations: $Z = 1.32$, $P = .19$). This was as in Studies 1 and 2 (main text).

2. When the scenarios engage valuations presumed to be culture-specific, does pride in a given country fail *to track the valuation in the other country?* Yes, but only when the valuation of the foreign audience *fails* to track the valuation of the domestic audience.

When valuation ratings for local and foreign audiences are correlated.

First, we turn to the set of ten *India* scenarios. The mean of the mean valuation ratings was higher among Indians (M = 4.90, SD = 0.82) than among Americans (M = 4.31, SD = 0.71; $t(124) = -4.31$, $P = .00003$, $r = .36$)—of the ten *India* scenarios, four elicited more valuation among Indians ($Ps < .01$), and six yielded no significant country-level differences. Also the mean of the mean pride ratings was higher among Indians (M = 4.83, SD = 0.93) than among Americans (M = 3.37, SD = 1.13; $t(128) = -8.00$, $P = 10^{-12}$, $r = .58$)—of the ten *India* scenarios, nine elicited more pride among Indians ($Ps < .001$), and one yielded no significant country-level differences.

The *India* scenarios elicited more valuation and pride among Indians than among Americans (as expected). However, the two populations agreed about which scenarios would elicit more valuation: Valuation among Indians correlated with valuation among Americans ($r(8) = .90$, $P = .0004$). Thus, the *India* scenarios appear to elicit similar (orderings of) valuations across countries. When valuations are coordinated across countries, pride should track the valuation of domestic *and* foreign audiences.

That is what was observed: The pride elicited by these scenarios tracked the valuation of both domestic and foreign audiences. Indian pride tracked Indian valuation ($r(8) = .94$, $P = .00007$), as it should. It also tracked American valuation ($r(8) = .84$, $P = .002$); the difference between these correlations was not significant ($Z = 0.97$, $P = .33$). Similarly, American pride tracked American valuation ($r(8) = .93$, $P = .00007$) and Indian valuation ($r(8) = .91$, $P = .0002$); again, the difference between these correlations was not significant ($Z = 0.24$, $P = .81$).

One possibility for why American valuation tracked Indian valuation for the *India* scenarios ($r = .90$) is that the issues of authority, loyalty, and purity featured in these scenarios, while weighted less heavily by Americans than by Indians, can nevertheless be made sense of (by Americans) thanks to species-wide adaptations for dealing with hierarchies, coalitions, and contaminants (2). Moreover, a number of these scenarios were honorable for Americans a generation or two older than the participants.

When valuation ratings for local and foreign audiences are uncorrelated.

Next, we consider the set of ten *United States* scenarios. The mean of the mean valuation ratings was higher among Americans (M = 5.60, SD = 0.79) than among Indians (M = 5.25, SD = 0.89; $t(124) = 2.32$, $P = .02$, , $r = .20$)—of the ten *United States* scenarios, three elicited more valuation among Americans ($Ps < .01$), one elicited more valuation among Indians ($P < .001$), and six yielded no significant country-level differences. The mean of the mean pride ratings was similar among Americans (M = 4.98, SD = 1.09) and Indians (M = 5.22, SD = 0.91; $t(128) = -1.36$, $P = .18$)—of the ten *United States* scenarios, three elicited more pride among Americans ($Ps < .05$), four elicited more pride among Indians ($Ps < .05$), and three yielded no significant country-level differences.

The correlation between valuation among Americans and valuation among Indians was non-significant and low ($r(8) = .26$, $P = .46$). That is, the valuation ratings of Americans and Indians were more dis-coordinated for these scenarios than they were for the *Common* scenarios (which was: $r = .89$). The more valuations are dis-coordinated across countries, the less pride should track the valuation of foreign audiences; pride should correlate more highly with the valuation of domestic audiences than with the valuation of foreign audiences.

That is what was observed. American pride tracked American valuation ($r(8) = .51$, $P = .13$); the correlation between American pride and Indian valuation was lower: ($r(8) = -.09$, $P = .80$), as it should be when local and foreign valuation ratings do not align (the difference between

these correlations was not significant, however: $Z = 1.22$, $P = .22$). Indian pride did not track American valuation ($r(8) = -.11$, $P = .75$)—again, as expected. Meanwhile, Indian pride positively tracked Indian valuation ($r(8) = .76$, $P = .01$) (the difference between these correlations was significant: $Z = 2.07$, $P = .038$).

Effect sizes may provide a clearer picture than *p*-values. For the *Common* scenarios, American valuation and Indian valuation shared 79% of their variance ($r^2 = .79$). The mean effect size of pride tracking *foreign* valuation was .65 (r^2s: American pride vs. Indian valuation: .76; Indian pride vs. American valuation: .55). Meanwhile, the mean effect size of pride tracking *local* valuation was .83 (r^2s: American pride vs. American valuation: .79; Indian pride vs. Indian valuation: .86). Thus, the mean (averaged across the two countries) effect size of pride-tracking-a-*foreign*-audience was about four-fifths as high (79%) as the mean effect size of pride-tracking-a-*local*-audience.

For the *India* scenarios this ratio was even higher. American valuation and Indian valuation shared 81% of their variance. The mean effect size of pride tracking *foreign* valuation was .77 (r^2s: American pride vs. Indian valuation: .83; Indian pride vs. American valuation: .71). And the mean effect size of pride tracking *local* valuation was .87 (r^2s: American pride vs. American valuation: .86; Indian pride vs. Indian valuation: .88). The mean effect size of pride-tracking-a-*foreign*-audience was very close (88%) to the mean effect size of pride-tracking-a-*local*-audience.

The *United States* scenarios yielded weakly correlated valuations across countries, and, as predicted, a low *foreign*-tracking-to-*local*-tracking ratio. There was little shared variance between American valuation and Indian valuation (7%). The mean effect size of pride tracking *foreign* valuation was .01 (r^2s: American pride vs. Indian valuation: .01; Indian pride vs. American valuation: .01). By contrast, the mean effect size of pride tracking *local* valuation was .42 (r^2s: American pride vs. American valuation: .26; Indian pride vs. Indian valuation: .58). Thus, the mean effect size of pride-tracking-a-*foreign*-audience was only 2% as high as the mean effect size of pride-tracking-a-*local*-audience.

Note that the higher the extent to which valuations are correlated across cultures across different types of scenarios, the more closely the pride match to *foreign* audiences approximates the pride match to *local* audiences (*Unites States* scenarios: shared variance in valuations across cultures: 7%; *foreign*-tracking-to-*local*-tracking ratio: 2%; *Common* scenarios: shared variance in valuations across cultures: 79%; *foreign*-tracking-to-*local*-tracking ratio: 79%; *India* scenarios: shared variance in valuations across cultures: 81%; *foreign*-tracking-to-*local*-tracking ratio: 88%.)

Summary of Study S1: Pride and culture-specific valuation.
In sum, pride tracks the valuation of foreign audiences when the latter's valuations are correlated with the valuations of local audiences. However, the correlation between pride and valuation by foreign audiences erodes when the latter's valuations are uncorrelated with the valuations of local audiences. We note that this pattern of results is similar to the pattern found for the emotion of shame (3).

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Table S1

Demographic information (Study 1a–p)

Country	Sample	Majority location: %	% living in big town	*n*	% female	Age
United States	G	California: 18	36	119	53	36 (12)
Canada	G	Toronto: 17	28	29	38	36 (11)
United Kingdom	G	London: 13	38	72	42	43 (10)
France	G	Paris: 30	60	161	76	35 (16)
Belgium	S	Gent: 20	11	85	80	21 (5)
Netherlands	G,S	Leiden: 37	28	57	53	27 (13)
Switzerland	G	Neuchâtel: 38	9	56	68	25 (10)
Italy	S	Forlì: 48	4	46	37	25 (5)
Turkey	G,S	Ankara: 61	94	129	72	22 (3)
Israel	S	Be'er Sheva: 36	52	102	54	26 (6)
India	G	Tamil Nadu: 55	39	111	33	31 (7)
Singapore	S	Singapore: 97	57	131	76	21 (2)
Philippines	G	Manila: 21	62	39	51	31 (7)
South Korea	G	Seoul: 80	75	28	64	33 (9)
Japan	G	Osaka: 15	33	150	51	43 (15)
Australia	S	Brisbane: 12	52	33	88	34 (13)

Note: Means indicated (standard deviations in parentheses). G: general population, S: students. Inattentive participants are not included.

Table S2a

Ratings of valuation and pride, by scenario: United States (Study 1a)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.47 (0.80)	6.03 (1.15)
14	You are generous with others. / He is generous with others.	6.34 (0.96)	5.88 (1.18)
4	You take very good care of your children. / He takes very good care of his children.	6.32 (1.02)	6.22 (1.11)
5	You can support your children economically. / He can support his children economically.	6.03 (1.08)	5.93 (1.35)
22	People love your sense of humor. / People love his sense of humor.	5.98 (1.03)	5.78 (1.26)
8	You are very smart. / He is very smart.	5.85 (1.16)	5.93 (1.23)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.85 (1.20)	5.60 (1.33)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.83 (1.07)	5.53 (1.27)
16	You have many unique skills. / He has many unique skills.	5.81 (1.12)	5.83 (1.18)
10	You have good table manners. / He has good table manners.	5.71 (1.13)	5.00 (1.45)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.58 (1.29)	5.93 (1.07)
17	You have a lot of good friends. / He has a lot of good friends.	5.53 (1.22)	5.55 (1.29)
24	You finished first in a marathon. / He finished first in a marathon.	5.46 (1.38)	5.98 (1.55)
15	You are ambitious. / He is ambitious.	5.36 (1.27)	5.23 (1.25)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.31 (1.25)	5.10 (1.48)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.12 (1.33)	5.50 (1.37)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.92 (1.34)	4.98 (1.43)
12	You are physically attractive. / He is physically attractive.	4.88 (1.26)	5.33 (1.26)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.81 (1.21)	5.45 (1.33)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.44 (1.19)	5.35 (1.40)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.29 (1.15)	3.30 (1.54)
13	You are wealthy. / He is wealthy.	4.22 (1.34)	4.75 (1.61)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.19 (1.41)	4.27 (1.64)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.86 (1.75)	3.87 (2.13)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.27 (1.52)	3.58 (2.08)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 59; pride: 60. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2b

Ratings of valuation and pride, by scenario: Canada (Study 1b)

#	Scenario	Valuation	Pride
4	You take very good care of your children. / He takes very good care of his children.	6.36 (1.08)	6.33 (1.11)
18	You are trustworthy. / He is trustworthy.	6.29 (1.07)	6.07 (1.10)
14	You are generous with others. / He is generous with others.	6.21 (1.12)	5.60 (1.12)
5	You can support your children economically. / He can support his children economically.	5.86 (1.17)	5.53 (1.19)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.79 (1.12)	5.47 (1.41)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.64 (1.01)	5.73 (1.03)
8	You are very smart. / He is very smart.	5.64 (1.22)	5.87 (1.36)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.64 (1.15)	5.27 (1.16)
22	People love your sense of humor. / People love his sense of humor.	5.64 (1.15)	5.53 (1.19)
24	You finished first in a marathon. / He finished first in a marathon.	5.64 (1.28)	5.40 (1.24)
16	You have many unique skills. / He has many unique skills.	5.57 (1.16)	5.60 (1.30)
17	You have a lot of good friends. / He has a lot of good friends.	5.57 (1.28)	5.33 (1.45)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.36 (1.22)	5.20 (1.42)
10	You have good table manners. / He has good table manners.	5.36 (1.15)	4.73 (1.28)
15	You are ambitious. / He is ambitious.	5.21 (1.31)	5.13 (1.41)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.86 (1.10)	5.47 (1.13)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.79 (1.12)	5.13 (1.13)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.64 (1.28)	4.53 (2.13)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.43 (0.76)	4.80 (1.70)
12	You are physically attractive. / He is physically attractive.	4.29 (0.83)	4.87 (1.92)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.29 (1.54)	3.53 (2.42)
13	You are wealthy. / He is wealthy.	4.07 (0.73)	4.40 (1.59)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.00 (0.78)	3.40 (1.50)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.57 (1.50)	3.73 (2.09)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	1.86 (1.56)	3.00 (2.39)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 14; pride: 15. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2c

Ratings of valuation and pride, by scenario: United Kingdom (Study 1c)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	5.97 (0.97)	6.37 (0.85)
4	You take very good care of your children. / He takes very good care of his children.	5.85 (1.08)	5.84 (1.15)
14	You are generous with others. / He is generous with others.	5.76 (0.99)	5.45 (1.31)
5	You can support your children economically. / He can support his children economically.	5.62 (1.18)	5.58 (1.15)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.50 (1.08)	4.95 (1.27)
10	You have good table manners. / He has good table manners.	5.47 (1.11)	5.29 (1.23)
24	You finished first in a marathon. / He finished first in a marathon.	5.29 (1.14)	5.63 (1.65)
22	People love your sense of humor. / People love his sense of humor.	5.29 (1.03)	5.37 (1.17)
17	You have a lot of good friends. / He has a lot of good friends.	5.26 (1.08)	5.18 (1.18)
8	You are very smart. / He is very smart.	5.26 (1.02)	5.37 (1.17)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.21 (1.12)	5.50 (1.33)
15	You are ambitious. / He is ambitious.	5.21 (1.27)	4.76 (1.17)
16	You have many unique skills. / He has many unique skills.	5.18 (1.22)	5.05 (1.21)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.18 (1.19)	5.05 (1.33)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.03 (1.14)	4.32 (1.30)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.91 (1.06)	4.97 (1.22)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.88 (1.09)	4.84 (1.44)
12	You are physically attractive. / He is physically attractive.	4.71 (1.00)	4.89 (1.41)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.65 (1.07)	4.95 (1.64)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.50 (1.29)	4.95 (1.49)
13	You are wealthy. / He is wealthy.	4.35 (1.12)	3.97 (1.59)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.24 (1.13)	3.39 (1.67)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.24 (1.63)	3.37 (1.81)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.09 (1.50)	3.39 (1.72)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.59 (1.83)	2.68 (1.56)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 34; pride: 38. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2d

Ratings of valuation and pride, by scenario: France (Study 1d)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.36 (0.84)	5.53 (1.41)
14	You are generous with others. / He is generous with others.	6.24 (0.90)	4.64 (1.76)
4	You take very good care of your children. / He takes very good care of his children.	6.24 (0.89)	5.40 (1.72)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.81 (1.12)	5.00 (1.45)
8	You are very smart. / He is very smart.	5.65 (1.35)	4.95 (1.70)
16	You have many unique skills. / He has many unique skills.	5.59 (1.10)	5.04 (1.53)
22	People love your sense of humor. / People love his sense of humor.	5.49 (1.18)	5.04 (1.51)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.45 (1.23)	4.81 (1.55)
5	You can support your children economically. / He can support his children economically.	5.38 (1.20)	4.83 (1.61)
24	You finished first in a marathon. / He finished first in a marathon.	5.31 (1.23)	5.86 (1.43)
17	You have a lot of good friends. / He has a lot of good friends.	5.28 (1.24)	4.54 (1.47)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.09 (1.27)	5.43 (1.29)
10	You have good table manners. / He has good table manners.	5.05 (1.31)	3.40 (1.58)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.94 (1.29)	5.14 (1.37)
15	You are ambitious. / He is ambitious.	4.86 (1.39)	3.72 (1.69)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.65 (1.30)	3.57 (1.65)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.51 (1.19)	4.14 (1.62)
12	You are physically attractive. / He is physically attractive.	4.35 (1.26)	4.39 (1.67)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.31 (1.20)	3.75 (1.56)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.03 (1.12)	4.76 (1.74)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.77 (0.99)	2.25 (1.54)
13	You are wealthy. / He is wealthy.	3.72 (1.09)	3.36 (1.72)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	3.62 (1.80)	3.48 (1.91)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.59 (1.23)	3.23 (1.56)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.40 (1.71)	1.76 (1.26)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 78; pride: 83. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2e

Ratings of valuation and pride, by scenario: Belgium (Study 1e)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.33 (0.90)	6.04 (0.84)
4	You take very good care of your children. / He takes very good care of his children.	6.31 (0.80)	5.91 (1.01)
14	You are generous with others. / He is generous with others.	6.08 (0.84)	5.28 (1.00)
10	You have good table manners. / He has good table manners.	5.69 (1.08)	4.57 (1.20)
16	You have many unique skills. / He has many unique skills.	5.69 (1.03)	5.78 (1.15)
5	You can support your children economically. / He can support his children economically.	5.67 (1.30)	5.72 (1.19)
22	People love your sense of humor. / People love his sense of humor.	5.64 (0.96)	5.76 (0.82)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.62 (1.37)	5.43 (1.22)
8	You are very smart. / He is very smart.	5.54 (1.27)	5.54 (1.35)
24	You finished first in a marathon. / He finished first in a marathon.	5.36 (1.29)	6.24 (1.18)
17	You have a lot of good friends. / He has a lot of good friends.	5.33 (0.96)	5.61 (1.36)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.18 (1.25)	6.15 (0.79)
15	You are ambitious. / He is ambitious.	5.18 (1.07)	5.17 (1.12)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.18 (1.14)	5.39 (1.34)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.13 (1.13)	4.63 (1.57)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.10 (1.50)	5.13 (1.41)
12	You are physically attractive. / He is physically attractive.	4.77 (1.13)	5.41 (1.26)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.62 (1.04)	4.93 (1.47)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.36 (1.25)	4.39 (1.64)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.23 (1.33)	2.70 (1.35)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.21 (1.28)	5.70 (1.17)
13	You are wealthy. / He is wealthy.	4.05 (1.12)	4.41 (1.57)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.05 (1.34)	3.50 (1.82)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.90 (1.07)	4.04 (1.58)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.46 (1.27)	2.91 (1.77)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 39; pride: 46. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2f

Ratings of valuation and pride, by scenario: Netherlands (Study 1f)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.44 (0.64)	5.50 (1.55)
4	You take very good care of your children. / He takes very good care of his children.	6.22 (0.85)	5.33 (1.49)
14	You are generous with others. / He is generous with others.	5.96 (0.94)	4.90 (1.54)
8	You are very smart. / He is very smart.	5.93 (0.78)	5.17 (1.29)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.74 (1.06)	5.53 (1.36)
5	You can support your children economically. / He can support his children economically.	5.59 (0.89)	5.00 (1.72)
22	People love your sense of humor. / People love his sense of humor.	5.52 (0.89)	5.37 (1.13)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.37 (1.11)	5.63 (1.30)
16	You have many unique skills. / He has many unique skills.	5.37 (0.88)	5.23 (1.43)
15	You are ambitious. / He is ambitious.	5.26 (1.02)	4.80 (1.40)
17	You have a lot of good friends. / He has a lot of good friends.	5.26 (1.10)	4.70 (1.76)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.22 (1.05)	5.00 (1.44)
10	You have good table manners. / He has good table manners.	5.15 (1.17)	3.70 (1.39)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.11 (1.19)	4.33 (1.88)
24	You finished first in a marathon. / He finished first in a marathon.	5.04 (1.02)	5.83 (1.32)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.93 (1.04)	3.53 (1.93)
12	You are physically attractive. / He is physically attractive.	4.59 (0.93)	4.33 (1.52)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.37 (1.64)	3.77 (1.61)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.33 (1.21)	4.00 (1.51)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.33 (1.11)	4.57 (1.57)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.11 (1.34)	3.93 (1.64)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.70 (0.95)	1.87 (1.41)
13	You are wealthy. / He is wealthy.	3.67 (1.04)	3.33 (1.63)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.52 (1.22)	2.97 (1.59)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.63 (1.50)	2.73 (1.72)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 27; pride: 30. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2g

Ratings of valuation and pride, by scenario: Switzerland (Study 1g)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.68 (0.61)	5.68 (1.47)
14	You are generous with others. / He is generous with others.	6.50 (0.79)	5.29 (1.61)
4	You take very good care of your children. / He takes very good care of his children.	6.36 (0.83)	5.86 (1.35)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	6.18 (0.98)	5.07 (1.46)
16	You have many unique skills. / He has many unique skills.	5.64 (0.99)	5.50 (1.23)
22	People love your sense of humor. / People love his sense of humor.	5.54 (1.20)	5.36 (1.52)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.50 (1.11)	5.00 (1.59)
17	You have a lot of good friends. / He has a lot of good friends.	5.43 (1.00)	4.68 (1.81)
5	You can support your children economically. / He can support his children economically.	5.39 (0.99)	5.96 (1.14)
8	You are very smart. / He is very smart.	5.32 (1.28)	5.29 (1.78)
10	You have good table manners. / He has good table manners.	5.21 (1.10)	4.32 (1.76)
15	You are ambitious. / He is ambitious.	5.04 (1.26)	4.93 (1.86)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	4.89 (1.13)	5.93 (1.12)
24	You finished first in a marathon. / He finished first in a marathon.	4.82 (1.25)	5.61 (1.59)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.68 (1.06)	5.64 (1.16)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.64 (1.16)	4.07 (1.94)
12	You are physically attractive. / He is physically attractive.	4.61 (0.92)	4.86 (1.76)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.61 (1.07)	4.32 (1.44)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.43 (1.17)	3.82 (1.93)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.07 (1.44)	5.07 (1.63)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.96 (0.33)	2.25 (1.43)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.86 (1.53)	3.46 (2.01)
13	You are wealthy. / He is wealthy.	3.43 (1.23)	3.61 (1.50)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.04 (1.71)	2.64 (2.02)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.75 (1.40)	3.71 (1.80)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 28; pride: 28. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2h

Ratings of valuation and pride, by scenario: Italy (Study 1h)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.57 (0.66)	6.48 (0.95)
14	You are generous with others. / He is generous with others.	6.52 (0.73)	5.13 (1.82)
4	You take very good care of your children. / He takes very good care of his children.	6.43 (0.73)	5.87 (1.58)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	6.30 (1.06)	5.83 (1.61)
8	You are very smart. / He is very smart.	6.17 (1.11)	6.13 (1.58)
16	You have many unique skills. / He has many unique skills.	6.09 (1.08)	6.04 (1.64)
10	You have good table manners. / He has good table manners.	5.83 (1.03)	4.96 (1.64)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.74 (0.96)	6.04 (1.30)
17	You have a lot of good friends. / He has a lot of good friends.	5.70 (1.15)	5.74 (1.60)
5	You can support your children economically. / He can support his children economically.	5.65 (1.03)	6.09 (1.41)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.61 (1.23)	5.04 (1.74)
22	People love your sense of humor. / People love his sense of humor.	5.57 (1.12)	5.30 (1.66)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.48 (1.27)	5.74 (1.32)
24	You finished first in a marathon. / He finished first in a marathon.	5.22 (1.35)	5.61 (1.78)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.13 (1.06)	4.35 (2.06)
15	You are ambitious. / He is ambitious.	5.04 (1.55)	5.57 (1.47)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.00 (0.90)	4.17 (2.41)
12	You are physically attractive. / He is physically attractive.	4.61 (1.12)	5.22 (1.57)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.52 (0.99)	4.74 (2.09)
13	You are wealthy. / He is wealthy.	4.35 (1.23)	4.09 (1.90)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.17 (1.23)	5.43 (1.67)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.87 (1.06)	3.22 (1.78)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.65 (0.93)	3.09 (1.81)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.04 (1.85)	2.00 (1.31)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.13 (1.36)	3.48 (2.09)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 23; pride: 23. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2i

Ratings of valuation and pride, by scenario: Turkey (Study 1i)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.61 (0.62)	5.68 (1.59)
4	You take very good care of your children. / He takes very good care of his children.	6.10 (1.23)	5.71 (1.54)
14	You are generous with others. / He is generous with others.	5.97 (0.98)	4.76 (1.76)
16	You have many unique skills. / He has many unique skills.	5.81 (1.07)	5.93 (1.38)
8	You are very smart. / He is very smart.	5.73 (1.12)	5.71 (1.40)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.71 (1.19)	5.20 (1.63)
5	You can support your children economically. / He can support his children economically.	5.61 (1.17)	5.51 (1.54)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.44 (1.19)	5.29 (1.64)
10	You have good table manners. / He has good table manners.	5.43 (1.27)	4.56 (1.79)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.40 (1.33)	5.17 (1.69)
22	People love your sense of humor. / People love his sense of humor.	5.33 (1.15)	5.20 (1.64)
17	You have a lot of good friends. / He has a lot of good friends.	5.14 (1.39)	5.46 (1.56)
24	You finished first in a marathon. / He finished first in a marathon.	5.04 (1.33)	5.95 (1.52)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.81 (1.08)	4.05 (1.89)
12	You are physically attractive. / He is physically attractive.	4.73 (1.20)	5.14 (1.53)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.63 (1.19)	4.69 (1.66)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.57 (1.26)	4.32 (1.74)
13	You are wealthy. / He is wealthy.	4.16 (1.11)	3.81 (1.70)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.16 (1.27)	4.69 (1.57)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.16 (1.24)	4.22 (1.88)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.09 (1.90)	3.34 (1.84)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.01 (1.20)	4.12 (1.75)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.89 (1.17)	2.64 (1.54)
15	You are ambitious. / He is ambitious.	3.46 (1.44)	3.54 (1.57)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.63 (1.62)	2.86 (1.69)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 70; pride: 59. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2j

Ratings of valuation and pride, by scenario: Israel (Study 1j)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.37 (0.93)	6.14 (1.11)
4	You take very good care of your children. / He takes very good care of his children.	6.35 (0.81)	6.10 (1.39)
14	You are generous with others. / He is generous with others.	6.23 (0.92)	5.44 (1.43)
16	You have many unique skills. / He has many unique skills.	5.90 (1.07)	6.02 (1.10)
8	You are very smart. / He is very smart.	5.88 (0.94)	6.04 (1.18)
15	You are ambitious. / He is ambitious.	5.83 (1.08)	5.50 (1.28)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.81 (1.19)	5.42 (1.46)
22	People love your sense of humor. / People love his sense of humor.	5.52 (1.11)	5.96 (1.03)
5	You can support your children economically. / He can support his children economically.	5.50 (1.13)	6.28 (1.16)
24	You finished first in a marathon. / He finished first in a marathon.	5.48 (1.35)	6.22 (1.11)
17	You have a lot of good friends. / He has a lot of good friends.	5.46 (1.24)	5.44 (1.30)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.42 (1.23)	6.12 (0.98)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.33 (1.25)	4.96 (1.56)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.17 (1.25)	4.54 (1.58)
10	You have good table manners. / He has good table manners.	4.94 (1.24)	4.08 (1.79)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.60 (1.21)	4.90 (1.50)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.52 (1.20)	4.76 (1.61)
12	You are physically attractive. / He is physically attractive.	4.42 (1.05)	5.22 (1.36)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.35 (1.44)	5.32 (1.52)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.19 (1.68)	3.08 (1.72)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.15 (1.35)	5.02 (1.45)
13	You are wealthy. / He is wealthy.	4.04 (1.22)	4.42 (1.82)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.88 (1.40)	4.04 (1.81)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	3.56 (1.26)	2.94 (1.67)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.58 (1.51)	3.08 (1.84)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 52; pride: 50. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2k

Ratings of valuation and pride, by scenario: India (Study 1k)

#	Scenario	Valuation	Pride
4	You take very good care of your children. / He takes very good care of his children.	6.11 (0.99)	6.41 (0.80)
17	You have a lot of good friends. / He has a lot of good friends.	6.05 (0.99)	6.30 (0.87)
10	You have good table manners. / He has good table manners.	5.96 (1.09)	6.04 (1.13)
18	You are trustworthy. / He is trustworthy.	5.96 (1.22)	6.38 (0.95)
16	You have many unique skills. / He has many unique skills.	5.95 (1.06)	6.32 (0.83)
5	You can support your children economically. / He can support his children economically.	5.95 (1.10)	6.25 (0.81)
14	You are generous with others. / He is generous with others.	5.89 (1.17)	6.05 (1.07)
8	You are very smart. / He is very smart.	5.87 (1.09)	6.25 (0.79)
15	You are ambitious. / He is ambitious.	5.85 (1.08)	5.84 (1.06)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.69 (1.29)	5.59 (1.23)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.65 (1.24)	5.93 (1.48)
22	People love your sense of humor. / People love his sense of humor.	5.64 (1.19)	6.16 (0.85)
24	You finished first in a marathon. / He finished first in a marathon.	5.62 (1.48)	6.07 (1.37)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.60 (1.24)	5.86 (1.41)
12	You are physically attractive. / He is physically attractive.	5.56 (1.21)	6.30 (0.78)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.53 (1.32)	5.91 (0.92)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.47 (1.18)	5.96 (1.04)
13	You are wealthy. / He is wealthy.	5.42 (1.40)	5.64 (1.27)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	5.35 (1.42)	5.59 (1.41)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.25 (1.43)	5.91 (1.21)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.22 (1.61)	5.86 (1.34)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	5.07 (1.53)	5.66 (1.27)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.84 (1.70)	5.07 (1.69)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.49 (1.46)	4.02 (2.00)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	4.27 (1.81)	4.34 (1.97)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 55; pride: 56. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2l

Ratings of valuation and pride, by scenario: Singapore (Study 1l)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.40 (0.78)	6.25 (1.13)
4	You take very good care of your children. / He takes very good care of his children.	6.21 (0.95)	6.25 (1.05)
14	You are generous with others. / He is generous with others.	6.09 (0.92)	5.72 (1.35)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.96 (1.24)	5.70 (1.15)
16	You have many unique skills. / He has many unique skills.	5.91 (0.95)	6.05 (1.08)
5	You can support your children economically. / He can support his children economically.	5.78 (1.03)	5.91 (1.39)
22	People love your sense of humor. / People love his sense of humor.	5.73 (1.02)	5.56 (1.42)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.73 (1.12)	5.64 (1.36)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.67 (1.13)	6.16 (0.91)
10	You have good table manners. / He has good table manners.	5.64 (1.05)	5.41 (1.41)
17	You have a lot of good friends. / He has a lot of good friends.	5.60 (1.13)	5.77 (0.99)
8	You are very smart. / He is very smart.	5.52 (1.13)	5.67 (1.43)
15	You are ambitious. / He is ambitious.	5.49 (1.08)	5.09 (1.29)
24	You finished first in a marathon. / He finished first in a marathon.	5.45 (1.13)	5.88 (1.37)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.21 (1.31)	5.61 (1.29)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.21 (1.20)	4.64 (1.37)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.90 (1.26)	5.73 (1.12)
12	You are physically attractive. / He is physically attractive.	4.84 (1.21)	5.55 (1.15)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.64 (1.40)	5.61 (1.36)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.51 (1.26)	4.94 (1.63)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.51 (1.21)	4.75 (1.77)
13	You are wealthy. / He is wealthy.	4.45 (1.26)	4.89 (1.37)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.12 (1.64)	3.88 (1.77)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.07 (1.20)	3.67 (1.79)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	3.39 (1.74)	3.83 (1.93)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 67; pride: 64. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2m

Ratings of valuation and pride, by scenario: Philippines (Study 1m)

#	Scenario	Valuation	Pride
4	You take very good care of your children. / He takes very good care of his children.	6.78 (0.55)	6.33 (1.11)
18	You are trustworthy. / He is trustworthy.	6.67 (0.59)	6.19 (1.40)
5	You can support your children economically. / He can support his children economically.	6.61 (0.61)	6.10 (1.14)
14	You are generous with others. / He is generous with others.	6.44 (0.92)	5.52 (1.54)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	6.33 (0.97)	5.62 (1.28)
17	You have a lot of good friends. / He has a lot of good friends.	6.33 (0.97)	5.90 (1.30)
16	You have many unique skills. / He has many unique skills.	6.28 (1.02)	6.52 (1.03)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	6.22 (1.00)	5.71 (1.62)
10	You have good table manners. / He has good table manners.	6.22 (0.88)	5.67 (1.59)
22	People love your sense of humor. / People love his sense of humor.	6.17 (0.86)	5.76 (1.34)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.94 (1.00)	5.29 (1.95)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.94 (1.26)	6.00 (1.52)
8	You are very smart. / He is very smart.	5.89 (1.60)	6.05 (1.60)
12	You are physically attractive. / He is physically attractive.	5.72 (1.23)	5.81 (1.63)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.67 (1.19)	6.05 (1.36)
24	You finished first in a marathon. / He finished first in a marathon.	5.67 (1.14)	5.48 (2.11)
13	You are wealthy. / He is wealthy.	5.67 (1.33)	5.19 (1.50)
15	You are ambitious. / He is ambitious.	5.44 (1.42)	4.43 (2.06)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	5.33 (1.37)	5.67 (1.53)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.33 (1.57)	5.48 (1.91)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.33 (1.68)	5.67 (1.98)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	5.22 (1.56)	5.19 (1.60)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	5.17 (1.54)	6.29 (1.01)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.56 (1.89)	4.76 (1.76)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.78 (1.73)	3.57 (2.06)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 18; pride: 21. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2n

Ratings of valuation and pride, by scenario: South Korea (Study 1n)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	6.77 (0.60)	6.87 (0.35)
4	You take very good care of your children. / He takes very good care of his children.	6.54 (0.52)	6.53 (0.74)
17	You have a lot of good friends. / He has a lot of good friends.	6.46 (0.66)	6.53 (0.74)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	6.38 (1.19)	5.40 (1.72)
10	You have good table manners. / He has good table manners.	6.31 (0.85)	5.40 (1.68)
22	People love your sense of humor. / People love his sense of humor.	6.23 (1.01)	5.93 (1.53)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	6.15 (1.28)	6.13 (1.36)
5	You can support your children economically. / He can support his children economically.	6.08 (0.86)	5.53 (1.68)
14	You are generous with others. / He is generous with others.	6.00 (1.53)	5.73 (1.22)
16	You have many unique skills. / He has many unique skills.	6.00 (1.63)	5.73 (1.44)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.92 (1.71)	5.13 (1.64)
8	You are very smart. / He is very smart.	5.85 (1.07)	6.00 (1.20)
12	You are physically attractive. / He is physically attractive.	5.77 (1.09)	5.73 (1.33)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.77 (1.17)	4.73 (1.87)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.54 (1.61)	5.27 (1.62)
24	You finished first in a marathon. / He finished first in a marathon.	5.54 (1.71)	5.73 (2.09)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.46 (1.94)	5.33 (1.63)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.38 (1.33)	6.00 (0.85)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	5.08 (1.89)	5.73 (1.53)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	5.00 (1.47)	4.87 (1.88)
13	You are wealthy. / He is wealthy.	4.85 (1.68)	4.53 (1.77)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.85 (1.91)	4.27 (1.75)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.62 (1.85)	5.00 (1.81)
15	You are ambitious. / He is ambitious.	4.54 (2.11)	4.27 (1.67)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	3.38 (2.14)	3.60 (1.68)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 13; pride: 15. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2o

Ratings of valuation and pride, by scenario: Japan (Study 1o)

#	Scenario	Valuation	Pride
18	You are trustworthy. / He is trustworthy.	5.89 (1.06)	5.44 (1.30)
4	You take very good care of your children. / He takes very good care of his children.	5.59 (1.12)	4.48 (1.38)
10	You have good table manners. / He has good table manners.	5.58 (1.14)	4.85 (1.42)
17	You have a lot of good friends. / He has a lot of good friends.	5.39 (1.18)	5.27 (1.34)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.37 (1.11)	4.47 (1.40)
16	You have many unique skills. / He has many unique skills.	5.35 (1.17)	5.11 (1.44)
8	You are very smart. / He is very smart.	5.35 (1.07)	5.03 (1.46)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.27 (0.98)	4.66 (1.52)
22	People love your sense of humor. / People love his sense of humor.	5.25 (1.18)	4.81 (1.41)
15	You are ambitious. / He is ambitious.	5.24 (1.06)	4.87 (1.32)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.10 (1.31)	4.86 (1.53)
14	You are generous with others. / He is generous with others.	5.10 (1.07)	4.14 (1.20)
12	You are physically attractive. / He is physically attractive.	5.03 (1.12)	4.80 (1.35)
24	You finished first in a marathon. / He finished first in a marathon.	5.01 (1.24)	5.33 (1.51)
5	You can support your children economically. / He can support his children economically.	4.99 (1.19)	4.77 (1.48)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.83 (1.12)	5.09 (1.36)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.79 (1.09)	5.03 (1.48)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.73 (0.93)	4.53 (1.30)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.61 (1.15)	4.81 (1.23)
9	You have more years of education than those around you. / He has more years of education than those around him.	4.59 (1.27)	4.38 (1.55)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.55 (1.36)	4.33 (1.74)
13	You are wealthy. / He is wealthy.	4.46 (1.11)	4.62 (1.43)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.17 (0.72)	3.58 (1.52)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.00 (1.43)	4.16 (1.48)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.18 (1.29)	3.14 (1.65)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 71; pride: 79. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S2p

Ratings of valuation and pride, by scenario: Australia (Study 1p)

#	Scenario	Valuation	Pride
4	You take very good care of your children. / He takes very good care of his children.	6.56 (0.63)	5.82 (1.51)
18	You are trustworthy. / He is trustworthy.	6.56 (0.73)	6.18 (1.38)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	6.19 (0.66)	4.29 (1.93)
14	You are generous with others. / He is generous with others.	6.06 (0.85)	5.71 (1.16)
22	People love your sense of humor. / People love his sense of humor.	5.94 (0.85)	5.41 (1.23)
5	You can support your children economically. / He can support his children economically.	5.88 (1.15)	5.82 (1.13)
10	You have good table manners. / He has good table manners.	5.81 (1.11)	4.59 (1.80)
8	You are very smart. / He is very smart.	5.75 (1.34)	5.71 (1.21)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	5.75 (0.86)	4.65 (1.17)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.56 (1.03)	5.29 (1.61)
16	You have many unique skills. / He has many unique skills.	5.50 (0.97)	5.82 (1.01)
24	You finished first in a marathon. / He finished first in a marathon.	5.25 (1.24)	5.59 (1.58)
15	You are ambitious. / He is ambitious.	5.25 (1.13)	4.82 (1.59)
17	You have a lot of good friends. / He has a lot of good friends.	5.25 (0.93)	4.94 (1.75)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.06 (1.24)	5.18 (1.59)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.06 (1.29)	4.59 (1.50)
12	You are physically attractive. / He is physically attractive.	4.88 (1.59)	4.65 (1.41)
1	You look ten years younger than you are. / He looks ten years younger than he is.	4.69 (1.62)	4.94 (1.78)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	4.56 (1.59)	5.53 (1.01)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.50 (1.59)	4.35 (1.46)
13	You are wealthy. / He is wealthy.	4.31 (1.30)	4.12 (1.36)
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.19 (1.28)	3.35 (2.15)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.75 (1.98)	3.12 (2.12)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	3.69 (1.30)	3.88 (1.32)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	2.00 (1.32)	2.82 (1.81)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 16; pride: 17. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride scenario # 23 read "her" instead of "him". The female versions of the

valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S3

Within-country agreement on valuation and pride, by country *(Study 1a–p)*

Study	Country	Within-country agreement on valuation	Within-country agreement on pride
1a	United States	ICC(2,59) = .98	ICC(2,60) = .96
1b	Canada	ICC(2,14) = .94	ICC(2,15) = .84
1c	United Kingdom	ICC(2,34) = .95	ICC(2,38) = .96
1d	France	ICC(2,78) = .98	ICC(2,83) = .98
1e	Belgium	ICC(2,39) = .97	ICC(2,46) = .97
1f	Netherlands	ICC(2,27) = .96	ICC(2,30) = .94
1g	Switzerland	ICC(2,28) = .96	ICC(2,28) = .94
1h	Italy	ICC(2,23) = .96	ICC(2,23) = .93
1i	Turkey	ICC(2,70) = .98	ICC(2,59) = .96
1j	Israel	ICC(2,52) = .98	ICC(2,50) = .97
1k	India	ICC(2,55) = .91	ICC(2,56) = .94
1l	Singapore	ICC(2,67) = .97	ICC(2,64) = .96
1m	Philippines	ICC(2,18) = .91	ICC(2,21) = .79
1n	South Korea	ICC(2,13) = .78	ICC(2,15) = .81
1o	Japan	ICC(2,71) = .98	ICC(2,79) = .95
1p	Australia	ICC(2,16) = .94	ICC(2,17) = .88

Table S4

Correlations between pride and valuation within and between countries (Study 1a–p)

Pride	Valuation															
	US	CA	GB	FR	BE	NL	CH	IT	TR	IL	IN	SG	PH	KR	JP	AU
United States	.85	.85	.83	.85	.82	.84	.81	.86	.80	.84	.81	.88	.76	.76	.77	.84
Canada	.91	.90	.89	.90	.90	.91	.87	.93	.84	.91	.85	.92	.81	.82	.81	.90
United Kingdom	.90	.89	.90	.86	.88	.87	.85	.87	.83	.84	.81	.89	.82	.85	.85	.90
France	.66	.64	.61	.78	.64	.68	.70	.69	.67	.65	.63	.73	.55	.60	.53	.64
Belgium	.79	.80	.77	.76	.76	.79	.73	.78	.73	.79	.76	.83	.70	.71	.76	.78
Netherlands	.76	.80	.75	.80	.74	.83	.74	.74	.72	.83	.66	.82	.59	.65	.72	.76
Switzerland	.72	.71	.68	.80	.71	.76	.72	.73	.68	.73	.70	.80	.59	.61	.60	.69
Italy	.79	.76	.74	.82	.75	.78	.80	.82	.72	.79	.81	.84	.63	.70	.70	.80
Turkey	.77	.76	.74	.79	.76	.76	.74	.78	.84	.75	.76	.80	.71	.79	.72	.75
Israel	.78	.78	.76	.78	.76	.78	.74	.79	.70	.82	.77	.81	.73	.65	.69	.77
India	.81	.72	.77	.72	.77	.68	.76	.83	.70	.71	.90	.78	.82	.75	.73	.78
Singapore	.80	.78	.78	.80	.78	.78	.79	.81	.79	.76	.80	.85	.78	.76	.76	.80
Philippines	.68	.65	.66	.52	.63	.57	.60	.68	.74	.55	.62	.61	.77	.77	.70	.68
South Korea	.73	.71	.71	.69	.71	.69	.72	.71	.79	.63	.66	.70	.78	.83	.73	.73
Japan	.62	.64	.66	.48	.60	.60	.48	.60	.53	.60	.64	.60	.62	.61	.77	.59
Australia	.85	.81	.82	.83	.84	.81	.79	.84	.78	.82	.81	.83	.80	.74	.73	.80

Coefficients are Pearson's *r*s. All the correlations meet the false discovery rate (FDR) threshold of $P < .05$. N = number of scenarios = 25. Grey cells: within-country correlations. Pride and valuation ratings were given by different participants.

Table S5

Valuation correlations between countries (Study 1a–p)

							Valuation									
Valuation	US	CA	GB	FR	BE	NL	CH	IT	TR	IL	IN	SG	PH	KR	JP	AU
United States		.97	.98	.91	.98	.94	.94	.97	.90	.94	.90	.97	.88	.90	.90	.98
Canada			.97	.88	.97	.95	.89	.93	.89	.95	.84	.95	.85	.88	.91	.96
United Kingdom				.86	.97	.94	.91	.94	.87	.93	.88	.94	.90	.88	.93	.97
France					.92	.93	.96	.92	.88	.91	.82	.95	.73	.80	.74	.89
Belgium						.96	.94	.95	.91	.95	.89	.97	.87	.88	.90	.96
Netherlands							.92	.92	.89	.96	.82	.95	.78	.84	.88	.93
Switzerland								.94	.88	.91	.86	.95	.81	.84	.81	.93
Italy									.90	.93	.92	.95	.86	.87	.85	.94
Turkey										.84	.78	.90	.82	.92	.81	.90
Israel											.87	.95	.77	.78	.85	.92
India												.91	.85	.79	.83	.87
Singapore													.83	.86	.86	.95
Philippines														.83	.86	.88
South Korea															.86	.89
Japan																.92
Australia																

Coefficients are Pearson's *r*s. All the correlations meet the false discovery rate (FDR) threshold of $P < .05$. N = number of scenarios = 25.

Table S6

Pride correlations between countries (Study 1a–p)

Pride	US	CA	GB	FR	BE	NL	CH	IT	TR	IL	IN	SG	PH	KR	JP	AU
															Pride	
United States		.96	.94	.90	.97	.91	.93	.89	.91	.95	.85	.96	.67	.77	.73	.92
Canada			.93	.83	.90	.86	.87	.87	.85	.92	.84	.90	.65	.76	.68	.93
United Kingdom				.82	.90	.84	.85	.86	.85	.87	.84	.92	.70	.84	.76	.91
France					.90	.86	.94	.85	.87	.87	.73	.90	.55	.71	.61	.81
Belgium						.93	.92	.89	.91	.94	.80	.95	.67	.76	.80	.85
Netherlands							.89	.82	.87	.88	.61	.86	.52	.64	.70	.77
Switzerland								.88	.85	.89	.74	.91	.51	.64	.62	.85
Italy									.83	.88	.82	.87	.59	.68	.65	.79
Turkey										.86	.79	.92	.76	.81	.74	.82
Israel											.82	.89	.64	.72	.70	.91
India												.85	.74	.77	.69	.87
Singapore													.73	.83	.74	.88
Philippines														.83	.63	.68
South Korea															.65	.78
Japan																.70
Australia																

Coefficients are Pearson's rs. All the correlations meet the false discovery rate (FDR) threshold of $P < .05$. N = number of scenarios = 25.

Table S7a

Ratings of valuation, pride, amusement, excitement, and happiness, by scenario: United States (Study 2a)

#	Scenario	Valuation	Pride	Amusement	Excitement	Happiness
18	You are trustworthy. / He is trustworthy.	6.32 (0.85)	6.07 (1.54)	3.23 (2.36)	3.74 (2.49)	6.07 (1.42)
4	You take very good care of your children. / He takes very good care of his children.	6.29 (1.03)	6.34 (1.02)	3.90 (2.44)	4.54 (2.29)	6.41 (1.22)
14	You are generous with others. / He is generous with others.	6.29 (0.96)	5.78 (1.35)	3.60 (2.24)	4.05 (2.22)	5.85 (1.26)
5	You can support your children economically. / He can support his children economically.	6.24 (0.99)	6.49 (0.81)	3.63 (2.41)	4.85 (2.02)	6.49 (1.12)
22	People love your sense of humor. / People love his sense of humor.	6.05 (0.97)	5.37 (1.59)	5.50 (1.63)	4.51 (2.16)	6.20 (0.93)
8	You are very smart. / He is very smart.	6.02 (0.99)	5.90 (1.18)	3.98 (2.31)	4.72 (2.26)	6.07 (1.19)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	6.02 (1.08)	5.80 (1.47)	3.88 (1.87)	5.23 (1.48)	5.41 (1.64)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.95 (1.14)	5.22 (1.54)	3.13 (1.88)	3.77 (1.97)	3.98 (1.86)
16	You have many unique skills. / He has many unique skills.	5.85 (1.09)	5.98 (1.41)	3.90 (2.25)	4.87 (2.18)	5.68 (1.49)
10	You have good table manners. / He has good table manners.	5.61 (1.00)	5.24 (1.46)	3.25 (2.17)	2.72 (2.10)	4.59 (1.87)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.59 (1.20)	6.10 (1.18)	4.43 (2.04)	5.54 (1.48)	6.17 (1.16)
17	You have a lot of good friends. / He has a lot of good friends.	5.59 (1.14)	5.22 (1.49)	4.33 (2.46)	4.79 (1.96)	6.24 (1.11)
24	You finished first in a marathon. / He finished first in a marathon.	5.49 (1.16)	6.39 (1.05)	4.93 (2.20)	6.31 (1.10)	5.95 (1.47)
15	You are ambitious. / He is ambitious.	5.34 (1.30)	5.46 (1.53)	3.30 (2.31)	4.33 (2.22)	4.98 (1.84)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.24 (1.24)	5.37 (1.53)	3.38 (2.08)	3.49 (2.26)	4.39 (1.95)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.17 (1.18)	5.46 (1.43)	5.18 (2.00)	5.74 (1.29)	5.32 (1.35)
12	You are physically attractive. / He is physically attractive.	5.15 (1.22)	5.24 (1.58)	4.23 (2.29)	4.49 (2.19)	5.73 (1.14)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.02 (1.21)	5.37 (1.56)	4.73 (1.93)	4.67 (2.27)	5.59 (1.56)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	4.98 (1.21)	5.76 (1.24)	3.50 (2.10)	4.26 (2.41)	5.54 (1.36)
20	Your wife is the most attractive woman in your community. / His wife is the most attractive woman in his community.	4.76 (1.09)	5.41 (1.52)	4.63 (1.89)	4.69 (2.12)	5.51 (1.73)
13	You are wealthy. / He is wealthy.	4.59 (1.26)	5.37 (1.67)	4.13 (2.22)	5.00 (2.06)	5.61 (1.45)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status	4.44 (1.29)	4.93 (1.60)	3.78 (2.15)	3.87 (2.05)	4.95 (1.67)

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#	Scenario	Valuation	Pride	Amusement	Excitement	Happiness
	and many connections.					
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	4.32 (0.79)	3.22 (1.85)	3.53 (2.09)	2.74 (1.97)	3.51 (1.75)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.22 (1.88)	3.49 (2.13)	3.78 (2.39)	3.85 (2.25)	2.80 (1.91)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	3.22 (1.86)	3.00 (2.09)	3.50 (2.11)	4.54 (2.40)	2.63 (1.62)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 41; pride: 41; amusement: 40; excitement: 39; happiness: 41. The male versions of the pride-amusement-excitement-happiness scenarios and the valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride-amusement-excitement-happiness scenario # 23 read "her" instead of "him". The female versions of the valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S7b

Ratings of valuation, pride, amusement, excitement, and happiness, by scenario: India (Study 2b)

#	Scenario	Valuation	Pride	Amusement	Excitement	Happiness
18	You are trustworthy. / He is trustworthy.	6.38 (0.86)	5.21 (1.77)	5.29 (1.74)	4.70 (2.05)	6.28 (1.28)
17	You have a lot of good friends. / He has a lot of good friends.	6.14 (0.79)	5.54 (1.57)	5.39 (1.63)	5.03 (2.14)	6.52 (0.87)
4	You take very good care of your children. / He takes very good care of his children.	6.14 (0.92)	5.50 (1.45)	5.26 (1.91)	5.10 (2.23)	6.41 (0.87)
15	You are ambitious. / He is ambitious.	6.00 (1.04)	5.04 (1.99)	4.97 (1.85)	4.77 (1.99)	5.93 (1.33)
25	People think that you are the bravest man of your community. / People think that he is the bravest man of his community.	6.00 (1.00)	5.54 (1.45)	5.10 (1.72)	5.10 (1.94)	5.76 (1.55)
8	You are very smart. / He is very smart.	5.93 (1.13)	5.25 (2.01)	4.94 (1.69)	5.30 (1.70)	6.24 (1.55)
10	You have good table manners. / He has good table manners.	5.93 (1.03)	5.32 (1.81)	5.19 (1.58)	4.60 (2.21)	6.03 (1.35)
22	People love your sense of humor. / People love his sense of humor.	5.90 (1.26)	5.64 (1.52)	5.94 (1.03)	5.70 (1.37)	6.31 (0.85)
9	You have more years of education than those around you. / He has more years of education than those around him.	5.90 (1.18)	5.39 (1.81)	5.19 (1.56)	4.53 (1.91)	5.66 (1.78)
19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.83 (1.14)	4.79 (1.89)	4.87 (1.88)	3.97 (1.87)	5.62 (1.40)
14	You are generous with others. / He is generous with others.	5.79 (1.15)	4.79 (1.85)	5.32 (1.81)	4.33 (2.02)	6.10 (1.23)
24	You finished first in a marathon. / He finished first in a marathon.	5.79 (1.21)	5.54 (1.43)	5.26 (1.93)	5.93 (1.86)	6.10 (1.45)
12	You are physically attractive. / He is physically attractive.	5.76 (1.21)	5.25 (1.58)	5.42 (1.57)	5.67 (1.54)	6.17 (1.42)
5	You can support your children economically. / He can support his children economically.	5.76 (1.35)	4.79 (1.93)	5.87 (1.38)	5.17 (1.76)	6.31 (1.23)
1	You look ten years younger than you are. / He looks ten years younger than he is.	5.72 (1.22)	5.57 (1.60)	5.48 (1.59)	5.40 (1.92)	6.14 (1.36)
6	You are playing a throwing game with your friends. All your throws hit the target. / He is playing a throwing game with his friends. All his throws hit the target.	5.69 (1.42)	4.93 (1.70)	5.84 (1.34)	6.10 (1.42)	5.97 (1.38)
16	You have many unique skills. / He has many unique skills.	5.66 (1.52)	5.46 (1.90)	5.29 (1.64)	5.50 (1.70)	6.17 (1.49)
2	You host your extended family for a holiday meal; they think it's the best meal they've ever had. / He hosts his extended family for a holiday meal; they think it's the best meal they've ever had.	5.62 (1.08)	5.64 (1.59)	5.74 (1.03)	5.67 (1.65)	6.14 (1.09)
13	You are wealthy. / He is wealthy.	5.24 (1.38)	4.86 (1.86)	5.06 (1.63)	4.80 (2.01)	6.24 (1.35)
3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.24 (1.62)	4.82 (2.04)	5.06 (1.71)	5.40 (1.81)	6.17 (1.00)
7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	5.24 (1.21)	4.29 (2.07)	4.97 (1.76)	4.70 (1.97)	5.79 (1.70)
20	Your wife is the most attractive woman in your community. / His	5.21 (1.29)	5.39 (1.42)	5.45 (1.57)	5.43 (1.92)	6.00 (1.36)

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#	Scenario	Valuation	Pride	Amusement	Excitement	Happiness
	wife is the most attractive woman in his community.					
21	You are the tallest in your circle of friends. / He is the tallest in his circle of friends.	5.10 (1.61)	4.29 (1.78)	5.10 (1.60)	3.80 (1.79)	5.10 (1.90)
23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	4.90 (1.65)	4.21 (1.77)	3.84 (2.02)	3.23 (1.96)	4.28 (1.96)
11	You get into a fight in front of everybody, and you completely dominate your opponent with punch after punch, until your opponent is knocked out. / He gets into a fight in front of everybody, and he completely dominates his opponent with punch after punch, until his opponent is knocked out.	4.21 (2.24)	3.64 (2.04)	4.06 (1.97)	4.17 (1.97)	4.00 (1.98)

Note. Displayed are means, with standard deviations in parentheses. *N*s: valuation: 29; pride: 28; amusement: 31; excitement: 30; happiness: 29. The male versions of the pride-amusement-excitement-happiness scenarios and the valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "husband" (scenario # 20), "man" (scenario # 20), and "woman" (scenario # 25), instead of "wife," "woman," and "man". The female version of the pride-amusement-excitement-happiness scenario # 23 read "her" instead of "him". The female versions of the valuation scenarios featured a female target, so the pronouns were female pronouns. Otherwise, the male and female scenarios were identical. Scenarios are displayed from highest to lowest mean valuation scores.

Table S8

Ratings of pride and valuation by scenario and country (Studies S1a & S1b; United States and India)

Type	#	Scenario	Pride				Valuation			
			US	IN	t	r	US	IN	t	r
C	3	Your children are healthier and taller than average for their age. / His children are healthier and taller than average for their age.	5.28 (1.58)	5.69 (1.14)	−1.72	.15	4.84 (1.22)	5.29 (1.37)	−1.93	.17
C	7	You come from a wealthy family with high status and many connections. / He comes from a wealthy family with high status and many connections.	4.22 (1.92)	5.37 (1.35)	−3.98***	.34	4.38 (1.20)	5.11 (1.24)	−3.39***	.29
C	8	You are very smart. / He is very smart.	5.78 (1.29)	6.06 (1.13)	−1.33	.12	6.13 (0.95)	5.65 (1.29)	2.37*	.22
C	10	You have good table manners. / He has good table manners.	4.87 (1.75)	5.85 (1.19)	−3.79***	.33	5.78 (1.16)	5.77 (1.32)	0.03	.00
C	12	You are physically attractive. / He is physically attractive.	4.81 (1.71)	5.92 (1.14)	−4.39***	.38	4.88 (1.19)	5.53 (1.35)	−2.90**	.25
C	14	You are generous with others. / He is generous with others.	5.68 (1.71)	5.89 (0.94)	−0.88	.09	6.41 (0.94)	5.87 (1.18)	2.82**	.25
C	15	You are ambitious. / He is ambitious.	5.21 (1.75)	5.58 (1.50)	−1.31	.11	5.70 (1.16)	5.66 (1.27)	0.19	.02
C	16	You have many unique skills. / He has many unique skills.	5.94 (1.24)	6.16 (1.18)	−1.03	.09	6.02 (1.03)	5.81 (1.24)	1.03	.09
C	19	When there is a conflict in your community, people ask you to mediate between the two sides. / When there is a conflict in his community, people ask him to mediate between the two sides.	5.29 (1.47)	5.35 (1.39)	−0.24	.02	6.03 (0.98)	5.48 (1.50)	2.42*	.23
C	23	An acquaintance of yours had been bullying you for a while. At some point you got tired of it, and you beat him very badly. You were never bullied again. / An acquaintance of his had been bullying him for a while. At some point he got tired of it, and he beat him very badly. He was never bullied again.	3.43 (2.10)	4.00 (2.02)	−1.58	.14	3.70 (1.90)	4.24 (1.59)	−1.73	.15
I	1	Your house has a bathroom, so you don't have to go outside when you need to go to the bathroom. / His house has a bathroom, so he doesn't have to go outside when he needs to go to the bathroom.	3.75 (2.15)	5.47 (1.85)	−4.86***	.39	4.97 (1.37)	5.24 (1.62)	−1.03	.09
I	2	You don't eat beef. / He doesn't eat beef.	3.51 (1.94)	5.02 (2.18)	−4.15***	.34	4.70 (1.20)	4.69 (1.64)	0.04	.00
I	3	You married a woman from the same religion	3.82 (1.93)	5.45 (1.65)	−5.15***	.41	4.56 (1.25)	5.45 (1.40)	−3.77***	.32

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Type	#	Scenario	Pride				Valuation			
			US	IN	t	r	US	IN	t	r
		as you. / He married a woman from his own religion.								
I	4	You asked your parents to come live with you in the new house that you bought. / He asked his parents to come live with him in the new house that he bought.	4.78 (1.59)	6.13 (1.43)	−5.07***	.41	6.00 (1.04)	6.18 (1.24)	−0.87	.08
I	5	You convinced your cousin to not marry a woman from a different class. / He convinced his cousin to not marry a woman from a different class.	2.35 (1.69)	3.85 (1.88)	−4.80***	.39	2.05 (1.20)	3.63 (1.91)	−5.55***	.48
I	6	Both of your children are boys. / Both of his children are boys.	3.60 (1.89)	4.18 (1.82)	−1.77	.15	4.55 (1.19)	4.65 (1.51)	−0.41	.04
I	7	You have been at a government office for a long time, trying to get a permit. You are tired of waiting, so you bribe the official and the permit is issued in no time. / He has been at a government office for a long time, trying to get a permit. He is tired of waiting, so he bribes the official and the permit is issued in no time.	1.97 (1.59)	3.42 (2.14)	−4.35***	.38	2.78 (1.72)	3.76 (1.96)	−2.97**	.26
I	8	You never fail to take your shoes off when you walk into your parents' home. / He never fails to take his shoes off when he walks into his parents' home.	3.49 (1.90)	4.82 (1.88)	−4.03***	.34	4.95 (1.28)	5.26 (1.48)	−1.24	.11
I	9	You never discussed marriage with the woman who is now your wife until after your parents vetted her as a good partner for you. / He never discussed marriage with the woman who is now his wife until after his parents vetted her as a good partner for him.	2.99 (1.69)	4.92 (1.78)	−6.36***	.49	3.75 (1.64)	5.13 (1.47)	−4.97***	.41
I	10	You never addressed your father by his first name. / He never addressed his father by his first name.	3.47 (1.84)	5.05 (2.10)	−4.57***	.37	4.81 (1.40)	5.02 (1.71)	−0.73	.07
U	1	When you were 18 years old you became financially independent and moved out of your parents' home. / When he was 18 years old he became financially independent and moved out of his parents' home.	5.82 (1.36)	4.66 (2.02)	3.81***	.35	6.00 (1.17)	4.85 (1.75)	4.30***	.39
U	2	You are bilingual—you can speak two	5.47 (1.47)	5.74 (1.19)	−1.16	.10	5.72 (1.17)	5.53 (1.34)	0.83	.07

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Type	#	Scenario	Pride US	IN	t	r	Valuation US	IN	t	r
		languages. / He is bilingual—he can speak two languages.								
U	3	Your daughter divorced her husband (and the father of her child), but she was able to successfully raise her child. / His daughter divorced her husband (and the father of her child), but she was able to successfully raise her child.	5.65 (1.45)	4.97 (1.85)	2.34*	.20	5.50 (1.41)	5.29 (1.44)	0.82	.07
U	4	You eat organic vegetables. / He eats organic vegetables.	4.15 (1.89)	5.71 (1.19)	−5.69***	.47	4.83 (1.22)	5.79 (1.36)	−4.20***	.35
U	5	Your friend invited you to his birthday party at his home; you brought a lot of food to your friend's party. / His friend invited him to his birthday party at his home; he brought a lot of food to his friend's party.	4.15 (1.74)	5.15 (1.62)	−3.38***	.29	5.73 (1.07)	5.32 (1.47)	1.79	.17
U	6	Your son has second thoughts about marrying his fiancée because she had been raped; you tell him the fact that she had been raped should not prevent him from marrying her. / His son has second thoughts about marrying his fiancée because she had been raped; he tells him the fact that she had been raped should not prevent him from marrying her.	5.10 (1.75)	4.37 (2.03)	2.20*	.19	5.89 (1.52)	4.90 (1.74)	3.39***	.29
U	7	At a restaurant, you see that a man changes tables to avoid sitting next to a lower class man; you tell the first man that he should be ashamed of himself. / At a restaurant, he sees that a man changes tables to avoid sitting next to a lower class man; he tells the first man that he should be ashamed of himself.	4.46 (1.93)	5.02 (1.57)	−1.82	.16	4.47 (2.21)	4.44 (2.16)	0.09	.01
U	8	You donate money to an association for single mothers. / He donates money to an association for single mothers.	5.19 (1.69)	5.74 (1.37)	−2.03*	.18	6.03 (1.04)	5.76 (1.38)	1.26	.11
U	9	You encourage your daughter to marry the man she loves even though he is from another religion. / He encourages his daughter to marry the man she loves even though he is from another religion.	4.76 (1.94)	5.24 (1.64)	−1.51	.13	6.11 (1.26)	5.31 (1.68)	3.03**	.27

Type	#	Scenario	Pride				Valuation			
			US	IN	t	r	US	IN	t	r
U	10	You dress true to yourself without caring what other people think. / He dresses true to himself without caring what other people think.	5.00 (1.80)	5.56 (1.40)	−1.98*	.17	5.73 (1.14)	5.34 (1.44)	1.71	.15

Note. Displayed are means, with standard deviations in parentheses. *N*s: United States: pride: 68, valuation: 64; India: pride: 62, valuation: 62. The male versions of the pride and valuation scenarios are presented before and after the slash, respectively. The female versions of the scenarios read "man" (scenarios I-3, I-5, I-9), "husband" (scenario I-9), "woman" (scenario U-7), instead of "woman", "wife", and "man". Further, the female versions of the valuation scenarios featured female-perspective pronouns. Otherwise, the male and female scenarios were identical. US: United States; IN: India. C: *Common* scenarios: scenarios hypothesized to elicit similar levels of pride across countries; I: *India* scenarios: scenarios hypothesized to elicit more pride in India than in the United States; U: *United States* scenarios: scenarios hypothesized to elicit more pride in the United States than in India. Asterisks indicate the significance of the t statistic (*p < .05, **p < .01, ***p < .001).

Table S9

Correlations between pride and valuation within- and between-countries, by scenario type *(Studies S1a & S1b; United States and India)*

(A) *Common* scenarios

	Pride IN	Valuation US	Valuation IN
Pride US	.85**	.89***	.87**
Pride IN		.74*	.93***
Valuation US			.89***

(B) *India* scenarios

	Pride IN	Valuation US	Valuation IN
Pride US	.90***	.93***	.91***
Pride IN		.84**	.94***
Valuation US			.90***

(C) *United States* scenarios

	Pride IN	Valuation US	Valuation IN
Pride US	−.24	.51	−.09
Pride IN		−.11	.76**
Valuation US			.26

Note. Coefficients are Pearson's rs. * $p < .05$, ** $p < .01$, *** $p < .001$. US: United States sample; IN: India sample. N *common* scenarios = N *India* scenarios = N *United States* scenarios = 10.