finding

Keeping safe versus staying healthy: The effect of regulatory fit on social distancing

Jiaqian Wang & Angela Y. Lee

Methods & Analysis

Pretest

Procedures

We conducted a post hoc pretest on May 20, 2020, with two objectives. First, we examined how people perceived the phrases "staying healthy" and "keeping safe from the coronavirus" in terms of whether they represent a promotion or a prevention goal. Second, we sought to examine how people might associate "staying healthy" and "keeping safe from the coronavirus" as the responsibility of the individual versus the community.

We aimed to collect data from 80 participants from the same subject pool as the main studies and received 77 responses. Participants were randomly assigned to answer questions related to "staying healthy" or "keeping safe from the coronavirus." The first three items assessed the relative salience of the two regulatory goals: "When you think about 'staying healthy'/'keeping safe from the coronavirus,' to what extent are your thoughts about…?" (1 = *avoiding a negative outcome, not getting sick, all the things you can't do;* 7 = *achieving a positive outcome, being fit and active, all the things you can do)*. We averaged the three items to create a regulatory focus index (α = .86), with a higher score indicating greater promotion focus. The fourth item measured the perceived responsibility of the individual versus the community: "When it is a matter of 'staying healthy'/'keeping safe from the coronavirus,' who do you think is primarily responsible—you or the community?" (1 = *I am,* 4 = *I and the community equally,* 7 = *the community)*.

Results

The result of an independent-samples *t* test showed that participants perceived "staying healthy" to be associated more with a promotion goal (M = 4.96, SD = 1.74) than they did "keeping safe from the coronavirus (M = 4.09, SD = 1.72), $t(75) = 2.21$, d = 0.50, p = .031. The regulatory focus index of "staying healthy" was significantly higher than the midpoint of the scale, $t(37) = 3.41$, p = .002, suggesting that participants perceived "staying healthy" more as a promotion than prevention goal. Participants' perception of "keeping safe from the coronavirus" did not significantly differ from the midpoint, $t(38) = 0.34$, p = .735. These results suggest that social distancing messages advocating that people "stay home, stay healthy," or "stay home, keep safe," indeed are appealing to people's promotion and prevention goals.

A similar *t* test showed that participants did not perceive any difference in the perceived locus of responsibility for "staying healthy" (M = 3.63, SD = 2.06) or "keeping safe from the coronavirus" (M = 4.08, SD = 1.63), $t(75) = 1.05$, d = 0.24, p = .295. Moreover, both scores did not significantly differ from the midpoint of the scale—for "staying healthy," $t(37) = 1.10$, p = .277; for "keeping safe from the coronavirus," $t(38) = 0.30$, p = .770—suggesting that participants perceived the responsibility of staying healthy and keeping safe to both be shared between the individual and the community. Thus, empirical evidence in support of the regulatory fit effect could not be attributed to a match between the goal and perceived locus of responsibility.

Experiment 1

Procedures & Measures

The survey consisted of two sections. The first section was designed to examine how participants perceived and coped with the pandemic in general and how their responses might vary as a function of political party affiliation. Although party affiliation was not a focal factor in the proposed fit effect, it would be meaningful to understand if partisan divides emerged in people's adoption of precautionary practices and their response to the fit effect for practical purposes. To that end, the first section included the following measures:

Perceived vulnerability of the country: "How serious do you think the coronavirus outbreak is in the US?" "How serious a public health concern is COVID-19 to the US?" (1 = *not at all serious,* 7 = *very serious; r* = .89).

Perceived vulnerability of the community: "To what extent do you believe that your community is at risk with the COVID-19 infection?" (1= *very low risk,* 7 = *very high risk).* "How serious do you think the coronavirus outbreak is in your community?" (1 = *not at all serious,* 7 = *very serious; r* = .75).

Perceived vulnerability of the self: "To what extent do you believe that you are at risk with the COVID-19 infection?" (1= *very low risk,* 7 = *very high risk).* "How likely do you think you will be infected with COVID-19?" (1 = *not at all likely,* 7 = *very likely; r* = .70).

Estimated number of confirmed cases (1 = *<5,000,* 8 = *>50,000)* and *deaths* (1 = *<100,* 8 = *>1,500)* associated with COVID-19 in the United States by the end of June 2020.

Perceived emotional, economic, and social impact of the outbreak on the self (1 = *very negatively,* 6 = *neutral,* 11 = *very positively;* reverse-coded).

Current adoption of precautionary measures ("stay at home more," "increase socializing by phone or online," "work remotely," "wash hands for 20 seconds," "use hand sanitizer," "cough or sneeze into the elbow or tissue," and "get daily updates on the pandemic"; 1 = *no,* 2 = *trying to,* 3 = *for sure).*

The second section contained the focal experiment designed to test how identity (individual versus group) and frame (health versus safety) interactively shaped social distancing intentions. We presented what the government was doing to curb the spread of COVID-19, followed by CDC guidelines on social distancing and other preventive actions under one of the six headlines. Participants in the promotion-goal condition read, "Here's what you can do to help you (your community, America) stay healthy," whereas those in the prevention-goal condition

read, "Here's what you can do to keep you (your community, America) safe." Then participants indicated their intention to practice social distancing (1 = *do much less,* 6 = *no change,* 11 = *do much more)* using three items (α = .71): "stay home," "socialize with friends in person" (reverse-coded), and "socialize with friends online or by phone."

Finally, participants reported demographic information (for example, gender, age, political party affiliation, US residence status).

Results

Reactions to the Pandemic as a Function of Political Party Affiliation. *W*e summarize participants' reaction to the pandemic by political party affiliation in Table S1. In general, Democrats perceived themselves, the community, and the country to be at higher risk than Republicans did. Democrats also estimated a higher number of confirmed infection cases and COVID-19 related deaths and reported being more negatively affected by COVID-19 emotionally, financially, and socially. Participants who did not self-identify as Republicans or Democrats showed similar reactions to the pandemic as Republicans.

In terms of current precautionary practice (see Table S2), Democrats were more likely to stay at home more, increase socializing by phone or online, wash hands for 20 seconds, use hand sanitizer, cough or sneeze into the elbow or tissue, and get daily updates on the pandemic than non-Democrats. Party affiliation did not affect participants' practice of working remotely.

Intention to Practice Social Distancing as a Function of Frame & Identity. *T*o examine the effects of identity (individual, community, America) and frame (health, safety), we created two dummy variables for identity ("community," "America") to compare with "individual" as the baseline and one dummy variable for frame ("keep safe") to compare with "stay healthy" as the baseline. We regressed the social distancing intention index on frame (keep safe), identity (community, America), and the interaction terms (see Table S3). Results showed a nonsignificant Keep Safe × Community interaction (b = 0.01, 95% CI [−0.47, 0.48], p = .981) but a significant Keep Safe × America interaction (b = 0.73, 95% CI [0.26, 1.21], p = .002), suggesting that a regulatory fit effect was observed between the individual versus American identity but not between the individual versus community identity. Planned contrasts showed that when the individual identity was highlighted, the health-focused promotion appeal was more persuasive than the safety-focused prevention appeal (M_{health} = 9.32, SD = 1.54, versus M_{safety} = 9.01, SD = 1.77; d = 0.19, 95% CI [−0.03, 0.64], p = .072). A similar pattern emerged when participants' community identity was highlighted, (M_{health} = 9.31, SD = 1.68, versus M_{safety} = 9.00, SD = 1.81; d = 0.17, 95% CI [−0.03, 0.64], p = .077), although the difference only approached significance. In contrast, when participants' American

Table S1. Perceptions of the pandemic as a function of political party affiliation (Experiment 1)

Perception	Republican (n = 305)	Democrat (n = 551)	Other (n = 345)
Perceived U.S. vulnerability	5.55[a] (1.47)	6.28[b] (1.03)	5.59[a] (1.53)
Perceived community vulnerability	4.76[a] (1.57)	5.40[b] (1.31)	4.86[a] (1.54)
Perceived self vulnerability	3.87[a] (1.64)	4.25[b] (1.45)	3.74[a] (1.52)
Estimated number of infected cases	5.79[a] (2.12)	6.22[b] (1.98)	6.14[b] (2.03)
Estimated COVID-19 related deaths	5.52[a] (1.98)	5.96[b] (1.93)	5.52[a] (2.14)
Negative impact on the self			
Emotionally	8.05[a] (2.33)	8.77[b] (2.01)	8.23[a] (1.98)
Financially	7.70[a] (2.47)	8.22[b] (2.13)	7.97[a,b] (2.12)
Socially	8.08[a] (2.55)	8.60[b] (2.19)	7.95[a] (2.15)

Note. Standard deviations are shown in parentheses. Means that do not share a superscript are statistically different from each other at p < .05, Bonferroni corrected.

Table S2. Current adoption of precautionary measures as a function of political party affiliation (Experiment 1)

Practice	Choice	Republican	Democrat	Other	χ^2	*p*
Stay at home more	For sure	**65.9%**	**78.8%**	69.0%	32.26	<.001
	Trying to	25.6%	18.9%	21.4%		
	No	8.5%	**2.4%**	**9.6%**		
Increase socializing by phone/online	For sure	64.6%	**71.9%**	61.4%	26.46	<.001
	Trying to	21.6%	19.2%	18.0%		
	No	13.8%	**8.9%**	20.6%		
Work remotely	For sure	59.7%	63.7%	60.6%	3.97	.411
	Trying to	20.7%	18.5%	17.1%		
	No	19.7%	17.8%	22.3%		
Wash hands for 20 seconds	For sure	78.7%	80.0%	73.3%	14.49	.006
	Trying to	17.7%	17.4%	19.1%		
	No	3.6%	2.5%	**7.5%**		
Use hand sanitizer	For sure	65.6%	63.7%	**53.3%**	22.46	<.001
	Trying to	21.6%	20.7%	21.2%		
	No	12.8%	15.6%	**25.5%**		
Cough/sneeze into the elbow or tissue	For sure	65.6%	63.7%	53.3%	10.37	.035
	Trying to	21.6%	20.7%	21.2%		
	No	12.8%	15.6%	25.5%		
Get daily updates on the pandemic	For sure	79.7%	83.3%	75.9%	23.06	<.001
	Trying to	16.7%	14.5%	18.6%		
	No	3.6%	**2.2%**	**5.5%**		

Note. Bold percentages indicate significant within-cell χ^2 contribution at $p < .05$, Bonferroni corrected.

Table S3. Social distancing intention as a function of frame & identity (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	9.32	9.09, −9.55			<.001
Keep Safe	−0.31	−0.64, 0.03	−0.09	−0.19, 0.01	.072
Community	−0.01	−0.35, 0.32	0.00	−0.10, 0.09	.932
America	−0.42	−0.75, −0.09	−0.12	−0.21, −0.02	.013
Keep Safe × Community	0.01	−0.47, 0.48	0.00	−0.10, 0.11	.981
Keep Safe × America	0.73	0.26, 1.21	0.16	0.06, 0.26	.002

Note. Predictors were coded as follows: Keep safe: 1 = keep safe from the coronavirus, 0 = stay healthy; Community: 1 = Community, 0 = self or America; America: 1 = America, 0 = Self or Community. $F(5, 1195) = 2.56$, $p = .026$.

identity was highlighted, the safety-focused appeal was more persuasive than the health-focused appeal ($M_{health} = 8.90$, $SD = 1.79$, versus $M_{safety} = 9.32$, $SD = 1.65$; $d = 0.25$, 95% CI [0.09, 0.76], $p = .013$). From a slightly different perspective, the health-focused promotion appeal was more persuasive when participants' individual (versus American) identity was made salient ($d = 0.25$, 95% CI [0.09, 0.75], $p = .013$), whereas the safety-focused prevention appeal was more persuasive when participants' American (versus individual) identity was made salient ($d = 0.18$, 95% CI [−0.03, 0.65], $p = .071$). These results lent partial support for our prediction that appeals framed to match (versus mismatch) participants' individual versus group identity are more effective in persuading participants to practice social distancing.

Next, we summarize the descriptive statistics and regression results for each measure of social distancing.

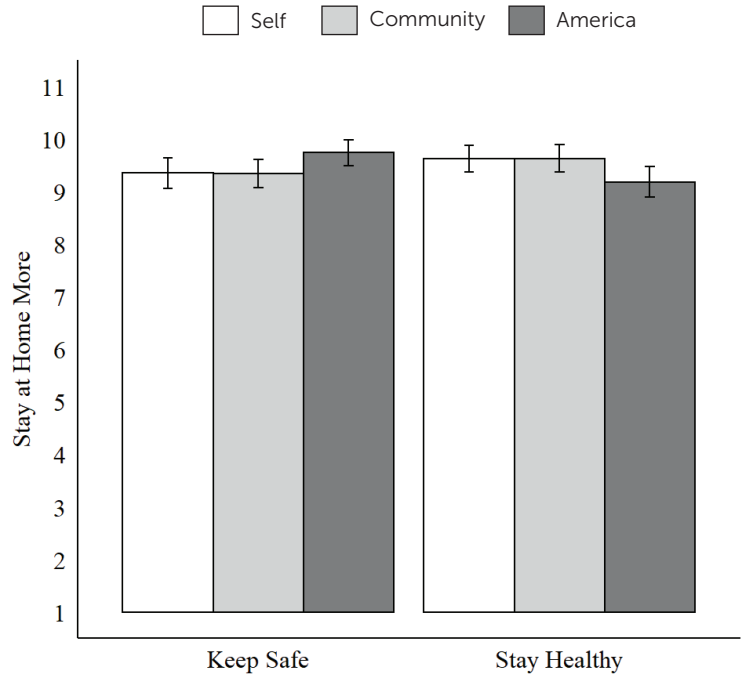
Table S4. Descriptive statistics on intention to stay home as a function of frame & identity (Experiment 1)

Identity	Frame	*M*	*SD*
Self	Keep safe	9.35	2.02
Community	Keep safe	9.34	1.96
America	Keep safe	9.74	1.73
Self	Stay healthy	9.62	1.83
Community	Stay healthy	9.63	1.82
America	Stay healthy	9.18	2.09

Table S5. Regression results on intention to stay home as a function of frame & identity (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	9.62	9.36, 9.89			<.001
Keep safe	−0.27	−0.65, 0.10	−0.07	−0.17, 0.03	.153
Community	0.01	−0.37, 0.38	0.00	−0.09, 0.09	.968
America	−0.44	−0.81 −0.07	−0.11	−0.20, −0.02	.021
Keep Safe × Community	−0.02	−0.55, 0.51	0.00	−0.11, 0.10	.950
Keep Safe × America	0.83	0.30, 1.36	0.16	0.06, 0.26	.002

Figure S1. Intention to stay home as a function of frame & identity (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

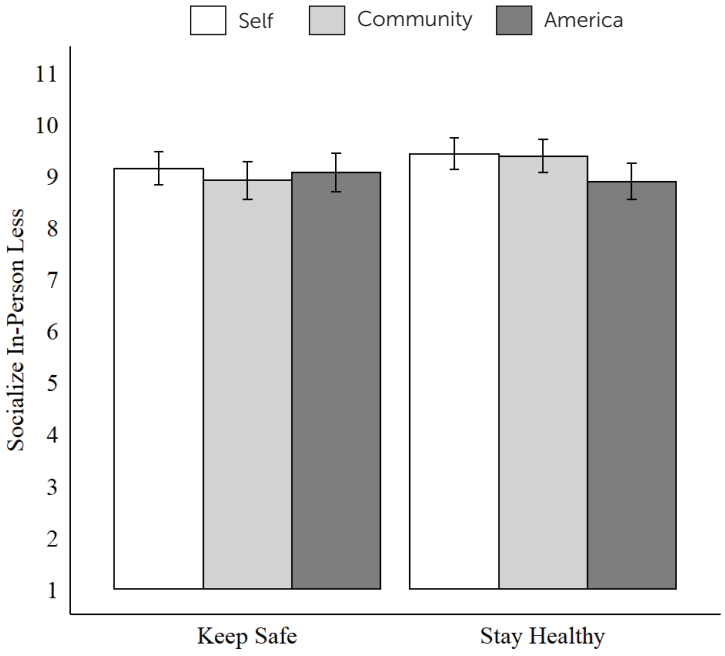
Table S6. Descriptive statistics on intention to reduce in-person socializing as a function of frame & identity (Experiment 1)

Identity	Frame	*M*	*SD*
Self	Keep safe	9.14	2.26
Community	Keep safe	8.90	2.63
America	Keep safe	9.06	2.68
Self	Stay healthy	9.42	2.17
Community	Stay healthy	9.38	2.27
America	Stay healthy	8.89	2.54

Table S7. Regression results on intention to reduce in-person socializing as a function of frame & identity (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	9.42	9.09, 9.76			<.001
Keep safe	−0.29	−0.76, 0.19	−0.06	−0.16, 0.04	.242
Community	−0.05	−0.52, 0.43	−0.01	−0.10, 0.08	.850
America	−0.54	−1.01, −0.07	−0.10	−0.20, −0.01	.026
Keep Safe × Community	−0.19	−0.86, 0.49	−0.03	−0.13, 0.08	.583
Keep Safe × America	0.46	−0.22, 1.13	0.07	−0.03, 0.17	.182

Figure S2. Intention to reduce in-person socializing as a function of frame & identity (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

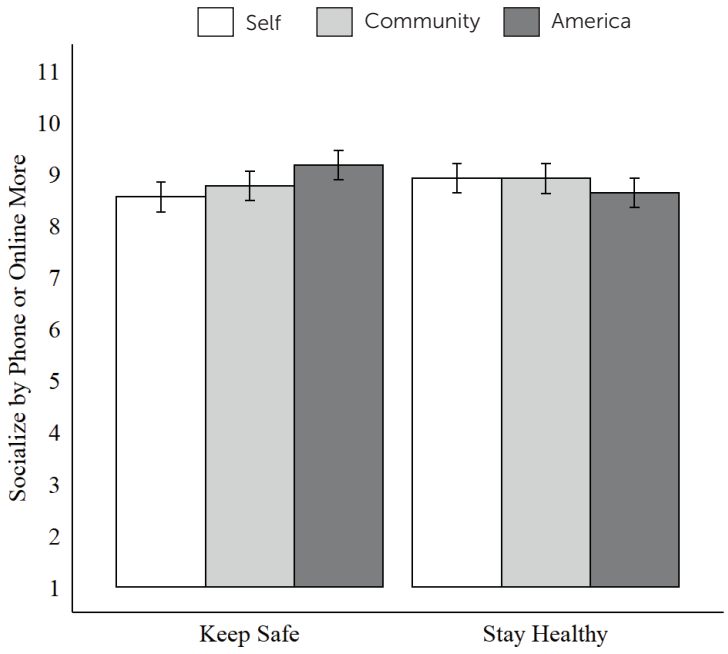
Table S8. Descriptive statistics on intention to increase socializing by phone or online as a function of frame & identity (Experiment 1)

Identity	Frame	*M*	*SD*
Self	Keep safe	8.55	2.10
Community	Keep safe	8.76	2.06
America	Keep safe	9.17	2.03
Self	Stay healthy	8.91	2.09
Community	Stay healthy	8.91	2.07
America	Stay healthy	8.63	2.07

Table S9. Regression results on intention to increase socializing by phone or online as a function of frame & identity (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	8.91	8.63, 9.20			<.001
Keep safe	−0.37	−0.77, 0.04	−0.09	−0.19, 0.01	.078
Community	−0.01	−0.41, 0.40	0.00	−0.09, 0.09	.979
America	−0.29	−0.69, 0.12	−0.06	−0.16, 0.03	.165
Keep Safe × Community	0.22	−0.35, 0.80	0.04	−0.06, 0.15	.446
Keep Safe × America	0.91	0.34, 1.48	0.16	0.06, 0.27	.002

Figure S3. Intention to increase socializing by phone or online as a function of frame & identity (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

Intention to Practice Other Precautionary Measures as a Function of Frame & Identity. While we focused on social distancing in the current research, we also followed the preregistered plan to test whether the regulatory fit effect held on other precautionary measures. We found a significant regulatory fit effect on participants' intention to avoid touching their eyes, nose, and mouth. While not significant, the sign of the Frame × Identity interaction coefficient was in the predicted direction for sneezing into a tissue or elbow, washing hands for 20 seconds, and using hand sanitizers.

Avoiding touching eyes, nose, & mouth

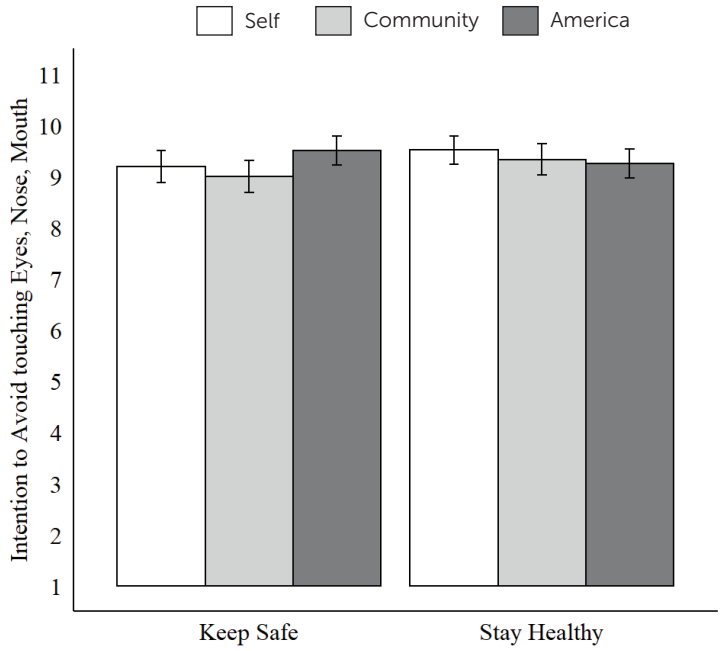
Table S10. Descriptive statistics on intention to avoid touching eyes, nose, & mouth as a function of frame & identity (Experiment 1)

Identity	Frame	*M*	*SD*
Self	Keep safe	9.19	2.20
Community	Keep safe	9.00	2.29
America	Keep safe	9.51	2.06
Self	Stay healthy	9.52	2.02
Community	Stay healthy	9.33	2.13
America	Stay healthy	9.25	2.01

Table S11. Regression results on intention to avoid touching eyes, nose, & mouth as a function of frame & identity (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	9.52	9.23, 9.81			<.001
Keep Safe	−0.33	−0.74, 0.09	−0.08	−0.17, 0.02	.124
Community	−0.19	−0.60, 0.23	−0.04	−0.13, 0.05	.383
America	−0.26	−0.68, 0.15	−0.06	−0.15, 0.03	.211
Keep Safe × Community	−0.01	−0.60, 0.58	0.00	−0.11, 0.10	.973
Keep Safe × America	0.58	−0.01, 1.17	0.10	−0.00, 0.20	.054

Figure S4. Intention to avoid touching eyes, nose, & mouth as a function of frame & identity (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

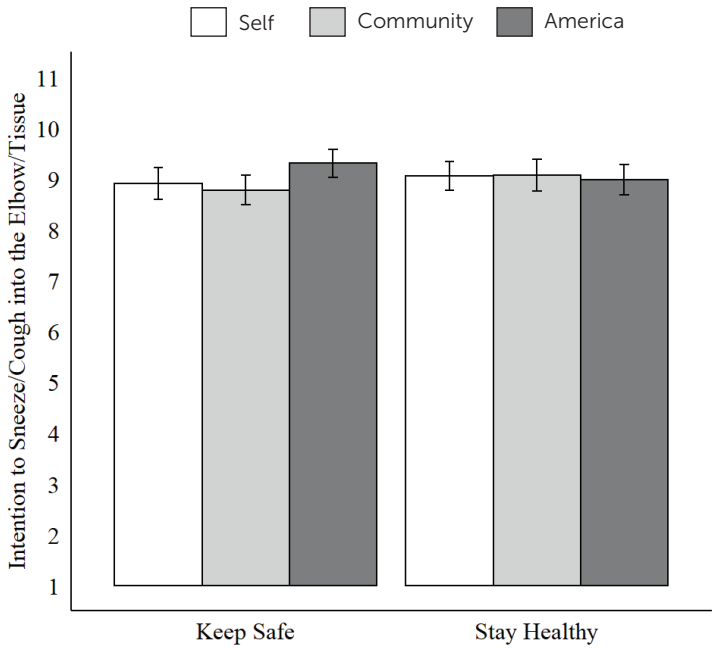
Table S12. Descriptive statistics on intention to sneeze or cough into the elbow or tissue as a function of frame & identity (Experiment 1)

Identity	Frame	*M*	*SD*
Self	Keep safe	8.91	2.20
Community	Keep safe	8.78	2.14
America	Keep safe	9.31	1.99
Self	Stay healthy	9.06	2.06
Community	Stay healthy	9.08	2.18
America	Stay healthy	8.99	2.15

Table S13. Regression results on intention to sneeze or cough into the elbow or tissue as a function of frame & identity (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	9.06	8.77, 9.35			<.001
Keep safe	−0.15	−0.56, 0.27	−0.03	−0.13, 0.06	.491
Community	0.02	−0.40, 0.44	0.00	−0.09, 0.10	.928
America	−0.07	−0.49, 0.34	−0.02	−0.11, 0.08	.727
Keep Safe × Community	−0.15	−0.74, 0.44	−0.03	−0.13, 0.08	.622
Keep Safe × America	0.47	−0.12, 1.06	0.08	−0.02, 0.19	.116

Figure S5. Intention to sneeze or cough into the elbow or tissue as a function of frame & identity (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

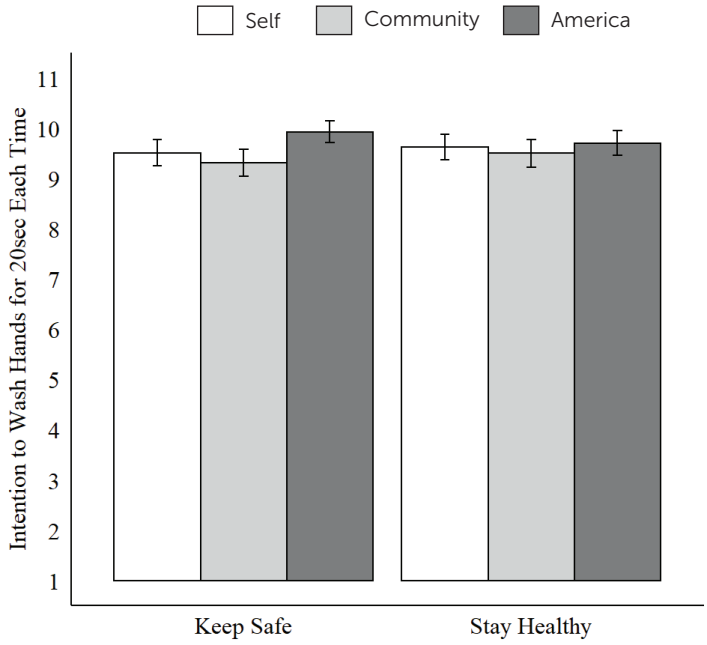
Table S14. Descriptive statistics on intention to wash hands for 20 seconds each time as a function of frame & identity (Experiment 1)

Identity	Frame	*M*	*SD*
Self	Keep safe	9.51	1.84
Community	Keep safe	9.31	1.96
America	Keep safe	9.93	1.57
Self	Stay healthy	9.62	1.83
Community	Stay healthy	9.50	1.94
America	Stay healthy	9.71	1.76

Table S15. Regression results on intention to wash hands for 20 seconds each time as a function of frame & identity (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	9.62	9.37, 9.87			<.001
Keep safe	−0.11	−0.47, 0.24	−0.03	−0.13, 0.07	.532
Community	−0.12	−0.48, 0.24	−0.03	−0.12, 0.06	.505
America	0.08	−0.27, 0.44	0.02	−0.07, 0.11	.650
Keep Safe × Community	−0.08	−0.59, 0.42	−0.02	−0.12, 0.09	.754
Keep Safe × America	0.34	−0.17, 0.84	0.07	−0.03, 0.17	.190

Figure S6. Intention to wash hands for 20 seconds each time as a function of frame & identity (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

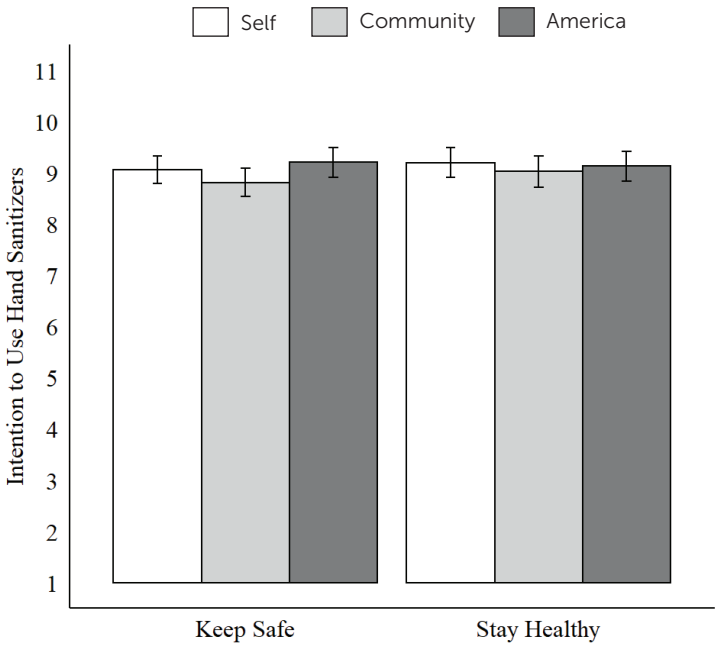
Table S16. Descriptive statistics on intention to use hand sanitizers as a function of frame & identity (Experiment 1)

Identity	Frame	*M*	*SD*
Self	Keep safe	9.06	1.91
Community	Keep safe	8.81	2.05
America	Keep safe	9.21	2.08
Self	Stay healthy	9.20	2.09
Community	Stay healthy	9.03	2.13
America	Stay healthy	9.13	2.11

Table S17. Regression results on intention to use hand sanitizers as a function of frame & identity (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	9.20	8.92, 9.48			<.001
Keep safe	−0.14	−0.54, 0.27	−0.03	−0.13, 0.06	.504
Community	−0.17	−0.58, 0.23	−0.04	−0.13, 0.05	.400
America	−0.07	−0.47, 0.33	−0.02	−0.11, 0.08	.730
Keep Safe × Community	−0.08	−0.65, 0.50	−0.01	−0.12, 0.09	.797
Keep Safe × America	0.21	−0.36, 0.79	0.04	−0.06, 0.14	.464

Figure S7. Intention to use hand sanitizers as a function of frame & identity (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

Experiment 2

Procedures and Measures

Experiment 2 was conducted to examine the robustness of the regulatory fit effect on people's intentions to adopt various precautionary measures. The study followed similar procedures as Experiment 1, with a few modifications. First, we dropped community as one of the identities and focused on participants' self and American identities. Second, we updated the scale for estimated number of confirmed cases (1 = *<5,000,* 11 = *>500,000*) and deaths (1 = *<500,* 8 = *>10,000*) as appropriate. Third, we included additional items to assess participants' current precautionary practices (reduce in-person socializing, stay 6 feet away from others, clean and disinfect frequently touched surfaces). Finally, we included a second measure of social distancing intention—the number of times participants planned to leave home (0 = *not going out for this reason,* 8 = *more than once a day)* in the next seven days for various reasons (work, shop for groceries and other daily necessities, pick up medication, exercise, get together with friends or family, get some fresh air, exercise my rights to freedom).

Results

Reactions to the Pandemic as a Function of Political Party Affiliation. Contrary to Experiment 1's findings, party affiliation did not significantly affect perceived vulnerability of the self, the community and the country, estimates of confirmed infections and COVID-19 related deaths, or the negative social impact of COVID-19. The pandemic had the most negative emotional and financial impact on Democrats.

In terms of the adoption of precautionary measures, we observed a significant partisan divide in staying home more, increased virtual socializing, reduced in-person socializing, keeping a six-foot distance from others, cleaning and disinfecting frequently touched surfaces, and getting daily updates on the pandemic. In general, Democrats adopted more precautionary practices compared with non-Democrats. Political party affiliation did not predict working remotely, washing hands for 20 seconds, using hand sanitizer, or coughing or sneezing into the elbow or tissue.

Intentions to Adopt Precautionary Measures. *To* examine the regulatory fit effect on participants' intentions to adopt the various precautionary measures, we included frame (1 = keep safe, 0 = stay healthy), identity (1 = America, 0 = self), and the interaction term as predictors in the regression model for each of the precautionary measures. A nonsignificant Frame × Identity interaction across these regression analyses (*ps* > .20) prompted us to examine adopter type as a potential moderator of the regulatory fit effect. We again focused on social distancing practices. Participants were categorized as strong (*n* = 839) or lax (*n* = 149) adopters of social distancing based on their current staying home practice (*for sure* versus *no* or *trying to)*. We conducted regression analyses by regressing

Table S18. Perceptions of the pandemic as a function of political party affiliation (Experiment 2)

Perception	Republicans (*n* = 254)	Democrats (*n* = 418)	Other (*n* = 316)
Perceived U.S. vulnerability	6.24[a] (1.08)	6.19[a] (1.13)	6.15[a] (1.17)
Perceived self vulnerability	4.23[a] (1.44)	4.27[a] (1.33)	4.21[a] (1.43)
Estimated number of infected cases	8.67[a] (2.37)	8.74[a] (2.42)	8.43[a] (2.64)
Estimated COVID-19 related deaths	5.99[a] (1.74)	6.06[a] (1.69)	5.98[a] (1.74)
Negative impact on the self			
Emotionally	7.30[a] (2.50)	8.31[b] (2.02)	7.73[a] (1.91)
Financially	7.11[a] (2.46)	7.61[b] (2.34)	7.67[b] (2.13)
Socially	7.96[a] (2.72)	8.30[a] (2.44)	8.02[a] (2.22)

Note. Standard deviations are shown in parentheses. Means that do not share a superscript are statistically different from each other at $p < .05$, Bonferroni corrected.

Table S19. Current adoption of precautionary measures as a function of political party affiliation (Experiment 2)

Practice	Choice	Republican	Democrat	Other	χ^2	*p*
Stay at home more	For sure	**79.5%**	**90.0%**	82.6%	16.21	.003
	Trying to	17.7%	**9.1%**	14.6%		
	No	2.8%	1.0%	2.8%		
Increase virtual socializing	For sure	63.8%	66.3%	56.3%	12.68	.013
	Trying to	24.0%	24.9%	26.9%		
	No	12.2%	**8.9%**	**16.8%**		
Reduce in-person socializing	For sure	82.7%	**91.9%**	**80.7%**	23.80	<.001
	Trying to	13.4%	**7.2%**	14.2%		
	No	3.9%	**1.0%**	5.1%		
Stay 6 feet away from others	For sure	65.7%	**73.0%**	63.3%	11.36	.023
	Trying to	30.7%	25.8%	33.2%		
	No	3.5%	1.2%	3.5%		
Work remotely	For sure	70.1%	66.5%	67.1%	6.27	.180
	Trying to	9.4%	14.1%	16.1%		
	No	20.5%	19.4%	16.8%		
Wash hands for 20 seconds	For sure	75.2%	80.9%	74.4%	7.35	.119
	Trying to	22.0%	17.5%	21.5%		
	No	2.8%	1.7%	4.1%		
Use hand sanitizer	For sure	62.2%	59.3%	58.2%	7.14	.129
	Trying to	20.1%	26.8%	22.5%		
	No	17.7%	13.9%	19.3%		
Cough/sneeze into the elbow or tissue	For sure	78.7%	80.4%	75.3%	4.04	.401
	Trying to	17.7%	17.5%	20.6%		
	No	3.5%	2.2%	4.1%		
Clean/disinfect frequently touched surface	For sure	59.8%	60.0%	51.3%	9.26	.055
	Trying to	31.9%	34.4%	39.2%		
	No	8.3%	5.5%	9.5%		
Get daily updates on the pandemic	For sure	73.6%	**82.1%**	72.8%	10.95	.027
	Trying to	21.3%	14.6%	21.5%		
	No	5.1%	3.3%	5.7%		

Note. Bold percentages indicate significant within-cell χ^2 contribution at $p < .05$, Bonferroni corrected.

the key dependent measures on frame (1 = keep safe, 0 = stay healthy), identity (1 = America, 0 = self), adopter type (1 = strong, 0 = lax), and all the interaction terms. We report the results in the sections that follow.

Intention to Practice Social Distancing as a Function of Frame, Identity, & Adopter Type. We first examined the same three social distancing items as in Experiment 1. Given the low reliability of the three items ($\alpha = .63$), we decided to examine the effects of identity, frame, and their interactions on each item separately. Next we summarize the descriptive statistics and regression results for each item.

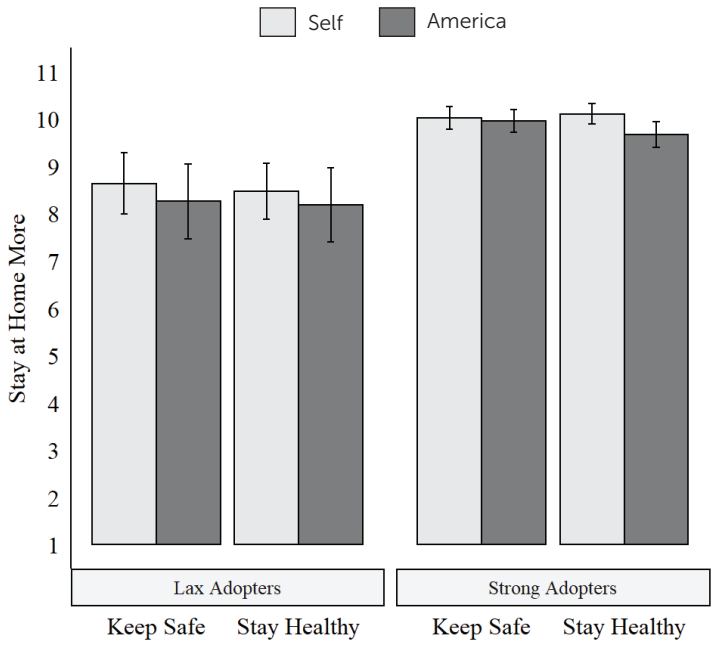
Table S20. Descriptive statistics on intention to stay home as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	8.64	1.83
America	Keep safe	Lax adopter	8.26	2.45
Self	Stay healthy	Lax adopter	8.47	1.71
America	Stay healthy	Lax adopter	8.19	2.55
Self	Keep safe	Strong adopter	10.02	1.79
America	Keep safe	Strong adopter	9.95	1.74
Self	Stay healthy	Strong adopter	10.10	1.58
America	Stay healthy	Strong adopter	9.67	2.00

Table S21. Regression results on intention to stay home as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	8.47	7.85, 9.09			<.001
Keep safe	0.17	−0.72, 1.05	0.04	−0.19, 0.27	.714
America	−0.28	−1.12, 0.55	−0.07	−0.29, 0.14	.503
Strong adopter	1.63	0.96, 2.30	0.30	0.18, 0.43	<.001
Keep Safe × America	−0.10	−1.29, 1.10	−0.02	−0.29, 0.25	.876
Keep Safe × Strong Adopter	−0.25	−1.20, 0.70	−0.06	−0.31, 0.18	.605
America × Strong Adopter	−0.15	−1.05, 0.76	−0.04	−0.27, 0.19	.746
Keep Safe × America × Strong Adopter	0.46	−0.83, 1.76	0.10	−0.18, 0.37	.484

Figure S8. Intention to stay home as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

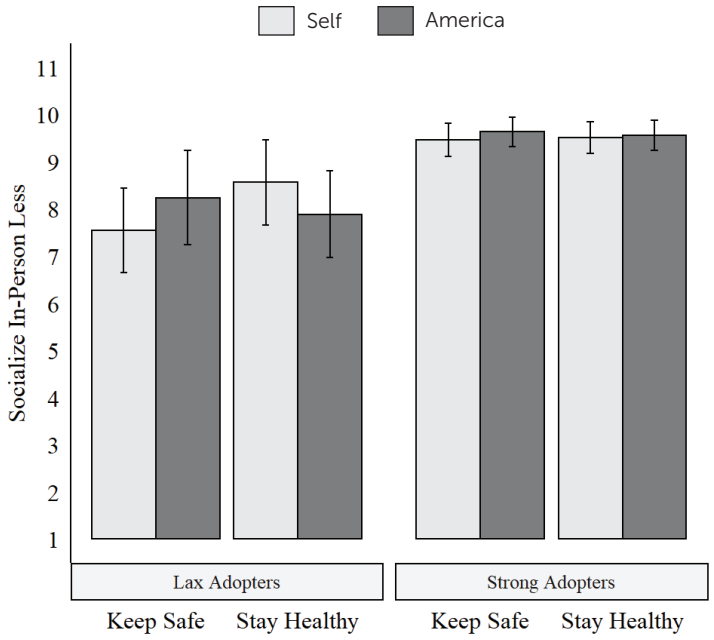
Table S22. Descriptive statistics on intention to reduce in-person socializing as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	7.55	2.53
America	Keep safe	Lax adopter	8.23	3.08
Self	Stay healthy	Lax adopter	8.56	2.60
America	Stay healthy	Lax adopter	7.88	2.99
Self	Keep safe	Strong adopter	9.46	2.62
America	Keep safe	Strong adopter	9.63	2.25
Self	Stay healthy	Strong adopter	9.51	2.46
America	Stay healthy	Strong adopter	9.55	2.34

Table S23. Regression results on intention to reduce in-person socializing as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*P*
Intercept	8.56	7.72, 9.39			<.001
Keep safe	–1.01	–2.20, 0.18	–0.20	–0.43, 0.04	.096
America	–0.68	–1.79, 0.44	–0.13	–0.35, 0.09	.237
Strong adopter	0.95	0.05, 1.85	0.13	0.01, 0.26	.038
Keep Safe × America	1.36	–0.25, 2.97	0.23	–0.04, 0.51	.097
Keep Safe × Strong Adopter	0.96	–0.32, 2.24	0.19	–0.06, 0.44	.143
America × Strong Adopter	0.72	–0.50, 1.93	0.14	–0.10, 0.38	.249
Keep Safe × America × Strong Adopter	–1.23	–2.97, 0.51	–0.20	–0.48, 0.08	.167

Figure S9. Intention to reduce in-person socializing as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

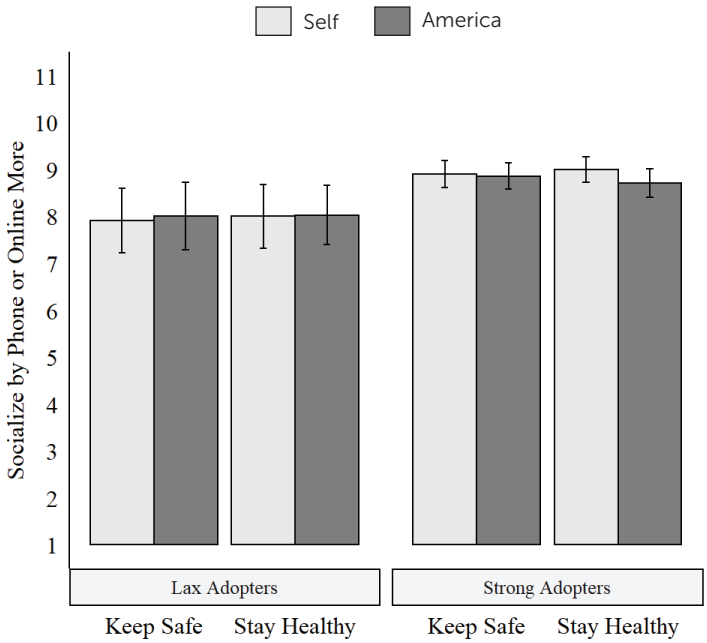
*T*able S24. Descriptive statistics on intention to socialize more by phone or online as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	7.91	1.93
America	Keep safe	Lax adopter	8.00	2.22
Self	Stay healthy	Lax adopter	8.00	1.95
America	Stay healthy	Lax adopter	8.02	2.05
Self	Keep safe	Strong adopter	8.90	2.17
America	Keep safe	Strong adopter	8.86	2.04
Self	Stay healthy	Strong adopter	9.00	1.96
America	Stay healthy	Strong adopter	8.71	2.21

Table S25. Regression results on intention to socialize more by phone or online as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*P*
Intercept	8.00	7.30, 8.70			<.001
Keep safe	−0.09	−1.09, 0.91	−0.02	−0.26, 0.22	.859
America	0.02	−0.92, 0.96	0.01	−0.22, 0.23	.961
Strong adopter	1.00	0.24, 1.75	0.17	0.04, 0.30	.010
Keep Safe × America	0.07	−1.28, 1.42	0.01	−0.26, 0.29	.922
Keep Safe × Strong Adopter	0.00	−1.08, 1.08	0.00	−0.25, 0.25	.997
America × Strong Adopter	−0.31	−1.33, 0.71	−0.07	−0.31, 0.17	.553
Keep Safe × America × Strong Adopter	0.17	−1.29, 1.64	0.03	−0.25, 0.32	.818

Figure S10. Intention to increase socializing by phone or online as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

We did not observe the same regulatory fit effect across the three social distancing items in this experiment. A closer look at the data across the two experiments suggested that there were fewer lax adopters in Experiment 2 relative to Experiment 1 (15% versus 27%; $\chi^2 = 47.57$, $p < .001$); further, the lax adopters in Experiment 2 were more likely to be trying (versus answering "no") to practice social distancing than those in Experiment 1 (87% versus 78%; $\chi^2 = 4.79$, $p = .029$). Hence, we speculated that the scale items were no longer sensitive enough to capture the fit effect. We next examined the regulatory fit effect on social distancing intentions as assessed by the number of times participants planned to leave home for various reasons.

Out-of-Home Non-Work-Related Trips Planned as a Function of Frame, Identity, & Adopter Type. We expected that the more effective the message, the fewer number of trips participants would plan to make. Work-related trips were excluded because we considered these to be out of participants' control. We regressed the total number of times participants planned to leave home for six non-work-related reasons on frame (1 = keep safe, 0 = stay healthy), identity (1 = America, 0 = self), adopter type (1 = strong, 0 = lax), and all the interaction terms (see Table S26). A significant Keep Safe × America × Strong Adopter coefficient ($b = 9.39$, 95% CI [3.91, 14.86], $p = .001$) suggested that the Frame × Identity effect differed for lax versus strong adopters. The results also showed a significant Keep Safe × America interaction ($b = -8.90$, 95% CI [–13.95, –3.85], $p = .001$), suggesting a fit effect among lax adopters, as predicted. Subsequent planned contrast showed that when participants' individual identity was made salient, the promotion health-focused message led to fewer planned trips than the prevention safety-focused message ($M_{health} = 11.91$, $SD = 9.21$,versus $M_{safety=} 17.33$, $SD = 11.06$; $d = 0.53$, 95% CI [–9.16, –1.68], $p = .005$). In contrast, when participants' American identity was made salient, the prevention safety-focused message led to fewer planned trips instead ($M_{health} = 17.07$, $SD = 9.42$, versus $M_{safety} = 13.59$, $SD = 11.14$; $d = 0.34$, 95% CI [–6.87, –0.09], $p = .044$). From a slightly different perspective, when the message focused on staying healthy, participants whose individual (versus American) identity was made salient planned to leave home fewer times ($d = 0.55$, 95% CI [–8.67, –1.64], $p = .004$), whereas the opposite was true when the message focused on keeping safe from the coronavirus ($d = 0.34$, 95% CI [–7.37, –0.12], $p = .043$). Separate analysis for the strong adopters showed that the Keep Safe × America interaction was nonsignificant ($b = 0.48$, 95% CI [–1.63, 2.60], $p = .654$). Thus, the regulatory fit effect was observed only among lax adopters.

Next we summarize the descriptive statistics and regression results for each reason to leave home (that is, shopping for groceries, picking up medicine, exercising, getting together with friends and family, getting fresh air, exercising rights to freedom).

Table S26. Intention to Take Non-Work-Related Out-of-Home Trips Planned as a Function of Frame, Identity, & Social Distancing Adopter Type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	11.91	9.29, 14.54			<.001
Keep safe	5.42	1.68, 9.16	0.34	0.10, 0.57	.005
America	5.16	1.64, 8.67	0.32	0.10, 0.54	.004
Strong adopter	–2.22	–5.05, 0.62	–0.10	–0.22, 0.03	.125
Keep Safe × America	–8.90	–13.95, –3.85	–0.48	–0.75, –0.21	.001
Keep Safe × Strong Adopter	–5.06	–9.08, –1.03	–0.31	–0.56, –0.06	.014
America × Strong Adopter	–5.30	–9.12, –1.48	–0.32	–0.56, –0.09	.007
Keep Safe × America × Strong Adopter	9.39	3.91, 14.86	0.47	0.20, 0.75	.001

*Note. P*redictors were coded as follows: keep safe: 1 = keep safe from the coronavirus, 0 = stay healthy; America: 1 = America, 0 = self; strong adopter: 1 = strong adopter, 0 = lax adopter. $F(7, 980) = 9.74$, $p < .001$.

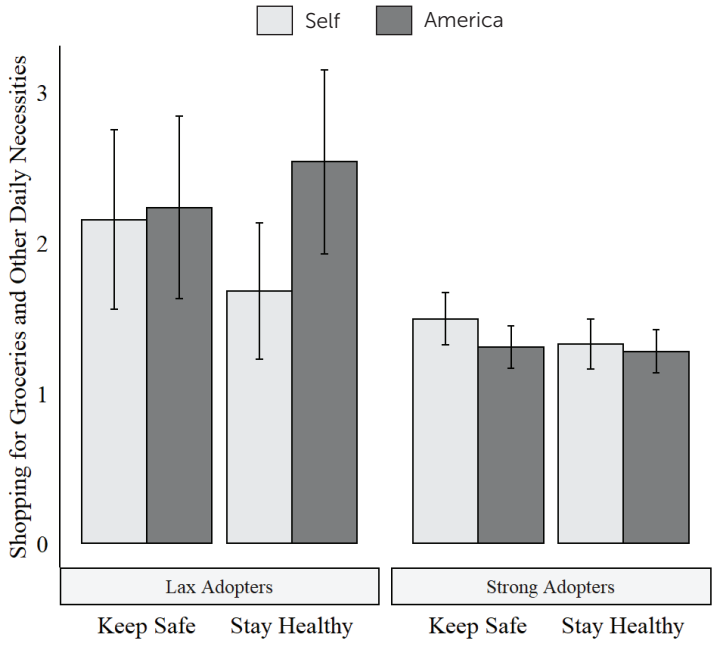
Table S27. Descriptive statistics on out-of-home trips planned for shopping for groceries & other daily necessities as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	2.15	1.68
America	Keep safe	Lax adopter	2.23	1.87
Self	Stay healthy	Lax adopter	1.68	1.30
America	Stay healthy	Lax adopter	2.53	1.99
Self	Keep safe	Strong adopter	1.49	1.30
America	Keep safe	Strong adopter	1.30	1.02
Self	Stay healthy	Strong adopter	1.33	1.22
America	Stay healthy	Strong adopter	1.28	1.03

Table S28. Regression results on out-of-home trips planned for shopping for groceries & other daily necessities as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	1.68	1.25, 2.10			<.001
Keep safe	0.48	−0.13, 1.08	0.18	−0.05, 0.42	.123
America	0.86	0.29, 1.42	0.33	0.11, 0.55	.003
Strong adopter	−0.35	−0.81, 0.11	−0.10	−0.22, 0.03	.133
Keep Safe × America	−0.78	−1.59, 0.03	−0.26	−0.53, 0.01	.061
Keep Safe × Strong Adopter	−0.31	−0.96, 0.34	−0.12	−0.37, 0.13	.351
America × Strong Adopter	−0.91	−1.52, −0.29	−0.35	−0.58, −0.11	.004
Keep Safe × America × Strong Adopter	0.64	−0.24, 1.52	0.20	−0.08, 0.48	.155

Figure S11. Out-of-home trips planned for shopping for groceries & other daily necessities as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

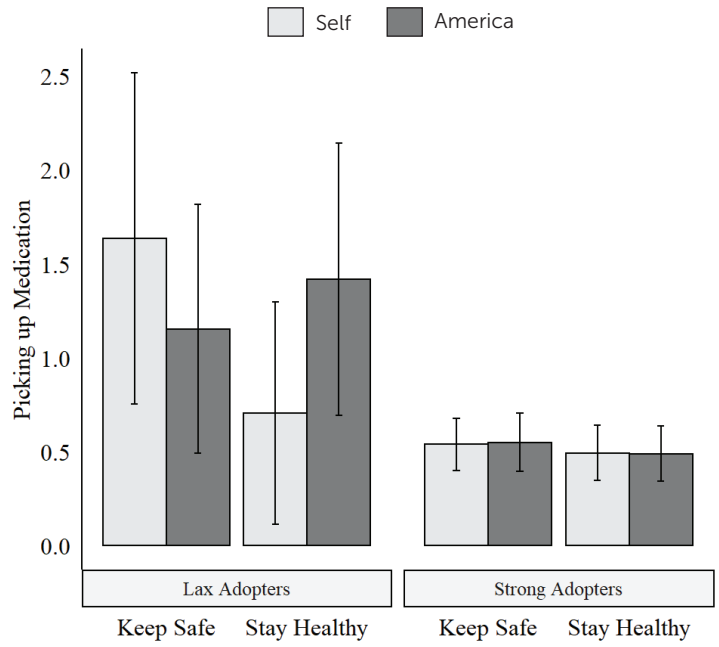
Table S29. Descriptive statistics on out-of-home trips planned for picking up medication as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	1.64	2.49
America	Keep safe	Lax adopter	1.15	2.05
Self	Stay healthy	Lax adopter	0.71	1.70
America	Stay healthy	Lax adopter	1.42	2.35
Self	Keep safe	Strong adopter	0.54	1.04
America	Keep safe	Strong adopter	0.55	1.13
Self	Stay healthy	Strong adopter	0.49	1.08
America	Stay healthy	Strong adopter	0.49	1.07

Table S30. Regression results on out-of-home trips planned for picking up medication as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	0.71	0.27, 1.14			.002
Keep safe	0.93	0.31, 1.55	0.35	0.12, 0.59	.003
America	0.71	0.13, 1.30	0.27	0.05, 0.49	.017
Strong adopter	−0.21	−0.68, 0.26	−0.06	−0.18, 0.07	.375
Keep Safe × America	−1.20	−2.03, −0.36	−0.39	−0.66, −0.12	.005
Keep Safe × Strong Adopter	−0.88	−1.55, −0.21	−0.33	−0.58, −0.08	.010
America × Strong Adopter	−0.72	−1.35, −0.08	−0.27	−0.50, −0.03	.028
Keep Safe × America × Strong Adopter	1.21	0.30, 2.12	0.37	0.09, 0.65	.009

Figure S12. Out-of-home trips planned for picking up medication as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

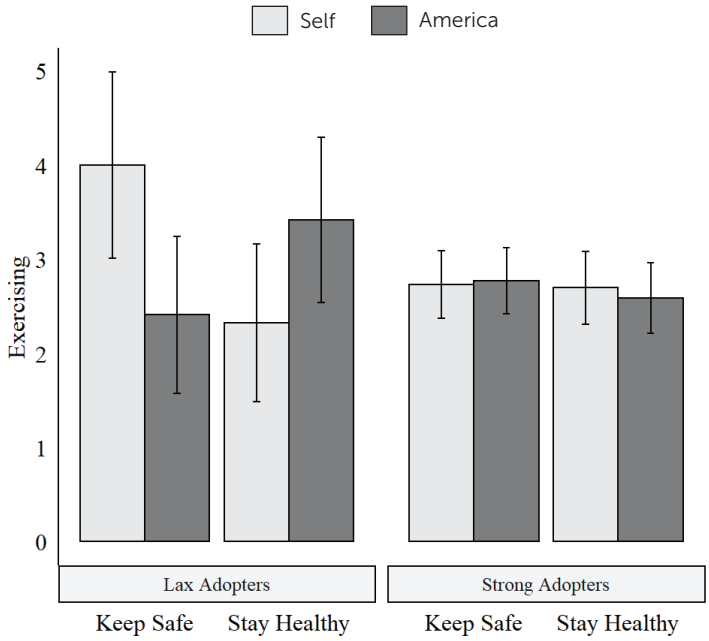
Table S31. Descriptive statistics on out-of-home trips planned for exercising as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	4.00	2.80
America	Keep safe	Lax adopter	2.41	2.57
Self	Stay healthy	Lax adopter	2.32	2.40
America	Stay healthy	Lax adopter	3.42	2.85
Self	Keep safe	Strong adopter	2.73	2.67
America	Keep safe	Strong adopter	2.77	2.56
Self	Stay healthy	Strong adopter	2.70	2.83
America	Stay healthy	Strong adopter	2.59	2.75

Table S32. Regression results on out-of-home trips planned for exercising as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	2.32	1.42, 3.23			<.001
Keep safe	1.68	0.38, 2.97	0.31	0.07, 0.55	.011
America	1.10	−0.12, 2.31	0.20	−0.02, 0.43	.078
Strong adopter	0.37	−0.60, 1.35	0.05	−0.08, 0.18	.455
Keep Safe × America	−2.68	−4.43, −0.94	−0.43	−0.71, −0.15	.003
Keep Safe × Strong Adopter	−1.64	−3.03, −0.25	−0.30	−0.55, −0.05	.021
America × Strong Adopter	−1.20	−2.52, 0.12	−0.22	−0.46, 0.02	.074
Keep Safe × America × Strong Adopter	2.83	0.94, 4.72	0.43	0.14, 0.71	.003

Figure S13. Out-of-home trips planned for exercising as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

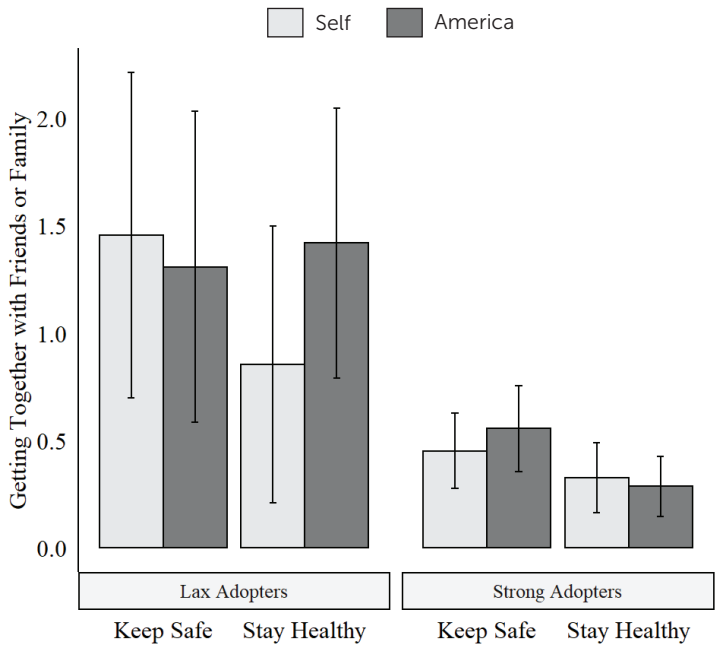
Table S33. Descriptive statistics on out-of-home trips planned for getting together with friends or family as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	1.45	2.14
America	Keep safe	Lax adopter	1.31	2.23
Self	Stay healthy	Lax adopter	0.85	1.84
America	Stay healthy	Lax adopter	1.42	2.04
Self	Keep safe	Strong adopter	0.45	1.31
America	Keep safe	Strong adopter	0.56	1.46
Self	Stay healthy	Strong adopter	0.33	1.20
America	Stay healthy	Strong adopter	0.29	1.01

Table S34. Regression results on out-of-home trips planned for getting together with friends or family as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*P*
Intercept	0.85	0.38, 1.33			<.001
Keep safe	0.60	−0.07, 1.27	0.21	−0.02, 0.44	.080
America	0.57	−0.07, 1.20	0.20	−0.02, 0.42	.080
Strong adopter	−0.53	−1.04, −0.02	−0.13	−0.26, −0.00	.043
Keep Safe × America	−0.71	−1.62, 0.20	−0.21	−0.49, 0.06	.124
Keep Safe × Strong Adopter	−0.48	−1.20, 0.25	−0.16	−0.41, 0.08	.197
America × Strong Adopter	−0.61	−1.29, 0.08	−0.21	−0.44, 0.03	.084
Keep Safe × America × Strong Adopter	0.86	−0.13, 1.84	0.24	−0.04, 0.52	.088

Figure S14. Out-of-home trips planned for getting together with friends or family as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

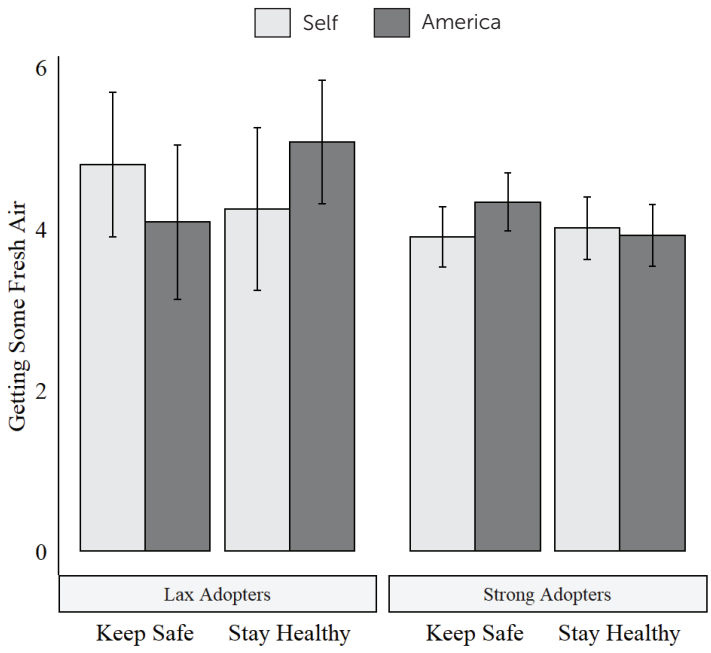
Table S35. Descriptive statistics on out-of-home trips planned for getting some fresh air as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	4.79	2.52
America	Keep safe	Lax adopter	4.08	2.94
Self	Stay healthy	Lax adopter	4.24	2.88
America	Stay healthy	Lax adopter	5.07	2.49
Self	Keep safe	Strong adopter	3.89	2.79
America	Keep safe	Strong adopter	4.32	2.63
Self	Stay healthy	Strong adopter	4.00	2.85
America	Stay healthy	Strong adopter	3.91	2.78

Table S36. Regression results on out-of-home trips planned for getting some fresh air as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	4.24	3.31, 5.16			<.001
Keep safe	0.55	−0.77, 1.87	0.10	−0.14, 0.34	.412
America	0.83	−0.41, 2.07	0.15	−0.07, 0.38	.187
Strong adopter	−0.23	−1.23, 0.77	−0.03	−0.16, 0.10	.651
Keep Safe × America	−1.55	−3.33, 0.23	−0.24	−0.52, 0.04	.089
Keep Safe × Strong Adopter	−0.66	−2.08, 0.76	−0.12	−0.37, 0.14	.359
America × Strong Adopter	−0.93	−2.27, 0.42	−0.17	−0.41, 0.08	.178
Keep Safe × America × Strong Adopter	2.07	0.14, 4.00	0.30	0.02, 0.59	.036

Figure S15. Out-of-home trips planned for getting some fresh air as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

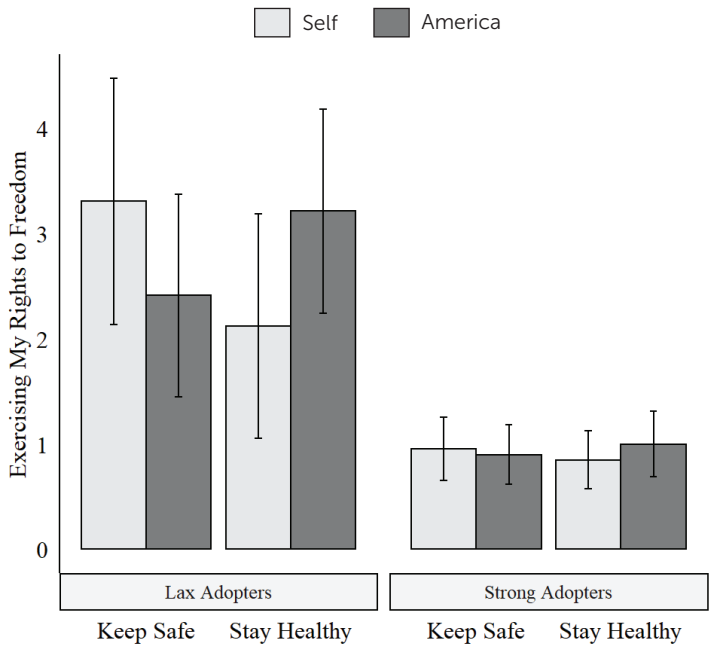
Table S37. Descriptive statistics on out-of-home trips planned for exercising the right to freedom as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	3.30	3.30
America	Keep safe	Lax adopter	2.41	2.96
Self	Stay healthy	Lax adopter	2.12	3.05
America	Stay healthy	Lax adopter	3.21	3.14
Self	Keep safe	Strong adopter	0.95	2.25
America	Keep safe	Strong adopter	0.90	2.07
Self	Stay healthy	Strong adopter	0.85	2.02
America	Stay healthy	Strong adopter	1.00	2.26

Table S38. Regression results on out-of-home trips planned for exercising the right to freedom as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	2.12	1.34, 2.90			<.001
Keep safe	1.19	0.07, 2.30	0.25	0.02, 0.48	.037
America	1.09	0.05, 2.13	0.23	0.01, 0.44	.041
Strong adopter	−1.27	−2.11, −0.43	−0.19	−0.31, −0.06	.003
Keep Safe × America	−1.98	−3.48, −0.49	−0.36	−0.62, −0.09	.010
Keep Safe × Strong Adopter	−1.08	−2.28, 0.11	−0.22	−0.47, 0.02	.077
America × Strong Adopter	−0.94	−2.07, 0.19	−0.19	−0.42, 0.04	.105
Keep Safe × America × Strong Adopter	1.78	0.15, 3.40	0.30	0.03, 0.57	.032

Figure S16. Out-of-home trips planned for exercising the right to freedom as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

Go to Work. We did not expect participants' intention to leave home for work to be influenced by messages advocating social distancing. Indeed, regression results showed that the Keep

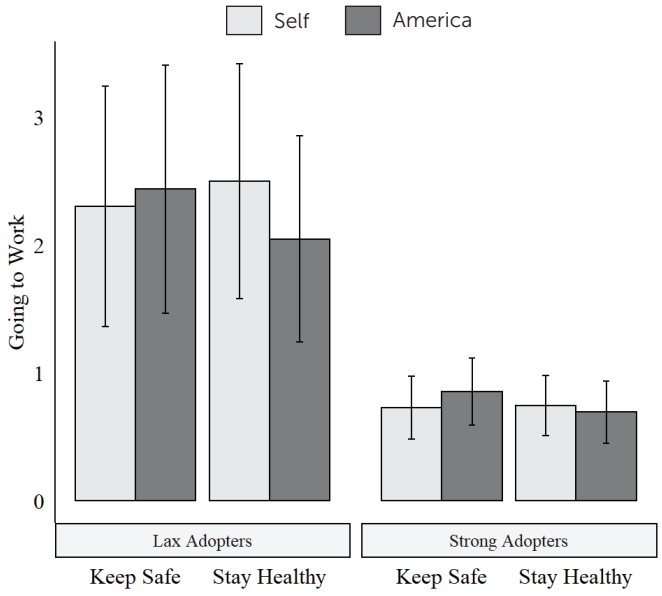
Table S39. Descriptive statistics on out-of-home trips planned for going to work as a function of frame, identity, & adopter type (Experiment 2)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	2.30	2.65
America	Keep safe	Lax adopter	2.44	2.99
Self	Stay healthy	Lax adopter	2.50	2.63
America	Stay healthy	Lax adopter	2.05	2.62
Self	Keep safe	Strong adopter	0.73	1.84
America	Keep safe	Strong adopter	0.86	1.91
Self	Stay healthy	Strong adopter	0.74	1.72
America	Stay healthy	Strong adopter	0.69	1.76

Table S40. Regression results on out-of-home trips planned for going to work as a function of frame, identity, & adopter type (Experiment 2)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	2.50	1.84, 3.16			<.001
Keep safe	−0.20	−1.14, 0.75	−0.05	−0.28, 0.18	.683
America	−0.45	−1.34, 0.43	−0.11	−0.33, 0.11	.316
Strong adopter	−1.76	−2.47, −1.04	−0.31	−0.43, −0.18	<.001
Keep Safe × America	0.59	−0.69, 1.86	0.12	−0.15, 0.39	.367
Keep Safe × Strong Adopter	0.18	−0.83, 1.20	0.04	−0.20, 0.29	.724
America × Strong Adopter	0.40	−0.56, 1.37	0.10	−0.14, 0.33	.412
Keep Safe × America × Strong Adopter	−0.41	−1.79, 0.97	−0.08	−0.36, 0.19	.559

Figure S17. Out-of-home trips planned for going to work as a function of frame, identity, & adopter type (Experiment 2)



Note. Error bars indicate 95% confidence intervals.

Experiment 1: Reanalysis With Adopter Type as Moderator

In light of Experiment 2's findings, we reanalyzed our Experiment 1 data by including adopter type and its interactions into the model. We classified participants who indicated that they *for sure* stayed at home more as strong adopters (n = 873) and the rest (*no, trying to)* as lax adopters (n = 328).

We regressed participants' social distancing intention index (α = .71) on frame (1 = keep safe, 0 = stay healthy), community identity (1 = community, 0 = self, American), American identity (1 = America, 0 = self, community), adopter type (1 = strong, 0 = lax), and all the interaction terms (see Table S41 for details). The results showed a nonsignificant Keep Safe × Community × Strong Adopter coefficient (b = −0.55; 95% CI [–1.51, 0.41], p = .261), suggesting that the effect of frame when participants' community versus individual identity was highlighted did not differ between lax and strong adopters. However, the Keep Safe × America × Strong Adopter interaction coefficient was significant (b = –1.16, 95% CI [–2.12, –0.19], p = .019), suggesting that the effect of frame when recipients' individual versus American identity was made salient differed by adopter type. To probe this three-way interaction, we examined the effects of frame and identity among the lax and strong adopters separately.

Among lax adopters, regression results again showed a nonsignificant Keep Safe × Community interaction (b = 0.42, 95% CI [–0.40, 1.23], p = .318) but a significant Keep Safe × America interaction (b = 1.33, 95% CI [0.50, 2.15], p = .002). Planned contrasts showed that when the individual identity was highlighted, the health-focused promotion appeal was more persuasive than the safety-focused prevention appeal (M_{health} = 8.28, SD = 1.67, versus M_{safety} = 7.78, SD = 1.66; d = 0.26, 95% CI [–0.08, 1.07], p = .094), whereas the opposite was true when recipients' American identity was highlighted (M_{health} = 7.45, SD = 1.41, versus M_{safety} = 8.28, SD = 1.77; d = 0.61, 95% CI [0.24, 1.42], p = .006). From a slightly different perspective, the health-focused promotion appeal was more persuasive when recipients' individual (versus American) identity was made salient (d = 0.54, 95% CI [0.28, 1.38], p = .003). In contrast, the safety-focused prevention appeal was directionally more persuasive when recipients' American (versus individual) identity was made salient (d = 0.29, 95% CI [–0.12, 1.11], p = .112). However, when recipients' community identity was made salient, whether the appeal highlighted promotion or prevention benefits did not matter (M_{health} = 7.97, SD = 1.87, versus M_{safety} = 7.89, SD = 1.73; d = 0.05, 95% CI [–0.50, 0.66], p = .788). A regression analysis examining the effects of frame and identity on social distancing intentions among strong adopters showed that neither the Keep Safe × Community interaction (b = –0.13, 95% CI [–0.63, 0.37], p = .600) nor the Keep Safe × America interaction (b = 0.17, 95% CI [–0.33, 0.67], p = .504) was significant. Taken together, these results provided partial support for our prediction that appeals framed to match (versus mismatch) recipients' individual versus group identity are more effective in prompting lax adopters, but not strong adopters, to practice social distancing.

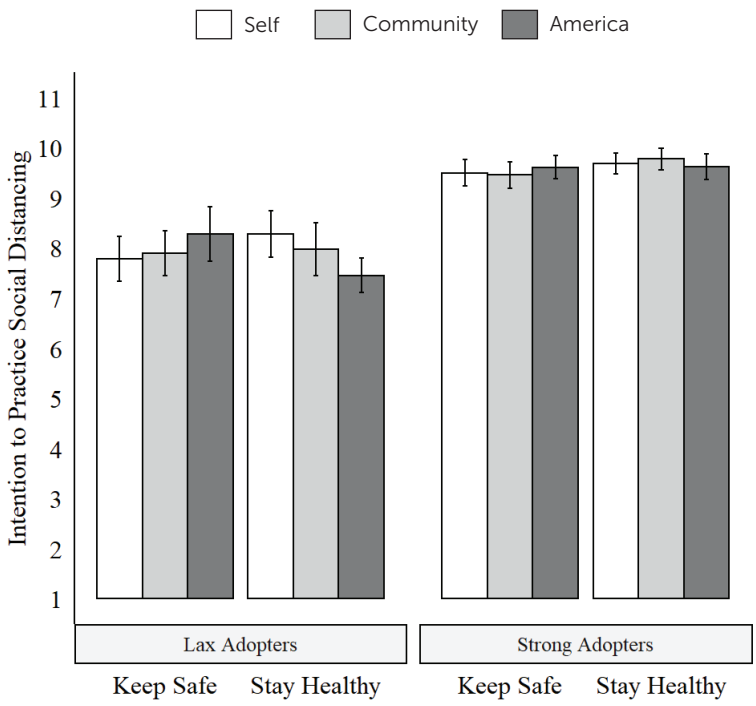
We conducted separate regression analyses examining the effects of frame, identity, and adopter type for each of the three social distancing intention items. The results are described next.

Table S41. Social distancing intention as a function of frame, identity, & adopter type (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	8.28	7.86, 8.69			<.001
Keep safe	−0.49	−1.07, 0.08	−0.14	−0.31, 0.02	.094
Community	−0.30	−0.90, 0.29	−0.08	−0.25, 0.08	.316
America	−0.83	−1.38, −0.28	−0.23	−0.38, −0.08	.003
Strong adopter	1.41	0.93, 1.89	0.37	0.24, 0.49	<.001
Keep Safe × Community	0.42	−0.40, 1.23	0.09	−0.09, 0.27	.318
Keep Safe × America	1.33	0.50, 2.15	0.29	0.11, 0.47	.002
Keep Safe × Strong Adopter	0.31	−0.37, 0.99	0.09	−0.10, 0.28	.371
Community × Strong Adopter	0.39	−0.30, 1.08	0.10	−0.07, 0.27	.267
America × Strong Adopter	0.77	0.11, 1.43	0.19	0.03, 0.36	.022
Keep Safe × Community × Strong Adopter	−0.55	−1.51, 0.41	−0.11	−0.29, 0.08	.261
Keep Safe × America × Strong Adopter	−1.16	−2.12, −0.19	−0.23	−0.42, −0.04	.019

*Note. P*redictors were coded as follows: keep safe: 1 = keep safe from the coronavirus, 0 = stay healthy; community: 1 = community, 0 = self or America; America: 1 = America, 0 = self or community; strong adopter: 1 = strong adopter, 0 = lax adopter. $F(11, 1189) = 28.01$, $p < .001$.

Figure S18. Social distancing intention as a function of frame, identity, & adopter Type (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

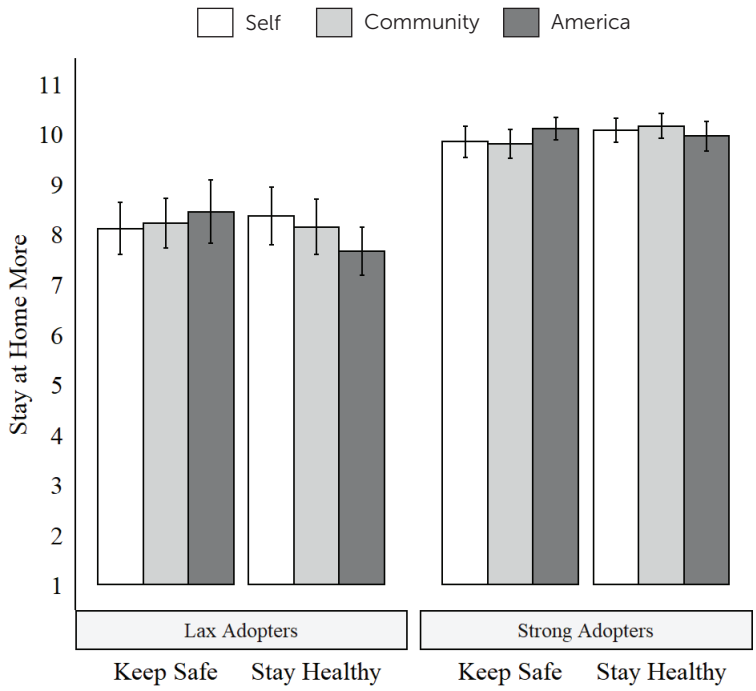
Table S42. Descriptive statistics on intention to stay home as a function of frame, identity, & adopter type (Experiment 1)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	8.11	1.90
Community	Keep safe	Lax adopter	8.22	1.92
America	Keep safe	Lax adopter	8.44	2.04
Self	Stay healthy	Lax adopter	8.36	2.09
Community	Stay healthy	Lax adopter	8.14	1.94
America	Stay healthy	Lax adopter	7.66	1.98
Self	Keep safe	Strong adopter	9.84	1.85
Community	Keep safe	Strong adopter	9.80	1.78
America	Keep safe	Strong adopter	10.10	1.45
Self	Stay healthy	Strong adopter	10.07	1.51
Community	Stay healthy	Strong adopter	10.15	1.45
America	Stay healthy	Strong adopter	9.95	1.70

Table S43. Regression results on intention to stay home as a function of frame, identity, & adopter type (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	8.36	7.89, 8.82			<.001
Keep safe	−0.25	−0.90, 0.40	−0.07	−0.24, 0.11	.454
Community	−0.22	−0.89, 0.45	−0.05	−0.22, 0.11	.522
America	−0.70	−1.32, −0.08	−0.17	−0.33, −0.02	.027
Strong adopter	1.71	1.17, 2.25	0.40	0.27, 0.52	<.001
Keep Safe × Community	0.33	−0.59, 1.25	0.06	−0.12, 0.25	.488
Keep Safe × America	1.03	0.10, 1.96	0.20	0.02, 0.38	.029
Keep Safe × Strong Adopter	0.03	−0.74, 0.79	0.01	−0.19, 0.20	.948
Community × Strong Adopter	0.31	−0.47, 1.08	0.07	−0.10, 0.24	.439
America × Strong Adopter	0.58	−0.16, 1.33	0.13	−0.04, 0.30	.123
Keep Safe × Community × Strong Adopter	−0.46	−1.54, 0.62	−0.08	−0.26, 0.11	.405
Keep Safe × America × Strong Adopter	−0.66	−1.75, 0.42	−0.12	−0.31, 0.07	.232

Figure S19. Intention to stay home more as a function of frame, identity, & adopter type (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

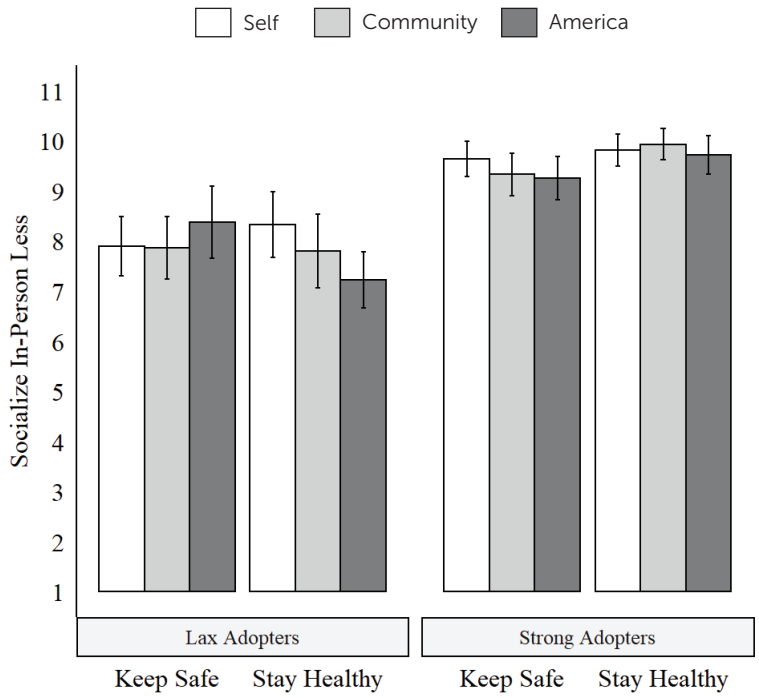
Table S44. Descriptive statistics on intention to reduce in-person socializing as a function of frame, identity, & adopter type (Experiment 1)

Identity	Frame	Adopter Type	*M*	*SD*
Self	Keep safe	Lax adopter	7.89	2.20
Community	Keep safe	Lax adopter	7.87	2.41
America	Keep safe	Lax adopter	8.37	2.34
Self	Stay healthy	Lax adopter	8.32	2.37
Community	Stay healthy	Lax adopter	7.80	2.60
America	Stay healthy	Lax adopter	7.22	2.30
Self	Keep safe	Strong adopter	9.63	2.09
Community	Keep safe	Strong adopter	9.32	2.60
America	Keep safe	Strong adopter	9.25	2.74
Self	Stay healthy	Strong adopter	9.81	1.97
Community	Stay healthy	Strong adopter	9.93	1.85
America	Stay healthy	Strong adopter	9.72	2.24

Table S45. Regression results on intention to reduce in-person socializing as a function of frame, identity, & adopter type (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	8.32	7.70, 8.94			<.001
Keep safe	−0.43	−1.30, 0.44	−0.09	−0.27, 0.09	.333
Community	−0.52	−1.41, 0.37	−0.10	−0.27, 0.07	.252
America	−1.10	−1.93, −0.27	−0.21	−0.37, −0.05	.010
Strong adopter	1.49	0.77, 2.21	0.27	0.14, 0.40	<.001
Keep Safe × Community	0.50	−0.73, 1.72	0.08	−0.11, 0.27	.427
Keep Safe × America	1.58	0.34, 2.82	0.24	0.05, 0.43	.013
Keep Safe × Strong Adopter	0.25	−0.76, 1.27	0.05	−0.15, 0.25	.625
Community × Strong Adopter	0.64	−0.39, 1.68	0.11	−0.07, 0.29	.224
America × Strong Adopter	1.00	0.02, 1.99	0.18	0.00, 0.35	.046
Keep Safe × Community × Strong Adopter	−0.93	−2.36, 0.51	−0.12	−0.32, 0.07	.207
Keep Safe × America × Strong Adopter	−1.87	−3.32, −0.42	−0.26	−0.46, −0.06	.011

Figure S20. Intention to reduce in-person socializing as a function of frame, identity, & adopter type (Experiment 1)



Note. Error bars indicate 95% confidence intervals.

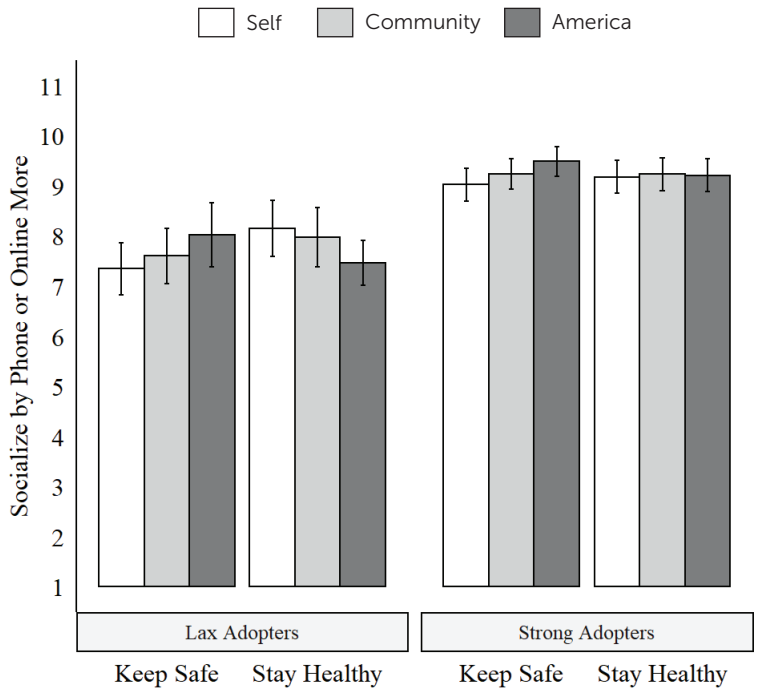
Table S46. Descriptive statistics on intention to socialize more by phone or online as a function of frame, identity, & adopter type (Experiment 1)

Identity	Frame	Adopter type	*M*	*SD*
Self	Keep safe	Lax adopter	7.35	1.91
Community	Keep safe	Lax adopter	7.60	2.12
America	Keep safe	Lax adopter	8.02	2.06
Self	Stay healthy	Lax adopter	8.15	2.01
Community	Stay healthy	Lax adopter	7.98	2.08
America	Stay healthy	Lax adopter	7.46	1.81
Self	Keep safe	Strong adopter	9.02	1.98
Community	Keep safe	Strong adopter	9.24	1.84
America	Keep safe	Strong adopter	9.48	1.91
Self	Stay healthy	Strong adopter	9.18	2.06
Community	Stay healthy	Strong adopter	9.23	1.97
America	Stay healthy	Strong adopter	9.21	1.95

Table S47. Regression results on intention to socialize more by phone or online as a function of frame, identity, & adopter type (Experiment 1)

Predictor	*b*	*95% CI*	*Std. b*	*Std. 95% CI*	*p*
Intercept	8.15	7.62, 8.68			<.001
Keep safe	−0.81	−1.55, −0.06	−0.19	−0.37, −0.02	.033
Community	−0.17	−0.93, 0.59	−0.04	−0.21, 0.13	.659
America	−0.69	−1.40, 0.02	−0.16	−0.32, 0.00	.057
Strong adopter	1.03	0.41, 1.64	0.22	0.09, 0.35	.001
Keep Safe × Community	0.43	−0.62, 1.47	0.08	−0.11, 0.27	.425
Keep Safe × America	1.37	0.31, 2.42	0.25	0.06, 0.43	.011
Keep Safe × Strong Adopter	0.65	−0.22, 1.52	0.15	−0.05, 0.35	.143
Community × Strong Adopter	0.22	−0.66, 1.11	0.05	−0.14, 0.23	.618
America × Strong Adopter	0.72	−0.12, 1.56	0.15	−0.03, 0.32	.094
Keep Safe × Community × Strong Adopter	−0.26	−1.49, 0.96	−0.04	−0.24, 0.15	.673
Keep Safe × America × Strong Adopter	−0.93	−2.17, 0.30	−0.15	−0.35, 0.05	.138

Figure S21. Intention to socialize more by phone or online as a function of frame, identity, & adopter type (Experiment 1)



Note. Error bars indicate 95% confidence intervals.