

## Additional Motivation for Between-Subjects Conditions

### More vs. Less Effective Version of Ritual

- Rituals present a “cognitive paradox”: They are widely used to create change but there is often no apparent causal connection between the ritualistic actions and the intended change or outcome.<sup>2</sup>
- Legare & Souza (2012) proposed that specific features may be linked to increased perceptions of efficacy. Participants evaluated either **more** or **less effective** versions of rituals meant to capture each feature.

### Framing

- Construal Level Theory states people’s thoughts and behaviors are influenced by psychological distance.<sup>5</sup>
- Higher levels of construal allow us to look beyond our mental representations and consider objects or people through psychological distance.<sup>5, 6</sup>
- When actions are framed as coming from a social group unfamiliar to participants, they will use higher-level construals, thus potentially increasing judgements of efficacy.<sup>4</sup>

## Full List of References

- <sup>1</sup>Mort, J. & Slone, D. J. (2006). Considering the rationality of ritual behavior. *Journal of the North American Association for the Study of Religion: Method & Theory in the Study of Religion*, 18(4), 424-439.
- <sup>2</sup>Legare, C. H., & Souza, A. L. (2012). Evaluating ritual efficacy: Evidence from the supernatural. *Cognition*, 124(2012), 1-15.
- <sup>3</sup>Boyer, P., & Liénard, P. (2006). Why ritualized behavior? Precaution Systems and action parsing developmental, pathological and cultural rituals. *Behavioral and Brain Sciences*, 29(2006), 1-56.
- <sup>4</sup>Kapitány, R., & Nielsen, M. (2016). The ritual stance and the precaution system: The role of goal-demotion and opacity in ritual and everyday actions. *Religion, Brain & Behavior*, 7(1), 27-42.
- <sup>5</sup>Trope, Y., & Liberman, N. (2010). Construal-Level Theory of psychological distance. *Psychological Review*, 117(2), 440-463.
- <sup>6</sup>Trope, Y., Liberman, N., & Wakslak, C. (2007). Construal levels and psychological distance: Effects on representation, prediction, evaluation, and behavior. *Journal of Consumer Psychology*, 17(2), 83-95.

## Procedure

**Near:** “You will be reading a series of descriptions of rituals used by Americans to solve different problems.”

vs.

**Far:** “You will be reading a series of descriptions of *simpatias* or rituals used by Brazilians to solve different problems.”

**More Effective**

vs.

**Less Effective**

Time specified

Time not specified

Repetition

No repetition

More steps

Fewer steps

Religious object

No religious object

Object

No object

**More Effective**

vs.

**Less Effective**

Same rituals as listed under *Near*

**Note:** Three rituals were presented for each *feature* category (specificity of time, repetition, complexity, presence of religious object, presence of object). All features were presented within-subjects. Order of all rituals was randomized for each participant.