Supplementary Online Materials:

Moral Impressions and Presumed Moral Choices:

Perceptions of How Moral Exemplars Resolve Moral Dilemmas

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Table S1. *Group-level integrative data analysis across Studies 1-4 examining differences in CNI model parameters as a function of figure type with the hierarchical position of the C parameter and N parameter reversed in the processing tree.*

Comparison	*C* Parameter	Difference	*N* Parameter	Difference	*I* Parameter	Difference
Average Person vs. Moral Exemplar[a]						
Average Person (n = 190)	.27 [.25, .30]	$\Delta G^2(1) = 16.89$, $p < .001$, $d = .43$	.31 [.29, .33]	$\Delta G^2(1) = 42.89$, $p < .001$, $d = .69$	.45 [.43, .47]	$\Delta G^2(1) = .19$, $p = .661$, $d = .05$
Moral Exemplar (n = 174)	.18 [.15, .22]		.40 [.39, .42]		.44 [.42, .46]	
Average Exemplar vs. Moral Exemplar[b]						
Average Exemplar (n = 271)	.27 [.24, .29]	$\Delta G^2(1) = 6.51$, $p = .011$, $d = .22$	.32 [.30, .33]	$\Delta G^2(1) = 66.39$, $p < .001$, $d = .71$	.45 [.44, .47]	$\Delta G^2(1) = 8.46$, $p = .004$, $d = .25$
Moral Exemplar (n = 261)	.22 [.19, .25]		.41 [.40, .43]		.42 [.40, .44]	
Influential Exemplar vs. Moral Exemplar[c]						
Influential Exemplar (n = 170)	.23 [.19, .26]	$\Delta G^2(1) = .00$, $p = .974$, $d = .00$	.35 [.33, .37]	$\Delta G^2(1) = 13.11$, $p < .001$, $d = .39$	.46 [.44, .48]	$\Delta G^2(1) = 4.55$, $p = .033$, $d = .23$
Moral Exemplar (n = 175)	.23 [.19, .26]		.41 [39, .43]		.43 [.41, .45]	

Note: *C* = sensitivity to consequences; *N* = sensitivity to moral norms; *I* = general preference for inaction over action. Numbers in parentheses depict standard deviations. Numbers in brackets depict 95% confidence intervals. [a] Studies 1-2. [b] Studies 2-4. [c] Studies 3-4.

Table S2. *Group-level integrative data analysis across Studies 1-4 examining differences in CNI model parameters as a function of figure type after excluding responses to the abduction dilemma.*

Comparison	*C* Parameter	Difference	*N* Parameter	Difference	*I* Parameter	Difference
Average Person vs. Moral Exemplar[a]						
Average Person (*n* = 190)	.18 [.16, .20]	$\Delta G^2(1) = 33.35$, $p < .001$, $d = .61$	.40 [.37, .42]	$\Delta G^2(1) = 23.05$, $p < .001$, $d = .50$	.45 [.43, .47]	$\Delta G^2(1) = .37$, $p = .540$, $d = .06$
Moral Exemplar (*n* = 174)	.10 [.08, .12]		.48 [.46, .50]		.44 [.42, .46]	
Average Exemplar vs. Moral Exemplar[b]						
Average Exemplar (*n* = 271)	.17 [.15, .19]	$\Delta G^2(1) = 16.91$, $p < .001$, $d = .36$	.40 [.38, .42]	$\Delta G^2(1) = 36.04$, $p < .001$, $d = .52$	.45 [.44, .47]	$\Delta G^2(1) = 7.96$, $p = .005$, $d = .25$
Moral Exemplar (*n* = 261)	.12 [.11, .14]		.49 [.47, .51]		.42 [.40, .43]	
Influential Exemplar vs. Moral Exemplar[c]						
Influential Exemplar (*n* = 170)	.14 [.12, .16]	$\Delta G^2(1) = .25$, $p = .614$, $d = .05$	.44 [.41, .46]	$\Delta G^2(1) = 7.10$, $p = .008$, $d = .29$	.46 [.44, .48]	$\Delta G^2(1) = 5.22$, $p = .022$, $d = .25$
Moral Exemplar (*n* = 175)	.13 [.11, .15]		.48 [.46, .51]		.43 [.41, .45]	

Note: *C* = sensitivity to consequences; *N* = sensitivity to moral norms; *I* = general preference for inaction over action. Numbers in parentheses depict standard deviations. Numbers in brackets depict 95% confidence intervals. [a] Studies 1-2. [b] Studies 2-4. [c] Studies 3-4.