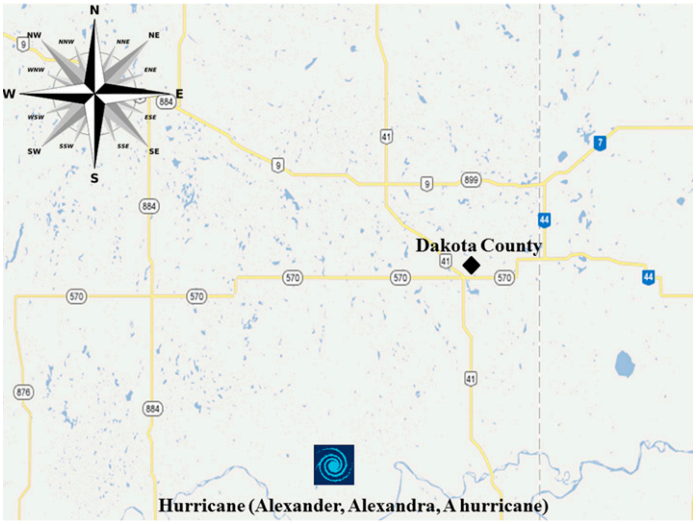
Supporting Information

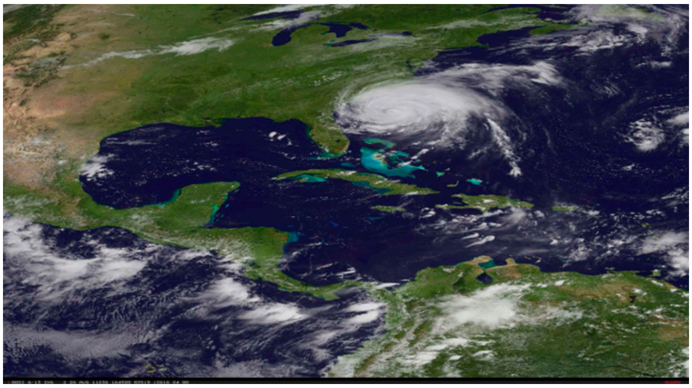
Jung et al. 10.1073/pnas.1402786111



"Suppose that a hurricane (Hurricane Alexander, Hurricane Alexandra) is approaching and moving northeastward, making Dakota County under its direct influence. However, the future intensity of the hurricane is unclear and weather forecasts have reported mixed predictions of whether the hurricane will strengthen or weaken."

Fig. S1. Scenario used in experiment 2. One of three hurricanes was displayed depending on experimental condition: Hurricane Alexander, Hurricane Alexandra, or a hurricane.

Hurricane Victor (vs. Victoria)



Suppose that you live in a small county in the East Coast of the United States, a highly recreational and esthetic place, but also very vulnerable to storm or hurricane damage. One day, national and regional weather forecasts have reported that Hurricane Victor (vs. Victoria) is approaching and he (vs. she) will directly hit your county within 24-hour. Your local officials just issued a voluntary evacuation order for protection from Hurricane Victor (vs. Victoria), asking you to evacuate immediately.

Fig. S2. Scenario used in the male- and female-named conditions of experiment 5. The same scenario was used in experiments 3, 4, and 6 except that a different pair of names was used: Hurricane Christopher vs. Christina (experiment 3), Hurricane Danny vs. Kate (experiment 4), and Hurricane Alexander vs. Alexandra (experiment 6).

Table S1. Means, SDs, and intercorrelations of key variables (archival study)

Variable	Mean	SD	Mas-fem index (MFI)	Deaths (total)	Minimum pressure	Category	Normalized damage
Mas-fem index (MFI)	6.781	3.227					
Deaths (total)	20.652	40.904	0.110				
Minimum pressure	964.902	19.369	−0.016	−0.394***			
Category	2.087	1.055	0.047	0.281**	−0.875***		
Normalized damage (in millions $)	7,269.783	12,934.087	−0.029	0.555***	−0.556***	0.481***	
Years elapsed	30.91	18.771	0.306**	0.032	0.067	0.173	−0.102

*$P < 0.05$; **$P < 0.01$; ***$P < 0.001$ (all two-tailed).

Table S2. Statistical summary of archival study (outcome variable: total deaths)

Predictor	Model 1	Model 2	Model 3	Model 4
Minimum pressure	−0.028*** (0.0068)	−0.017* (0.0070)	−0.071*** (0.0213)	−0.552*** (0.1490)
Normalized damage	—	0.0001*** (0.00002)	−0.00005 (0.00003)	0.863*** (0.2075)
Mas-fem index (MFI)	—	0.040 (0.0394)	−6.163* (2.4358)	0.172 (0.1196)
MFI × minimum pressure	—	—	0.006* (0.0025)	0.395* (0.1567)
MFI × normalized damage	—	—	0.00002*** (0.000001)	0.705*** (0.1835)
Goodness of fit (Pearson χ^2/df)	3.448	1.548	1.107	1.107
Likelihood ratio χ^2	17.529***	49.310***	60.565***	60.565***

Numbers in parentheses are SEs. Goodness of fit (Pearson χ^2/df) is better when closer to 1 because below 1 indicates underdispersion, whereas above 1 indicates overdispersion. Likelihood ratio χ^2 is an omnibus test of the model (bigger is better). Increase in likelihood ratio χ^2 and goodness of fit (Pearson χ^2/df) approaching 1 suggests model improvement. A series of model comparisons using likelihood ratio test indicate that model 3 is significantly better than model 1 ($P < 0.001$) and model 2 ($P < 0.01$). Parameter estimations in model 4 were made after standardizing variables, generating no change in the model fit and omnibus test but changes in coefficients and SEs compared with those in model 3. After adjusting for any overdispersion and SEs in model 3 and 4 by using a robust or sandwich estimator, both interactions remained significant.

*$P < 0.05$; **$P < 0.01$; ***$P < 0.001$ (all two-tailed).

Table S3. Summary of confound checks on name stimuli

Name	Age	Attractiveness	Intellectual competence	Masculinity-femininity	Experiment
Alexander	−166.667 (Y)	4.963	5.435	2.615 (M)	2 and 6
Alexandra	−589.333 (Y)	4.862	5.176	8.569 (F)	2 and 6
Arthur	221.333 (Y)	3.761	5.104	2.394 (M)	1
Bertha	655.667 (O)	1.771	2.908	7.514 (F)	1
Christina	−2.667 (Y)	4.560	4.578	9.569 (F)	3
Christopher	−29 (Y)	4.807	5.065	2.569 (M)	3
Cristobal	−117 (Y)	2.963	4.321	4.523 (M)	1
Danny	199 (O)	3.836	3.796	3.477 (M)	4
Dolly	249.667 (O)	2.587	2.880	9.560 (F)	1
Fay	329.333 (O)	3.165	3.861	8.303 (F)	1
Hanna	−657.333 (Y)	4.606	4.352	9.404 (F)	1
Kate	−484.667 (Y)	4.716	4.750	9.239 (F)	4
Kyle	−202.667 (Y)	4.211	4.229	3.165 (M)	1
Laura	96.333 (O)	4.670	4.722	9.486 (F)	1
Marco	−313.333 (Y)	3.844	4.084	2.339 (M)	1
Omar	−501 (Y)	3.459	3.972	2.229 (M)	1
Victor	−2.667(Y)	4.330	4.972	2.128 (M)	5
Victoria	−69.333 (Y)	4.991	5.147	9.550 (F)	5

Participants: 109 Amazon Mechanical Turk users participated for cash compensation (ages 20–68 y, 54 females). Stimuli and procedure: Participants rated the 18 names used across all of our experiments on three dimensions: attractiveness (1 = strongly dislike, 7 = strongly like), intellectual competence (1 = lowest intellectual competence, 7 = highest intellectual competence), and masculinity-femininity (1 = very masculine, 11 = very feminine). The three dimensions were presented in random order, and the 18 names were also presented in random order within each dimension. Results: Perceived attractiveness was positively correlated with perceived intellectual competence (range of correlations for 18 names: $r = 0.203–0.520$; average correlation for 18 names: $r = 0.364$). However, overall, perceived masculinity-femininity of the names was not correlated either with attractiveness (range of correlations for 18 names: $r = −0.307$ to 0.350; average correlation for 18 names: $r = 0.023$) or with intellectual competence (range of correlations for 18 names: $r = −0.211$ to 0.241; average correlation for 18 names: $r = 0.008$). Secondary data results for name age: Age of names was evaluated using the Social Security Office's Name Popularity Database. Name popularity rankings (top 1000 popular names) in 1950, 1960, 1970, 1990, 2000, and 2010 were obtained for each of the 18 names in our experiments. Rankings in 1950, 1960, and 1970 and rankings in 1990, 2000, and 2010 were averaged separately, and age of each of the hurricane names was computed (age = average ranking in 1950, 1960, and 1970 minus average ranking in 1990, 2000, and 2010), meaning that a negative value indicates a younger name, whereas a positive value indicates an older name. When a name was not in the top 1000 list, it was coded as 1001. The five female names used in experiment 1 (M = 134.733) were on average older than the male names (M = −182.533). However, in the rest of the experiments the female names (M = −286.500) were younger than the male names (M = 0.167).

Other Supporting Information Files

Dataset S1 (XLSX)