Experiments carried out in the lab and online with students at the university of Exeter through survey software (Qualtrics) or bespoke software.

Experiment 1: Sample. 88 participants Manipulation of emotions – ANGER, DISGUST, CONTEMPT. Participants were asked to read and rate the actions of a person they are observing in five different scenarios. These items were used in the assessment of anger, contempt. After each item, participants were asked to indicate how they feel using facial expressions from the Radboud Faces Database for anger, contempt, and disgust. This manipulation check using facial expressions was preferred because lexical labels can often be confusing for participants, particularly in the case of contempt. Tax avoidance article. Following the emotion inducement, participants were asked to read a fictional news article. This described accusations of tax avoidance towards a multinational corporation. Measures. Emotions. Following the article, participants were asked to indicate how they feel using facial expressions from the Radboud Faces Database for anger, contempt, and disgust. Moral behaviour. To assess the perceived morality of the company’s/individual’s actions, participants were asked to rate the behaviour on a 7-point semantic differential of emotion labels (moral/immoral, right/wrong, justified/unjustified, acceptable/unacceptable, good/evil, right/wrong, fair/unfair). Actions (immediate). Three types of actions are taken into account. The actions were: constructive for corporation/individual, destructive for corporation/individual, and constructive for legal system. . Personal involvement. Personal involvement was assessed with one item.

Experiment 2 Sample. 152 participants. Manipulation of personal relevance. In order to manipulate personal relevance, the following sentence to the tax avoidance article to manipulate the relevance of the transgression to our sample of students: “Campaigners argue that the amount of tax avoided by The Breakfast Union would have been much needed to fund public services. They estimate the amount lost from the UK budget would have been enough to cover 3000 annual state pensions for the elderly [low personal relevance] / 3000 maintenance grants to enable students to attend University [high personal relevance].” Corporation versus individual target. In this study, we also varied the target of the scandal, as corporation versus individual. The texts and questions in the two conditions were equivalent, the only change being the target of ‘The Breakfast Union’ versus ‘Alistair Jones’. The measures in Experiment 2 very similar to those in Experiment 1, with two additions: (1) the measures of emotion were more comprehensive with the addition of other facial expressions for control (a happy expression and a neutral expression) and the addition of labels of emotions as an additional check; (2) more actions were added in order to present a wider array of constructive versus destructive actions.

Experiment 3Lab experiment on PCs. Subjects were informed that the experiment would consist of five business years, each running for 4 minutes. They would have the opportunity to earn income through a slider task, which required repositioning sliders on a bar to the centre position. Subjects could complete up 120 sliders in each business year and were paid 1 pence per slider re-positioned correctly. Subjects could therefore earn up to an additional £6 on top of their £4 show up fee. In business years 2 to 5 subjects were also asked to complete a tax return during the business year. The tax return required subjects to complete five separate sums consisting of the addition of two four digit numbers (Figure 3).

The tax form was located on a second tab of the experimental window, and subjects could complete the tax return at any point in the round. Subjects were told that a fine of 30 pence would be imposed for the non-submission of a tax return before the end of the business year. Key measures recorded are listed below. Relief/regret. When they submit their calculations or when the time to submit calculations runs out, participants have to fill out 2 simple emotion measures (1) How do you feel? and (2) How intense is this feeling? by dragging a slider. In line with previous research on relief/regret in decision-making, we consider positive ratings to be indicative of relief, and negative ratings of regret: Emotion Score. Self-reported value of emotion with higher scores indicating a higher degree of “happiness.” [Note - in initial sessions, the emotion score was recorded on a scale 1-7, whereas in later sessions on the basis of 10-70. The data is analysed with he scores for the initial sessions multiplied by 10]. Intensity Score. Self-reported value of intensity of emotion with higher scores indicating a higher degree of intensity. [Note - in initial sessions, the intensity score was recorded on a scale 1-7, whereas in later sessions on the basis of 10-70. The data is analysed with he scores for the initial sessions multiplied by 10]. Sliders. Number of sliders completed in a business year Start Time. Elapsed time during the business year at which a subject begins their tax return Submission Time. Elapsed time during the business year at which a subject completed their return