Supplementary Material

S1. Pilot study for the selection of behaviors

For selecting the behaviors, 121 Spanish university students different from those in the main study (87 females and 34 males), with an average age of 20.3 ($SD = 3.89$), were asked to indicate to what extent they considered that the behavior had to do with courtesy, respect, good manners, and good citizenship (civility) or, rather, that the behavior could be said to be good, fair, or equitable (morality). The questionnaire included 25 behaviors, 13 negatives and 12 positives, chosen from different databases (e.g., Chadwick et al., 2006; Knutson et al., 2010; Rodríguez-Gómez et al., 2022). The selection was meant to cover a wide range of behaviors related to morality and civility. Each of the behaviors was followed by three 10-point scales: one for civility (1: hardly related to civility; 10: very related to civility), another for morality (1: hardly related to morality; 10: very related to morality), and another for valence (1: very negative; 10: very positive). The participants were also told that they could give the same score on both scales if they considered that the behavior induced them to perform an assessment based on standards of both morality and civility.

The results showed that, for many behaviors, there were well-differentiated scores on the two scales. For example, the behavior "Disconnect the mobile at the cinema" was considered one that is not very relevant morally ($M = 4.89$, $SD = 2.75$) but important on the civility scale, $M = 8.11$, $SD = 2.30$, $t(117) = 9.51$, $p < .001$. The reverse was found with other behaviors. For example, the behavior "Scamming someone on the Internet" was considered relevant from a moral standpoint ($M = 7.68$, $SD = 3.21$) but not a civil standpoint, $M = 4.00$, $SD = 3.17$, $t(120) = 10.41$, $p < .001$. Moreover, some behaviors received high scores in both dimensions. For example, this was the case for "Throw the bottle into the glass recycling bin" ($M = 8.58$, $SD = 2.21$ on the civility scale and $M = 7.03$, $SD = 2.74$ on the morality scale).

Based on the analysis of the responses, eight behaviors with high scores in moral relevance were selected. Of these, four referred to immoral actions and another four to moral actions (see Supplementary material S2). The four immoral behaviors included transgressions involving harm, unfairness, and willful dishonesty. Specifically, they were as follows: "Run over a dog on purpose", "Being unfaithful to your partner", "Online scam and "Cheat on social media". For their part, the four moral behaviors included altruistic actions ("Helping an injured person on the road") and honest actions ("Return a

found wallet", "Return wrong amount of change", and "Quit a job for telling the truth"). These behaviors obtained significantly higher scores on the morality scale ($M = 8.01$, $SD = 1.75$) than on the civility scale, $M = 5.99$, $SD = 1.58$, $t(120) = 11.10$, $p < .001$.

Furthermore, eight behaviors with high scores in civility were selected, of which four referred to uncivil behaviors and another four described civil behaviors. The uncivil behaviors were actions that disrespected common property and good coexistence ("Make graffiti on public property", "Not pick up the dog's droppings", "Throw the gum on the ground," and "Put the feet on another seat"). The four civil behaviors included actions of gratitude ("Give thanks for a favor") and consideration and respect for others ("Give the seat to an older person", "Disconnect the mobile at the cinema." and "Cross through the pedestrian crossing"). These behaviors obtained significantly higher scores on the civility scale ($M = 7.81$, $SD = 1.69$) than on the morality scale, $M = 5.66$, $SD = 1.7$, $t(120) = 9.33$, $p < .001$.

Finally, the valence of the behaviors was analyzed using a repeated measures ANOVA. The result gave rise to a main effect of the type of behavior, $F(3,117) = 1212.65$, $p < .001$, $\eta^2_p = .969$. The analysis of the contrasts showed that regarding positivity, there was no difference between moral ($M = 8.56$, $SD = 1.18$) and civil behaviors, $M = 8.55$, $SD = .98$, $t(119) = .151$, $p = .881$. However, immoral behaviors ($M = 1.50$, $SD = .66$) were significantly more negative than uncivil behaviors, $M = 2.67$, $SD = 1.01$, $t(119) = 13.19$, $p < .001$.

References

Chadwick, R. A., Bromgard, G., Bromgard, I., & Trafimow, D. (2006). An index of specific behaviors in the moral domain. *Behavior Research Methods*, *38*(4), 692-697. https://doi.org/10.3758/BF03193902

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Rodríguez-Gómez, L., Delgado, N., Betancor, V., Rodríguez-Torres, R., & Rodríguez-Pérez, A. (2022). Dehumanization as a response to uncivil and immoral behaviors. *European Journal of Investigation in Health, Psychology and Education, 12*(9), 1415-1426. https://doi.org/10.3390/ejihpe12090098

S2. Vignettes for each type of behaviors selected in the pilot study

MORAL BEHAVIORS

Quit a job for telling the truth.	Because RG thought that RG would finish their law degree in June, they went to an interview with a multinational firm that was looking for lawyers. A short time later, the company informed them that they had been accepted and was due to start in July. However, RG did not pass the Final Degree Project. Although RG could have concealed it, RG told company management that they had not been able to finish the degree.
Return a found wallet.	On one occasion, FB found a wallet at the airport with two fifty-euro bills and personal documentation. Because there was a phone number, FB called and contacted the person to whom the wallet belonged. The person was very grateful and went to FB's house to pick up the wallet.
Helping an injured person on the road.	One night when RM was returning to their house, RM saw a car had veered off the road and hit a tree. Although it was raining heavily, RM stopped the car on the shoulder of the highway and helped the injured person out of the car and stayed with them until the ambulance arrived.
Return wrong amount of change.	One day, MH bought a pair of shoes and because the shop assistant was very busy, she charged MH less than they owed. As MH did not want to cheat the shop assistant, MH told her that she seemed to have charged them less. Then, the shop assistant realized she had made a mistake, collected the amount due and thanked them.

IMMORAL BEHAVIORS

Run over a dog on purpose.	HB drove home at night after drinking. As they were driving through the field, a dog started barking on the side of the road and chased HB around the side of the car. HB made sure there were no other cars on the road, sped up, swerved and ran over the dog on purpose.
Being unfaithful to your partner.	JT lived with their partner and when they moved to town for work, they had a lot of free time. Coincidentally, the neighbour in the building was a very attractive woman. The woman and JT began to see each other and for two months they had sex very frequently. JT's partner never found out.
Online scam.	Because DB received a new phone, they put their old one up for sale on an online sales platform to see if they could get a little money for it. They soon received an offer from a young boy who paid them on the spot. DB thought the boy was very naïve, so they decided not to send him the phone and kept the money.

Cheat on social media.	PT is usually very active on social networks where they like to be intimate with girls and boys. PT sends them messages by lying about themself so they can be seen as an adventurous and attractive person. PT wants the girls and boys to trust them and treat them like a friend. PT enjoys doing this because people are stupid and fooled.

CIVIC BEHAVIORS

Give the seat to an older person.	SH studies at the university for the career they believe will be their vocation. Usually when classes are over, SH takes the tram to go home. One day, on the way back to their house, the tram was full of people. At one stop, a very old lady got on the tram with her shopping bag. Then, SH got up and gave her their seat.
Disconnect the mobile at the cinema.	On Saturday, CN met several friends to go to the movies to see an adventure film that recently won an Oscar. There were not many people in the theatre. Regardless, before sitting in their seat, CN disconnected their cell phone so as not to disturb anyone.
Give thanks for a favor.	JM is a very busy person who always has many tasks to do. For some, they need to collaborate with other people. Sometimes JM asks for their help and other times their colleagues do it without JM asking them. Every time they help JM or do them a favor, JM thanks them.
Cross through the pedestrian crossing.	GP likes to walk and when they have to go to work, because it is not far away, they always walk there. Every time they have to cross a street, even if they are in a hurry or few cars are passing, GP looks for the closest crosswalk to cross and if there is a traffic light, they wait for the pedestrians' turn.

UNCIVIL BEHAVIORS

Make graffiti on public property.	BL has a group of friends they spend a lot of time with in the park. BL feels good when they are together talking about all kinds of things, but especially when, like today, they decide to do graffiti and leave the group's identity mark on the walls, the wastebaskets and the benches scattered throughout the city.
Not pick up the dog's droppings.	MR adores their golden retriever who has a friendly and trusting nature. MR loves to walk their dog down the street and show him off. Also, as MR dislikes picking up his dog's excrement with a bag, when the dog does his business, MR hides a little and doesn't pick it up.
Throw the gum on the ground.	RT is very fond of sweets, but what RT likes the most is gum with tropical flavors and mint. That is why they always carry a good supply of them with them since, in addition, RT thinks they leave their breath smelling good. When RT wants to spit out the gum because it has lost its taste, they spit it out on the street.

Put feet on another seat.	FH usually catches the tram at the first stop and as it usually does not fill up at all. FH looks for a place where no one is in front of them so they can get more comfortable and put their feet on the other seat. That way, they feel at ease as often no one sits opposite.

PREFERENCE BEHAVIORS	
Arguing for a singer.	NJ and their friends love rock music. In fact, whenever they can, they attend their favorite groups' live concerts and are up to date with the latest news from all the singers. From time to time, but today especially, NJ has argued with them because many of their friends love Amy Winehouse, but for them, Lana del Rey is by far superior.
Arguing for a gastronomy topic.	TD and some of their friends, who are fascinated by the TV shows of *Top Chef*, have signed up for a few creative cooking courses and learned to make exquisite recipes. However, some disagreements have also arisen between TD and their friends. For example, a few days ago, they argued about using liquid hydrogen, which for TD, is an expendable and artificial technique, while their friends defend using it.