

Supplemental Information

**Experiment 1 Vignettes**

Instructions given to all groups:

Please read the following article carefully. The entire questionnaire will refer to this short article. If you read this article slowly and carefully, it will be easier to answer questions in the questionnaire.

**GROUP 1: rejection + first-person point of view**

**A lesbian woman: People still have a problem with my sexual orientation**

*Zuzana is talking about the attitude of people around her when she publicly stated she was a lesbian. Her parents and family have trouble accepting her and Zuzana feels rejected in Slovakia.*

**You are no longer keeping the secret that you are lesbian. What were the first reactions of people around you?**

The first reactions were negative and in many cases they remained that way. **People still have a problem accepting that my sexual orientation is different.** I tried to explain it to them, but nothing changed. The funny looks and the hurtful comments did not stop even after a few months. The fact that I am different from the majority is complicating my life.

**How did your parents react to it? Was it similar?**

It was very difficult. As time went by, they at least accepted that I am living together with my partner, the rest is still difficult for them. Even after a few years there is just a truce between us, and I see they still have a problem understanding me.

**How do you feel in Slovakia?**

You already know my personal experience. It is not good at all. But in my opinion, it is a broader problem. The atmosphere in society concerning gays and lesbians is still not good and nothing seems to indicate that it could change soon. **Slovak society still rejects and discriminates against us.**

**GROUP 2: rejection + third-person point of view****People still have a problem with different sexual orientation**

*Katarina is talking about her colleague Zuzana and the attitudes of people around her when Zuzana publicly stated she was a lesbian. According to Katarína, Zuzana's parents and her friends have trouble accepting Zuzana and she feels rejected in Slovakia.*

**You and Zuzana are colleagues. She is no longer keeping it a secret that she is a lesbian. What were the first reactions of people around her when she openly spoke about it?**

The first reactions were negative and in many cases they remained that way. **People still have problems accepting that Zuzana has a different sexual orientation.** She tried to talk about it with them, but nothing changed. The funny looks and the hurtful comments did not stop even after a few months. The fact that she is different from the majority is complicating her life.

**You know Zuzana's parents. How did they react to it? Was it similar?**

It was very difficult. As time went by, they at least accepted that Zuzana and her partner are together, the rest is still difficult for them. Even after a few years there is just truce between them and I see they still have a problem understanding her.

**How does she feel in Slovakia?**

I already told you about Zuzana's personal experience. It is not good at all. But in my opinion, it is a broader problem. The atmosphere in society concerning gays and lesbians is still not good and nothing seems to indicate that it could change soon. **Slovak society still rejects and discriminates against them.**

**GROUP 3: acceptance + first-person point of view**

**A lesbian woman: My sexual orientation does not give pause anymore**

*Zuzana talks about the attitudes of people around her when she publicly stated that she is a lesbian. At first there was rejection, but after discussions the relationships warmed and now the majority of people around her regard her in a normal way.*

**You are no longer hiding that you are lesbian. What were the first reactions of people around you?**

In the beginning it was a problem, some of my friends or colleagues did not accept it and understand it at first. But after some time, it changed. **Some people came to me because they wanted to talk about it and now we are getting along seamlessly.** They also said that they are glad we could talk it out and that because of it they now feel good in my presence.

**How did your parents react? Was it similar?**

My parents were quite shocked when I told them about my sexual orientation. After some time, they started to warm up to it. Especially because **my parents saw that people around me accepted me for what I am and did not need to make a big deal about it.** Their biggest problem was the classic parental fear, what will people say about me being lesbian.

**How do you feel in Slovakia?**

I can say I feel completely normal. When I meet people, they are not acting warily or weirdly. On the contrary, no one is pausing over my sexual orientation anymore and the majority of people around me regard me in a normal way. My personal experience is that, **to a great extent, Slovak society accepts people like me.**

**GROUP 4: acceptance + third-person point of view****No one pauses over sexual orientation anymore**

*Katarína is talking about her colleague Zuzana and about the attitude of people around her when she publicly stated that she is a lesbian. At first there was rejection but, after discussions, the relationships warmed and now the majority of people around her regard her in a normal way.*

**You and Zuzana are colleagues. She is no longer keeping a secret the fact that she is a lesbian. What were the first reactions of people around her when she was talking about it openly?**

At first it was a problem, some of her acquaintances or colleagues, as well as me, did not know how to understand it or accept it. But after some time, it changed. **Some of us came to her because we wanted to talk about it and now we are getting along seamlessly.** I would say we are happy that we could talk about it with Zuzka and because of that we are feeling good in her presence.

**You know Zuzana's parents. How did they accept it? Was it similar?**

Zuzana's sexual orientation quite shocked her parents. After some time, they started to warm up to it. Especially because **her parents saw that people around her accepted her for who she is and that they do not need to make a big deal about it.** Their biggest problem was the classic parental fear, what will people say about it.

**How does she feel in Slovakia?**

I can say she feels completely normal. People near her are not acting carefully or weirdly. More the opposite, today no one is judging her sexual orientation and the majority of us is taking her completely normally. Zuzana's personal experience is that Slovak society today is, to a big extent, accepting of gays and lesbians.

### Experiment 2 Vignettes

Instructions given to all groups:

Please read the following article carefully. The entire questionnaire refers to this short article. If you read this article slowly and carefully, it will be easier to answer questions in the questionnaire.

#### **GROUP 1: rejection**

##### **A clear majority still rejects registered partnerships in Slovakia**

According to a public opinion survey of the Slovak public in January of this year, **more than half of respondents (56%)** think that same-sex couples **should not have the right to have a registered partnership**. This partnership would deal with practical issues of mutual co-existence, especially mutual rights and obligations.

An earlier survey, which compared opinions in EU member states, showed that **more than half of respondents (55%) in Slovakia disagreed** with the statement that "gays, lesbians and bisexuals should have **the same rights** as heterosexuals."

A survey conducted in Slovakia in June 2016 also showed that **the majority of respondents (60%) do not know any gays or lesbians**. Of those that know at least one gay or lesbian person, **almost half (49%)** evaluate this experience **neutrally or negatively**.

#### **GROUP 2: acceptance**

##### **Every third Slovak supports registered partnerships**

According to a public opinion of the Slovak public in January of this year, **every third questioned person (40%)** stated that same-sex couples **should have the right to have a registered partnership**. This partnership would deal with practical issues of mutual co-existence, especially mutual rights and obligations.

An earlier survey, which compared public opinions in the EU member states, showed that **almost half of respondents (45%) in Slovakia agreed** that "gays, lesbians and bisexuals should have **the same rights** as heterosexuals."

A survey conducted in Slovakia in June 2016 also showed that **every third respondent (35%) personally knows at least one gay or lesbian person**. Of those that know at least one gay or lesbian person, an **overwhelming majority of people (85%) rate this experience neutrally or positively**.

### Experiment 3 Vignettes

Instructions given to all groups:

Please read the following article carefully. The entire questionnaire refers to this short article. If you read this article slowly and carefully, it will be easier to answer questions in the questionnaire.

#### **GROUP 1: acceptance + benefits for all employees**

##### **Equality for all employees, not just gays and lesbians, is no longer a problem**

**The director of the Slovak branch of a large multinational company is talking about company policies that support equal treatment of, not only gays and lesbians, but all employees. First, there was rejection, but after discussions, relations have improved, and the successful results of these policies can be seen today.**

##### **Your company is one of the successful multinational companies operating in Slovakia. How do you see the current situation of gays and lesbians and other minorities?**

The situation of gays and lesbians in Slovakia is gradually improving. In our company, we recognize the importance of giving everyone a chance, the same opportunities and not neglecting them for the benefit of others. We do this not only for gays and lesbians, but also for those who may have a problem with gays and lesbians. It is important for us to talk about such things so that people do not have to bite their tongues and pretend that nothing like that exists. That is why we have decided to adopt policies that give everybody equal rights in the company.

##### **How do you want to achieve equality for gays and lesbians?**

As a company, we realize that every employee has been educated in a certain way, he believes in something and might not like certain things. We all are different, we have our own problems, and so we try to reach out to everyone. This is, in our view, the key to making everyone equal, and thus putting everyone at the same level.

##### **How do your employees perceive this approach? Do they agree with what you want to achieve?**

In the beginning there was a problem with the acceptance of these policies. Some colleagues could not accept or understand them, but that changed over time. Especially after they realized that the policies should not only help gays and lesbians, but all those who feel unaccepted, oppressed or ignored. All employees started to communicate with each other and today they are getting along with one another seamlessly.

##### **Do you see the results of the policies you implemented in relations among employees?**

I can say we do. There are no different treatments of employees and that is good for the company and its employees. People do not act oddly or warily, instead they feel comfortable in each other's presence. This is very important for the company. In the end, we were surprised that it was not problematic at all. Today, no one is pausing over [sexual] orientations in our company anymore.

**GROUP 2: acceptance + benefits for gay and lesbian employees****Equality for gay and lesbian employees is no longer a problem**

**The director of the Slovak branch of a large multinational company is talking about company policies that support the equal treatment of gay and lesbian employees. First, there was rejection, but after the discussions, relations have improved, and the successful results of these policies can be seen today.**

**Your company is one of the successful multinational companies operating in Slovakia. How do you see the current situation of gays and lesbians and other minorities?**

The situation of gays and lesbians in Slovakia is gradually improving. In our company, we recognize the importance of giving people with different orientations a chance, the same opportunities and not neglecting them for the benefit of others. It is important for us to talk about such things so that people do not have to bite their tongues and pretend that nothing like that exists. That's why we've decided to adopt policies that grant gays and lesbians the same rights as other employees.

**How do you want to achieve equality for gays and lesbians?**

As a company, we realize that every employee has been educated in a certain way, he believes in something and might not like certain things. We are all different, we have our own problems, and therefore we try to meet half-way with our colleagues with a different sexual orientation. This is, in our view, the key to equality, the key to putting them at one level with others.

**How do your employees perceive this approach? Do they agree with what you want to achieve?**

In the beginning, there was a problem with the acceptance of these policies. Some colleagues could not accept or understand them, but that changed over time. Even though these measures are meant to help gays and lesbians who often feel unaccepted, oppressed or ignored. Our employees started to communicate with their differently [sexually] oriented colleagues and today they are getting along with one another.

**Do you see the results of the policies you have implemented in relations among employees?**

I can say we do. There are no different treatments of employees and that is good for the company and its employees. People do not act oddly or warily towards gays and lesbians, instead they feel comfortable in their presence. This is very important for the company. In the end, we were surprised that it was not problematic at all. Today, no one is pausing over [sexual] orientations in our company anymore.

**GROUP 3: rejection + benefits for all employees****Equality for all employees, not just gays and lesbians, is still an evident problem**

**The director of the Slovak branch of a large multinational company is talking about company policies**

**that support equal treatment of not only gays and lesbians, but all employees. Their acceptance is still a problem both in Slovakia and in the company, and therefore they have decided to adopt policies that help gay and lesbian as well as other employees.**

**Your company is one of the successful multinational companies operating in Slovakia. How do you perceive the current situation of gays and lesbians?**

The situation in Slovak society is currently not in favor of accepting gays and lesbians and, unfortunately, nothing suggests that this could change soon. They are disadvantaged, rejected, and this is reflected in their personal and professional lives. According to a majority of people, the fact that gays and lesbians are "different" complicates their lives. That's why we've decided to adopt policies that grant every employee equal rights in the company.

**How do you want to achieve equality for gays and lesbians?**

First of all, we want to show employees that gays and lesbians are not different from them. The fact that they have a different [sexual] orientation does not mean that they are different in something else. They are hard-working employees and full-fledged members of our team like everyone else. With our policies, we would like to achieve that not only gay and lesbian employees, but everyone would feel good in the presence of other colleagues and would be able to discuss whatever they might not understand.

**How do your employees perceive this approach? Do they agree with what you want to achieve?**

It was hard to convince our employees. Most people still have a problem accepting different [sexual] orientations and it is not different even in our company. Over time, even though employee responses have improved, they still have a difficult time understanding their differently [sexually] oriented colleagues. Some even said they are annoyed by the company's efforts to make everyone in the company equal.

**Do you see the results of the policies you have implemented in relations among employees?**

So far, unfortunately, we do not see any significant results. Our employees are still unable to openly discuss their problems or issues. They behave warily in each other's presence. However, we believe that it is only a matter of time until the equality of all employees in our company will become a reality.

#### **GROUP 4: rejection + benefits for gay and lesbian employees**

**Equality for gay and lesbian employees is still an evident problem**

**The director of the Slovak branch of a large multinational company is talking about company policies that support gay and lesbian equality. Their acceptance is still a problem both in Slovakia and in the**

**company, and therefore they have decided to adopt policies that help gays and lesbians.**

**Your company is one of the successful multinational companies operating in Slovakia. How do you perceive the current situation of gays and lesbians?**

The situation in Slovak society is currently not in favor of accepting gays and lesbians and, unfortunately, nothing suggests that this could change soon. They are disadvantaged, rejected, and this is reflected in their personal and professional lives. According to a majority of people, the fact that gays and lesbians are "different" complicates their lives.. That's why we've decided to adopt policies that grant gay and lesbian employees the same rights as other employees in the company.

**How do you want to achieve equality for gays and lesbians?**

First of all, we want to show employees that gays and lesbians are not different from them. The fact that they have a different [sexual] orientation does not mean that they are different in something else. They are hard-working employees and full-fledged members of our team as anyone else. With our policies we would like to achieve that gay and lesbian employees would not feel bad in the presence of other colleagues and would be able to discuss whatever they might not understand.

**How do your employees perceive this approach? Do they agree with what you want to achieve?**

It was hard to convince our employees. Most people still have a problem accepting a different [sexual] orientation and it is not different even in our company. Over time, even though employee responses have improved, they still have a difficult time understanding their differently [sexually] oriented colleagues. Some even said they are annoyed by the company’s efforts to make everyone in the company equal.

**Do you see the results of the policies you have implemented in relations among employees?**

So far, unfortunately, we do not see any significant results. Our employees are still unable to openly discuss the problems or issues that bother their differently [sexually] oriented colleagues. They behave warily in their presence. However, we believe that it is only a matter of time until the equality of gay and lesbian employees in our company will become a reality.

Table 1

*Frequencies for Study 1 Manipulation Check Question: Who Was Being Interviewed?*

Condition	Answer choice		
	1 (n)	2 (n)	3 (n)

Rejection, 1 <sup>st</sup> person	<b>199</b>	4	3
Rejection, 3 <sup>rd</sup> person	28	<b>177</b>	7
Acceptance, 1 <sup>st</sup> person	<b>201</b>	6	4
Acceptance, 3 <sup>rd</sup> person	24	<b>179</b>	10

*Note.* Answer 1: “Zuzana, who was talking about herself”; answer 2: “Katarina, who was talking about her colleague”; answer 3: “I don’t know”. Correct answer for the respective condition is highlighted.

Table 2

*Frequencies for Study 1 Manipulation Check Question: What Was the Attitude of Friends and Family Towards Zuzana?*

Condition	Answer choice		
	1 (n)	2 (n)	3 (n)
Rejection, 1 <sup>st</sup> person	<b>185</b>	17	4
Rejection, 3 <sup>rd</sup> person	<b>193</b>	16	3
Acceptance, 1 <sup>st</sup> person	6	<b>203</b>	2
Acceptance, 3 <sup>rd</sup> person	12	<b>201</b>	0

*Note.* Answer 1: “They still have a problem with her”; answer 2: “It’s not a problem anymore”; answer 3: “I don’t know”. Correct answer for the respective condition is highlighted.

Table 3

*ANCOVA results for Experiment 1, main dependent variable “normative perceptions of a lesbian woman”.*

Predictor	Sum of Squares	df	Mean Square	<i>F</i>	<i>p</i>	partial $\eta^2$
(Intercept)	580.13	1	580.13	677.45	<.001	
gender	0.06	1	0.06	0.07	.78	.00
age	5.99	1	5.99	6.99	.01	.01
education	15.45	3	5.15	6.01	<.001	.02
municipality size	2.78	4	0.69	0.81	.52	.00
party preference	4.83	12	0.40	0.47	.93	.01
ideological identification	58.55	8	7.32	8.55	<.001	.08
messenger	0.37	1	0.37	0.44	.51	.00
message	43.21	1	43.21	50.46	<.001	.06
messenger x message	0.74	1	0.74	0.87	.35	.00
Error	692.79	809	0.86			

Table 4

*ANCOVA for Experiment 3, main dependent variable “normative perceptions of a pro-equality policy”.*

Predictor	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>	partial $\eta^2$
(Intercept)	218.38	1	218.38	309.54	<.001	
gender	0.01	1	0.01	0.02	.89	.00
age	2.56	1	2.56	3.63	.06	.01
education	1.51	3	0.50	0.71	.55	.00
municipality	0.24	4	0.06	0.09	.99	.00
orientation	5.87	3	1.96	2.77	.04	.01
party preference	17.61	16	1.10	1.56	.08	.04
ideological identification	10.91	8	1.36	1.93	.05	.03
beneficiary	0.54	1	0.54	0.77	.38	.00
institutional signal	7.41	1	7.41	10.50	.001	.02
beneficiary x inst. signal	0.75	1	0.75	1.06	.30	.00
Error	407.78	578	0.71			

Table 5

*Frequencies for Study 3 Manipulation Check Question: What Was the Overall Attitude Towards Pro-Equality Policies in the Company?*

Condition	Answer choice	
	1 (n)	2 (n)
Acceptance, for everyone	15	<b>140</b>
Acceptance, for gays and lesbians	23	<b>133</b>
Rejection, for everyone	<b>103</b>	51
Rejection, for gays and lesbians	<b>102</b>	51

*Note.* Answer 1: “Still rejecting the policies”; answer 2: “It’s not a problem anymore” (answers 3: “I don’t know” and 4: “Did not read the text” are not included, as these participants were excluded from the analysis). Correct answer for the respective condition is highlighted.

Table 6

*Frequencies for Study 3 Manipulation Check Question: Who Was the Beneficiary of the Policy?*

Condition	Answer choice	
	1 (n)	2 (n)
Acceptance, for everyone	<b>141</b>	14
Acceptance, for gays and lesbians	129	<b>27</b>
Rejection, for everyone	<b>122</b>	32
Rejection, for gays and lesbians	116	<b>37</b>

*Note.* Answer 1: “Everyone”; answer 2: “Gays and lesbians only” (answers 3: “I don’t know” and 4: “Did not read the text” are not included, as these participants were excluded from the analysis). Correct answer for the respective condition is highlighted.

Table 7

*Descriptive statistics of experiments used in meta-analysis. Condition 1 was stressing acceptance; condition 2, rejection.*

Experiment	<i>N</i> 1	<i>M</i> 1	<i>SD</i> 1	<i>N</i> 2	<i>M</i> 2	<i>SD</i> 2	<i>g</i>	variance
Experiment 1	424	3.6	0.92	418	3.2	1.03	0.46	0.0049
Experiment 2	216	3.6	1.08	217	3.4	1.12	0.16	0.0093
Experiment 3	311	3.0	0.86	307	2.8	0.86	0.28	0.0065

Table 8

*Descriptive statistics for respective Experiments and conditions for the additional dependent variable: perceived attitudes of the majority of people in Slovakia towards registered partnerships.*

Experiment	Group	N	Mean	SD
Experiment 1	Rejection, 1 <sup>st</sup> person	206	2.52	1.4
	Rejection, 3 <sup>rd</sup> person	212	2.65	1.43
	Acceptance, 1 <sup>st</sup> person	211	2.68	1.4
	Acceptance, 3 <sup>rd</sup> person	213	2.69	1.42
Experiment 2	Rejection	217	2.8	1.45
	Acceptance	216	2.93	1.51

Table 9

*Descriptive statistics for respective Experiments and conditions for the additional dependent variable: perceived attitudes of the majority of people in Slovakia towards marriages of same-sex persons.*

Experiment	Group	N	Mean	SD
Experiment 1	Rejection, 1 <sup>st</sup> person	206	2.75	1.5
	Rejection, 3 <sup>rd</sup> person	212	2.73	1.5
	Acceptance, 1 <sup>st</sup> person	211	2.64	1.39
	Acceptance, 3 <sup>rd</sup> person	213	2.54	1.39
Experiment 2	Rejection	217	2.78	1.52
	Acceptance	216	2.85	1.51

Table 10

*Correlation coefficients (Spearman's rho) for the main dependent variable (normative perceptions) and the additional dependent variables (perceived attitudes of the majority of people in Slovakia towards registered partnerships and marriages of same-sex persons).*

Experiment	Group	Perceptions	Partnerships	Marriages
Experiment 1	Normative perceptions	1		
	Partnerships	0.54	1	
	Marriages	0.12	0.26	1
Experiment 2	Normative perceptions	1		
	Partnerships	0.64	1	
	Marriages	0.2	0.29	1