

Supplementary Information

This document provides the supplementary tables for the paper “*Moral Narratives in Digital Television: Associations with Subjective Well-Being and Self-Assessed Health*” The tables report additional results, robustness checks, placebo tests, contextual controls, and heterogeneity analyses that support and extend the findings presented in the main text.

- **Table S1. Main associations (mixed, REML).** Multilevel linear models with random intercepts at the regional level estimating the association between regional exposure to morally salient television narratives and two outcomes: life satisfaction and self-assessed health. All specifications include the full set of socio-demographic and socio-economic controls.
- **Table S2. Robustness: OLS/LPM (clustered) and logit (clustered).** Robustness checks for the main outcomes using alternative estimators: OLS for life satisfaction, and both a linear probability model and logit model for binary self-assessed health, with standard errors clustered at the regional level.
- **Table S3. Robustness controlling for regional contextual indicators.** Mixed-effects REML models additionally controlling for regional contextual characteristics, including regional average income decile and regional perceived unsafety, to assess whether the estimated association between moral exposure and well-being is robust to local socio-economic conditions.
- **Table S4. Robustness to country fixed effects.** Mixed-effects REML models including country fixed effects, regional random intercepts, and the full set of individual-level controls. These specifications absorb persistent differences across national contexts and assess whether the associations with life satisfaction and self-assessed health are attributable to time-invariant cross-country heterogeneity.
- **Table S5. Robustness to year fixed effects.** Mixed-effects REML models including year fixed effects, regional random intercepts, and the full set of individual-level controls, assessing whether the associations are robust to common temporal shocks across survey years.
- **Table S6. Leave-one-country-out analysis.** Sensitivity analyses sequentially excluding each country from the analytical sample to assess whether the estimated associations with life satisfaction and self-assessed health are disproportionately influenced by any single national context.

- **Table S7. Psychological correlates (mixed, REML).** Multilevel models examining theoretically relevant psychological correlates of moral narrative exposure, focusing on perceived control over life, moral uncertainty, and perceived unsafety at home.
- **Table S8. Psychological correlates: robustness and placebo tests.** OLS models with region-clustered standard errors for the theoretically relevant psychological correlates, together with a placebo outcome (food insecurity) to assess whether moral narrative exposure proxies broader material deprivation or economic hardship.
- **Table S9. Correlations and exploratory factor analysis of outcome and psychological measures.** Pairwise correlations among life satisfaction, self-assessed health, perceived control, moral uncertainty, and perceived unsafety, together with an exploratory principal-factor analysis assessing the extent to which these measures share a common underlying dimension. This analysis evaluates potential construct overlap, particularly between life satisfaction and perceived control, and whether attenuation in sequential specifications may partly reflect measurement redundancy.
- **Table S10. Placebo: father's background vs. moral exposure.** Multilevel (REML) and OLS specifications testing the association between moral exposure and parental background variables (father's occupation and father's education), providing evidence against confounding by early-life socioeconomic conditions.
- **Table S11. Moderators by gender and age (mixed, REML).** Heterogeneity analyses examining whether the association between moral narrative exposure and outcomes differs by gender and age, using interaction terms in multilevel models with regional random intercepts.
- **Table S12. Moderation by confidence in television (mixed, REML).** Heterogeneity analyses interacting moral narrative exposure with respondents' confidence in television. These specifications assess whether the association between regional moral narrative environments and life satisfaction or self-assessed health varies with respondents' reported confidence in television.

Table S1: Main associations (mixed, REML)

	(1) Life Satisfaction	(2) Good/very good health
Morality in TV shows	-0.930*** (0.316)	-0.405*** (0.092)
Respondent's sex (Male = 1, Female = 0)	-0.213*** (0.039)	-0.035*** (0.011)
Age	-0.025*** (0.007)	0.006*** (0.002)
Age sq.	0.000*** (0.000)	-0.000*** (0.000)
confidence in TV (4 = a great deal)	0.265*** (0.028)	0.038*** (0.008)
Living together as married	-0.139** (0.069)	-0.008 (0.019)
Divorced	-0.419*** (0.082)	-0.025 (0.023)
Separated	-0.723*** (0.146)	-0.045 (0.041)
Widowed	-0.504*** (0.094)	0.012 (0.026)
Single, never married	-0.557*** (0.061)	-0.044** (0.017)
Number of children	0.011 (0.018)	0.006 (0.005)
Political orientation (LR)	0.075*** (0.009)	0.014*** (0.003)
Upper middle class	-0.177 (0.127)	-0.005 (0.036)
Lower middle class	-0.535*** (0.131)	-0.088** (0.037)
Working class	-0.679*** (0.137)	-0.146*** (0.039)
Lower class	-1.542*** (0.162)	-0.330*** (0.046)
Self-assessed income decile (1=lowest, 10=highest)	0.139*** (0.011)	0.028*** (0.003)
Constant	6.641*** (0.301)	0.539*** (0.086)
lns1_1_1		
Constant	-0.343*** (0.096)	-1.577*** (0.094)
lnsig_e		
Constant	0.398*** (0.009)	-0.866*** (0.009)
N	6905	6912

Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Table S2: Robustness: OLS/LPM (clustered) and Logit (clustered)

	(1)	(2)	(3)
	Life Satisfaction	Good/very good health	
	OLS	LPM	Logit
Morality in TV shows	-0.725*	-0.309***	-1.456***
	(0.418)	(0.114)	(0.507)
Controls	Yes	Yes	Yes
Constant	6.167***	0.301**	-1.059
	(0.488)	(0.147)	(0.737)
N	6905	6912	6912

Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Table S3: Robustness controlling for regional contextual indicators

	(1)	(2)
	Life satisfaction	Good/very good health
Morality in TV shows	-0.726**	-0.311***
	(0.331)	(0.095)
Controls	Yes	Yes
Regional average income decile	0.138	0.039
	(0.084)	(0.024)
Regional perceived unsafety	-0.257	0.085
	(0.296)	(0.083)
Constant	6.217***	0.195
	(0.695)	(0.197)
Regional random intercept variance	0.697***	0.197***
	(0.098)	(0.098)
Residual variance	1.489***	0.421***
	(0.009)	(0.009)
Observations	6,905	6,857

Notes. Coefficients from mixed-effects models with regional random intercepts estimated by REML. Models additionally control for regional average income decile and regional average perceived unsafety. All specifications include the full set of individual-level socio-demographic and socio-economic controls used in the main analysis. Standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table S4: Robustness to country fixed effects

	(1)	(2)
	Life satisfaction	Self-assessed health
Morality in TV shows	-0.761*	-0.663***
	(0.438)	(0.222)
Country fixed effects	Yes	Yes
Individual-level controls	Yes	Yes
Regional random intercepts	Yes	Yes
N	6,905	6,857

Notes: Entries report coefficients from mixed-effects REML models with random intercepts at the regional level and country fixed effects. All specifications include the full set of socio-demographic and socio-economic controls used in the main models and country FE.

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table S5: Robustness to year fixed effects

	(1)	(2)
	Life satisfaction	Good/very good self-assessed health
Moral narrative salience	-0.586* (0.352)	-0.328*** (0.103)
Year fixed effects	Yes	Yes
Individual-level controls	Yes	Yes
Regional random intercepts	Yes	Yes
N	6,905	6,912

Notes: Entries report coefficients from mixed-effects REML models with random intercepts at the regional level and year fixed effects. All specifications include the full set of socio-demographic and socio-economic controls used in the main models. The health outcome equals one if respondents report good or very good self-assessed health. Standard errors are reported in parentheses.

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table S6: Leave-one-country-out analysis

	(1) No Canada	(2) No Czechia	(3) No Japan	(4) No Netherlands	(5) No New Zealand
<i>Panel A. Life satisfaction</i>					
Morality in TV shows	-1.227** (0.501)	-1.386*** (0.491)	-0.785 (0.570)	-1.167** (0.562)	-0.960** (0.449)
N	5631	7652	6759	6601	8040
<i>Panel B. Self-assessed health</i>					
Morality in TV shows	-0.324*** (0.108)	-0.367*** (0.107)	-0.128 (0.101)	-0.405*** (0.120)	-0.287*** (0.101)
N	5602	7623	6761	6570	8011

Notes: Entries report coefficients from mixed-effects REML models with random intercepts at the regional level. Each column excludes the indicated country from the analytical sample. All specifications include the full set of socio-demographic and socio-economic controls used in the main models.

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table S7: Mechanisms (mixed, REML)

	(1)	(2)	(3)
	Feel in control	Diff. moral rules	Unsafe at home
Morality in TV shows	-1.180** (0.459)	1.174** (0.492)	-0.059 (0.117)
Respondent's sex	-0.123*** (0.040)	-0.144** (0.059)	0.063*** (0.016)
Age	-0.002 (0.007)	-0.041*** (0.011)	-0.006* (0.003)
Age sq.	0.000 (0.000)	0.000*** (0.000)	0.000 (0.000)
confidence in TV	0.236*** (0.029)	-0.293*** (0.042)	0.041*** (0.012)
Living together as married	-0.031 (0.071)	-0.114 (0.103)	0.021 (0.028)
Divorced	-0.029 (0.085)	0.072 (0.123)	0.039 (0.034)
Separated	-0.064 (0.151)	-0.120 (0.217)	0.107* (0.060)
Widowed	-0.160 (0.098)	-0.492*** (0.140)	0.014 (0.038)
Single, never married	-0.145** (0.063)	-0.023 (0.091)	-0.005 (0.025)
Number of children	-0.021 (0.019)	-0.030 (0.028)	0.005 (0.008)
Political orientation (LR)	0.060*** (0.010)	-0.023* (0.014)	0.024*** (0.004)
Upper middle class	-0.163 (0.132)	0.116 (0.191)	-0.365*** (0.052)
Lower middle class	-0.503*** (0.136)	0.166 (0.196)	-0.338*** (0.054)
Working class	-0.605*** (0.142)	0.292 (0.205)	-0.274*** (0.056)
Lower class	-1.351*** (0.168)	0.440* (0.243)	-0.095 (0.066)
Self-assessed income	0.116*** (0.012)	-0.083*** (0.017)	-0.029*** (0.005)
Constant	6.337*** (0.361)	7.372*** (0.455)	1.712*** (0.119)
lns1_1_1			
Constant	0.063 (0.092)	0.075 (0.096)	-1.359*** (0.096)
lnsig_e			
Constant	0.431*** (0.009)	0.791*** (0.009)	-0.495*** (0.009)
N	6878	6651	6844

Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Table S8: Mechanisms robustness + placebo

	(1) Feel in controls (OLS)	(2) Diff. moral rules (OLS)	(3) Unsafe at home (OLS)	(4) Insecurity: Placebo (OLS)
Morality in TV shows	-1.157** (0.474)	1.305*** (0.394)	-0.167 (0.160)	0.191 (0.233)
N	6878	6651	6898	6898

Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Table S9: Correlations and exploratory factor analysis of outcome and psychological measures

	(1)	(2)	(3)	(4)	(5)
<i>Panel A. Pairwise correlations</i>					
(1) Life satisfaction	1.000				
(2) Self-assessed health	0.508	1.000			
(3) Moral uncertainty	-0.070	-0.110	1.000		
(4) Perceived control	0.558	0.358	-0.093	1.000	
(5) Perceived unsafety	-0.179	-0.070	0.046	-0.111	1.000
<i>Panel B. Exploratory factor analysis</i>					
	Factor 1 loading		Uniqueness		
Life satisfaction	0.742		0.450		
Self-assessed health	0.564		0.682		
Moral uncertainty	-0.137		0.981		
Perceived control	0.638		0.593		
Perceived unsafety	-0.181		0.967		

Notes: Panel A reports Pearson pairwise correlation coefficients. Pairwise sample sizes vary because of item non-response. Panel B reports factor loadings and uniqueness from a principal-factor analysis retaining one factor. The scree plot and eigenvalue pattern supported retention of a single dominant factor. Higher uniqueness indicates a larger proportion of variance not accounted for by the common factor.

Table S10: Placebo: father's background vs moral exposure

	(1) Father's occupation REML	(2) Father's educ.	(3) Father's occupation OLS	(4) Father's educ.
Morality in TV show	0.583 (0.557)	-0.031 (0.176)	0.802 (0.595)	-0.146 (0.206)
N	6690	6359	6690	6359

Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Table S11: Moderators (mixed, REML)

	(1) Life Satisfaction	(2) Health	(3) Life Satisfaction	(4) Health
Morality in TV shows	-0.504 (0.336)	-0.308*** (0.096)	1.049** (0.468)	0.218 (0.136)
Male	0.004 (0.078)	-0.007 (0.022)		
Male $\times$ Morality in TV shows	-0.651*** (0.200)	-0.085 (0.057)		
Age	-0.024*** (0.007)	0.006*** (0.002)	-0.012* (0.007)	0.010*** (0.002)
Age sq.	0.000*** (0.000)	-0.000*** (0.000)	0.000*** (0.000)	-0.000*** (0.000)
Morality in TV shows $\times$ Age			-0.037*** (0.006)	-0.011*** (0.002)
Constant	6.490*** (0.303)	0.499*** (0.086)	6.008*** (0.323)	0.335*** (0.093)
lns1_1_1				
Constant	-0.366*** (0.097)	-1.623*** (0.096)	-0.308*** (0.096)	-1.518*** (0.095)
lnsig_e				
Constant	0.397*** (0.009)	-0.865*** (0.009)	0.395*** (0.009)	-0.869*** (0.009)
N	6905	6857	6905	6857

Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Table S12: Heterogeneity by confidence in television (mixed, REML)

	(1) Life satisfaction	(2) Self-assessed health
Morality in TV shows	0.106 (0.484)	-0.598** (0.251)
not very much	0.848*** (0.142)	0.096 (0.070)
quite a lot	0.918*** (0.147)	0.075 (0.073)
a great deal	0.485* (0.259)	-0.016 (0.129)
not very much $\times$ Morality in TV shows	-1.454*** (0.408)	-0.224 (0.202)
quite a lot $\times$ Morality in TV shows	-0.964** (0.409)	0.087 (0.203)
a great deal $\times$ Morality in TV shows	0.362 (0.580)	0.580** (0.289)
N	6905	6857

Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$