

## **Characteristics of the samples**

Initials in parentheses indicate the authors responsible for data collection.

### Samples used in Study 1

#### Austria (M.V.)

$N = 150$ , 50.0% female, age 19-88, mean age = 33.71 ( $SD = 13.71$ ). Data were collected in a variety of public and semi-public urban locations (community centers, club houses, pedestrian areas, offices, parks, and workplaces) in the city of Vienna. Participants were of a range of socioeconomic statuses; all likely had extensive access to global media.

#### Brazil (U.B., M.C., P.P.F.)

$N = 157$ , 51.0% female, age 18-75, mean age = 32.01 ( $SD = 10.77$ ). Data were collected primarily in the city of Salvador, with a small number of participants recruited in the city of Serrinha. Data collection took place in public outdoor areas, as well as common areas in apartment houses, a university campus, and a hospital. Participants were evenly divided between middle and lower socioeconomic statuses; formal education ranged from incomplete secondary school to university. Most participants likely had considerable exposure to global media

#### Cambodia (T.D.)

$N = 149$ , 49.7% female, age 18-63, mean age = 25.69 ( $SD = 9.23$ ). Data were collected in a public area of a town 25 minutes outside the capital city of Phnom Penh. Participants ranged from uneducated farmers and shopkeepers to university students and professionals who commute to Phnom Penh. By Cambodian standards, the majority of the participants were of

middle- to lower-socioeconomic status, but would not be considered impoverished. Although mass media, including television and DVD movies, are somewhat available in the region, the total exposure to global media is modest, with most visual and print products being either locally produced or imported from neighboring Thailand; individuals who frequent Phnom Penh have greater exposure to global media, but this is still less than is typical of more industrialized nations.

#### Canada (M.L.F.)

$N = 150$ , 50.0% female, age 18-64, mean age = 26.03 ( $SD = 9.88$ ). Data were collected in a variety of public and semi-public locations throughout the city of Halifax, from individuals of diverse socioeconomic statuses. All participants likely had extensive access to global media.

#### China (K.L, D.M.S.)

$N = 149$ , 47.0% female, age 18–83, mean age = 30.74 ( $SD = 13.79$ ). Data were collected in the city of Beijing in public areas near Peking University, locations that are popular both as leisure spots for Beijing residents and as destinations for Chinese tourists visiting the capital (all participants were of Chinese nationality). Participants spanned nearly the complete range of socioeconomic statuses present in the region, with education levels varying from none to postgraduate. Exposure to global media, including television and movies from the West, Korea, and Japan, is extensive

#### Colombia (P.G.P.)

$N = 225$ , 54.2% female, age 18-70, mean age = 34.71 ( $SD = 12.52$ ). Data were collected in the

city of Medellin at an airport, various businesses, and public spaces on a university campus. Participants were fairly evenly divided between middle- and upper-socioeconomic classes, with education levels ranging from high school to postgraduate. All participants likely had extensive exposure to global media.

#### Greece (S.S.A.)

$N = 172$ , 55.2% female, age 18-80, mean age = 40.91 ( $SD = 16.55$ ). Data were collected in homes, offices, and university settings in the city of Salonica and in the village Ano Agios Ioannis in northern Greece. Approximately one third of the participants were university students, one third were members of the middle class, with correspondingly high rates of post-secondary education, and one third were farmers or ranchers, the majority of whom would have had some primary education. All participants likely had extensive access to global media.

#### U.S.A. (D.M.T.F., C.G.)

$N = 147$ , 44.9% female, age 19-86, mean age = 34.71 ( $SD = 14.81$ ). Data were collected at shopping malls, parks, and other public locations in the city of Los Angeles. Participants were predominantly middle- to upper-middle class, with most likely having had some postsecondary education, and many having a college degree. It is impossible to live in Los Angeles without being inundated with exposure to global media.

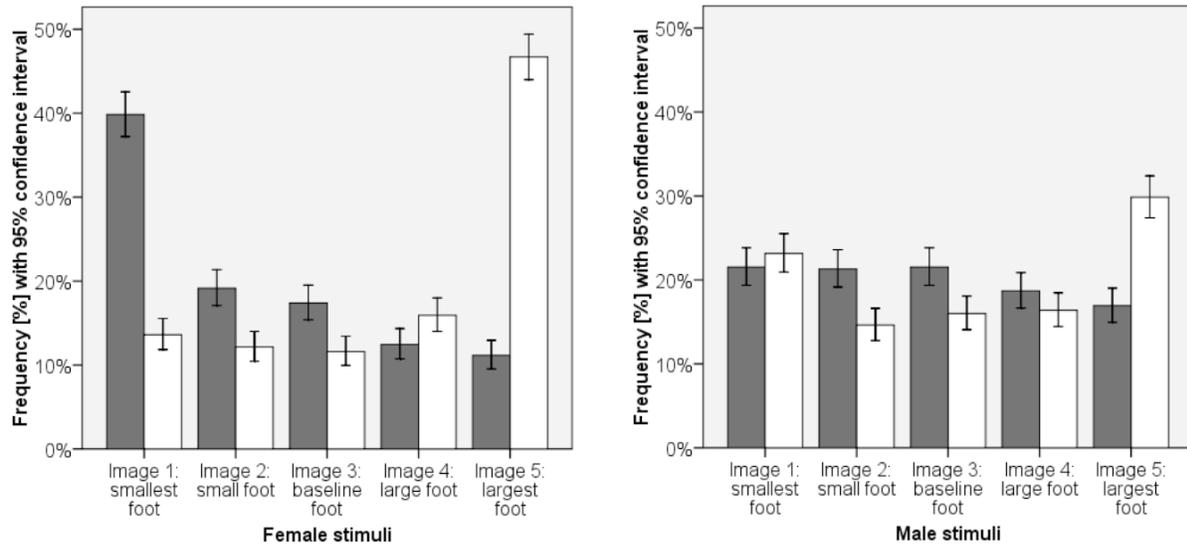
#### Samples used in Study 6 (G.K., E.S., L.S.)

The Karo are 1 of 6 Batak *suku* (approx. “ethnic group” or “tribe”) with homelands in the periquatorial highlands of North Sumatra, Indonesia. The strongly patrilineal Karo Batak

practice subsistence and cash-crop agriculture, and are primarily Christian, though some have converted to Islam or have retained traditional animistic beliefs. On average, adults have had at least some junior high school. As an adjunct to an ongoing ethnographic project, data were collected in two rural villages, respectively 2 and 4.5 hours by bus from Medan, a large city. In one, participants were invited to the village head's office. In the other, interviews were conducted in a publicly accessible location. Tasks were administered in *Bahasa Indonesia* or *Bahasa Karo*, depending on the participant's fluency. Both villages have some access to global media. Approximately 35% of the households in one village, and 26% in the other village, have televisions. Individuals not owning a television nonetheless view it frequently in cafes, where Indonesian, Bollywood, and sometimes American movies are broadcast on Indonesian television.

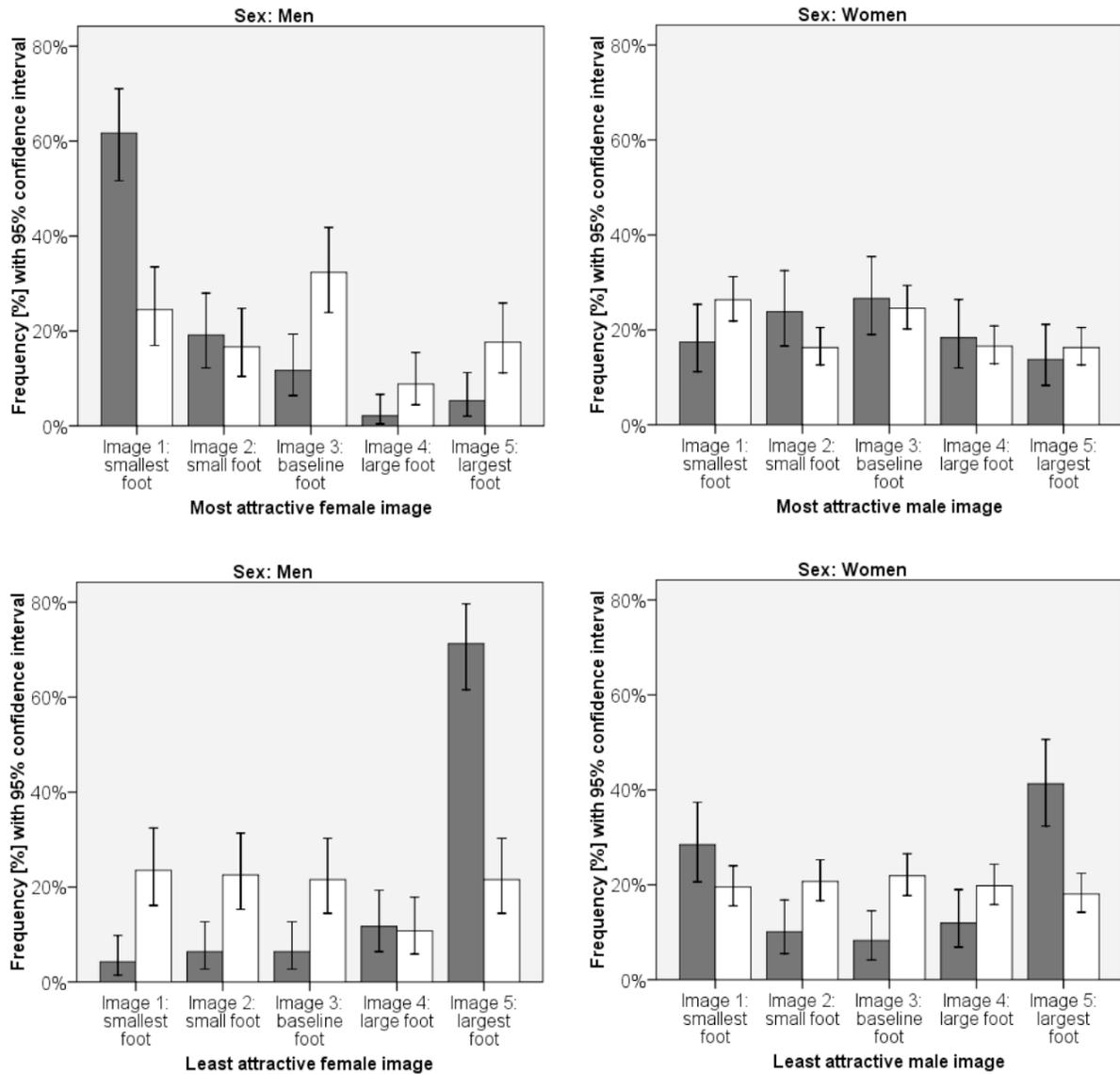
## Figures

Figure S1 – Results from Study 1, pooled across 8 societies.



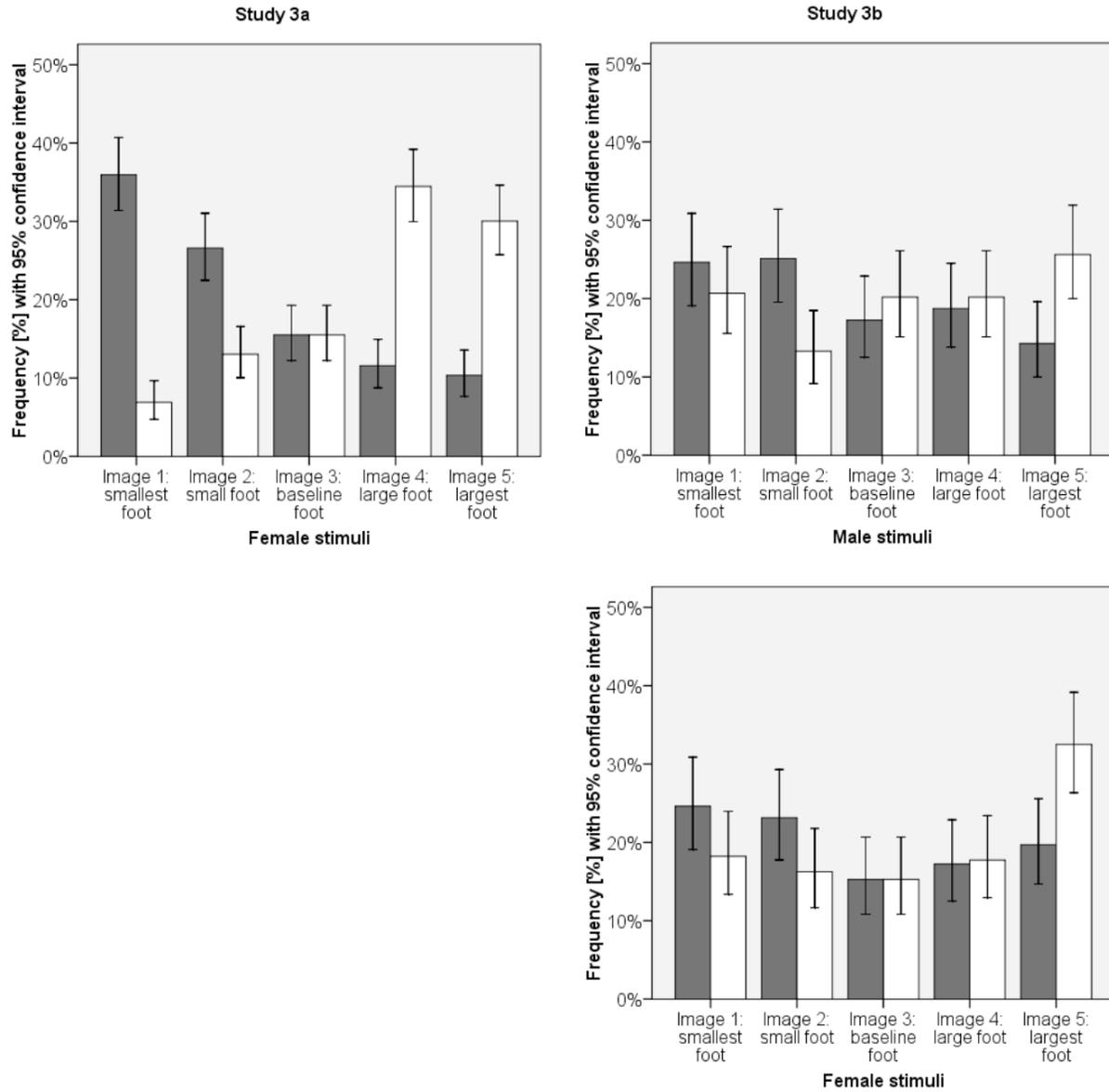
*Note.* Grey bars = most attractive; white bars = least attractive. All distributions of frequencies were non-random (all  $\chi^2[4] > 11.45$ , all  $ps < .022$ ).

Figure S2 – Results from Study 2, differentiated on the basis of recognition of variation in foot size.



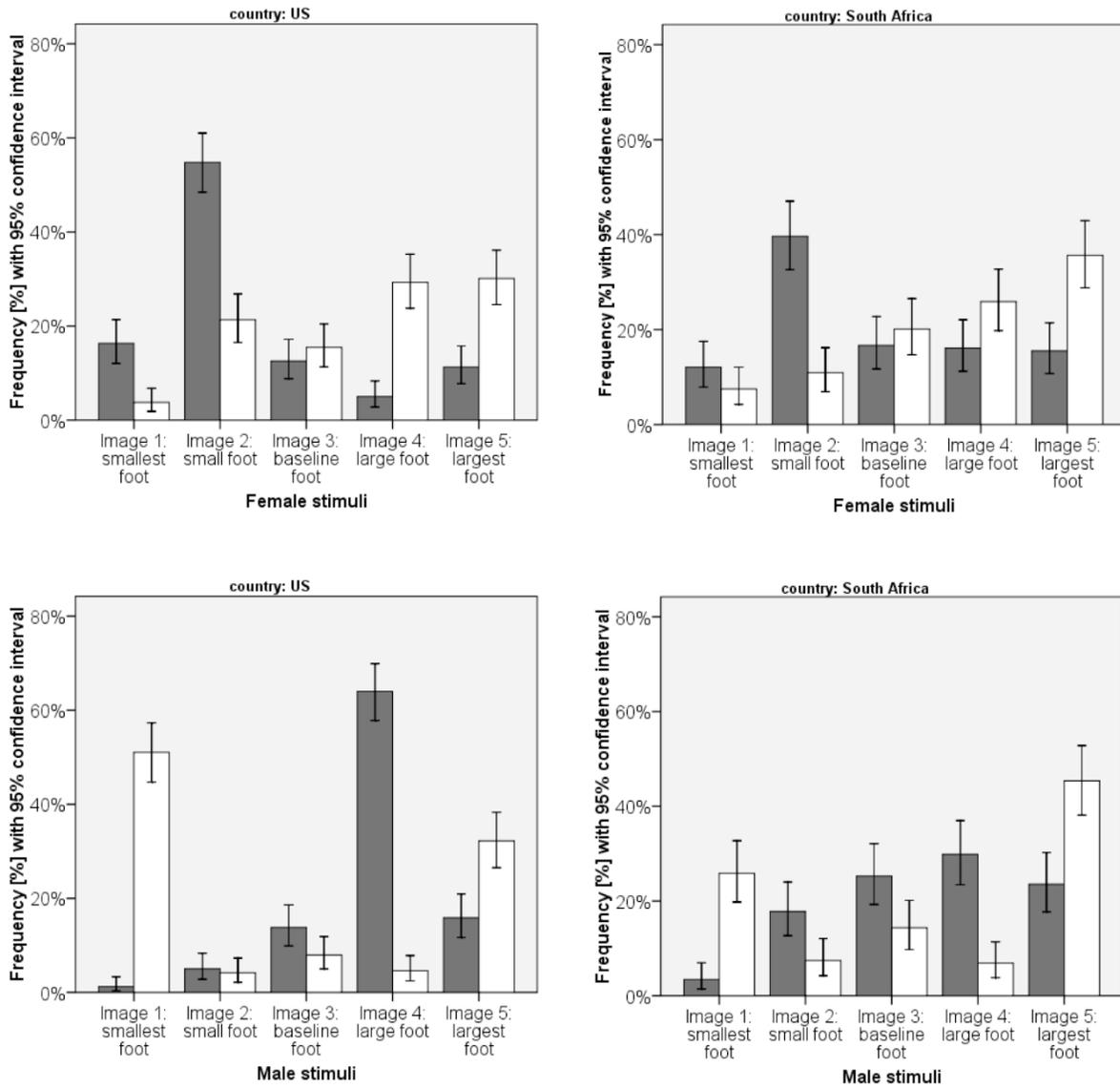
*Note.* Grey bars = Recognizers; white bars = Non-Recognizers. All distributions of frequency were non-random (all  $\chi^2[4] > 16.04$ , all  $ps < .003$ ) except for least attractive male and female images of Non-Recognizers (all  $\chi^2[4] < 5.55$ , all  $ps > .235$ ) and for most attractive male images of Recognizers ( $\chi^2[4] = 5.82$ , all  $p = .213$ )

Figure S3 – Results from Studies 3a and 3b.



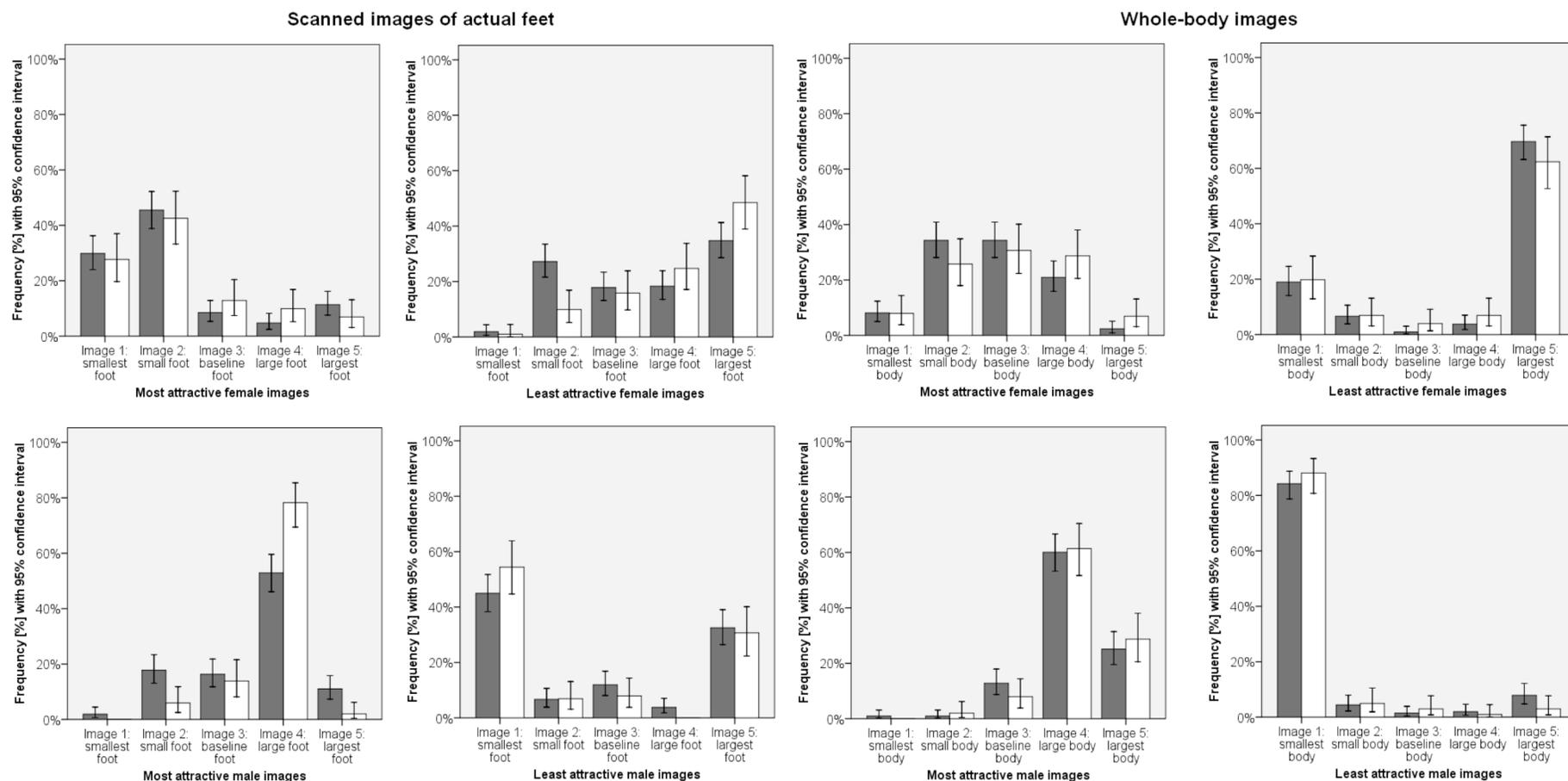
*Note.* Grey bars = youngest; white bars = oldest. Study 3a: All distributions of frequency were non-random (all  $\chi^2[4] > 97.97$ , all  $ps < .001$ ). Study 3b: All distributions of frequency were random (all  $\chi^2[4] < 9.24$ , all  $ps > .059$ ) except for female images selected as oldest ( $\chi^2[4] = 20.4$ ,  $p < .001$ ).

Figure S4 – Results from Study 4.



*Note.* Grey bars = most attractive; white bars = least attractive. All distributions of frequencies were non-random (all  $\chi^2[4] > 36.3$ , all  $ps < .001$ ).

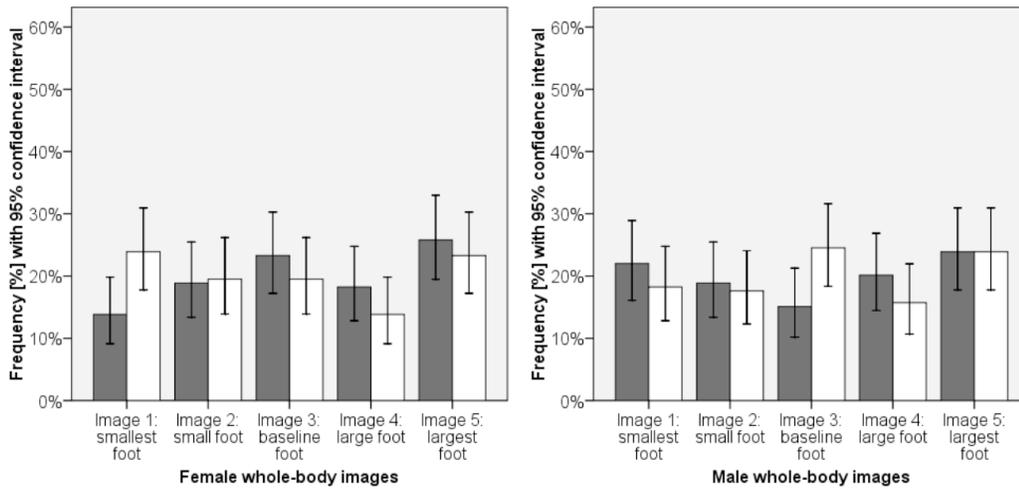
Figure S5 – Results from Study 5. Frequencies separated for female and male images as well as feet-only and whole-body images.



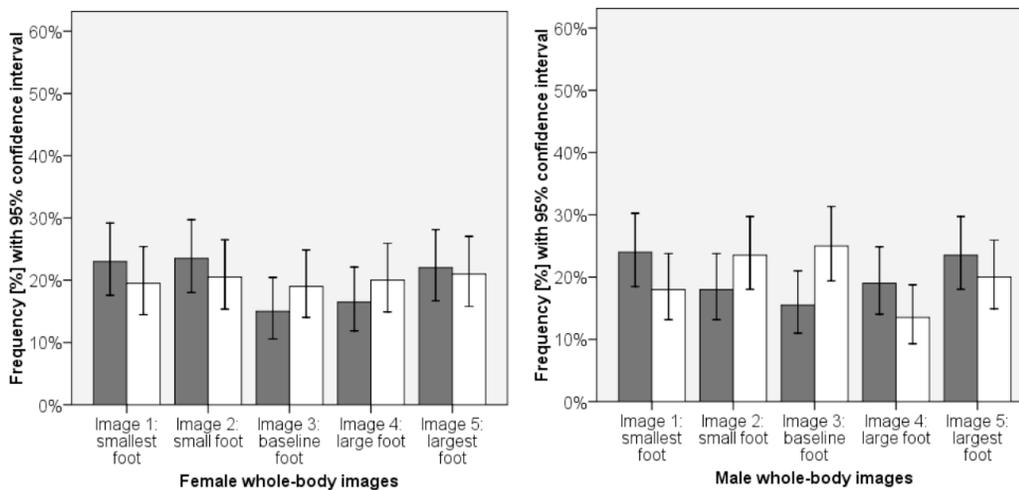
*Note.* Grey bars = Mount Palomar Community College, USA; white bars = University of Vienna, Austria. All distributions of frequencies were non-random (all  $\chi^2[4] > 27.3$ , all  $ps < .001$ ).

Figure S6 – Results from Study 6.

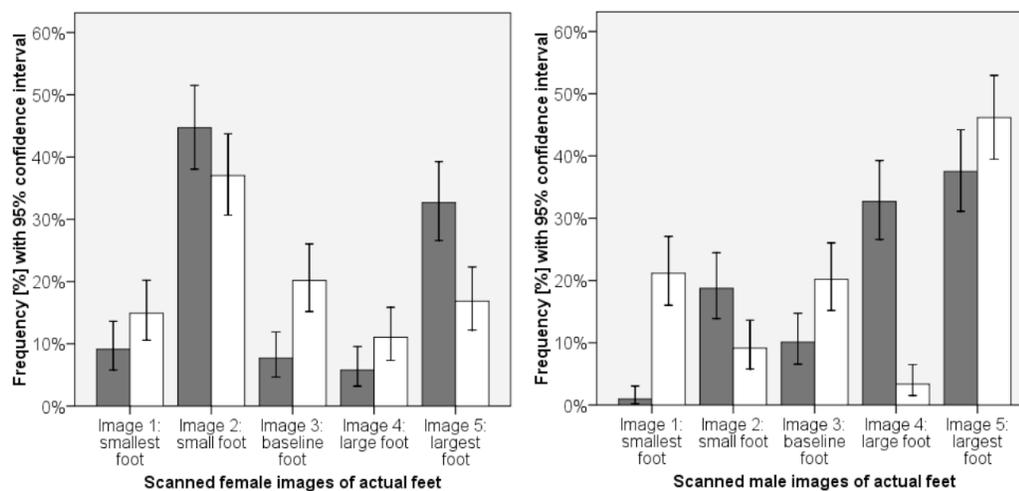
**Panel 1: Attractiveness judgments of whole-body images**



**Panel 2: Age judgments of whole-body images**



**Panel 3: Attractiveness judgments based on scanned images of actual feet**



*Note.* For Panel 1 and 3: Grey bars = most attractive; white bars = least attractive. For Panel 2: Grey bars = youngest; white bars = oldest. All distributions of frequency were random (all  $\chi^2[4] < 8.4$ , all  $p$ s  $> .080$ ) except for scanned female images of actual feet ( $\chi^2[4] > 42.2$ ,  $p < .001$ ).