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☐ Initial submission ☐ Revised version ☒ Final submission

Life Sciences Reporting Summary

Nature Research wishes to improve the reproducibility of the work that we publish. This form

For further information on the points included in this form, see Reporting Life Sciences Research . Fodata availability policy Authors & Referees Editorial Policy Checklist

Experimental design

1. Sample size

Describe how sample size was determined.

Study 1: Due to the explorative nature of the work, we used the general guideline of between 10 and 30 observations (at minimum) per intended predictor and comparison to determine that we needed a minimum sample size of 600.
Study 2: We aimed to recruit about 500 parents, over-powering our study to detect a small effect.

2. Data exclusions

Describe any data exclusions.

Study 1: Data were excluded if participants were ineligible based on pre-established eligibility criteria, declined to participate, did not complete all questions, did not follow instructions, or failed the included attention checks. These criteria were pre-established.
Study 2: Data were excluded if participants did not complete all questions, provided demographic information that contradicted the information they provided earlier, did not return to complete the main survey, or failed the included attention checks.

3. Replication

Describe whether the experimental findings were reliably reproduced.

The main results from Study 1 were reasonably replicated in Study 2. In both studies, purity and liberty were statistically significant.

4. Randomization

Describe how samples/organisms/participants were allocated into experimental groups.

Participants were not allocated into experimental groups, as these studies were observational in nature. Study 2 participants were randomly assigned to view obituaries depicting hypothetical deaths due to either complications from vaccines or vaccine-preventable illnesses.

5. Blinding

Describe whether the investigators were blinded to group allocation during data collection and/or analysis.

As no group allocation occurred during data collection or analysis in Study 1, blinding is not relevant to these studies. Study 2 investigators were not blinded to obituary group allocation.

Note: all studies involving animals and/or human research participants must disclose whether blinding and randomization were used.

6.

For all figures and tables that use statistical methods, confirm that the following items are present in relevant figure legends (or in the Methods section if additional space is needed).

n/a	Confirmed
☐	☒ The exact sample size n
☐	☒ A description of how samples were collected, noting whether measurements were taken from distinct samples or whether the same sample was measured repeatedly
☒	☐ A statement indicating how many times each experiment was replicated
☐	☒ The statistical test(s) used and whether they are one- or two-sided (note: only common tests should be described solely by name; more complex techniques should be described in the Methods section)
☐	☒ A description of any assumptions or corrections, such as an adjustment for multiple comparisons
☐	☒ The test results (e.g. P
☐	☒ A clear description of statistics including central tendency variation
☐	☒ Clearly defined error bars

See the web collection on statistics for biologists

Software

Policy information about availability of computer code

7. Software

Describe the software used to analyze the data in this study.

Study 1: Data were analyzed using SAS 9.4 (32 bit, English) software (The SAS Institute, Cary, NC).
Study 2: Data were analyzed using IBM SPSS 21 and the PROCESS macro for SPSS (SPSS Inc., Chicago, IL).

For manuscripts utilizing custom algorithms or software that are central to the paper but not yet described in the published literature, software must be made available to editors and reviewers upon request. We strongly encourage code deposition in a community repository (e.g. GitHub). Nature Methods guidance for providing algorithms and software for publication

Materials and reagents

Policy information about availability of materials

8. Materials availability

Indicate whether there are restrictions on availability of unique materials or if these materials are only available for distribution by a for-profit company.

No unique materials were used.

9. Antibodies

Describe the antibodies used and how they were validated for use in the system under study (i.e. assay and species).

No antibodies were used.

10. Eukaryotic cell lines

a. State the source of each eukaryotic cell line used.

No eukaryotic cell lines were used.

b. Describe the method of cell line authentication used.

No eukaryotic cell lines were used.

c.

No eukaryotic cell lines were used.

d. If any of the cell lines used are listed in the database of commonly misidentified cell lines maintained ICLAC

No commonly misidentified cell lines were used.

Animals and human research participants

Policy information about studies involving animals ; when reporting aniARRIVE guidelines

11. Description of research animals

Provide details on animals and/or animal-derived materials used in the study.

No animals were used.

Policy information about studies involving human research participants

12. Description of human research participants

Describe the covariate-relevant population characteristics of the human research participants.	*Study 1: Participants were 66.4% female. Most were between 18 and 40 years of age (76.6%) and had either one (40.1%) or two (36.1%) children.* *Study 2: Respondents were 60.3% female and had a mean age of 42.3 years (ages ranged from 20 to 80). Eighty-five percent of participants had at least some college education and 73% had one or two children.*