

Supplemental Materials

IAPS Normative Ratings

The outcome variables used in this study are the pre-existing arousal, valence, and dominance normative ratings of the technical manual of the International Affective Picture System (IAPS; Lang, Bradley, & Cuthbert, 2008). These ratings were obtained by aggregating the evaluations of several groups of subjects who used the Self-Assessment Manikin (SAM) to rate the individual pictures. Each group was made up of approximately 100 college students (half female), and any given group only rated a 60-picture subset of IAPS. A more detailed description of the rating procedure can be found in the IAPS' technical manual (Lang, Bradley, & Cuthbert, 2008, pp. 4-5).

Coding Details of the Independent Variables

Camera Framing

Having selected a single subject in the picture, coders completed the following measurements. *Camera distance* from the selected person ($\alpha = 0.81$) was categorized as close (the person is within arm's reach), medium (within two steps), or far (further away than two steps). *Camera angle* ($\alpha = 0.82$) was coded based on the perspective of the camera towards the ground and included three levels: high angle (looking down to the ground), straight (parallel to the ground), and low angle (looking up, away from the ground).

Content Categorization

To test the hypothesized effects across divergent content, two coders categorized IAPS pictures within three mutually-exclusive categories: *threat* ($N=185$), *erotica* ($N=81$), and *miscellanea* ($N=446$). This categorization was completed through consensus coding. Images were included in the threat category when they included violence or gore (e.g., people fighting or using weapons, mutilated bodies, and wounds), or erotica when they included sexually-provocative imagery (e.g., sex, intimate touching, provocative nudity). The remaining pictures were categorized as miscellanea, and included portraits, landscapes, sports, and other everyday scenes that varied widely on all the structural and content features of pictures over which we sought to generalize (e.g., location, lighting, subject's physical appearance, actions portrayed in the picture, etc.). Our hypotheses predicted differences in outcome measures between positive and negative content. The threat and erotica groups were selected to separately examine positive and negative pictures that were highly arousing. The valence ratings for miscellanea are bimodal because IAPS pictures tend to be positive or negative, with very few being neutral. The mid-point of the 9-point bi-modal SAM scale was used to split the positive and negative pictures into two groups (positive pictures, valence > 4.5 ; negative pictures, valence ≤ 4.5). This resulted in 354 pictures in *positive miscellanea* and 92 in *negative miscellanea*.