

Data supplement

Method – sources of vignettes
and questionnaire scales

The schizophrenia vignette was based on Angermeyer *et al*¹³ and Jorm *et al*;¹⁶ the bipolar disorder vignette was based on Wolkenstein & Meyer.¹⁷

Seventeen items on causal beliefs were drawn from several studies^{18–22} and submitted to an exploratory factor analysis that led to three factors: psychosocial, fate and biomedical. Furnham & Wardley²³ supplied items of prognosis. Emotional reactions were measured using the Emotional Reaction to Mental Illness Scale.^{24–26} Stereotypes of perceived dangerousness and dependency were measured using the Personal Attributes Scale.²⁴ A third stereotype of 'intelligence/creativity' was measured using three items from Angermeyer & Matschinger.²⁷ Desire for social distance was measured with five items from Scior & Furnham²² and Link *et al*.²⁸

Additional references

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Table DS1 Sociodemographic characteristics of the sample
(n = 1474)

	%
Gender	
Male	29.3
Female	70.7
Ethnicity	
White British	75.8
White Other	13.4
Black African/Black Caribbean	2.7
Asian	5.1
Other	2.9
Religion	
Religious	45.1
Non-religious/atheist/agnostic	54.9
Education	
Degree	75.2
No degree	24.8
Occupation	
Student ^a	30.0
Not student	70.0
Contact with bipolar disorder	
Yes	43.6
No	56.4
Contact with schizophrenia	
Yes	28.0
No	72.0

a. Includes A-level students.

Table DS2 Effect of different diagnostic labels for bipolar disorder and schizophrenia, means and standard deviations

	Bipolar disorder				P	Schizophrenia				P
	Bipolar disorder		Manic depression			Schizophrenia		Integration disorder		
	Mean	s.d.	Mean	s.d.		Mean	s.d.	Mean	s.d.	
Causal beliefs										
Psychosocial	4.22	1.31	4.43	1.28	0.003**	4.11	1.32	4.29	1.22	0.009**
Biomedical	5.25	1.18	5.01	1.29	<0.001***	5.39	1.18	5.24	1.17	0.057
Fate	1.54	0.75	1.65	0.84	0.03*	1.53	0.75	1.60	0.82	3.03
Prognosis										
Without treatment	2.19	1.13	2.23	1.15	0.94	1.64	0.88	1.68	0.90	0.64
Under optimal treatment	5.83	1.04	5.81	1.06	1.06	5.56	1.07	5.56	1.10	1.92
Emotional reactions										
Fear	2.29	1.17	2.46	1.26	0.03*	3.31	1.44	3.29	1.45	2.19
Compassion	5.03	1.23	5.00	1.22	2.04	5.58	1.03	5.53	1.04	0.90
Anger	2.20	1.22	2.19	1.21	2.52	1.88	0.97	1.91	0.99	2.53
Stereotypes										
Dangerousness	3.55	1.06	3.51	1.09	1.11	4.16	1.24	3.98	1.24	0.006**
Dependency	3.40	1.26	3.52	1.25	4.87	3.73	1.31	3.66	1.28	2.14
Intelligence/creativity	4.01	1.34	3.98	1.31	2.37	3.73	1.25	3.61	1.24	0.14
Social distance	3.46	1.36	3.68	1.40	0.002**	4.43	1.44	4.61	1.43	0.02*

*P<0.05, **P<0.01, ***P<0.001. All P-values were Bonferroni corrected.