

## Online supplement

**Table S1: Items on continuum beliefs and fundamental differentness.  
Principal component factor analysis, promax rotated factor loadings.**

	Factor1 „continuum beliefs“	Factor2 „perceived fundamental differentness“	Uniqueness
Sometimes we are all at least a little like Anne, it is only the question how pronounced this state is.	<b>0.893</b>	0.141	0.256
To some extent, most persons will experience problems that are similar to those of Anne	<b>0.885</b>	0.075	0.251
Overall, Anne’s problems are abnormal	<b>-0.544</b>	0.390	0.428
People with problems like Anne are normal persons like everybody else	<b>0.552</b>	-0.163	0.617
There is something about Anne that makes her fundamentally different from other people.	-0.014	<b>0.807</b>	0.341
Someone with arthritis or a broken leg has just one thing wrong with them, but a person like Anne is fundamentally different from other people	0.100	<b>0.809</b>	0.383
Anne is in a state of mind that normal persons simply cannot understand	0.100	<b>0.761</b>	0.455

**Table S2: Items on social distance.  
Principal component factor analysis, varimax rotated factor loadings.**

Please indicate: How willing would you be...	Factor 1 „social distance“	Uniqueness
...to move next door to Anne	0.629	0.604
...to spend an evening socializing with Anne	0.812	0.340
...to make friends with Anne	0.872	0.240
...to have Anne start working closely with you on a job	0.838	0.298
...to have Anne marry into your family	0.691	0.523

**Table S3: Items on blame, dangerousness and unpredictability.  
Principal component factor analysis, varimax rotated factor loadings.**

Variable	Blame	Dangerousness/ unpredictability	Uniqueness
Anne is to blame for her problems	<b>0.856</b>	0.072	0.262
To some extent, it is Anne’s fault that she got into this situation	<b>0.848</b>	0.026	0.281
Anne only has to pull herself together in order to get well	<b>0.813</b>	0.141	0.318
Anne’s problems likely result from her weak character	<b>0.773</b>	0.196	0.364
Anne is a danger to other people	0.488	<b>0.583</b>	0.422
Anne is a danger to herself	-0.084	<b>0.836</b>	0.294
Anne is unpredictable	0.197	<b>0.856</b>	0.228

**Table S4: P-values for the interaction between intervention type and disorder vignette**

	Continuity beliefs	Fundamental difference	Social acceptance	Blame	Unpredictability
P for interaction interventions* disorder	0.158	0.125	0.302	0.406	0.272

**Table S5: Treatment effects of the interventions on social acceptance, including respondents who recalled the intervention correctly at the end of the interview (n=668)**

	Social acceptance	
	$\beta$	p
<b>Intervention</b>		
Dichotomy (Ref)		
Continuum	0.157	0.044
<b>Disorder</b>		
Depression (Ref.)		
Schizophrenia	-0.239	0.002

$\beta$ , linear regression coefficient; standardized factor scores were regressed on type of intervention and vignette condition, adjusted for sociodemographic variables.