Supplementary material

Study 1

Since some of the items concerning the beliefs about the #MeToo campaign and the intentions to participate in the movement were developed ad hoc for this study, we conducted an Exploratory Factor Analysis (EFA) to determine the factor structure of the measures. Results indicated that the fit for a three-factor solution was good, $\chi2[18] = 48.780$, $p < .001$, CFI = .985, TLI = .962, RMSEA = .067 [95%CI: .045, .091], and better than those of the two-factor solution, $\chi2 [26] = 243.883$, p < .001, CFI = .892, TLI = .814, RMSEA = .149 [95%CI: .132, .167], and the one-factor solution, $\chi2 [35] = 769.256$, $p < .001$, CFI = .637, TLI = .533, RMSEA = .236 [95%CI: .222, .251]. The $\chi2$ difference test between the three-factor and the two-factor solution was significant, $\chi2\Delta [26] = 195.103$, $p < .001$, supporting that the three-factor solution fitted the data best. Factor loadings for each item are reported in Table S1.

Table S1. Factor loadings for the items of the Beneficial Effects of #MeToo, Detrimental Effects of #Metoo, and intentions to participate in the #MeToo movement measures (Study 1).

Items	Exploratory Factor Analysis		
	Beneficial Effects #MeToo	Detrimental Effects #MeToo	Participation #MeToo
The campaign is important because it gives victims of sexual assault a voice.	.77		
The campaign is important because it makes it easier for victims of sexual assault to out themselves.	.83		
Being part of the movement #MeToo can be useful for social change.	.55		
The campaign legitimizes false accusations.		.82	
The movement wrongfully labels a lot of people as sexual assaulters.		.82	
The movement creates an exaggerated vigilantism/witch hunt.		.76	
I would be willing to participate in any event related to the movement #MeToo (marches, demonstrations, etc).			.84
I would be willing to write something about #MeToo on Facebook.			.86
I would be willing to participate in a flash mob to support the #MeToo campaign.			.91
I would be willing to participate in a rally in favor of #MeToo.			.73

Study 2

The items concerning the #MeToo campaign were submitted to a Confirmatory Factor Analysis (CFA) to determine whether the scale fitted the same structure as in Study 1. Results indicated that the fit of the three-factor model was good, $\chi^2 [32] = 74.148$, p < .001; CFI = .980, TLI = .972, RMSEA = .067 [95%CI: .047, .087]. Factor loadings for each item are reported in Table S2.

Table S2. Factor loadings for the items of the Beneficial Effects of #MeToo, Detrimental Effects of #Metoo, and Intentions to participate in the #MeToo movement measures (Study 2)

Items	Confirmatory Factor Analysis		
	Beneficial Effects #MeToo	Detrimental Effects #MeToo	Participation #MeToo
The campaign is important because it gives victims of sexual assault a voice.	.77		
The campaign is important because it makes it easier for victims of sexual assault to out themselves.	.77		
Being part of the movement #MeToo can be useful for social change.	.84		
The campaign legitimizes false accusations.		.81	
The movement wrongfully labels a lot of people as sexual assaulters.		.84	
The movement creates an exaggerated vigilantism/witch hunt.		.81	
I would be willing to participate in any event related to the movement #MeToo (marches, demonstrations, etc).			.97
I would be willing to participate in a flash mob to support the #MeToo campaign.			.94
I would be willing to participate in a rally in favor of #MeToo.			.94
I would be willing to write something about #MeToo on Facebook.			.61