

Results

Mixed Model: Follow Intentions of Influencers

Model Info

Info	
Estimate	Linear mixed model fit by REML
Call	FollowIntentions ~ 1 + InfluencerType+( 1   PPID )
AIC	3150.3213
BIC	3180.5309
LogLikel.	-1575.6524
R-squared Marginal	0.0341
R-squared Conditional	0.5527
Converged	yes
Optimizer	bobyqa

[3]

Model Results

Fixed Effect Omnibus tests

	F	Num df	Den df	p
InfluencerType	114	1	1340	<.001

Note. Satterthwaite method for degrees of freedom

Fixed Effects Parameter Estimates

Names	Effect	Estimate	SE	95% Confidence Interval		df	t	p
				Lower	Upper			
(Intercept)	(Intercept)	1.990	0.0563	1.880	2.100	148	35.4	<.001
InfluencerType1	VI - HI	-0.338	0.0317	-0.400	-0.276	1340	-10.7	<.001

Random Components

Groups	Name	SD	Variance	ICC
PPID	(Intercept)	0.659	0.435	0.537
	Residual	0.612	0.375	

Note. Number of Obs: 1490 , groups: PPID 149

Post Hoc Tests

Post Hoc Comparisons - InfluencerType

Comparison		Difference	SE	t	df	Pbonferroni
InfluencerType	InfluencerType					
HI	- VI	0.338	0.0317	10.7	1340	<.001

Mixed Model: Trust in Influencers

Model Info

Info	
Estimate	Linear mixed model fit by REML
Call	Trust ~ 1 + InfluencerType+( 1   PPID )
AIC	3196.0451
BIC	3226.2847
LogLikel.	-1598.5293
R-squared Marginal	0.0347
R-squared Conditional	0.5229
Converged	yes
Optimizer	bobyqa

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Model Results

Fixed Effect Omnibus tests

	F	Num df	Den df	p
InfluencerType	108	1	1340	<.001

Note. Satterthwaite method for degrees of freedom

Fixed Effects Parameter Estimates

Names	Effect	Estimate	SE	95% Confidence Interval		df	t	p
				Lower	Upper			
(Intercept)	(Intercept)	2.363	0.0543	2.256	2.469	148	43.5	<.001
InfluencerType1	VI - HI	-0.337	0.0324	-0.401	-0.274	1340	-10.4	<.001

Random Components

Groups	Name	SD	Variance	ICC
PPID	(Intercept)	0.633	0.400	0.506
Residual		0.625	0.391	

Note. Number of Obs: 1490 , groups: PPID 149

Post Hoc Tests

Post Hoc Comparisons - InfluencerType

Comparison		Difference	SE	t	df	Pbonferroni
InfluencerType	InfluencerType					
HI	- VI	0.337	0.0324	10.4	1340	<.001

Mixed Model: Perceived Uncanniness of Influencers

Model Info

Info	
Estimate	Linear mixed model fit by REML
Call	Uncanny ~ 1 + InfluencerType+( 1   PPID )
AIC	4357.535
BIC	4387.272
LogLikel.	-2179.023
R-squared Marginal	0.207
R-squared Conditional	0.339
Converged	yes
Optimizer	bobyqa

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Model Results

Fixed Effect Omnibus tests

	F	Num df	Den df	p
InfluencerType	466	1	1340	<.001

Note. Satterthwaite method for degrees of freedom

Fixed Effects Parameter Estimates

Names	Effect	Estimate	SE	95% Confidence Interval		df	t	p
				Lower	Upper			
(Intercept)	(Intercept)	2.45	0.0443	2.36	2.54	148	55.4	<.001
InfluencerType1	VI - HI	1.10	0.0511	1.00	1.20	1340	21.6	<.001

Random Components

Groups	Name	SD	Variance	ICC
PPID	(Intercept)	0.441	0.194	0.167
Residual		0.986	0.973	

Note. Number of Obs: 1490 , groups: PPID 149

Post Hoc Tests

Post Hoc Comparisons - InfluencerType

Comparison		Difference	SE	t	df	Pbonferroni
InfluencerType	InfluencerType					
HI	- VI	-1.10	0.0511	-21.6	1340	<.001

Mixed Model

Model Info

Info	
Estimate	Linear mixed model fit by REML
Call	HumanLikeness_1 ~ 1 + InfluencerType+( 1   PPID )
AIC	14143.674
BIC	14160.242
LogLikel.	-7065.508
R-squared Marginal	0.255
R-squared Conditional	0.385
Converged	yes
Optimizer	bobyqa

[3]

Model Results

Fixed Effect Omnibus tests

	F	Num df	Den df	p
InfluencerType	617	1	1340	<.001

Note. Satterthwaite method for degrees of freedom

Fixed Effects Parameter Estimates

Names	Effect	Estimate	SE	95% Confidence Interval		df	t	p
				Lower	Upper			
(Intercept)	(Intercept)	64.2	1.20	61.8	66.6	148	53.4	<.001
InfluencerType1	VI - HI	-33.8	1.36	-36.5	-31.1	1340	-24.8	<.001

Random Components

Groups	Name	SD	Variance	ICC
PPID	(Intercept)	12.1	147	0.175
Residual		26.3	690	

Note. Number of Obs: 1490 , groups: PPID 149

Post Hoc Tests

Post Hoc Comparisons - InfluencerType

Comparison		Difference	SE	t	df	Pbonferroni
InfluencerType	InfluencerType					
HI	- VI	33.8	1.36	24.8	1340	<.001

Descriptives

Descriptives

	GroupID	Familiarity	HumanLikeness_1	Trust	Uncanny	FollowIntentions
N	HI_adhel_bol	75	75	75	75	75
	HI_chiaraferragni	73	73	73	73	73
	HI_emilycanham	75	75	75	75	75
	HI_flaviapavanelli	75	75	75	75	75
	HI_imjennim	73	73	73	73	73
	HI_jihye	75	75	75	75	75
	HI_lamise	74	74	74	74	74
	HI_rosesarerosie	76	76	76	76	76
	HI_simoneses	76	76	76	76	76
	HI_sooyaa	73	73	73	73	73
	VI_bermudaisbae	76	76	76	76	76
	VI_iamxalara	74	74	74	74	74
	VI_immagram	76	76	76	76	76
	VI_leyalovenature	76	76	76	76	76
	VI_lilmiquela	74	74	74	74	74
	VI_magazineluiza	72	72	72	72	72
	VI_noonouri	75	75	75	75	75
	VI_rozygram	73	73	73	73	73
	VI_shudugram	74	74	74	74	74
	VI_soymaria	75	75	75	75	75
Mean	HI_adhel_bol		74.0	2.62	2.15	2.18
	HI_chiaraferragni		84.2	2.26	1.92	1.93
	HI_emilycanham		84.7	2.29	1.84	2.12
	HI_flaviapavanelli		77.6	2.37	2.11	2.00
	HI_imjennim		78.0	2.48	1.75	2.12
	HI_jihye		79.6	2.62	1.92	2.21
	HI_lamise		84.5	2.68	1.88	2.25
	HI_rosesarerosie		80.2	2.46	1.90	2.04
	HI_simoneses		88.8	3.01	1.46	2.58
	HI_sooyaa		79.3	2.52	2.08	2.15
	VI_bermudaisbae		51.5	2.00	3.06	1.64
	VI_iamxalara		45.5	2.20	3.14	1.74
	VI_immagram		32.5	1.92	3.55	1.61
	VI_leyalovenature		21.5	1.79	3.79	1.54
	VI_lilmiquela		34.4	2.05	3.57	1.66
	VI_magazineluiza		70.0	2.46	2.25	2.06
	VI_noonouri		9.29	1.86	4.11	1.56
	VI_rozygram		65.1	2.37	2.28	2.04
	VI_shudugram		72.3	2.59	2.21	2.08
	VI_soymaria		72.9	2.72	2.01	2.30
Standard deviation	HI_adhel_bol		26.8	0.871	1.11	0.953
	HI_chiaraferragni		16.1	0.792	0.836	0.903
	HI_emilycanham		18.3	0.855	0.866	0.963
	HI_flaviapavanelli		22.9	0.859	0.779	0.866
	HI_imjennim		23.7	0.864	0.961	1.01
	HI_jihye		22.0	0.837	0.861	0.876
	HI_lamise		18.6	0.923	0.814	0.963
	HI_rosesarerosie		20.8	0.867	0.901	0.927
	HI_simoneses		16.0	0.867	0.652	1.01
	HI_sooyaa		21.0	0.915	1.03	0.930
	VI_bermudaisbae		27.6	0.763	0.986	0.710
	VI_iamxalara		31.0	0.812	1.15	0.791
	VI_immagram		30.0	0.781	1.07	0.748
	VI_leyalovenature		28.8	0.841	1.13	0.705
	VI_lilmiquela		27.5	0.820	0.880	0.723
	VI_magazineluiza		28.5	0.915	0.920	0.980
	VI_noonouri		19.9	0.847	0.974	0.821
	VI_rozygram		27.5	0.878	0.996	0.892
	VI_shudugram		25.3	0.768	0.864	0.766
	VI_soymaria		29.8	0.968	1.03	0.904
Minimum	HI_adhel_bol		0	1.00	1.00	1.00
	HI_chiaraferragni		39	1.00	1.00	1.00
	HI_emilycanham		30	1.00	1.00	1.00
	HI_flaviapavanelli		19	1.00	1.00	1.00
	HI_imjennim		9	1.00	1.00	1.00
	HI_jihye		10	1.00	1.00	1.00
	HI_lamise		20	1.00	1.00	1.00
	HI_rosesarerosie		16	1.00	1.00	1.00
	HI_simoneses		18	1.00	1.00	1.00
	HI_sooyaa		23	1.00	1.00	1.00
	VI_bermudaisbae		0	1.00	1.00	1.00
	VI_iamxalara		0	1.00	1.00	1.00
	VI_immagram		0	1.00	1.00	1.00
	VI_leyalovenature		0	1.00	1.00	1.00
	VI_lilmiquela		0	1.00	1.25	1.00
	VI_magazineluiza		0	1.00	1.00	1.00
	VI_noonouri		0	1.00	1.00	1.00
	VI_rozygram		0	1.00	1.00	1.00
	VI_shudugram		0	1.00	1.00	1.00
	VI_soymaria		0	1.00	1.00	1.00
Maximum	HI_adhel_bol		100	4.33	5.00	4.00
	HI_chiaraferragni		100	3.67	4.25	4.00

Descriptives

	GroupID	Familiarity	HumanLikeness_1	Trust	Uncanny	FollowIntentions
	HI_emilycanham		100	4.67	4.00	4.00
	HI_flaviapavanelli		100	4.00	4.25	4.00
	HI_imjennim		100	4.67	4.75	5.00
	HI_jihye		100	4.67	3.75	4.00
	HI_lamise		100	5.00	4.25	4.00
	HI_rosesarerosie		100	5.00	4.25	5.00
	HI_simoneses		100	5.00	3.50	5.00
	HI_sooyaa		100	5.00	4.50	4.67
	VI_bermudaisbae		100	3.67	5.00	3.00
	VI_iamxalara		100	3.67	5.00	4.00
	VI_immagram		100	3.33	5.00	3.33
	VI_leyalovenature		100	3.33	5.00	3.00
	VI_lilmiquela		100	3.67	5.00	3.00
	VI_magazineluiza		100	4.33	4.50	4.33
	VI_noonouri		100	4.67	5.00	4.00
	VI_rozygram		100	4.67	4.50	4.00
	VI_shudugram		100	4.33	5.00	3.33
	VI_soymaria		100	5.00	5.00	4.00

Descriptives

Descriptives

	GroupID	N	Missing	Mean	Median	SD	Minimum	Maximum
Familiarity	HI_adhel_bol	75	74					
	HI_chiaraferragni	73	76					
	HI_emilycanham	75	74					
	HI_flaviapavanelli	75	74					
	HI_imjennim	73	76					
	HI_jihye	75	74					
	HI_lamise	74	75					
	HI_rosesarerosie	76	73					
	HI_simoneses	76	73					
	HI_sooyaa	73	76					
	VI_bermudaisbae	76	73					
	VI_iamxalara	74	75					
	VI_immagram	76	73					
	VI_leyalovenature	76	73					
	VI_lilmiquela	74	75					
	VI_magazineluiza	72	77					
	VI_noonouri	75	74					
	VI_rozygram	73	76					
	VI_shudugram	74	75					
	VI_soymaria	75	74					

Frequencies

Frequencies of Familiarity

	Group										
Familiarity	HI_adhel_bol	HI_chiaraferragni	HI_emilycanham	HI_flaviapavanelli	HI_imjennim	HI_jihye	HI_lamise	HI_rosesarerosie	HI_simoneses	HI_sooyaa	VI_b
I am not sure.	1	4	4	3	0	2	1	3	2	1	
No	74	65	64	72	72	72	72	70	74	68	
Yes	0	4	7	0	1	1	1	3	0	4	

One-Way ANOVA (Non-parametric)

Kruskal-Wallis

	$\chi^2$	df	p	$\epsilon^2$
Familiarity	0.523	1	0.469	3.51e-4

Dwass-Steel-Critchlow-Fligner pairwise comparisons

Pairwise comparisons - Familiarity

		W	p
HI	VI	1.02	0.470

Descriptives

Descriptives

	education	gender	InstaUse	FollowingInfluencer	ScrolltheFeed	LookatStories	LookatProfiles	LookatBusProf	LikePosts	CommentPosts	WritePMs	CreateCo
N	149	149	149	149	148	149	149	149	149	147	149	1

Frequencies

Frequencies of education

Levels	Counts	% of Total	Cumulative %
Bachelor degree (University)	64	43.0 %	43.0 %
Below high school or GED	1	0.7 %	43.6 %
College or postsecondary certificate	44	29.5 %	73.2 %
High school or GED	20	13.4 %	86.6 %
Postgraduate degree (University)	20	13.4 %	100.0 %

Frequencies of gender

Levels	Counts	% of Total	Cumulative %
Female	107	71.8 %	71.8 %
Male	40	26.8 %	98.7 %
Non-binary / third gender	1	0.7 %	99.3 %
Prefer not to say	1	0.7 %	100.0 %

Frequencies of InstaUse

Levels	Counts	% of Total	Cumulative %
fewer than on a monthly basis	32	21.5 %	21.5 %
several times per day	61	40.9 %	62.4 %
several times per hour	6	4.0 %	66.4 %
several times per month	13	8.7 %	75.2 %
several times per week	37	24.8 %	100.0 %

Frequencies of FollowingInfluencer

Levels	Counts	% of Total	Cumulative %
less than 5	70	47.0 %	47.0 %
more than 10	23	15.4 %	62.4 %
more than 100	19	12.8 %	75.2 %
more than 5	11	7.4 %	82.6 %
more than 50	26	17.4 %	100.0 %

Frequencies of ScrolltheFeed

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	22	14.9 %	14.9 %
Normally, everytime when I am on Instagram	96	64.9 %	79.7 %
Once in a while when I am on Instagram	25	16.9 %	96.6 %
Very seldomly when I am on Instagram	5	3.4 %	100.0 %

Frequencies of LookatStories

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	24	16.1 %	16.1 %
Normally, everytime when I am on Instagram	71	47.7 %	63.8 %
Once in a while when I am on Instagram	37	24.8 %	88.6 %
Very seldomly when I am on Instagram	17	11.4 %	100.0 %

Frequencies of LookatProfiles

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	18	12.1 %	12.1 %
Normally, everytime when I am on Instagram	19	12.8 %	24.8 %
Once in a while when I am on Instagram	67	45.0 %	69.8 %
Very seldomly when I am on Instagram	45	30.2 %	100.0 %

Frequencies of LookatBusProf

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	34	22.8%	22.8%
Normally, everytime when I am on Instagram	15	10.1%	32.9%
Once in a while when I am on Instagram	55	36.9%	69.8%
Very seldomly when I am on Instagram	45	30.2%	100.0%

Frequencies of LikePosts

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	34	22.8%	22.8%
Normally, everytime when I am on Instagram	45	30.2%	53.0%
Once in a while when I am on Instagram	49	32.9%	85.9%
Very seldomly when I am on Instagram	21	14.1%	100.0%

Frequencies of CommentPosts

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	48	32.7%	32.7%
Normally, everytime when I am on Instagram	8	5.4%	38.1%
Once in a while when I am on Instagram	36	24.5%	62.6%
Very seldomly when I am on Instagram	55	37.4%	100.0%

Frequencies of WritePMs

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	52	34.9%	34.9%
Normally, everytime when I am on Instagram	12	8.1%	43.0%
Once in a while when I am on Instagram	42	28.2%	71.1%
Very seldomly when I am on Instagram	43	28.9%	100.0%

Frequencies of CreateContent

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	54	36.7%	36.7%
Normally, everytime when I am on Instagram	10	6.8%	43.5%
Once in a while when I am on Instagram	42	28.6%	72.1%
Very seldomly when I am on Instagram	41	27.9%	100.0%

Frequencies of PerceivedInfluence\_1

Levels	Counts	% of Total	Cumulative %
1	36	24.2%	24.2%
2	43	28.9%	53.0%
3	43	28.9%	81.9%
4	26	17.4%	99.3%
5	1	0.7%	100.0%

Frequencies of PerceivedInfluence\_2

Levels	Counts	% of Total	Cumulative %
1	50	33.6%	33.6%
2	40	26.8%	60.4%
3	39	26.2%	86.6%
4	19	12.8%	99.3%
5	1	0.7%	100.0%

Frequencies of PerceivedInfluence\_3

Levels	Counts	% of Total	Cumulative %
1	34	22.8%	22.8%
2	31	20.8%	43.6%
3	50	33.6%	77.2%
4	28	18.8%	96.0%
5	6	4.0%	100.0%

Descriptives

Descriptives

	age
N	149
Mean	37.1
Standard deviation	12.9
Minimum	19
Maximum	71

References

[1] The jamovi project (2021). *jamovi*. (Version 2.2) [Computer Software]. Retrieved from <https://www.jamovi.org>.

[2] R Core Team (2021). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from MRAN snapshot 2021-04-01).

[3] Gallucci, M. (2019). *GAMLj: General analyses for linear models*. [jamovi module]. Retrieved from <https://gamlj.github.io/>.