Table 1. Summary of main effects and interactions with corresponding post–hoc analysis for sections a), b) and c). See Results section for more detail on relevant results.

a) The effect of Render Style

Effect	F-Test and Effect Size (η_p^2)	Post-hoc
Appearance Realism	F(4, 1076) = 2.81, $p = 0.024$, $\eta_p^2 = 0.011$	No significant values.
Overall Realism	F(4, 1076) = 2.55, $p = 0.038$, $\eta_p^2 = 0.010$	Realistic style more realistic than Toon Shaded ($p = 0.025$).
Proximity	F(4, 1076) = 3.266, $p = 0.011$, $\eta_p^2 = 0.012$	Closer approach to Zombie character than Toon CG ($p = 0.022$).
Personality*Render Style on Eerie	F(20, 1076) = 1.78, $p = 0.020$, $\eta_p^2 = 0.031$	No significant values.
Personality*Render Style on Co-presence	F(20, 1076) = 1.65, $p = 0.035$, $\eta_p^2 = 0.030$	Co-presence was higher for Extraverted Toon CG as opposed to Extraverted Realistic character ($p = 0.019$).

b) The effect of Personality: main effects

Effect	F-Test and Effect Size (η_p^2)	Post-hoc
Concerned	F(5, 1076) = 21.85, $p \approx 0$, $\eta_p^2 = 0.092$	Neurotic personality raised more concern overall ($p \approx 0$, for all), Introvert also more concern to all except Non Agreeable and Neurotic ($p<0.037$).
Excited	F(5, 1076) = 9.77, $p \approx 0$, $\eta_p^2 = 0.043$	Introvert less excitement ($p<0.035$, for all except Non Agreeable) and Non Agreeable less than Agreeable and Extravert ($p<0.008$).
Uneasy	F(5, 1076) = 4.38, $p = 0.001$, $\eta_p^2 = 0.020$	Neurotic personality raised more uneasy feelings than ES or Extraverted ($p<0.004$).
Appeal	F(5, 1076) = 3.30, $p = 0.006$, $\eta_p^2 = 0.015$	Introvert less than ES and Extravert ($p<0.015$).
Eerie	F(5, 1076) = 4.24, $p = 0.001$, $\eta_p^2 = 0.019$	Extravert less than negative pole personalities (p <0.016).
Appearance Realism	F(5, 1076) = 2.46, $p = 0.032$, $\eta_p^2 = 0.010$	No significant values.
Movement Realism	F(5, 1076) = 6.91, $p \approx 0$, $\eta_p^2 = 0.031$	ES higher than Introvert and Extravert (p <0.010), Introvert lower than Agreeable ($p \approx 0$).
Overall Realism	F(5, 1076) = 3.21, $p = 0.007$, $\eta_p^2 = 0.014$	Introvert lower than Agreeable and ES ($p \approx 0$).

b) The effect of Personality: per Personality

Effect	F-Test and Effect Size (η_p^2)	Post-hoc
AGREEABLE: Concerned	F(4, 178) = 2.72, $p = 0.032$, $\eta_p^2 = 0.016$	No significant values.
AGREEABLE: Eerie	F(4, 178) = 3.39, $p = 0.011$, $\eta_p^2 = 0.070$	Zombie rated higher than Toon CG and Creepy (p <0.027).
AGREEABLE: Proximity	F(4, 178) = 3.09, $p = 0.017$, $\eta_p^2 = 0.065$	Zombie approached closer than ToonCG (p = 0.007).
AGREEABLE: Uneasy	F(4, 178) = 2.72, $p = 0.031$, $\eta_p^2 = 0.058$	Higher ratings for the Zombie character compared to Toon Shaded (p = 0.020).
EXTRAVERTED: Co-presence	F(4, 178) = 4.73, $p = 0.001$, $\eta_p^2 = 0.096$	Toon CG more than Realistic and Zombie (p <0.03).
NEUROTIC: Concerned	F(4, 180) = 2.51, $p = 0.044$, $\eta_p^2 = 0.053$	Realistic more than Toon CG (p = 0.042).
NEUROTIC: Appeal	F(4, 180) = 2.68, $p = 0.033$, $\eta_p^2 = 0.056$	Realistic more than Toon CG (p = 0.015).
INTROVERTED: Familiar	F(4, 191) = 3.61, $p = 0.007$, $\eta_p^2 = 0.070$	Toon Shaded less than Realistic and Toon CG (p <0.03).
INTROVERTED: Eerie	F(4, 191) = 3.40, $p = 0.010$, $\eta_p^2 = 0.066$	Realistic less than Toon Shaded and Zombie (p <0.05).

c) Attribution Bias

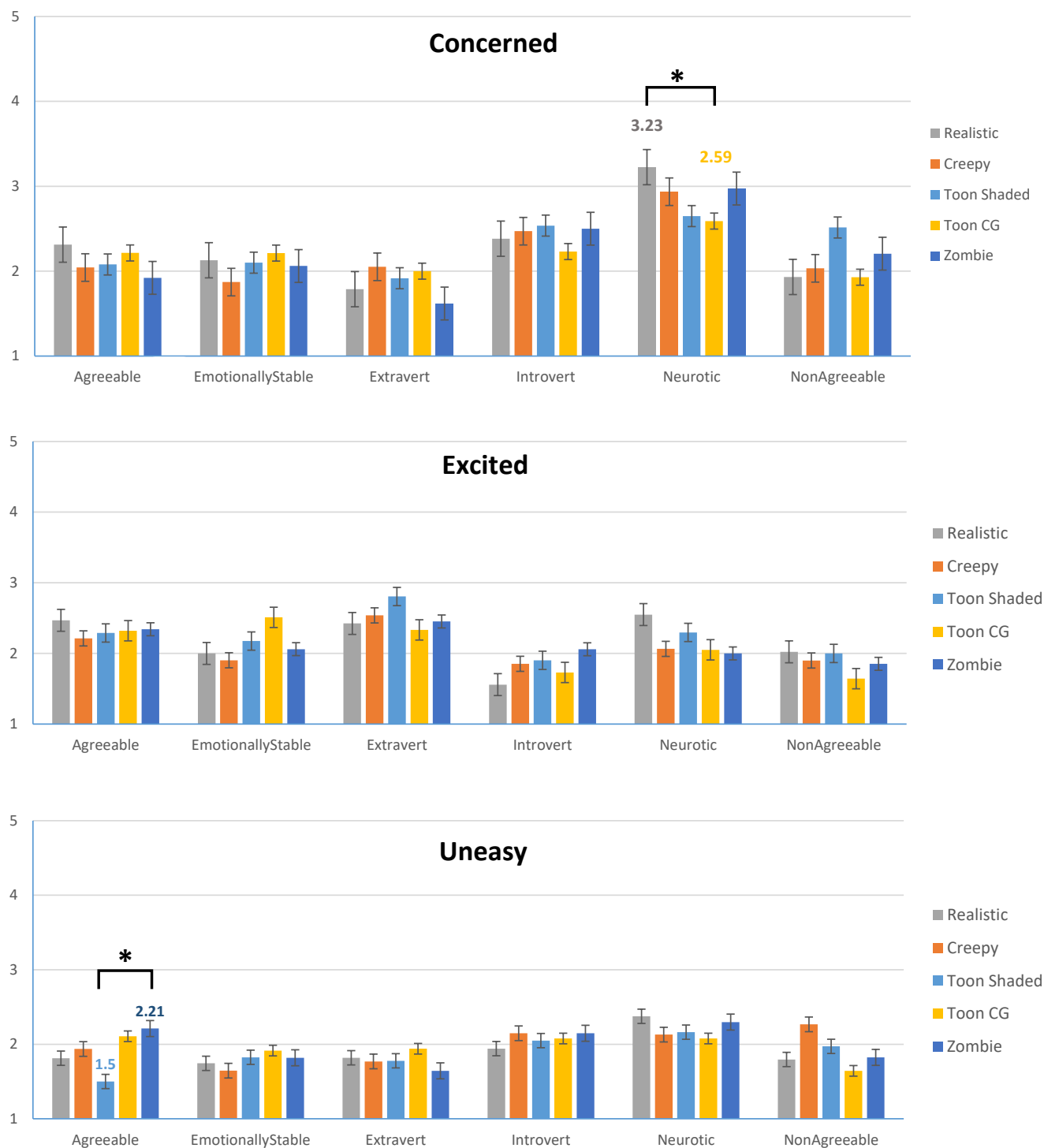| Effect	χ^2 Test	Post-hoc
Render Style	$\chi^2 : 10.28, df = 4, p = 0.036$	Realistic - Toon CG: $\chi^2 : 5.173, df = 1, p = 0.023$, EXTRAVERT: Realistic - Toon Shaded style: $\chi^2 = 4.181, df = 1, p = 0.041$, NEUROTIC: Creepy - Toon CG $\chi^2 : 6.383, df = 1, p = 0.012$

Fig. 1. Section a): mean scores for different render styles according to Personality for the items in the Empathy variable group. Star labeled lines point to significantly different means according to the post–hoc test ($* = p < 0.05$), within Personality. Main effects and interactions are discussed in the text.
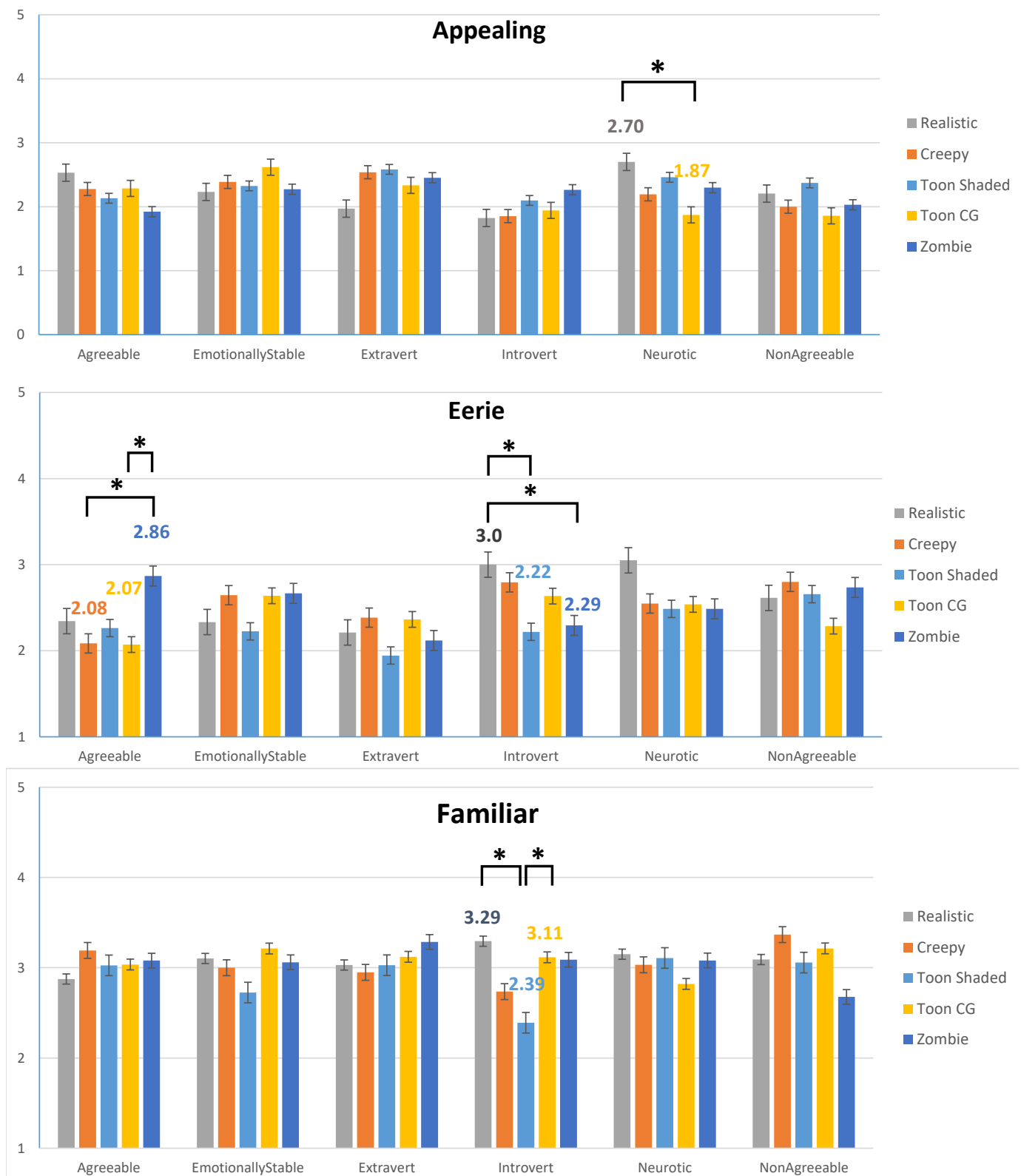
Fig. 2. Section a): mean scores for different render styles according to Personality for the items in the Affinity variable group. Star labeled lines point to significantly different means according to the post–hoc test, within Personality. Main effects and interactions are discussed in the text.
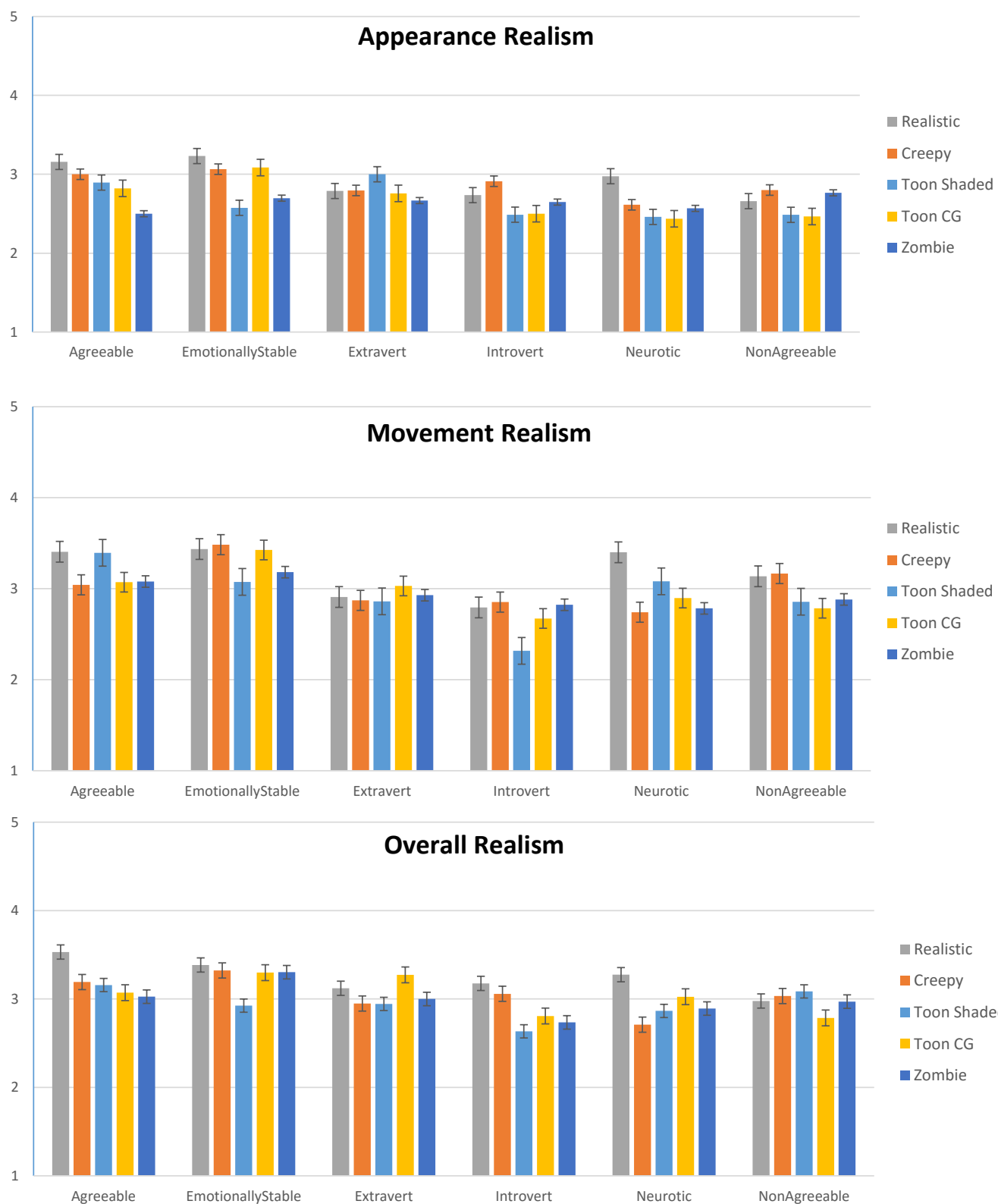
Fig. 3. Section a): mean scores for different render styles according to Personality for the items in the Realism variable group. No differences between means within Personality were found. Main effects and interactions are discussed in the text.
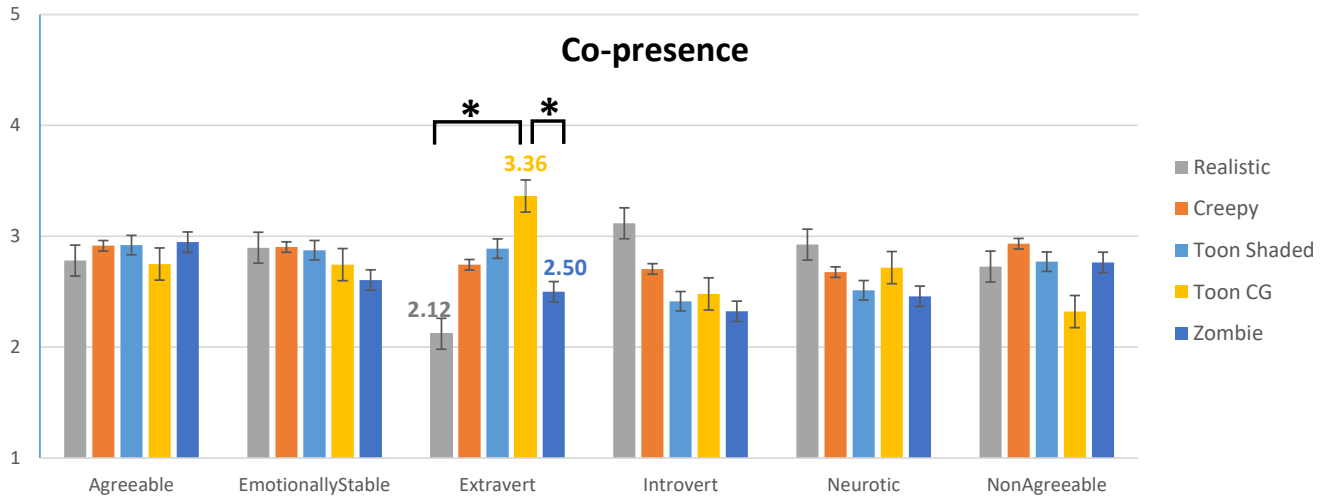
Fig. 4. Section a): mean scores for different render styles according to Personality for Co-presence. Star labeled lines point to significantly different means according to the post–hoc test, within Personality. Main effects and interactions are discussed in the text.

Table 2. d) Analysis of Demographics. Parameter estimates table for significant predictors. B is the coefficient of interest and the intercept value is the reference parameter. For the Age covariate, positive (negative) coefficients indicate positive (inverse) relationships between predictors and outcome. For factors, a factor level with a greater coefficient indicates higher ratings on the dependent variable. For example, for the Concerned variable, non–native speakers gave higher values than predicted (signified by the positive B), while Age was negatively associated with Appeal, which means that the older the participants, the less appealing they rated the characters. B = 0 indicates that the parameter is similar to the intercept coefficient.

| Variable | Category | B | SE | 95% Wald Confidence Interval | | Hypothesis Test | | |
				Lower	Upper	x2	df	Sig.
Concerned	(Intercept)	2.099	0.1867	1.733	2.465	126.402	1	0.000
	Native = No	0.451	0.0620	0.330	0.573	53.024	1	0.000
	Native = Yes	0ª						
Excited	(Intercept)	2.189	0.261	1.784	2.594	112.308	1	0.000
	Native = No	0.287	0.069	0.152	0.421	17.481	1	0.000
	Native = Yes	0ª						
	Age	.011	0.0027	-0.016	-0.006	16.887	1	0.000
Uneasy	(Intercept)	1.952	0.199	1.562	2.343	95.909	1	0.000
	Native = No	0.167	0.066	0.037	0.297	6.365	1	0.012
	Native = Yes	0ª						
Appeal	(Intercept)	2.251	0.213	1.834	2.667	112.144	1	0.000
	Native = No	0.345	0.071	0.207	0.484	23.983	1	0.000
	Native = Yes	0ª						
	Age	-0.010	0.003	-0.016	-0.004	9.510	1	0.002
Realistic Appearance	(Intercept)	2.343	0.217	1.918	2.768	116.698	1	0.000
	Native = No	0.149	0.072	0.008	0.290	4.299	1	0.038
	Native = Yes	0ª						
Eerie	(Intercept)	2.943	0.212	2.530	3.356	194.876	1	0.000
	Game Experience = High (passionate gamer)	-0.368	0.136	-0.635	-0.101	7.282	1	0.007
	Game Experience = None	0ª						
	Native = No	0.193	0.070	0.055	0.330	7.580	1	0.006
	Native = Yes	0ª						

a. Set to zero because this parameter is redundant.