|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Mediator** | **ACME** | **Direct Effect** | **Total Effect** | **Proportion Mediated** |
| **Controls** | Reputation | -3.015 | -10.911 | -13.926 | 0.216 |
| Ambiguity | -4.535 | -9.667 | -14.202 | 0.319 |
| Insulting | -1.169 | -12.345 | -13.515 | 0.087 |
| **No Controls** | Reputation | -4.456 | -10.253 | -14.708 | 0.301 |
| Ambiguity | -8.55 | -6.219 | -14.769 | 0.579 |
| Insulting | -2.555 | -11.884 | -14.439 | 0.177 |
| **Demographic Controls** | Reputation | -4.056 | -11.212 | -15.268 | 0.267 |
| Ambiguity | -7.56 | -8.259 | -15.819 | 0.478 |
| Insulting | -1.92 | -12.833 | -14.752 | 0.13 |