|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **ACME** | **Direct Effect** | **Total Effect** | **Proportion Mediated** |
| Reputation | -2.44 | -11.41 | -13.85 | 0.18 |
| Ambiguity | -2.86 | -11.04 | -13.85 | 0.21 |
| Insulting | -0.804 | -13.04 | -13.85 | 0.06 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **ACME** | **Direct Effect** | **Total Effect** | **Proportion Mediated** |
| Reputation | -3.19 | -17.08 | -20.27 | 0.16 |
| Ambiguity | -9.29 | -10.96 | -20.27 | 0.46 |
| Insulting | -0.470 | -19.80 | -20.27 | 0.02 |