|  | Model 1 | | | Model 2 | | | Model 3 | | | Model 4 | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | b | SE1 | p | b | SE1 | p | b | SE1 | p | b | SE1 | p |
| Brand-Unsafe | -0.510 | 0.082 | <0.001 | -0.020 | 0.137 | 0.886 | -0.006 | 0.137 | 0.962 | 0.834 | 0.556 | 0.134 |
| Dwell Time (KLM) |  |  |  | 0.096 | 0.050 | 0.054 | 0.057 | 0.052 | 0.275 |  |  |  |
| Dwell Time (Organic) |  |  |  |  |  |  | 0.175 | 0.064 | 0.007 | 0.214 | 0.083 | 0.010 |
| Brand-Unsafe × Dwell Time (KLM) |  |  |  | -0.302 | 0.068 | <0.001 | -0.316 | 0.068 | <0.001 |  |  |  |
| Brand-Unsafe × Dwell Time (Organic) |  |  |  |  |  |  |  |  |  | -0.284 | 0.116 | 0.014 |
| Constant | 4.821 | 0.058 | <0.001 | 4.664 | 0.099 | <0.001 | 3.901 | 0.297 | <0.001 | 3.810 | 0.395 | <0.001 |
| R² | 0.039 |  |  | 0.062 |  |  | 0.070 |  |  | 0.046 |  |  |
| 1SE = Standard Error | | | | | | | | | | | | |
| N = 955 observations (at the participant × sponsored post level). b = OLS coefficients, SE = Standard Error. The reported dwell time measures are log-transformed. | | | | | | | | | | | | |