|  | Model 1 | | | Model 2 | | | Model 3 | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | beta1 | SE1 | p | beta1 | SE1 | p | beta1 | SE1 | p |
| (Intercept) | -1.188 | 0.179 | <0.001 | -1.473 | 0.183 | <0.001 | -1.454 | 0.199 | <0.001 |
| Position | -0.180 | 0.075 | 0.016 |  |  |  | -0.095 | 0.078 | 0.222 |
| Position² | 0.033 | 0.082 | 0.690 |  |  |  | -0.013 | 0.085 | 0.873 |
| Dwell Time |  |  |  | 0.596 | 0.090 | <0.001 | 0.579 | 0.091 | <0.001 |
| AIC | 1,274 |  |  | 1,225 |  |  | 1,227 |  |  |
| 1OR = Odds Ratio, SE = Standard Error | | | | | | | | | |
| N = 1,283 observations (at the participant × sponsored post level). beta = standardized regression coefficient (log odds ratio), SE = Standard Error. Brand fixed effects are included in all models. Explanatory variables are z-standardized. The reported dwell time measure captures log(dwell time) per vertical pixel. | | | | | | | | | |