|  | Model 1 | | | Model 2 | | | Model 3 | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | beta1 | SE1 | p | beta1 | SE1 | p | beta1 | SE1 | p |
| (Intercept) | -0.821 | 0.170 | <0.001 | -1.118 | 0.172 | <0.001 | -1.082 | 0.186 | <0.001 |
| Position | -0.207 | 0.070 | 0.003 |  |  |  | -0.104 | 0.072 | 0.152 |
| Position² | 0.028 | 0.077 | 0.719 |  |  |  | -0.029 | 0.079 | 0.710 |
| Dwell Time |  |  |  | 0.714 | 0.091 | <0.001 | 0.694 | 0.092 | <0.001 |
| AIC | 1,476 |  |  | 1,405 |  |  | 1,407 |  |  |
| 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. | | | | | | | | | |