

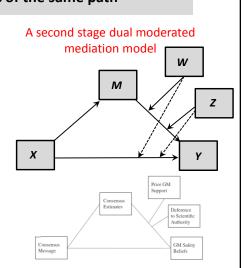
Moderated Mediation Analysis

Andrew Hayes, Ph.D.

Upcoming Seminar:
October 27-28, 2017, Philadelphia, PA

A first stage dual moderated mediation model W W W W A second stage dual mediation W A second stage dual mediation W A second stage dual mediation W Consensus Consensus Consensus Consensus Consensus

Schuler, J., Brandstatter, V., & Baumann, N. (2013). Failure cue priming and impaired cognitive performance-analyses of avoidance motivation as a mediator and fear of failure as a moder-ator. *European Journal of Social Psychology*, 43, 335-343.



Dixon, G. (2016). Applying the gateway belief model to genetically modified food perceptions: New insights and additional questions. *Journal of Communication*, *66*, 888-908.

Indirect effect of X

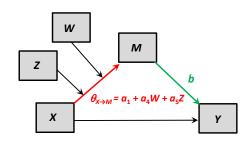
 $\theta_{X \to M} b =$

 $(a_1 + a_4 W + a_5 Z)b$

 $a_1b + a_4bW + a_5bZ$

which is a linear function of both *W* and *Z*.

The indirect effect is an additive linear function of two moderators



$$\begin{split} \hat{M} &= i_1 + a_1 X + a_2 W + a_3 Z + a_4 X W + a_5 X Z \\ \hat{Y} &= i_2 + c' X + \underline{b} \underline{M} \end{split}$$

The model for *M* can be written in equivalent form as

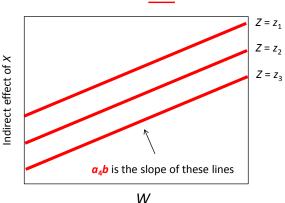
$$\hat{M} = i_1 + (a_1 + a_4 W + a_5 Z)X + a_2 W + a_3 Z \text{ or } \hat{M} = i_1 + \theta_{X \to M} X + a_2 W + a_3 Z$$

where $\theta_{X \to M} = a_1 + a_4 W + a_5 Z$ is the conditional effect of X on M. It is a linear function of both W and Z

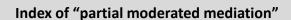
Index of "partial moderated mediation"

Indirect effect of X: $(a_1 + a_4W + a_5Z)b = a_1b + a_4bW + a_5bZ$

When visualized, the model of the indirect effect of *X* might look something like this (depending on the estimates of the regression coefficients)

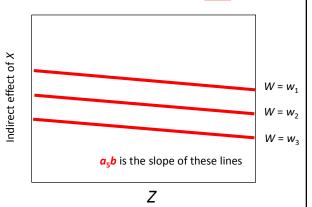


- a₄b, the "index of partial moderated mediation" by W, quantifies how the indirect effect of X changes as W changes but Z is fixed.
- Test whether this index is different from zero to test "partial moderated mediation." of X's effect on Y through M by W. PROCESS can do this using a bootstrap CI.

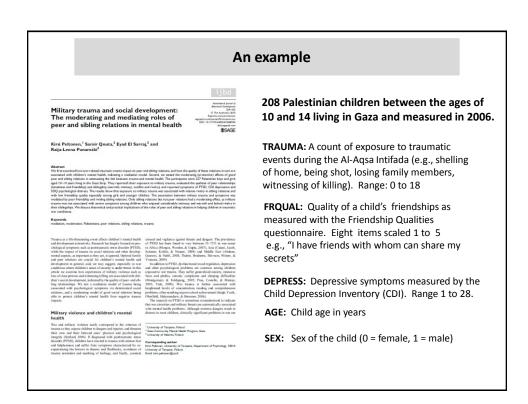


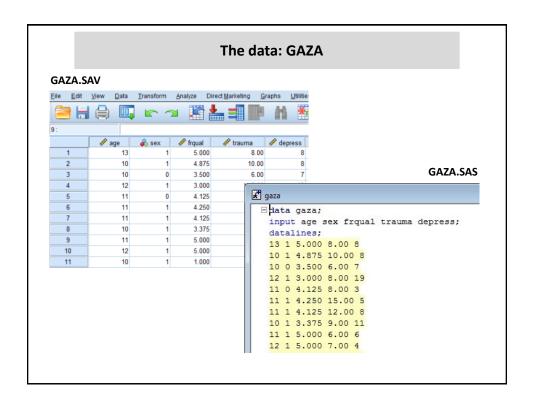
Indirect effect of X: $(a_1 + a_4W + a_5Z)b = a_1b + a_4bW + a_5bZ$

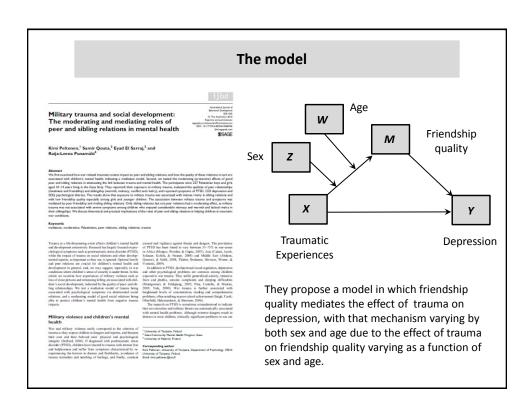
When visualized, the model of the indirect effect of *X* might look something like this: (depending on the estimates of the regression coefficients)

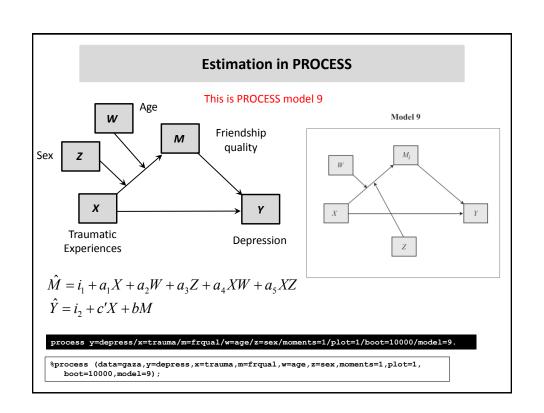


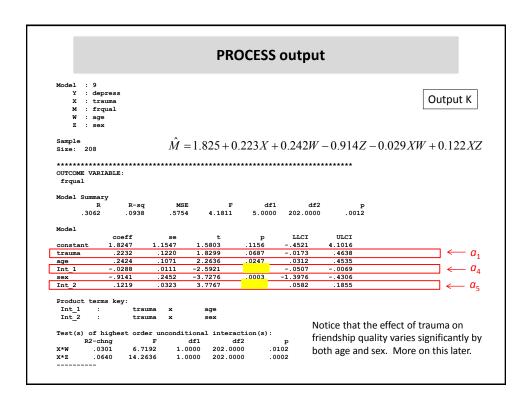
 a₅b, the "index of partial moderated mediation" by Z, quantifies how the indirect effect of X changes as Z changes but W is fixed. • Test whether this index is different from zero to test "partial moderated mediation." of X's effect on Y through M by Z. PROCESS can do this using a bootstrap CI.

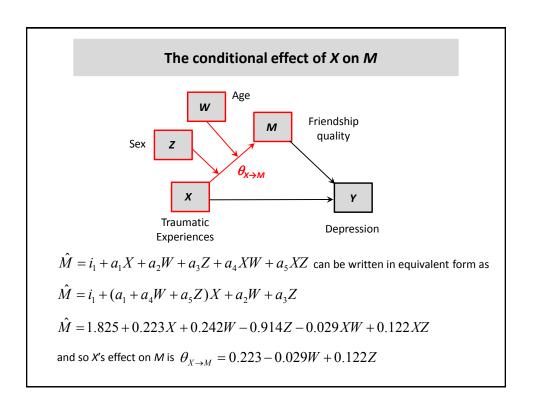






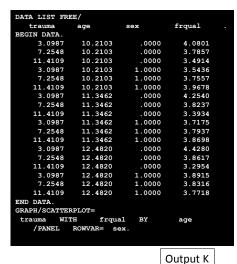


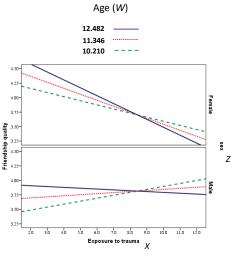




PROCESS provides what we need to visualize the model of M

In SPSS, the plot option in PROCESS produces a program you can use to produce a rough visual depiction of the model. Or use the information in the table to plot in your preferred software.





In SAS

In SAS, write a program around the data to produce a plot.

data gazaplot	;		
input trauma	sex age frq	ual;	
datalines;			
3.0987	10.2103	.0000	4.0801
7.2548	10.2103	.0000	3.7857
11.4109	10.2103	.0000	3.4914
3.0987	10.2103	1.0000	3.5436
7.2548	10.2103	1.0000	3.7557
11.4109	10.2103	1.0000	3.9678
3.0987	11.3462	.0000	4.2540
7.2548	11.3462	.0000	3.8237
11.4109	11.3462	.0000	3.3934
3.0987	11.3462	1.0000	3.7175
7.2548	11.3462	1.0000	3.7937
11.4109	11.3462	1.0000	3.8698
3.0987	12.4820	.0000	4.4280
7.2548	12.4820	.0000	3.8617
11.4109	12.4820	.0000	3.2954
3.0987	12.4820	1.0000	3.8915
	12.4820	1.0000	3.8316
11.4109	12.4820	1.0000	
3.7718 proc sg	panel;		
panelby sex /			
series x=trau	ma y=frqual.	/group=age	lineattrs

