Average Marginal Component Effect -- Norwegian conjoint experiment Sample: Respondents who received an unfavorable outcome General prime -Specific prime -Democratic prime Lamenting politician -Not shown -Political leader · Messenger Local newspaper -Winning politician gloats -Winner gloats Not shown -Large majority -Winning Slight majority margin Not shown - $-1.0 \, -0.9 \, -0.8 \, -0.7 \, -0.6 \, -0.5 \, -0.4 \, -0.3 \, -0.2 \, -0.1 \, 0.0 \, 0.1 \, 0.2 \, 0.3 \, 0.4$ 0.5 0.6 0.7 Marginal effect, willingnes to accept decision