Average Marginal Component Effect — Study 3 Sample: Respondents who received an unfavorable outcome Generic good loser message -Specific good loser message -Lamenting politician -Democratic message Not shown -Road toll increase of diesel cars factor(treat scale) Issue Ban on begging -Numbered Political leader -Messenger Local newspaper -Worded Winning politician gloats -Winner Not shown aloats Large majority -Winning Slight majority margin Not shown -

Marginal effect, fairness perception of decision