Average marginal component effects -- Norwegian conjoint experiment. General prime Specific prime -Democratic prime No prime · 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 0.6Marginal effect, reasonable decision