Average Marginal Component Effect -- Norwegian conjoint experiment Sample: Respondents who received a numbered answer scale 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, perceived fairness of decision