Average Marginal Component Effect -- Study 3 Sample: Respondents who received an unfavorable outcome Generic good loser message -Specific good loser message -Democratic message Lamenting politician -Not shown -Road toll increase of diesel cars -Issue Ban on begging -Political leader -Messenger Local newspaper -Winning politician gloats -Winner gloats Not shown -Large majority -Winning Slight majority margin Not shown -Worded -Wording of answer scale Numbered -0.6 -0.4 -0.2 0.0 -1.0 0.2 0.4 0.6 0.8 1.0 Marginal effect, willingnes to accept decision