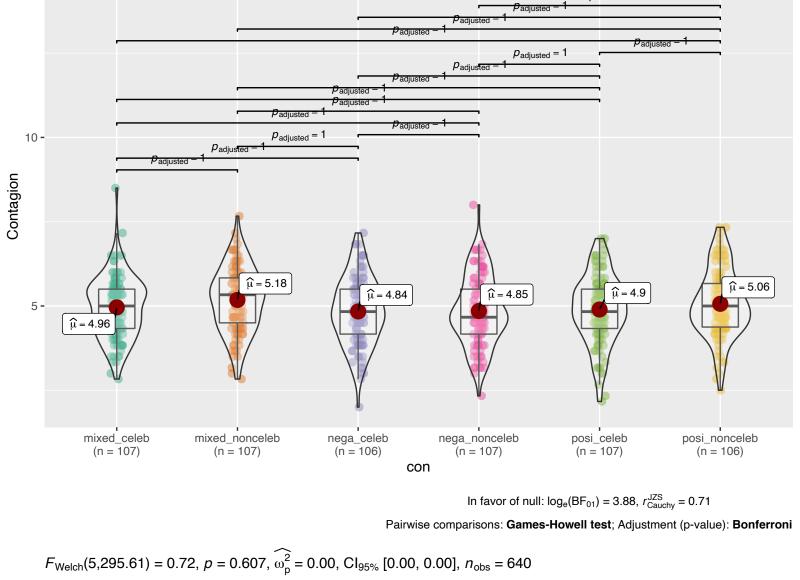


 $F_{\text{Welch}}(5,295.78) = 1.97, p = 0.083, \widehat{\omega_{\text{p}}^2} = 0.01, \text{Cl}_{95\%} [0.00, 0.02], n_{\text{obs}} = 640$



Padjusted $p_{\text{adjusted}} = 1$ $p_{\text{adjusted}} = 1$ 10 -Market_value

 $\widehat{\mu}=4.92$

nega_celeb

(n = 106)

 $\widehat{\mu} = 4.87$

con

nega_nonceleb

(n = 107)

15 **-**

5 -

 $\widehat{\mu} = 5$

mixed_celeb

(n = 107)

 $\widehat{\mu}=5.05$

mixed_nonceleb

(n = 107)

 $p_{\text{adjusted}} = 1$

 $\widehat{\mu} = 5.1$

posi_celeb

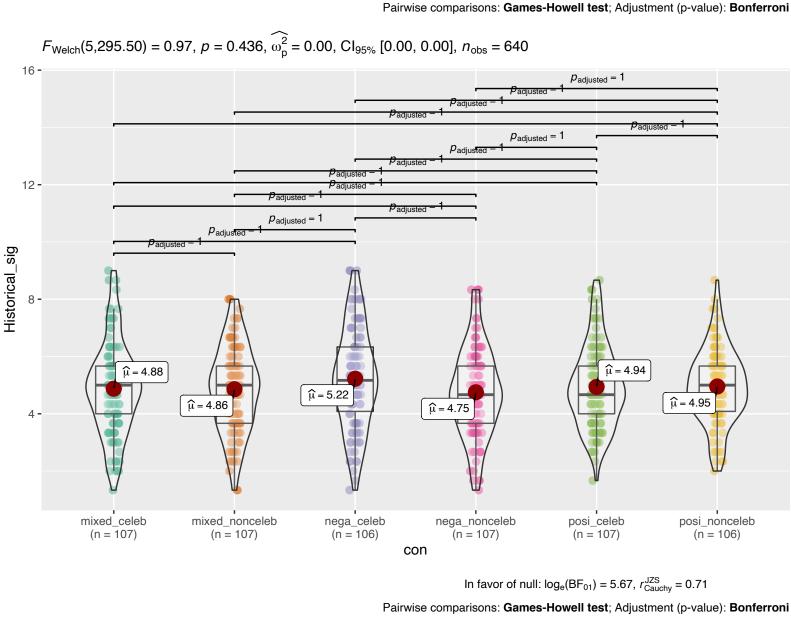
(n = 107)

In favor of null: $log_e(BF_{01}) = 6.62$, $r_{Cauchy}^{JZS} = 0.71$

 $\widehat{\mu} = 5.07$

posi_nonceleb

(n = 106)



 $F_{\text{Welch}}(5,295.68) = 1.26, p = 0.279, \widehat{\omega_{\text{p}}^2} = 0.00, \text{CI}_{95\%} [0.00, 0.00], n_{\text{obs}} = 640$ $p_{\text{adjusted}} = 1$ $p_{\text{adjusted}} = 1$ 12 $p_{\text{adjusted}} = 1$ Liking 8- $\widehat{\mu}$ = 4.98 $\widehat{\mu}=4.9$ $\widehat{\mu}$ = 4.92 $\widehat{\mu}$ = 4.84 $\widehat{\mu}$ = 4.83 $\widehat{\mu}$ = 5.24 nega_celeb (n = 106) posi_celeb mixed_celeb mixed_nonceleb nega_nonceleb posi_nonceleb (n = 106)(n = 107)(n = 107)(n = 107)(n = 107)con In favor of null: $log_e(BF_{01}) = 5.67$, $r_{Cauchy}^{JZS} = 0.71$ $F_{\text{Welch}}(5,295.76) = 1.01, p = 0.414, \widehat{\omega_{\text{p}}^2} = 0.00, \text{Cl}_{95\%} [0.00, 0.00], n_{\text{obs}} = 640$ 16 $p_{\text{adjusted}} = 1$

Pairwise comparisons: Games-Howell test; Adjustment (p-value): Bonferroni Padjusted 12 $p_{\text{adjusted}} = 1$ Extension_contagion $\widehat{\mu}=5.06$ $\widehat{\mu}$ = 5.02 $\widehat{\mu}=5.13$ $\widehat{\mu}$ = 5.02 $\widehat{\mu}$ = 5.01 $\widehat{\mu}$ = 4.72 mixed_celeb (n = 107) nega_celeb nega_nonceleb (n = 107) posi_celeb posi_nonceleb (n = 106) mixed_nonceleb (n = 107)(n = 106)(n = 107)con In favor of null: $log_e(BF_{01}) = 6.15$, $r_{Cauchy}^{JZS} = 0.71$ Pairwise comparisons: Games-Howell test; Adjustment (p-value): Bonferroni