

Facial appearance and institutional cues in political trust evaluations - Online appendix

Study 1

Vignette:

Imagine that several people from your neighborhood were taken into the hospital with symptoms including nausea, diarrhoea and fever, most likely from an infectious liver disease. This disease spreads with food contaminated by the virus. The following measures could help reducing the chance that it will spread further: - questioning patients to find the source of the infected food, - promoting vaccination among the people most at risk of getting ill and - promoting extra measures of hygiene both among local service providers and the general public.

There are two persons who could be assigned the task of organising and coordinating these efforts.

Whom do you trust more to successfully achieve this?

[Attractive and unattractive pictures here]

Control:

Jim Smith¹ - An active citizen with some experience with volunteering for charities.

William Johnson - An active citizen with some experience with volunteering for charities.

Congruent:

Jim Smith - An active citizen with some experience with volunteering for charities.

William Johnson - the chairman of the town's Public Health Council, an institution with seven employees (Presented under the attractive picture)

Incongruent:

Jim Smith - An active citizen with some experience with volunteering for charities.

William Johnson - the chairman of the town's Public Health Council, an institution with seven employees (Presented under the unattractive picture)

Technical details on facial appearance manipulation

The attractiveness manipulations were administered to a 3D rendition of the face in the FaceGen Modeller v3.5 software (Singular Inversions Inc.) and subsequently morphed with the original picture in Psychomorph software ² Pixelmator software added a filter to both pictures to reduce facial redness.

Data collection

Due to a small programming error, there is a slight imbalance between the sizes of the groups ($N_{\text{control}}=48$, $N_{\text{congruent}}=46$, $N_{\text{incongruent}}=56$).

¹The two names were randomly presented in each condition and have shown no effect on the DVs.

²Tiddeman, B., Stirrat, M., & Perrett, D. (2005). Towards Realism in Facial Image Transformation: Results of a Wavelet MRF Method. Computer Graphics Forum, 24(3), 449–456.

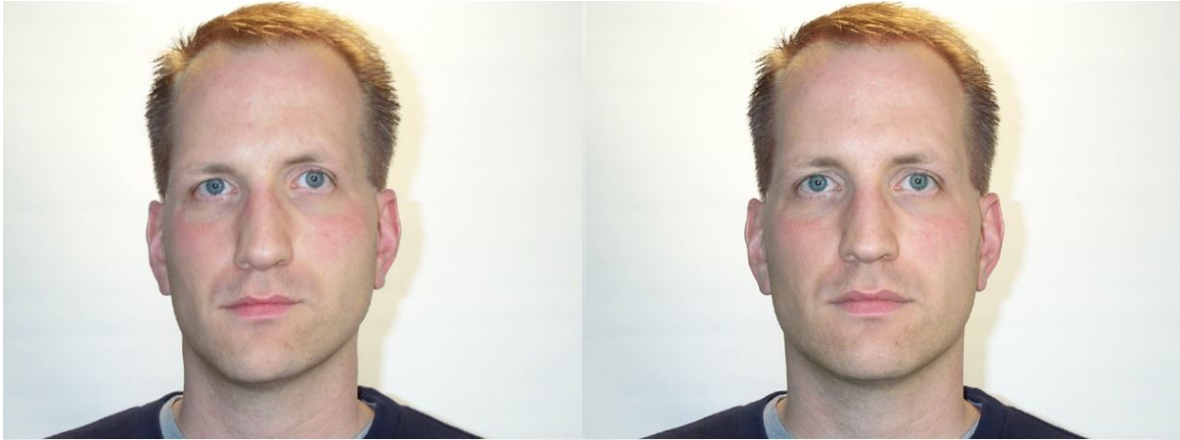


Figure 1: Pictures used in the experiment

Study 2

Vignette:

Imagine that several people from your neighborhood were taken to the hospital with symptoms including nausea, diarrhea and fever, most likely from an infectious liver disease. This disease spreads with food contaminated by the virus. The following measures could help reduce the chance that it will spread further: - questioning patients to find the source of the infected food - promoting vaccination among the people most at risk of getting ill - promoting extra measures of hygiene both among local service providers and the general public

[Picture here]

Jim Smith (above), **an active citizen with some experience volunteering for charities / the former chairman of the town's Public Health Council - an institution with seven employees - who continues to be an active citizen by volunteering for charities / the chairman of the town's Public Health Council - an institution with seven employees -** stepped up to take the task of organizing and coordinating the efforts.

Study 3

Vignette:

[In Danish]

Forestil dig, at følgende artikel blev trykt i din lokale avis. Du bedes dig læse teksten grundigt, og derefter vil vi stille dig nogle få spørgsmål.

Lokal aktivist / Forhenværende formand for byplanudvalget / Formanden for byplanudvalget mener, at offentlige pladser trænger til vedligeholdelse.

”Kvaliteten af de offentlige rum i vores by er dalet betydeligt over de sidste ti år”, sagde Christian Mortensen, **lokal aktivist / lokal aktivist, forhenværende formand for byplanudvalget / formanden for byplanudvalget** på et pressemøde i går. Han fremhævede, at byens offentlige pladser har været en kilde til stolthed i årtier, og at torvet og parken har været vigtige samlingspunkter for utallige sociale begivenheder. Imidlertid er der blevet skåret ned på vedligeholdelse de seneste år, og man kan ikke fornægte, at det kan ses på pladsernes nuværende tilstand. Christian Mortensen er klar over, at det bliver en udfordring at finde en fornuftig løsning på problemet, men han lovede at præsentere en handlingsplan inden for de næste par uger. ”Det burde være en fælles opgave at genoplive vores by. Selvom kommunen er klar til at sætte midler af til initiativet, forventer jeg betydelige bidrag fra borgere og lokale erhvervsdrivende både i form af frivilligt arbejde og materielle ressourcer”, sagde Christian Mortensen som afslutning på sin tale.

[English translation]

Please imagine that the following article appeared in your local newspaper. Read the text carefully as you will be asked a few questions related to the text afterwards.

Local activist / Former chairman of city planning committee / Chairman of city planning committee says our public spaces need more maintenance

“The quality of public spaces in our hometown have deteriorated significantly in the past decade” – said Christian Mortensen, **a local activist/ a local activist, formerly the chairman of city planning committee / chairman of the committee on city planning** at a press conference yesterday. Mortensen reminded that the public spaces have been the source of pride in our town for decades, and that the main square and the park have been an important place of formal and informal social activities. Continuous budget constraints, however, significantly reduced the money spent on maintaining these spaces in the past years, and it would be hard to deny that this shows on their current condition.

Mortensen admits that it remains a challenge to find a good solution to the problem, however he promised to work out an action plan in the following weeks. “Revitalizing our town should be a task for everyone. Although the city is ready to allocate some funds to our effort, I expect considerable contributions from citizens and local businesses both in terms of voluntary work and material resources” ended Mortensen his speech.

[The picture with the facial manipulation was presented in the top right corner of the text in all conditions.]

Robustness check

The model reported in the paper is using the “trust in solving the problem variable”. The institutional position treatment has marginally significant effect in the sample.

Table 1: Analysis of Variance Model

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
face	1	0.044	0.044	0.011	0.92
position	2	20	10	2.6	0.075
face:position	2	5.5	2.7	0.71	0.49
Residuals	253	974	3.9	NA	NA

This reaches conventional levels of statistical significance if the 8 subjects who deviated more than +/- 1.58 times the standard deviation in the time they have spent on the vignette are excluded.

Table 2: Analysis of Variance Model

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
face	1	0.0072	0.0072	0.0019	0.97
position	2	24	12	3.1	0.047
face:position	2	6.2	3.1	0.8	0.45
Residuals	245	946	3.9	NA	NA

The results do not change substantially based on the choice of the dependent variable. Using “trust in finding a solution” as the dependent variable produces similar, albeit less certain results.

Table 3: Analysis of Variance Model

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
face	1	0.58	0.58	0.16	0.69
position	2	16	8	2.3	0.11
face:position	2	2.7	1.3	0.37	0.69
Residuals	253	904	3.6	NA	NA

Moreover, restricting the analysis to “attentive” respondents does not seem to reduce the noise for this variable.

Table 4: Analysis of Variance Model

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
face	1	0.26	0.26	0.072	0.79
position	2	16	8.2	2.3	0.11
face:position	2	2.8	1.4	0.38	0.68
Residuals	245	888	3.6	NA	NA

Study 4

Changes implemented in Study 4 to increase validity of design:

1. It has been hypothesised that the collective action problem in previous studies was short of external validity, as disease threats are seldom addressed by local politics, and a Public Health Committee is not a familiar institution to most respondents. Consequently, the new collective action dilemma
2. It was hypothesised that the slightly red skin-tone of the target face could signal insecurity and thus bias evaluations in both versions. Consequently, in Study 4 the pictures were presented in a black-and-white format.
3. It has been hypothesised that an 11-point-scale could possibly increase the standard errors if participants select randomly between neighbouring values. Consequently, in Study 4 dependent variables were measured on a 7-point-scale.

Vignette:

Control group

It is known that males of blue-and-tan African finches bob and sing as part of their courtship display. A new high-speed video shows behavior that was long hidden to humans: Both males and female cordon bleus actually perform a type of tap dance. What's more, the cordon bleus, seem to be unique: No other species we know of has this tap dancing behavior. In many bird species, a male mates with more than one female. This means that females have to be choosier, since a male will have many chances to pass on his genes, whereas a female might only get one shot. As a result, it's usually males strut their stuff in a bid to snag a female. Blue-capped cordon bleus, however, are monogamous, which means that both males and females are notoriously picky about their mates.³

Treatment groups

Imagine that in some schools of your local school district, students tend to be sick much more often than expected. This is attributed – among other factors – to parents' reluctance to keep sick children off school, a tendency to send them back before full recovery, and inadequate standards of hygiene at schools. Investigating these problems, and consequently, drafting, deliberating and promoting some guidelines for parents, teachers and children could reduce the spread of diseases among schoolchildren and improve health standards in these schools.

[Picture here]

Jim Smith (above) was randomly selected from **the citizens living in the school district / current members of the school board** as a potential candidate to organize and lead the efforts to improve health standards.

³Source: Tap-Dancing Birds Revealed For First Time in New Video IN NationalGeographic.com URL:<http://news.nationalgeographic.com/2015/11/151019-dancing-birds-animals-science-nature-courtship/> Last Accessed: 01-12-2016