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# **Part I**

## **Test Variable controle**

Table 1: Model 1, Product without update

	MorallyWrong	MorallyWrong	MorallyWrong	MorallyWrong	MorallyWrong	CatchCovid	CatchCovid	CatchCovid	CatchCovid	TransmitCovid	TransmitCovid	TransmitCovid	TransmitCovid	TransmitCovid	
(Intercept)	23.12***	24.41***	27.11***	25.66***	25.45***	35.51***	28.16***	33.67***	32.84***	33.86***	35.23***	29.23***	33.27***	32.83***	
V_Number	1.45***					-0.71***				-0.82***			0.10*		
V_Age	0.06					0.14**				0.28			-0.55		
V_Locationinhecty		0.16					0.49								
V_Locationnearurb		-1.26					-0.32								
V_StoreTypedepartmentstore				1.13				1.10							
V_StoreTypesupermarket				2.12+				1.57*							
V_FramingExplain					1.97				0.24						
V_FramingStrike up					2.77+*				-0.76						
V_FramingWave					0.48				-0.03						
SD (Intercept ID)	19.95	19.92	19.93	19.91	19.90	19.41	19.40	19.40	19.39	20.41	20.40	20.41	20.41	20.41	
SD (Observations)	22.14	22.22	22.21	22.21	22.21	11.76	11.77	11.79	11.78	11.52	11.56	11.57	11.56	11.56	
Num.Obs.	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	
R2 Marg.	0.003	0.000	0.000	0.001	0.001	0.001	0.001	0.000	0.001	0.002	0.001	0.000	0.001	0.001	
R2 Cond.	0.459	0.440	0.446	0.446	0.446	0.422	0.731	0.730	0.730	0.757	0.757	0.757	0.757	0.757	
AIC	22512.7	22528.1	22521.8	22520.4	22517.8	20169.2	20105.6	20107.6	20103.4	20107.8	20179.8	20103.8	20162.2	20189.9	20168.2
BIC	22535.9	22551.3	22550.7	22549.3	22552.5	20122.3	20123.7	20136.5	20132.3	20142.5	20103.0	20116.9	20121.1	20118.8	20123.9
ICC	0.4	0.4	0.4	0.4	0.4	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.8
RMSE	19.91	19.98	19.97	19.97	19.97	10.32	10.33	10.35	10.34	10.35	10.10	10.13	10.14	10.13	10.13

	MW Number	MW Age	MW Location	MW Store Type	MW Framing	CC Number	CC Age	CC Location	CC Store Type	CC Framing	TC Number	TC Age	TC Location	TC Store Type	TC Framing
V_Locationanotherpartoftown - V_Locationinhecty	0.10	0.10	0.10	0.10	0.10	0.39	0.39	0.39	0.39	0.22	0.22	0.22	0.22	0.22	
V_Locationanotherpartoftown - V_Locationnearby	1.26					0.32				0.55					
V_Locationinhecty - V_Locationnearby	1.42					0.82				0.83					
V_StoreTypesupermarket - V_StoreTypedepartmentstore				-1.15											
V_StoreTypesupermarket - V_StoreTypeconvenience				-0.15				-1.1							
V_StoreTypesupermarket - V_StoreTypedepartmentstore				-0.15				-1.57*							
V_StoreTypesupermarket - V_StoreTypesupermarket	0.98					-0.47									
V_FramingAnticipating - V_FramingExplain					-1.97					-0.24					
V_FramingAnticipating - V_FramingStrike up						-2.77					0.76				
V_FramingAnticipating - V_FramingWave						0.18					0.03				
V_FramingExplain - V_FramingStrike up						0.8					1				
V_FramingExplain - V_FramingWave						1.5					0.27				
V_FramingStrike up - V_FramingWave						2.3					-0.73				

Table 2: Model 1, Product without update

	MW Number	MW Age	MW Location	MW Store Type	MW Framing	CC Number	CC Age	CC Location	CC Store Type	CC Financing	TC Number	TC Age	TC Location	TC Store Type	TC Financing	
(Intercept)	23.12*** t = 16.81 se = 0.38 [20.42, 25.88]	24.41*** t = 6.32 se = 3.87 [16.83, 31.99]	27.11*** t = 22.96 se = 1.18 [24.79, 29.42]	25.66*** t = 21.86 se = 1.17 [23.36, 27.97]	25.45*** t = 20.06 se = 1.27 [22.96, 27.94]	35.51*** t = 35.96 se = 0.99 [33.58, 37.45]	28.16*** t = 12.81 se = 2.20 [29.85, 32.47]	33.67*** t = 36.69 se = 0.92 [31.87, 35.47]	32.84*** t = 35.91 se = 0.91 [31.04, 34.63]	33.86*** t = 35.57 se = 0.95 [32.00, 35.73]	35.23*** t = 34.74 se = 1.01 [32.24, 37.22]	29.23*** t = 13.40 se = 2.18 [24.95, 31.50]	33.27*** t = 35.05 se = 0.95 [31.41, 35.13]	32.83*** t = 34.67 se = 0.98 [30.98, 34.69]	34.18*** t = 34.83 se = 0.98	
V_Number	1.45*** t = 3.59 se = 0.40 [0.66, 2.25]				-0.71*** t = -3.31 se = 0.21 [-1.13, -0.29]				-0.82*** t = -3.87 se = 0.21 [-1.23, -0.40]							
V_Age	0.06 t = 0.62 se = 0.09 [-0.12, 0.24]					0.14** t = 2.74 se = 0.05 [0.04, 0.24]					0.10* t = 1.98 se = 0.05 [0.00, 0.20]					
V_LocationintheCity	0.16 t = 0.13 se = 1.24 [-2.27, 2.58]					0.49 t = 0.73 se = 0.67 [-0.84, 1.81]					0.28 t = 0.42 se = 0.66 [-1.02, 1.58]					
V_Locationnearby	-24 t = -1.01 se = 1.25 [-3.72, 1.19]					-1.31 t = -0.47 se = 0.68 [-1.66, 1.01]					-0.42 t = -0.82 se = 0.67 [-1.86, 0.76]					
V_StoreTypedepartmentstore	0.16 t = 0.92 se = 1.24 [-1.30, 3.56]					0.49 t = 1.64 se = 0.67 [-0.22, 2.42]					1.07 t = 0.42 se = 0.66 [-1.34, 1.25]					
V_StoreTypesupermarket	2.12+ t = 1.71 se = 1.24 [-0.31, 4.54]					1.59 t = 2.41 se = 0.67 [0.25, 2.90]					1.04 t = 1.66 se = 0.66 [-0.50, 2.40]					
V_FramingExplain	1.97 t = 1.40 se = 1.41 [-0.79, 4.74]					0.24 t = 0.32 se = 0.77 [-1.26, 1.75]					1.09 t = 1.45 se = 0.78 [-2.57, 0.38]					
V_FramingStrike up	2.77+ t = 1.94 se = 1.43 [-0.08, 5.57]					-0.76 t = -0.98 se = 0.78 [-0.29, 0.77]					-1.36+ t = -1.78 se = 1.76 [-2.86, 0.14]					
V_FramingWave	0.48 t = 0.33 se = 1.44 [-2.30, 4.29]					-0.03 t = -0.04 se = 0.78 [-1.56, 1.31]					-1.58* t = -2.05 se = 0.77 [-3.33, -0.07]					
SD (Intercept ID)	19.95 SD (Observations)	19.92 22.22	19.93 22.21	19.91 22.21	19.90 21.16	19.41 21.17	19.40 21.77	19.40 21.79	19.39 21.78	19.40 21.61	20.41 21.11	20.40 21.52	20.41 21.52	20.41 21.56		
Num.Obs.	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396		
R2 Marg.	0.003	0.000	0.000	0.001	0.046	0.001	0.001	0.000	0.000	0.001	0.001	0.000	0.001	0.000		
R2 Cond.	0.450	0.446	0.446	0.446	0.446	0.732	0.731	0.730	0.730	0.759	0.757	0.757	0.757	0.757		
AIC	22.512+ [20.42, 25.88]	22.526+ [20.42, 25.88]	22.510+ [20.42, 25.88]	22.520+ [20.42, 25.88]	22.520+ [20.42, 25.88]	20.052+ [23.36, 27.97]	20.052+ [23.36, 27.95]	20.052+ [23.36, 27.95]	20.052+ [23.36, 27.95]	20.105+ [31.87, 35.47]	20.105+ [31.87, 35.47]	20.107+ [31.04, 34.63]	20.107+ [31.04, 34.63]	20.079+ [32.00, 35.73]	20.079+ [32.00, 35.73]	
BIC	22.535.9 [20.42, 25.88]	22.551.3 [20.42, 25.88]	22.550.7 [20.42, 25.88]	22.549.3 [20.42, 25.88]	22.552.5 [20.42, 25.88]	20.122.3 [20.42, 25.88]	20.123.7 [20.42, 25.88]	20.123.7 [20.42, 25.88]	20.132.3 [20.42, 25.88]	20.142.5 [20.42, 25.88]	20.103.0 [20.42, 25.88]	20.116.9 [20.42, 25.88]	20.121.1 [20.42, 25.88]	20.118.8 [20.42, 25.88]	20.123.9 [20.42, 25.88]	
ICC	0.4	0.4	0.4	0.4	0.4	0.4	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.8	
RMSE	19.91	19.98	19.97	19.97	19.97	10.32	10.33	10.35	10.34	10.35	10.10	10.13	10.14	10.13	10.13	

Table 3: Model 1, Product without update

	MW Number	MW Age	MW Location	MW Store Type	MW Financing	CC Number	CC Age	CC Location	CC Store Type	CC Financing	TC Number	TC Age	TC Location	TC Store Type	TC Financing
(Intercept)	23.120*** t = 16.81 se = 0.38 [20.42, 25.87]	24.41*** t = 6.32 se = 3.87 [16.83, 31.99]	27.11*** t = 22.96 se = 1.18 [24.79, 29.42]	25.66*** t = 21.86 se = 1.17 [23.36, 27.97]	25.45*** t = 20.06 se = 1.27 [22.96, 27.94]	35.51*** t = 35.96 se = 0.99 [33.58, 37.45]	28.16*** t = 12.81 se = 2.20 [29.85, 32.47]	33.67*** t = 36.69 se = 0.92 [31.87, 35.47]	32.84*** t = 35.91 se = 0.91 [31.04, 34.63]	33.86*** t = 35.57 se = 0.95 [32.00, 35.73]	35.23*** t = 34.74 se = 1.01 [32.24, 37.22]	29.23*** t = 13.40 se = 2.18 [24.95, 31.50]	33.27*** t = 35.05 se = 0.95 [31.41, 35.13]	32.83*** t = 34.67 se = 0.98 [30.98, 34.69]	34.18*** t = 34.83 se = 0.98
V_Number	1.45*** t = 3.59 se = 0.40 [0.66, 2.25]				-0.71*** t = -3.31 se = 0.21 [-1.13, -0.29]				-0.82*** t = -3.87 se = 0.21 [-1.23, -0.40]						
V_Age	0.06 t = 0.62 se = 0.09 [-0.12, 0.24]					0.14** t = 2.74 se = 0.05 [0.04, 0.24]				0.10* t = 1.98 se = 0.05 [0.00, 0.20]					
V_LocationintheCity	0.16 t = 0.13 se = 1.24 [-2.27, 2.58]					0.49 t = 0.73 se = 0.67 [-0.22, 2.42]				0.28 t = 0.42 se = 0.66 [-1.34, 1.25]					
V_Locationnearby	-24 t = -1.01 se = 1.25 [-3.72, 1.19]					-1.31 t = -0.47 se = 0.68 [-1.66, 1.01]				-0.42 t = -0.82 se = 0.67 [-1.86, 0.76]					
V_StoreTypedepartmentstore	0.16 t = 0.92 se = 1.24 [-1.30, 3.56]					0.49 t = 1.64 se = 0.67 [-0.22, 2.40]				0.28 t = 0.42 se = 0.66 [-1.34, 1.25]					
V_StoreTypesupermarket	2.12+ t = 1.71 se = 1.24 [-0.31, 4.54]					1.59 t = 2.41 se = 0.67 [0.25, 2.90]				1.04 t = 1.66 se = 0.66 [-0.50, 2.40]					
V_FramingExplain	1.97 t = 1.40 se = 1.41 [-0.79, 4.74]					0.24 t = 0.32 se = 0.77 [-1.26, 1.75]				0.28 t = 0.42 se = 0.66 [-1.34, 1.25]					
V_FramingStrike up	2.77+ t = 1.94 se = 1.43 [-0.08, 5.57]					-0.76 t = -0.98 se = 0.78 [-2.29, 0.77]				-1.36+ t = -1.78 se = 1.76 [-2.86, 0.14]					
V_FramingWave	0.48 t = 0.33 se = 1.44 [-2.30, 4.29]					-0.03 t = -0.04 se = 0.78 [-1.56, 1.31]				-1.58* t = -2.05 se = 0.77 [-3.33, -0.07]					
SD (Intercept ID)	19.948	19.922	19.931	19.911	19.905	19.412	19.401	19.398	19.387	20.413	20.400	20.405	20.406	20.407	
SD (Observations)	22.140	22.217	22.214	22.210	22.179	11.772	11.779	11.783	11.523	11.569	11.562	11.569	11.561	11.561	
Num.Obs.	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	2396	
R2 Marg.	0.003	0.000	0.000	0.001	0.000	0.001	0.001	0.000	0.000	0.001	0.001	0.000	0.001	0.000	
R2 Cond.	0.450	0.446	0.446	0.446	0.446	0.732	0.731	0.730	0.730	0.759	0.757	0.757	0.757	0.757	
AIC	22.512+ [20.42, 25.88]	22.526+ [20.42, 25.88]	22.520+ [20.42, 25.88]	22.520+ [20.42, 25.88]	22.520+ [20.42, 25.88]	20.099.2 [23.36, 27.95]	20.095.6 [23.36, 27.95]	20.105.6 [23.36, 27.95]	20.105.4 [23.36, 27.95]	20.107.8 [23.36, 27.95]	20.079.8 [23.36, 27.95]	20.093.8 [23.36, 27.95]	20.092.2 [23.36, 27.95]	20.089.9 [23.36, 27.95]	
BIC	22.535.9 [20.42, 25.88]	22.551.3 [20.42, 25.88]	22.550.7 [20.42, 25.88]	22.549.3 [20.42, 25.88]	22.552.5 [20.42, 25.88]	20.122.3 [20.42, 25.88]	20.128.7 [20.42, 25.88]	20.136.5 [20.42, 25.88]	20.132.3 [20.42, 25.88]	20.142.5 [20.42, 25.88]	20.103.0 [20.42, 25.88]	20.116.9 [20.42, 25.88]	20.121.1 [20.42, 25.88]	20.118.8 [20.42, 25.88]	20.123.9 [20.42, 25.88]
ICC	0.4	0.4	0.4	0.4	0.4	0.4	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.8
RMSE	19.91	19.98	19.97	19.97	19.97	19.32	19.33	19.35	19.34	19.35	19.10	19.13	19.14	19.13	19.13

Table 4: Model 1, Product without update

	MW Number	MW Age	MW Location	MW Store Type	MW Framing	CC Number	CC Age	CC Location	CC Store Type	CC Framing	TC Number	TC Age	TC Location	TC Store Type	TC Framing
(Intercept)															
	23.1220, 42.25, 82.97***	24.41(0), 83.31, 99.77**	27.11(24.36, 29.26, 62)**	26.46(23.31, 26, 27.97)***	25.45(22.36, 27, 27.97)***	26.51(33.58, 37, 37)***	28.16(24.32, 32, 47)***	26.87(31.27, 35, 47)***	23.8(31.04, 34, 48)***	23.88(32.00, 35, 35)***	20.23(24.30, 31, 35)***	20.27(25.31, 24, 37)***	20.23(24.30, 31, 35)***	32.83(30.98, 34, 49)***	34.18(32.26, 36, 11)***
	t=16.41, se=1.28	t=6.32, se=3.47	t=22.36, se=1.18	t=21.36, se=1.17	t=20.06, se=1.27	t=3.96, se=1.19	t=12.81, se=1.20	t=36.69, se=0.92	t=35.91, se=0.91	t=35.37, se=0.95	t=13.40, se=2.15	t=31.05, se=0.95	t=31.40, se=2.15	t=54.07, se=0.95	t=34.63, se=0.98
V_Number	1.430, 66.25***	1.430, 66.25***	p=0.00, df=2292.00	p=0.00, df=2291.00	p=0.00, df=2290.00	p=0.00, df=2292.00	p=0.00, df=2291.00	p=0.00, df=2290.00	p=0.00, df=2292.00	p=0.00, df=2291.00	p=0.00, df=2290.00	p=0.00, df=2292.00	p=0.00, df=2291.00	p=0.00, df=2290.00	p=0.00, df=2290.00
V_Age	1.430, 66.25***	1.430, 66.25***	p=0.00, df=2292.00	p=0.00, df=2291.00	p=0.00, df=2290.00	p=0.00, df=2292.00	p=0.00, df=2291.00	p=0.00, df=2290.00	p=0.00, df=2292.00	p=0.00, df=2291.00	p=0.00, df=2290.00	p=0.00, df=2292.00	p=0.00, df=2291.00	p=0.00, df=2290.00	p=0.00, df=2290.00
V_Labs	0.00,-0.12,0.24	0.00,-0.12,0.24	p=0.62, se=0.00	p=0.62, se=0.00	p=0.62, se=0.00	0.43(0.00,0.24)*	0.43(0.00,0.24)*	0.43(0.00,0.24)*	0.43(0.00,0.24)*	0.43(0.00,0.24)*	0.43(0.00,0.24)*	0.43(0.00,0.24)*	0.43(0.00,0.24)*	0.43(0.00,0.24)*	0.43(0.00,0.24)*
V_Locationinicity	0.16,-1.22,2.58	0.16,-1.22,2.58	p=0.53, df=2292.00	p=0.53, df=2292.00	p=0.53, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00	p=0.61, df=2292.00
V_Locationsurb	-1.26,-3.72,1.19	-1.26,-3.72,1.19	p=0.13, df=2291.00	p=0.13, df=2291.00	p=0.13, df=2290.00	-0.22,-1.66,1.01	-0.22,-1.66,1.01	-0.22,-1.66,1.01	-0.22,-1.66,1.01	-0.22,-1.66,1.01	-0.22,-1.66,1.01	-0.22,-1.66,1.01	-0.22,-1.66,1.01	-0.22,-1.66,1.01	-0.22,-1.66,1.01
V_StoreTypedepartments	1.12,-1.30,3.56	1.12,-1.30,3.56	p=0.92, se=1.24	p=0.92, se=1.24	p=0.92, se=1.24	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62
V_StoreTypeperfumerie	1.21,-0.30,3.45	1.21,-0.30,3.45	t=1.71, se=1.24	t=1.71, se=1.24	t=1.71, se=1.24	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62	1.10,-0.32,2.62
V_FramingExplain	1.97,-0.79,4.74	1.97,-0.79,4.74	p=0.05, df=2290.00	p=0.05, df=2290.00	p=0.05, df=2290.00	0.24,-1.26,1.75	0.24,-1.26,1.75	0.24,-1.26,1.75	0.24,-1.26,1.75	0.24,-1.26,1.75	0.24,-1.26,1.75	0.24,-1.26,1.75	0.24,-1.26,1.75	0.24,-1.26,1.75	0.24,-1.26,1.75
V_FramingStrike up	2.77,-0.63,5.37*	2.77,-0.63,5.37*	t=1.78, se=1.24	t=1.78, se=1.24	t=1.78, se=1.24	-0.76,-2.29,0.85	-0.76,-2.29,0.85	-0.76,-2.29,0.85	-0.76,-2.29,0.85	-0.76,-2.29,0.85	-0.76,-2.29,0.85	-0.76,-2.29,0.85	-0.76,-2.29,0.85	-0.76,-2.29,0.85	-0.76,-2.29,0.85
V_FramingWave	0.43,-0.43,1.44	0.43,-0.43,1.44	p=0.83, df=2290.00	p=0.83, df=2290.00	p=0.83, df=2290.00	-0.04,-0.04,1.41	-0.04,-0.04,1.41	-0.04,-0.04,1.41	-0.04,-0.04,1.41	-0.04,-0.04,1.41	-0.04,-0.04,1.41	-0.04,-0.04,1.41	-0.04,-0.04,1.41	-0.04,-0.04,1.41	-0.04,-0.04,1.41
SD (Intercept ID)	19.95	19.92	19.93	19.91	19.90	19.41	19.40	19.40	19.39	19.39	20.41	20.40	20.41	20.41	20.41
	t=1.06, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=1.06, se=1.05				
SD (Observations)	22.14	22.22	22.21	22.21	22.21	11.76	11.77	11.79	11.78	11.80	11.52	11.56	11.57	11.56	11.56
	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05	t=0.98, se=1.05
Nut_0e	22.04	22.04	22.04	22.04	22.04	22.06	22.06	22.06	22.06	22.06	22.04	22.04	22.04	22.04	22.04
R2_Mcp	0.005	0.000	0.000	0.000	0.000	0.001	0.000	0.000	0.001	0.000	0.002	0.001	0.000	0.001	0.001
R2_Cond.	0.456	0.446	0.446	0.446	0.446	0.732	0.731	0.730	0.730	0.730	0.759	0.737	0.737	0.737	0.737
AIC	22.131.7	22.551.1	22.551.3	22.550.7	22.550.7	22.515.8	20.955.9	20.955.9	20.955.8	20.955.8	20.955.8	20.955.8	20.955.8	20.955.8	20.955.8
BIC	22.335.7	22.551.1	22.551.3	22.550.7	22.550.7	22.525.5	20.122.3	20.128.7	20.136.5	20.132.3	20.142.5	20.103.0	20.116.9	20.121.1	20.118.8
RMSE	19.95	19.98	19.97	19.97	19.97	10.32	10.33	10.33	10.34	10.35	10.10	10.13	10.14	10.13	10.13

## **Part II**

# **Scenario**

# **Chapter 1**

## **Model 1 - Product**

### **1.1 other**

1

Table 1.1: Model 1, Product without update

	MorrallyWrong	CatchCovid	TransmitCovid
(Intercept)	22.41***	32.15***	31.65***
V_Productbabyformula	-6.08***	-0.94	-0.43
V_Productcigarettes	11.72***	6.48***	5.30***
V_Producttoiletpaper	11.73***	0.79	1.30*
SD (Intercept ID)	20.41	19.48	20.45
SD (Observations)	20.38	11.32	11.28
Num.Obs.	2396	2396	2396
R2 Marg.	0.066	0.016	0.009
R2 Cond.	0.534	0.752	0.769
AIC	22 211.3	19 960.2	20 001.5
BIC	22 246.0	19 994.9	20 036.2
ICC	0.5	0.7	0.8
RMSE	18.21	9.92	9.87
hardwaresupplies - babyformula	6.08***	0.94	0.43
hardwaresupplies - cigarettes	-11.72***	-6.48***	-5.3***
hardwaresupplies - toiletpaper	-11.73***	-0.79	-1.3*
babyformula - cigarettes	-17.79***	-7.42***	-5.72***
babyformula - toiletpaper	-17.8***	-1.73**	-1.73**
cigarettes - toiletpaper	-0.01	5.69***	3.99***

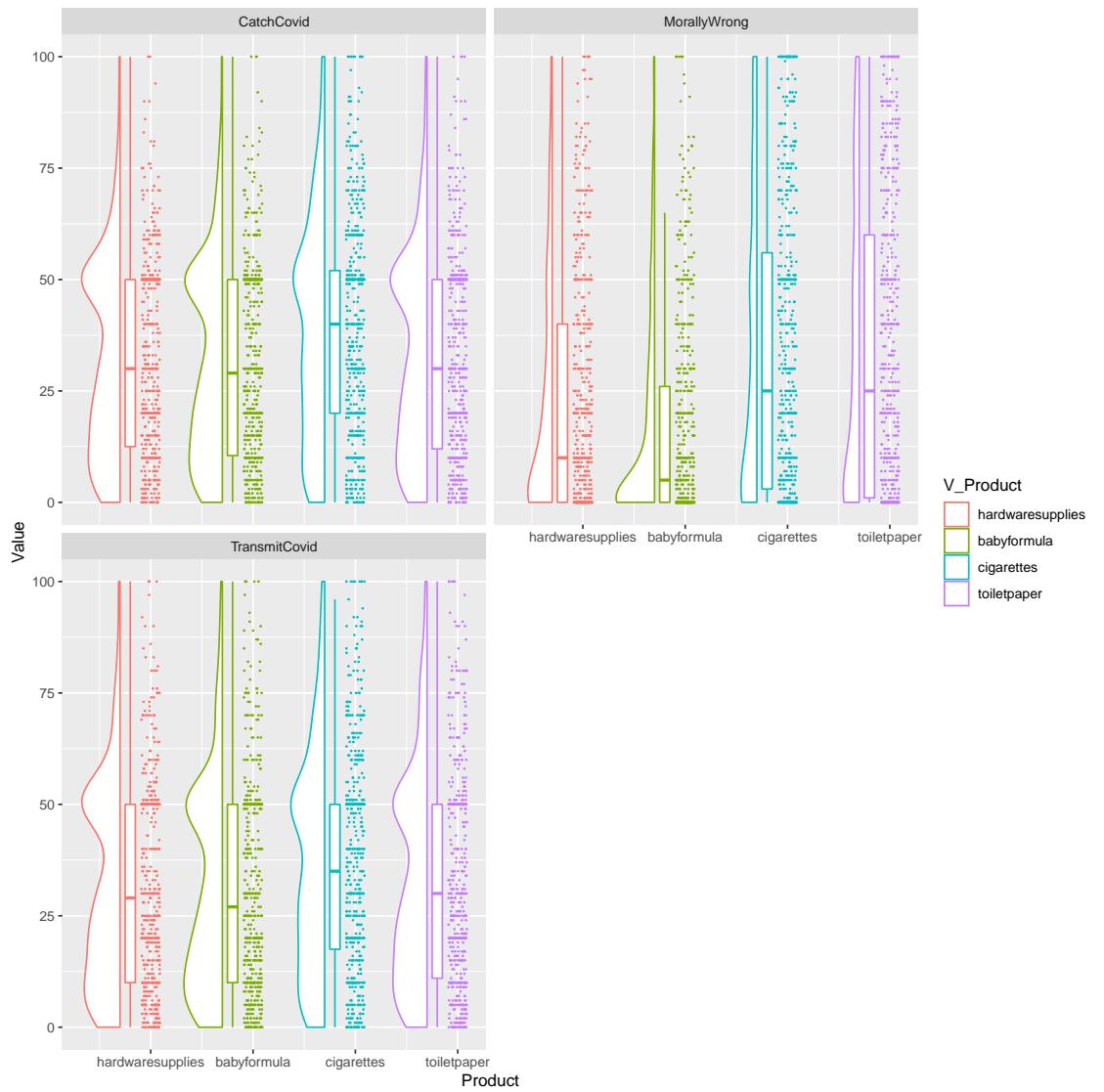


Table 1.2: Model 1.2, Product without update - self

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	23.73***	29.21***	28.24***
V_Productbabyformula	-5.07***	-0.77	-0.54
V_Productcigarettes	14.09***	6.16***	4.94***
V_Producttoiletpaper	14.89***	0.91	0.80
SD (Intercept ID)	21.43	19.26	20.79
SD (Observations)	21.65	10.96	10.77
Num.Obs.	2396	2396	2396
R2 Marg.	0.075	0.015	0.008
R2 Cond.	0.533	0.759	0.790
AIC	22 489.3	19 831.0	19 852.4
BIC	22 524.0	19 865.7	19 887.1
ICC	0.5	0.8	0.8
RMSE	19.36	9.60	9.42
hardwaresupplies - babyformula	5.07***	0.77	0.54
hardwaresupplies - cigarettes	-14.09***	-6.16***	-4.94***
hardwaresupplies - toiletpaper	-14.89***	-0.91	-0.8
babyformula - cigarettes	-19.16***	-6.93***	-5.48***
babyformula - toiletpaper	-19.95***	-1.68**	-1.35*
cigarettes - toiletpaper	-0.8	5.25***	4.13***

## 1.2 self

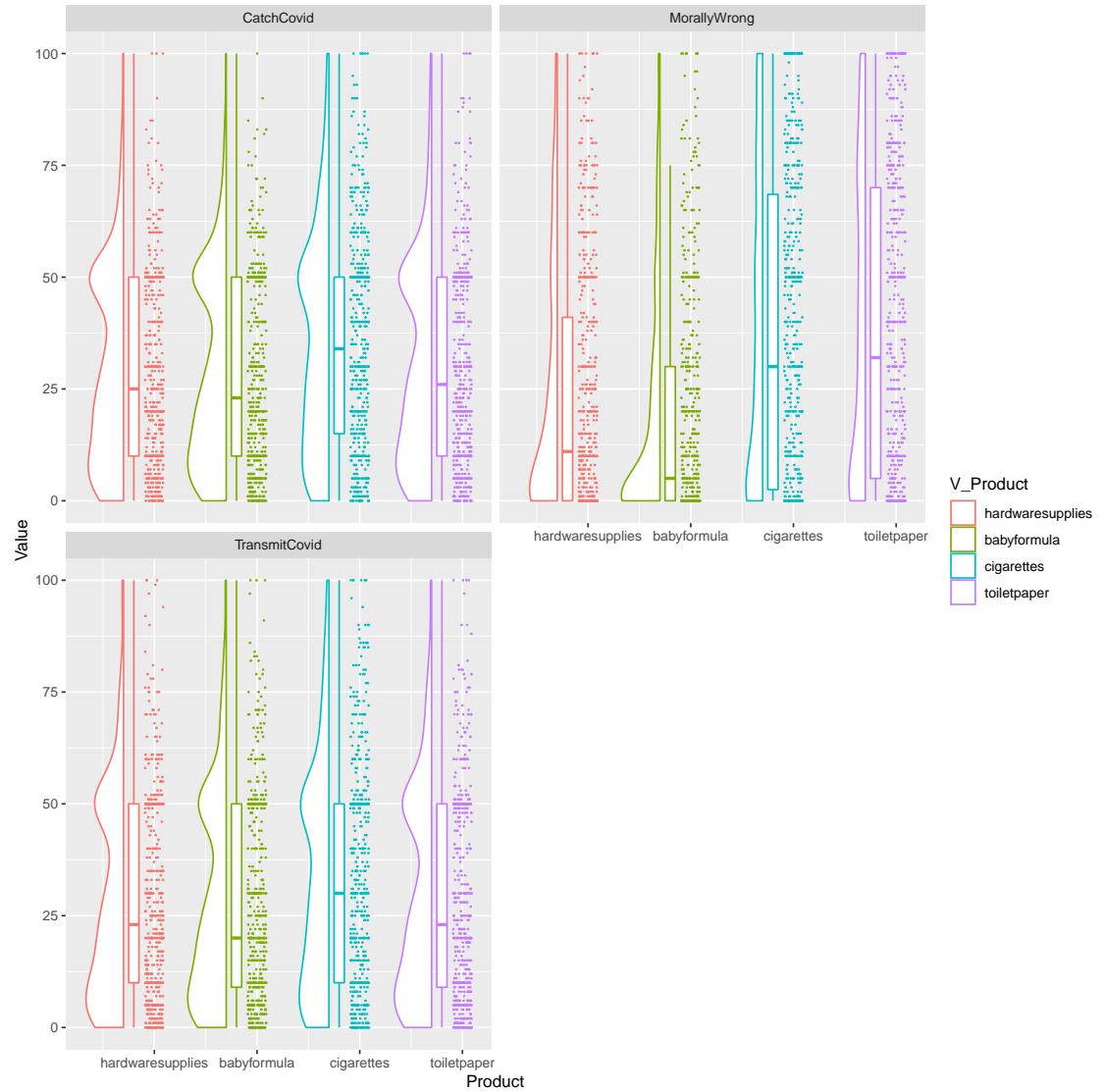


Table 1.3: Model 1.2, Product without update - self

	MorallyWrong	CatchCovid	TransmitCovid	selfMorallyWrong	selfCatchCovid	selfTransmitCovid
(Intercept)	22.41***	32.15***	31.65***	23.73***	29.21***	28.24***
V_Productbabyformula	-6.08***	-0.94	-0.43	-5.07***	-0.77	-0.54
V_Productcigarettes	11.79***	6.48***	5.30***	14.09***	6.16***	4.94***
V_Producttoiletpaper	11.73***	0.79	1.30*	14.89***	0.91	0.80
SD (Intercept ID)	20.41	19.48	20.45	21.43	19.26	20.79
SD (Observations)	20.38	11.32	11.28	21.65	10.96	10.77
Num.Obs.	2396	2396	2396	2396	2396	2396
R2 Marg.	0.066	0.016	0.009	0.075	0.015	0.008
R2 Cond.	0.534	0.752	0.769	0.533	0.759	0.790
AIC	22 211.3	19 960.2	20 001.5	22 489.3	19 831.0	19 852.4
BIC	22 246.0	19 994.9	20 036.2	22 524.0	19 865.7	19 887.1
ICC	0.5	0.7	0.8	0.5	0.8	0.8
RMSE	18.21	9.92	9.87	19.36	9.60	9.42
hardwaresupplies - babyformula	6.08***	0.94	0.43	5.07***	0.77	0.54
hardwaresupplies - cigarettes	-11.72***	-6.48***	-5.3***	-14.09***	-6.16***	-4.94***
hardwaresupplies - toiletpaper	-11.73***	-0.79	-1.3*	-14.89***	-0.91	-0.8
babyformula - cigarettes	-17.79***	-7.42***	-5.72***	-19.16***	-6.93***	-5.48***
babyformula - toiletpaper	-17.8***	-1.73**	-1.73**	-19.95***	-1.68**	-1.35*
cigarettes - toiletpaper	-0.01	5.69***	3.99***	-0.8	5.25***	4.13***

### 1.3 comparaison

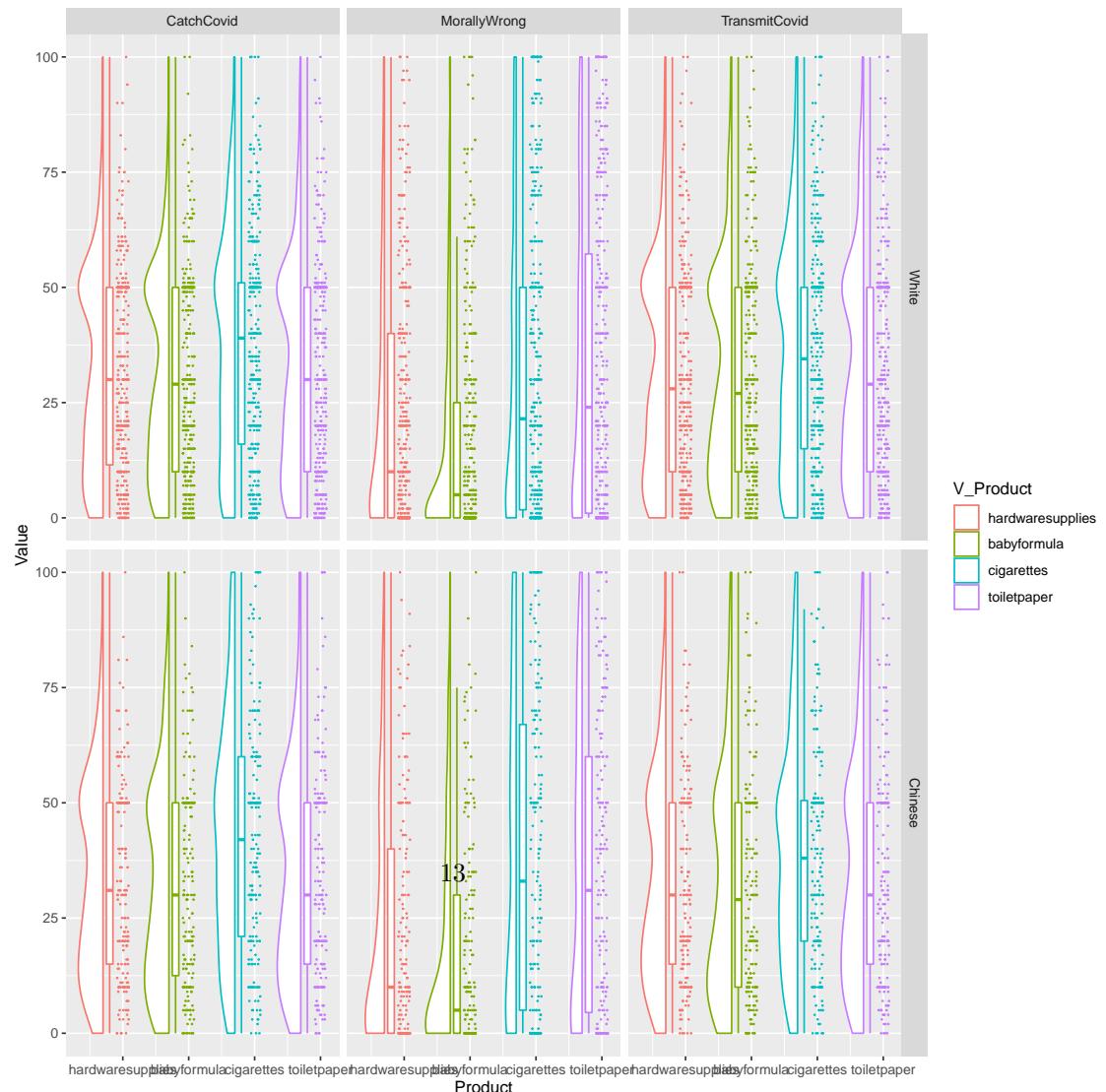


Table 1.4: Race crossed with product

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	22.55***	31.62***	31.04***
EXPGRP_TEXTChinese	-0.44	1.63	1.86
V_Productbabyformula	-6.63***	-0.79	0.08
V_Productcigarettes	9.43***	5.17***	4.78***
V_Producttoiletpaper	10.72***	0.52	1.31+
EXPGRP_TEXTChineseV_Productbabyformula	1.70	-0.46	-1.58
EXPGRP_TEXTChineseV_Productcigarettes	7.02**	4.02**	1.57
EXPGRP_TEXTChineseV_Producttoiletpaper	3.10	0.83	-0.03
SD (Intercept ID)	20.41	19.46	20.45
SD (Observations)	20.35	11.29	11.27
Num.Obs.	2396	2396	2396
R2 Marg.	0.069	0.021	0.011
R2 Cond.	0.536	0.753	0.770
AIC	22 195.6	19 943.4	19 993.5
BIC	22 253.4	20 001.2	20 051.3
ICC	0.5	0.7	0.8
RMSE	18.17	9.88	9.86
White - Chinese	-2.52	-2.73	-1.85
hardwaresupplies - babyformula	5.78***	1.02	0.7
hardwaresupplies - cigarettes	-12.94***	-7.18***	-5.57***
hardwaresupplies - toiletpaper	-12.27***	-0.93	-1.3.
babyformula - cigarettes	-18.72***	-8.21***	-6.27***
babyformula - toiletpaper	-18.05***	-1.96**	-2**
cigarettes - toiletpaper	0.67	6.25***	4.27***
White:hardwaresupplies - Chinese:hardwaresupplies	0.44	-1.63	-1.86
White:babyformula - Chinese:babyformula	-1.26	-1.18	-0.29
White:cigarettes - Chinese:cigarettes	-6.58**	-5.66**	-3.43.
White:toiletpaper - Chinese:toiletpaper	-2.66	-2.46	-1.83

# Chapter 2

## Model 2 - Update

### 2.1 other

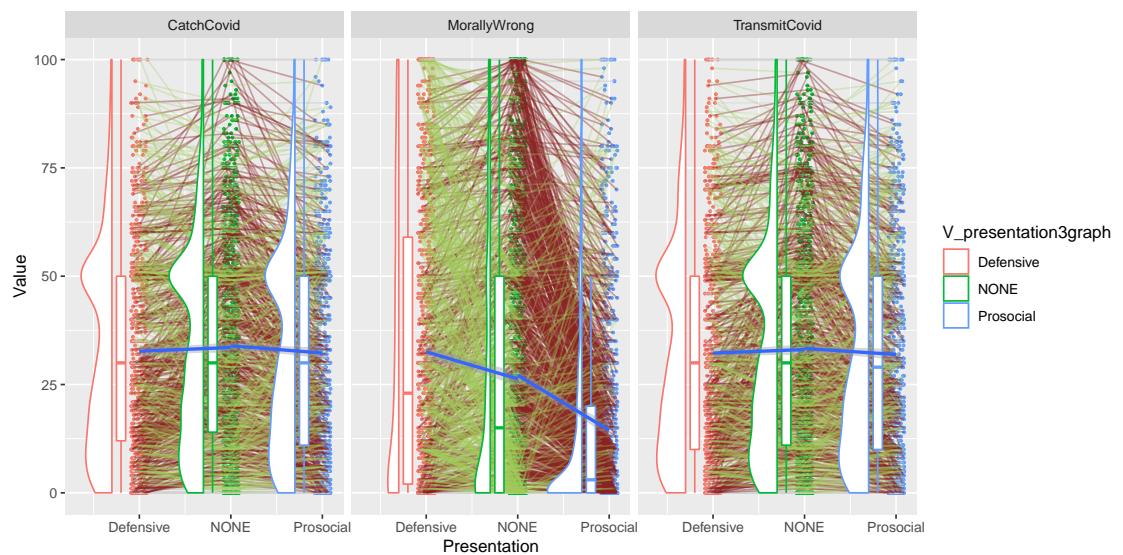


Table 2.1: Model 2, Update presentation

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	26.75***	33.73***	33.19***
V_presentation3Defensive	5.79***	-1.06**	-0.94*
V_presentation3Prosocial	-12.30***	-1.47***	-1.27**
SD (Intercept ID)	19.31	19.94	20.68
SD (Observations)	21.17	10.90	11.04
Num.Obs.	4791	4791	4791
R2 Marg.	0.050	0.001	0.001
R2 Cond.	0.482	0.770	0.778
AIC	44 067.7	38 478.4	38 631.5
BIC	44 100.1	38 510.8	38 663.8
ICC	0.5	0.8	0.8
RMSE	19.98	10.22	10.35
NONE - Defensive	-5.79***	1.06**	0.94*
NONE - Prosocial	12.3***	1.47***	1.27**
Defensive - Prosocial	18.09***	0.41	0.32

Table 2.2: Model 2, Update presentation and EXPGRP

	MorallyWrong	CatchCovid	TransmitCovid	MorallyWrongcross	CatchCovidcross	TransmitCovidcross
(Intercept)	26.13***	32.88***	32.52***	25.93***	32.84***	32.59***
V_presentation3Defensive	5.79***	-1.06**	-0.94*	5.79***	-1.08*	-1.02*
V_presentation3Prosocial	-12.30***	-1.47***	-1.27**	-11.50***	-1.30**	-1.45**
EXPGRP.TEXTChinese	1.91	2.61	2.05	2.52	2.73	1.85
V_presentation3DefensiveEXPGRP.TEXTChinese				0.01	0.05	0.23
V_presentation3ProsocialEXPGRP.TEXTChinese				-2.46	-0.53	0.55
SD (Intercept ID)	19.30	19.92	20.67	19.30	19.92	20.67
SD (Observations)	21.17	10.90	11.04	21.17	10.90	11.04
Num.Obs.	4791	4791	4791	4791	4791	4791
R2 Marg.	0.051	0.004	0.002	0.052	0.004	0.002
R2 Cond.	0.482	0.771	0.779	0.482	0.770	0.778
AIC	44 065.6	38 475.2	38 629.2	44 061.5	38 476.0	38 629.9
BIC	44 104.5	38 514.1	38 668.0	44 113.3	38 527.8	38 681.7
ICC	0.5	0.8	0.8	0.5	0.8	0.8
RMSE	19.98	10.22	10.35	19.97	10.21	10.35

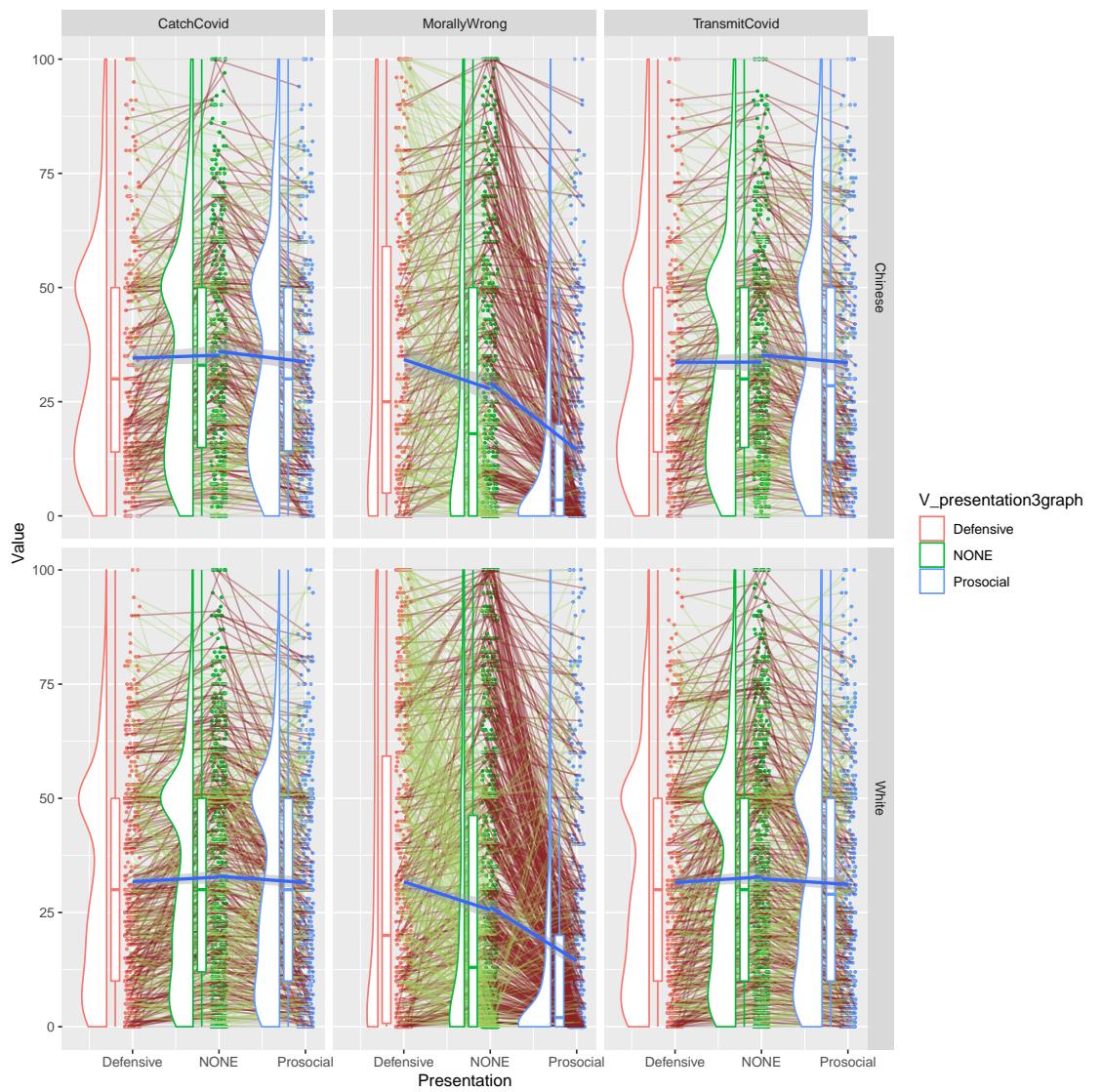


Table 2.3: Model 2.2, Update presentation - self

	selfMorallyWrong	selfCatchCovid	selfTransmitCovid
(Intercept)	29.71***	30.78***	29.53***
V_presentation3Defensive	6.15***	-0.11	0.05
V_presentation3Prosocial	-13.48***	-0.86*	-0.45
SD (Intercept ID)	20.04	19.75	20.95
SD (Observations)	22.81	10.55	10.54
Num.Obs.	4791	4791	4791
R2 Marg.	0.053	0.000	0.000
R2 Cond.	0.465	0.778	0.798
AIC	44 744.2	38 193.4	38 256.4
BIC	44 776.6	38 225.7	38 288.8
ICC	0.4	0.8	0.8
RMSE	21.54	9.89	9.88
NONE - Defensive	-6.15***	0.11	-0.05
NONE - Prosocial	13.48***	0.86*	0.45
Defensive - Prosocial	19.62***	0.75.	0.5

## 2.2 self

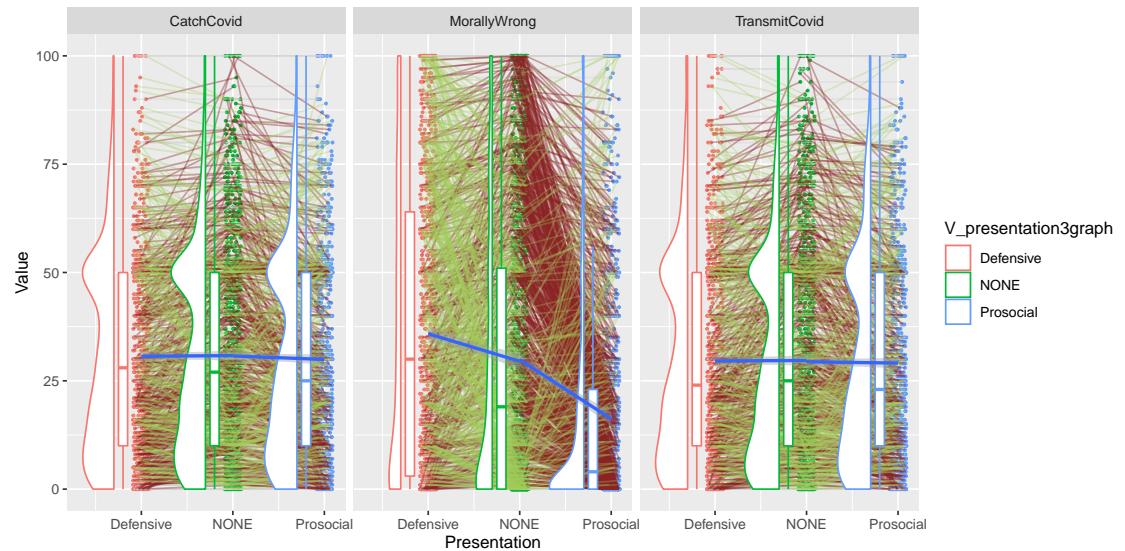


Table 2.4: Model 2, Update presentation - comparison

	MorallyWrong	CatchCovid	TransmitCovid	selfMorallyWrong	selfCatchCovid	selfTransmitCovid
(Intercept)	26.75***	33.73***	33.19***	29.71***	30.78***	29.53***
V_presentation3Defensive	5.79***	-1.06**	-0.94*	6.13***	-0.11	0.05
V_presentation3Prosocial	-12.30***	-1.47***	-1.27**	-13.48***	-0.86*	-0.45
SD (Intercept ID)	19.31	19.94	20.68	20.04	19.75	20.95
SD (Observations)	21.17	10.90	11.04	22.81	10.55	10.54
Num.Obs.	4791	4791	4791	4791	4791	4791
R2 Marg.	0.050	0.001	0.001	0.053	0.000	0.000
R2 Cond.	0.482	0.770	0.778	0.465	0.778	0.798
AIC	44 067.7	38 478.4	38 631.5	44 744.2	38 193.4	38 256.4
BIC	44 100.1	38 510.8	38 663.8	44 776.6	38 225.7	38 288.8
ICC	0.5	0.8	0.8	0.4	0.8	0.8
RMSE	19.98	10.22	10.35	21.54	9.89	9.88
NONE - Defensive	-5.79***	1.06**	0.94*	-6.15***	0.11	-0.05
NONE - Prosocial	12.3***	1.47***	1.27**	13.48***	0.86*	0.45
Defensive - Prosocial	18.09***	0.41	0.32	19.62***	0.75.	0.5

## 2.3 comparaison

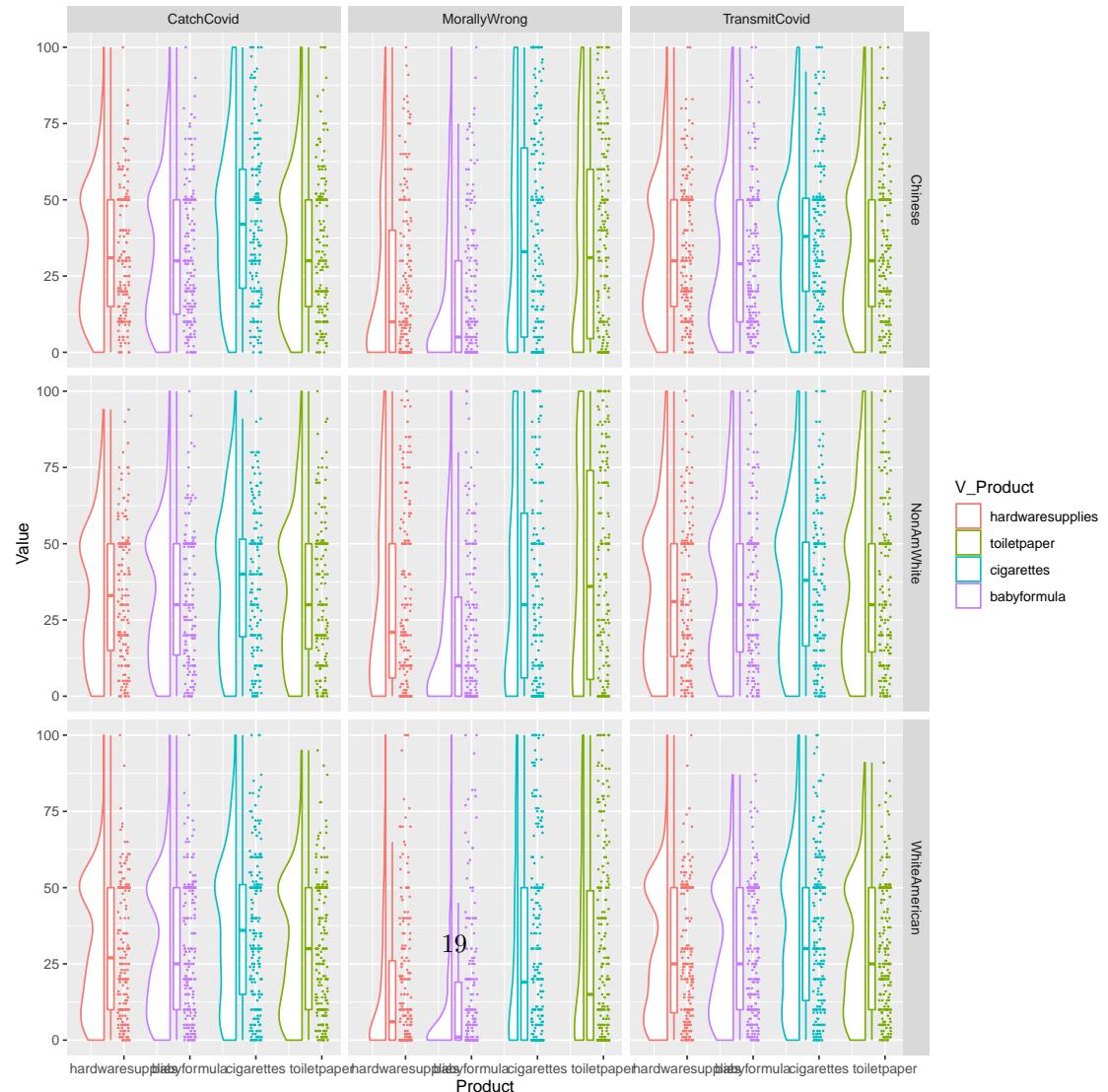


Table 2.5: Race crossed with product

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	22.11***	33.25***	32.90***
RaceContRespNonAmWhite	8.44**	0.53	1.57
RaceContRespWhiteAmerican	-5.68*	-3.29	-4.48*
V_Producttoiletpaper	13.82***	1.35	1.28
V_Productcigarettes	16.45***	9.19***	6.35***
V_Productbabyformula	-4.93*	-1.25	-1.49
RaceContRespNonAmWhiteV_Producttoiletpaper	-3.14	-0.97	0.15
RaceContRespWhiteAmericanV_Producttoiletpaper	-3.06	-0.72	-0.06
RaceContRespNonAmWhiteV_Productcigarettes	-9.61**	-5.43**	-3.43*
RaceContRespWhiteAmericanV_Productcigarettes	-5.04+	-2.95+	-0.15
RaceContRespNonAmWhiteV_Productbabyformula	-5.31+	-0.01	1.73
RaceContRespWhiteAmericanV_Productbabyformula	1.06	0.81	1.46
SD (Intercept ID)	19.90	19.44	20.35
SD (Observations)	20.32	11.29	11.26
Num.Obs.	2396	2396	2396
R2 Marg.	0.095	0.024	0.020
R2 Cond.	0.538	0.754	0.770
AIC	22 156.3	19 935.5	19 977.2
BIC	22 237.3	20 016.4	20 058.2
ICC	0.5	0.7	0.8
RMSE	18.15	9.88	9.84
Chinese - NonAmWhite	-3.92.	1.07	-1.18
Chinese - WhiteAmerican	7.44***	4*	4.17*
NonAmWhite - WhiteAmerican	11.36***	2.93	5.35*
hardwaresupplies - toiletpaper	-11.75***	-0.79	-1.31*
hardwaresupplies - cigarettes	-11.57***	-6.4***	-5.16***
hardwaresupplies - babyformula	6.35***	0.98	0.43
toiletpaper - cigarettes	0.18	-5.62***	-3.85***
toiletpaper - babyformula	18.09***	1.77**	1.74**
cigarettes - babyformula	17.91***	7.39***	5.59***
Chinese:hardwaresupplies - NonAmWhite:hardwaresupplies	-8.44**	-0.53	-1.57
Chinese:hardwaresupplies - WhiteAmerican:hardwaresupplies	5.68*	3.29	4.48*
NonAmWhite:hardwaresupplies - WhiteAmerican:hardwaresupplies	14.11***	3.82.	6.05**
Chinese:toiletpaper - NonAmWhite:toiletpaper	-5.3.	0.43	-1.72
Chinese:toiletpaper - WhiteAmerican:toiletpaper	8.74**	4.01.	4.54*
NonAmWhite:toiletpaper - WhiteAmerican:toiletpaper	14.04***	3.58	6.26**
Chinese:cigarettes - NonAmWhite:cigarettes	1.18	4.9*	1.86
Chinese:cigarettes - WhiteAmerican:cigarettes	10.72***	6.24**	4.63*
NonAmWhite:cigarettes - WhiteAmerican:cigarettes	9.54***	1.34	2.77
Chinese:babyformula - NonAmWhite:babyformula	-3.12	-0.52	-3.3
Chinese:babyformula - WhiteAmerican:babyformula	4.62.	2.47	3.03
NonAmWhite:babyformula - WhiteAmerican:babyformula	7.74**	2.99	6.32**

Table 2.6: Race crossed with product

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	23.97***	34.63***	33.92***
RaceContRespNonAmChinese	-5.75	-4.26	-3.16
RaceContRespNonAmWhite	6.58*	-0.85	0.54
RaceContRespWhiteAmerican	-7.53*	-4.66+	-5.51*
V_Producttoiletpaper	12.80***	2.20	1.69
V_Productcigarettes	16.39***	10.40***	7.55***
V_Productbabyformula	-7.21**	-1.25	-1.18
RaceContRespNonAmChineseV_Producttoiletpaper	3.13	-2.63	-1.26
RaceContRespNonAmWhiteV_Producttoiletpaper	-2.12	-1.81	-0.26
RaceContRespWhiteAmericanV_Producttoiletpaper	-2.05	-1.57	-0.47
RaceContRespNonAmChineseV_Productcigarettes	0.20	-3.73	-3.71
RaceContRespNonAmWhiteV_Productcigarettes	-9.55**	-6.64***	-4.63*
RaceContRespWhiteAmericanV_Productcigarettes	-4.98	-4.16*	-1.35
RaceContRespNonAmChineseV_Productbabyformula	7.07	0.00	-0.96
RaceContRespNonAmWhiteV_Productbabyformula	-3.03	-0.01	1.42
RaceContRespWhiteAmericanV_Productbabyformula	3.34	0.81	1.15
SD (Intercept ID)	19.91	19.39	20.33
SD (Observations)	20.32	11.29	11.26
Num.Obs.	2396	2396	2396
R2 Marg.	0.096	0.029	0.023
R2 Cond.	0.539	0.754	0.771
AIC	22 142.1	19 922.0	19 966.3
BIC	22 246.2	20 026.1	20 070.3
ICC	0.5	0.7	0.8
RMSE	18.13	9.87	9.83

# Chapter 3

## Model 3 - Product\*Presentation

Table 3.1: Model 3, Product and Update presentation

	MorallyWrong	CatchCovid	Transn
(Intercept)	22.41***	32.15***	31.0
V_Productbabyformula	-6.08***	-0.94	-0
V_Productcigarettes	11.72***	6.48***	5.3
V_Producttoiletpaper	11.73***	0.79	1.
V_presentation3Defensive	12.64***	0.36	0
V_presentation3Prosocial	-12.11***	-1.69*	-1
V_ProductbabyformulaV_presentation3Defensive	-4.96*	-0.99	-
V_ProductcigarettesV_presentation3Defensive	-12.78***	-2.63*	-3
V_ProducttoiletpaperV_presentation3Defensive	-9.78***	-2.08+	-2
V_ProductbabyformulaV_presentation3Prosocial	5.41**	-0.04	-0
V_ProductcigarettesV_presentation3Prosocial	6.04**	-2.01+	-0
V_ProducttoiletpaperV_presentation3Prosocial	-12.19***	2.99**	2.
SD (Intercept ID)	19.47	19.95	20
SD (Observations)	19.80	10.55	10
Num.Obs.	4791	4791	4
R2 Marg.	0.109	0.014	0.
R2 Cond.	0.547	0.785	0.
AIC	43 493.2	38 204.8	38
BIC	43 583.8	38 295.4	38
ICC	0.5	0.8	0
RMSE	18.65	9.88	10
Chinese - NonAmWhite	-3.92.	1.07	-1
Chinese - WhiteAmerican	7.44***	4*	4.
NonAmWhite - WhiteAmerican	11.36***	2.93	5.
hardwaresupplies - toiletpaper	-11.75***	-0.79	-1

hardwaresupplies - cigarettes	-11.57***	-6.4***	-5.1
hardwaresupplies - babyformula	6.35***	0.98	0
toiletpaper - cigarettes	0.18	-5.62***	-3.8
toiletpaper - babyformula	18.09***	1.77**	1.7
cigarettes - babyformula	17.91***	7.39***	5.5
Chinese:hardwaresupplies - NonAmWhite:hardwaresupplies	-8.44**	-0.53	-1
Chinese:hardwaresupplies - WhiteAmerican:hardwaresupplies	5.68*	3.29	4.
NonAmWhite:hardwaresupplies - WhiteAmerican:hardwaresupplies	14.11***	3.82.	6.0
Chinese:toiletpaper - NonAmWhite:toiletpaper	-5.3.	0.43	-1
Chinese:toiletpaper - WhiteAmerican:toiletpaper	8.74**	4.01.	4.
NonAmWhite:toiletpaper - WhiteAmerican:toiletpaper	14.04***	3.58	6.2
Chinese:cigarettes - NonAmWhite:cigarettes	1.18	4.9*	1
Chinese:cigarettes - WhiteAmerican:cigarettes	10.72***	6.24**	4.
NonAmWhite:cigarettes - WhiteAmerican:cigarettes	9.54***	1.34	2
Chinese:babyformula - NonAmWhite:babyformula	-3.12	-0.52	-
Chinese:babyformula - WhiteAmerican:babyformula	4.62.	2.47	3
NonAmWhite:babyformula - WhiteAmerican:babyformula	7.74**	2.99	6.3

Table 3.2: Model 3, Product and Update presentation - selected co

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	22.41***	32.15***	31.65***
V_Productbabyformula	-6.08***	-0.94	-0.43
V_Productcigarettes	11.72***	6.48***	5.30***
V_Producttoiletpaper	11.73***	0.79	1.30*
V_presentation3Defensive	12.64***	0.36	0.74
V_presentation3Prosocial	-12.11***	-1.69*	-1.63*
V_ProductbabyformulaV_presentation3Defensive	-4.96*	-0.99	-1.50
V_ProductcigarettesV_presentation3Defensive	-12.78***	-2.63*	-3.11**
V_ProducttoiletpaperV_presentation3Defensive	-9.75***	-2.08+	-2.15+
V_ProductbabyformulaV_presentation3Prosocial	5.41**	-0.04	-0.63
V_ProductcigarettesV_presentation3Prosocial	6.04**	-2.01+	-0.10
V_ProducttoiletpaperV_presentation3Prosocial	-12.19***	2.99**	2.23*
SD (Intercept ID)	19.47	19.95	20.68
SD (Observations)	19.80	10.55	10.81
Num.Obs.	4791	4791	4791
R2 Marg.	0.109	0.014	0.009
R2 Cond.	0.547	0.785	0.788
AIC	43 493.2	38 204.8	38 450.6
BIC	43 583.8	38 295.4	38 541.2
ICC	0.5	0.8	0.8
RMSE	18.65	9.88	10.12
<b>Product:</b>			
hardwaresupplies - babyformula	5.93***	1.29**	1.14*
hardwaresupplies - cigarettes	-9.47***	-4.93***	-4.22***
hardwaresupplies - toiletpaper	-4.4***	-1.09*	-1.33**
babyformula - cigarettes	-15.4***	-6.22***	-5.37***
babyformula - toiletpaper	-10.33***	-2.38***	-2.47***
cigarettes - toiletpaper	5.07***	3.84***	2.89***
<b>Presentation:</b>			
NONE - Defensive	-5.75***	1.06**	0.95*
NONE - Prosocial	12.3***	1.46***	1.25**
Defensive - Prosocial	18.05***	0.39	0.3
<b>Harwaresupplies:Presentation:</b>			
hardwaresupplies:NONE - hardwaresupplies:Defensive	-12.64***	-0.36	-0.74
hardwaresupplies:NONE - hardwaresupplies:Prosocial	12.11***	1.69*	1.63*
hardwaresupplies:Defensive - hardwaresupplies:Prosocial	24.75***	2.05*	2.37*
<b>Babyformula:Presentation:</b>			
babyformula:NONE - babyformula:Defensive	-7.67***	0.63	0.76
babyformula:NONE - babyformula:Prosocial	6.71***	1.73*	2.26**
babyformula:Defensive - babyformula:Prosocial	14.38***	1.1	1.5
<b>Cigarettes:Presentation:</b>			
cigarettes:NONE - cigarettes:Defensive	0.14	2.27**	2.37**
cigarettes:NONE - cigarettes:Prosocial	6.07***	3.7***	1.73*
cigarettes:Defensive - cigarettes:Prosocial	5.93***	1.43	-0.64
<b>Toiletpaper:Presentation:</b>			
toiletpaper:NONE - toiletpaper:Defensive	-2.85*	1.72*	1.41
toiletpaper:NONE - toiletpaper:Prosocial	24.3***	-1.3	-0.61
toiletpaper:Defensive - toiletpaper:Prosocial	27.15***	-3.02**	-2.01*
<b>Product:NONE:</b>			
hardwaresupplies:NONE - babyformula:NONE	6.08***	0.94	0.43
hardwaresupplies:NONE - cigarettes:NONE	-11.79***	-6.48***	-5.3***
hardwaresupplies:NONE - toiletpaper:NONE	-11.73***	-0.79	-1.3*
babyformula:NONE - cigarettes:NONE	-17.79***	-7.42***	-5.72***
babyformula:NONE - toiletpaper:NONE	-17.8***	-1.73**	-1.73**
cigarettes:NONE - toiletpaper:NONE	-0.01	5.69***	3.99***
<b>Product:Defensive:</b>			
hardwaresupplies:Defensive - babyformula:Defensive	11.04***	1.93*	1.93*
hardwaresupplies:Defensive - cigarettes:Defensive	1.06	-3.85***	-2.18*
hardwaresupplies:Defensive - toiletpaper:Defensive	-1.94	1.29	0.84
babyformula:Defensive - cigarettes:Defensive	-9.98***	-5.78***	-4.11***
babyformula:Defensive - toiletpaper:Defensive	-12.98***	-0.65	-1.08
cigarettes:Defensive - toiletpaper:Defensive	-3.	5.14***	3.03**
<b>Product:Prosocial:</b>			
hardwaresupplies:Prosocial - babyformula:Prosocial	0.67	0.98	1.06
hardwaresupplies:Prosocial - cigarettes:Prosocial	-17.75***	-4.47***	-5.2***
hardwaresupplies:Prosocial - toiletpaper:Prosocial	0.46	-3.78***	-3.54***
babyformula:Prosocial - cigarettes:Prosocial	-18.42***	-5.45***	-6.26***
babyformula:Prosocial - toiletpaper:Prosocial	-0.21	-4.76***	-4.6***
cigarettes:Prosocial - toiletpaper:Prosocial	18.22***	0.69	1.66

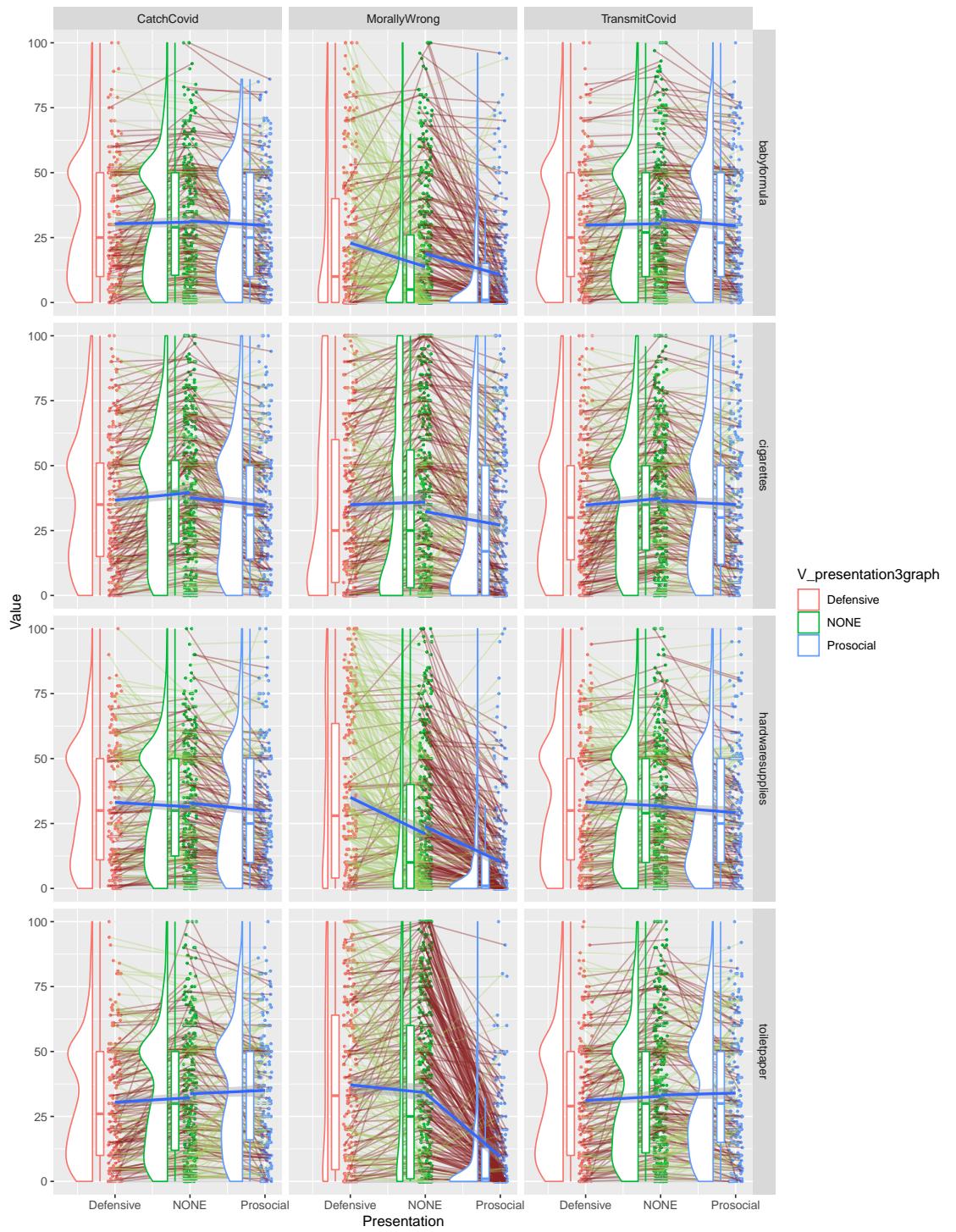


Table 3.3: Model 3.2, Product and Update presentation Experience group

	MorallyWrong&	MorallyWrong*	CatchCovid&	CatchCovid*	TransmitCovid+	TransmitCovid*
(Intercept)	21.80[19.30,24.31]*** t=17.07, se=1.28 p<0.00, df=4776.00	22.55[19.84,25.26]*** t=16.33, se=1.38 p<0.00, df=4765.00	31.62[29.42,33.82]*** t=28.82, se=1.12 p<0.00, df=4776.00	31.62[29.42,33.82]*** t=28.20, se=1.12 p<0.00, df=4765.00	30.98[28.78,33.19]*** t=27.55, se=1.12 p<0.00, df=4776.00	31.04[28.73,33.31]*** t=26.75, se=1.16 p<0.00, df=4765.00
V_Producttoiletpaper	11.73[9.49,13.07]*** t=10.72, se=1.38 p<0.00, df=4776.00	10.72[9.99,13.45]*** t=10.25, se=1.39 p<0.00, df=4765.00	0.79[-0.41,1.98] t=1.30, se=0.61 p<0.20, df=4776.00	0.52[-0.93,1.97] t=0.70, se=0.74 p<0.48, df=4765.00	1.30[0.08,2.53]* t=2.09, se=0.62 p=0.04, df=4776.00	1.31[-0.17,2.80]+ t=1.73, se=0.76 p=0.08, df=4765.00
V_Productcigarettes	11.72[9.47,13.96]*** t=10.24, se=1.14 p<0.00, df=4776.00	9.43[6.70,12.16]*** t=6.77, se=1.39 p<0.00, df=4765.00	6.48[5.29,7.68]*** t=10.63, se=0.61 p<0.00, df=4765.00	5.17[3.72,6.62]*** t=6.98, se=0.74 p<0.00, df=4765.00	5.30[4.07,6.52]*** t=8.48, se=0.62 p=0.00, df=4776.00	4.78[3.30,6.27]*** t=6.30, se=0.76 p=0.00, df=4765.00
V_Productbabyformula	-6.08[-8.32,-3.83]*** t=-5.31, se=1.14 p=0.00, df=4776.00	-6.63[-9.36,-3.90]*** t=-4.76, se=1.39 p=0.00, df=4765.00	-0.94[-2.14,0.25] t=-1.55, se=0.66 p=0.12, df=4776.00	-0.79[-2.25,0.66] t=-1.07, se=0.74 p=0.28, df=4765.00	-0.43[-1.65,0.80] t=-0.69, se=0.62 p=0.49, df=4776.00	t=0.11, se=0.76 t=0.91, se=0.23 p=0.91, df=4765.00
V_presentation3Defensive	12.63[9.83,15.14]*** t=8.82, se=1.43 p<0.00, df=4776.00	11.50[9.07,14.93]*** t=6.58, se=1.75 p=0.00, df=4765.00	0.36[-1.14,1.86] t=0.47, se=0.76 p=0.64, df=4776.00	0.50[-1.33,2.33] t=0.54, se=0.93 p=0.59, df=4765.00	0.74[-0.79,2.28] t=0.95, se=0.78 p=0.34, df=4776.00	0.49[-1.38,2.36] t=0.51, se=0.96 p=0.61, df=4765.00
V_presentation3Prosocial	-12.11[-14.91,-9.30]*** t=-8.47, se=1.43 p=0.00, df=4776.00	-12.03[-15.43,-8.63]*** t=-6.93, se=1.74 p=0.00, df=4765.00	-1.69[-3.19,-0.19]* t=-2.21, se=0.76 p=0.03, df=4776.00	-1.50[-3.31,0.31] t=-1.62, se=0.92 p=0.11, df=4765.00	-1.63[-3.16,-0.09]* t=-2.08, se=0.78 p=0.04, df=4776.00	-1.08[-2.94,0.78] t=-1.14, se=0.95 p=0.26, df=4765.00
EXPGRP,,TEXTChinese	1.85[-1.68,5.39] t=1.03, se=1.80 p=0.00, df=4776.00	-0.44[-5.18,4.31] t=-0.18, se=2.42 p=0.08, df=4765.00	2.61[-0.86,6.07] t=1.48, se=1.77 p=0.12, df=4776.00	1.63[-2.22,5.49] t=0.83, se=1.97 p=0.28, df=4765.00	2.03[-1.56,5.63] t=1.11, se=1.83 p=0.49, df=4776.00	1.86[-2.12,5.85] t=0.92, se=2.03 p=0.91, df=4765.00
V_ProducttoiletpaperV_presentation3Defensive	-9.78[-13.77,-5.79]*** t=-4.81, se=2.04 p=0.00, df=4776.00	-8.89[-13.75,-4.04]*** t=-3.59, se=2.48 p=0.00, df=4765.00	-2.07[-4.21,0.06]+ t=-0.47, se=0.76 p=0.04, df=4776.00	-2.24[-4.83,0.35]+ t=-1.91, se=1.09 p=0.09, df=4765.00	-2.15[-4.33,0.04]+ t=-1.93, se=1.11 p=0.05, df=4776.00	-1.85[-4.50,0.81] t=-1.36, se=1.35 p=0.17, df=4765.00
V_ProductcigarettesV_presentation3Defensive	-12.77[-16.76,-8.77]*** t=-6.27, se=2.04 p=0.00, df=4776.00	-10.73[-15.57,-5.88]*** t=-3.44, se=2.47 p=0.00, df=4765.00	-2.63[-4.76,-0.49]* t=-2.21, se=0.76 p=0.02, df=4765.00	-3.11[-5.69,-0.52]* t=-2.36, se=1.32 p=0.02, df=4765.00	-3.11[-5.30,-0.92]** t=-2.79, se=1.12 p=0.04, df=4776.00	-3.20[-5.85,-0.55]* t=-2.37, se=1.35 p=0.02, df=4765.00
V_ProductbabyformulaV_presentation3Defensive	-4.97[-8.97,-0.96]* t=-2.43, se=2.09 p=0.00, df=4776.00	-3.57[-8.48,1.34] t=-1.43, se=2.40 p=0.08, df=4765.00	-0.99[-3.13,1.56] t=-0.91, se=2.40 p=0.14, df=4776.00	-1.50[-3.67,1.56] t=-0.79, se=2.33 p=0.21, df=4765.00	-1.50[-3.69,0.69] t=-0.18, se=2.32 p=0.27, df=4776.00	-1.06[-3.75,1.62] t=0.92, se=2.03 p=0.36, df=4765.00
V_ProducttoiletpaperV_presentation3Prosocial	-12.19[-16.20,-8.19]*** t=-5.97, se=2.04 p=0.00, df=4776.00	-12.21[-17.12,-7.38]*** t=-5.97, se=2.04 p=0.00, df=4765.00	-12.09[-35.51,0.19]* t=-4.93, se=2.48 p=0.00, df=4765.00	-2.80[0.44,-5.40]* t=-2.74, se=1.09 p=0.03, df=4765.00	-2.20[-4.44,0.48]* t=-2.12, se=1.32 t=-2.00, se=1.32 p=0.03, df=4765.00	1.24[-1.42,3.91] t=0.92, se=1.36 p=0.17, df=4765.00
V_ProductcigarettesV_presentation3Prosocial	6.03[2.94,10.03]** t=2.96, se=2.04 p=0.00, df=4776.00	8.40[3.52,12.28]*** t=3.37,-se=2.49 p=0.00, df=4765.00	-2.02[-15.50,1.21]+ t=-2.41, se=1.09 p=0.02, df=4765.00	-3.11[-5.69,-0.52]* t=-2.36, se=1.32 p=0.02, df=4765.00	-3.11[-5.30,-0.92]** t=-2.79, se=1.12 p=0.04, df=4776.00	-3.21[-5.85,-0.55]* t=-2.37, se=1.35 p=0.02, df=4765.00
V_ProductbabyformulaV_presentation3Prosocial	6.45[1.63,11.28]** 5.41[1.42,9.39]** t=2.66, se=2.03 p=0.01, df=4767.00	8.00[0.00,12.78]*** t=2.62, se=2.46 p=0.01, df=4765.00	-0.04[-2.16,2.09] t=-0.20, se=1.09 p=0.06, df=4767.00	-0.27[-2.84,2.31] t=-0.26, se=1.31 p=0.25, df=4765.00	-0.63[-2.81,1.55] t=-0.57, se=1.11 p=0.34, df=4765.00	-1.31[-3.95,1.33] t=-0.97, se=1.35 p=0.37, df=4765.00
V_ProducttoiletpaperEXPGRP,,TEXTChinese	3.10[-1.69,7.88] t=1.27,-se=2.44 p=0.20, df=4765.00	-0.04[-2.16,2.09] t=-0.20, se=1.09 p=0.97, df=4767.00	-0.04[-2.16,2.09] t=-0.20, se=1.09 p=0.84, df=4765.00	-0.27[-2.84,2.31] t=-0.26, se=1.31 p=0.84, df=4765.00	-0.63[-2.81,1.55] t=-0.57, se=1.11 p=0.57, df=4767.00	-0.89[-3.95,1.33] t=-0.97, se=1.35 p=0.33, df=4765.00
V_ProductcigarettesEXPGRP,,TEXTChinese	7.02[2.41,11.08]** t=2.88, se=2.44 p=0.00, df=4765.00	4.02[1.48,6.57]** t=3.10, se=1.30 p=0.00, df=4765.00	-0.46[-3.00,2.09] t=-0.35, se=1.30 p=0.07, df=4765.00	-0.23[0.44,-5.40]* t=-1.22, se=1.32 t=-2.00, se=1.32 p=0.05, df=4765.00	-1.24[-1.42,3.91] t=0.92, se=1.36 p=0.17, df=4765.00	-1.08[-3.75,1.62] t=0.78, se=2.37 p=0.44, df=4765.00
V_ProductbabyformulaEXPGRP,,TEXTChinese	1.70[-3.08,6.48] t=0.70, se=2.44 p=0.49, df=4765.00	-0.46[-3.00,2.09] t=-0.35, se=1.30 p=0.28, se=2.44 p=0.00, df=4765.00	-0.46[-3.00,2.09] t=-0.35, se=1.30 p=0.28, se=2.44 p=0.00, df=4765.00	-0.46[-3.00,2.09] t=-0.35, se=1.30 p=0.28, se=2.44 p=0.00, df=4765.00	-1.58[-4.19,1.03] t=-1.18, se=1.33 p=0.98, df=4765.00	-1.02,-se=1.67 t=0.02, se=1.33 p=0.98, df=4765.00
V_presentation3DefensiveEXPGRP,,TEXTChinese	3.47[-2.49,9.44] t=1.14, se=3.04 p=0.25, df=4765.00	-1.16[-2.49,9.44] t=-1.85, se=1.09 p=0.06, df=4767.00	-0.41[-3.59,2.77] t=-0.25, se=1.62 p=0.80, df=4765.00	-0.41[-4.14,1.06] t=-0.27, se=1.62 p=0.80, df=4765.00	-0.76[-2.51,4.02] t=0.45, se=1.66 p=0.65, df=4765.00	-1.71[-4.99,1.58] t=-1.02, se=1.67 p=0.02, se=1.33 p=0.02, se=1.33 p=0.98, df=4765.00
V_presentation3ProsocialEXPGRP,,TEXTChinese	-0.30[-6.30,7.07] t=-0.10, se=3.06 p=0.92, df=4765.00	-0.30[-6.30,7.07] t=-0.10, se=3.06 p=0.92, df=4765.00	-0.61[-3.81,2.58] t=-0.38, se=1.63 p=0.71, df=4765.00	-0.61[-3.81,2.58] t=-0.38, se=1.63 p=0.71, df=4765.00	-1.02[-3.81,2.58] t=-0.38, se=1.63 p=0.71, df=4765.00	-1.02,-se=1.67 t=0.02, se=1.33 p=0.02, se=1.33 p=0.98, df=4765.00
V_ProducttoiletpaperV_presentation3DefensiveEXPGRP,,TEXTChinese	-2.72[-11.23,5.79] t=-0.63, se=4.34 p=0.53, df=4765.00	-2.72[-11.23,5.79] t=-0.63, se=4.34 p=0.53, df=4765.00	-0.49[-4.05,5.03] t=0.21, se=2.32 p=0.63, df=4765.00	-0.49[-4.05,5.03] t=0.21, se=2.32 p=0.63, df=4765.00	-0.94[-5.60,5.32] t=0.40, se=2.38 p=0.63, df=4765.00	-1.18,-se=1.33 t=0.18, se=1.33 p=0.24, se=2.38 p=0.24, se=2.38 p=0.63, df=4765.00
V_ProductcigarettesV_presentation3DefensiveEXPGRP,,TEXTChinese	-6.16[-14.72,2.39] t=-1.41, se=3.04 p=0.25, df=4765.00	-6.16[-14.72,2.39] t=-1.41, se=3.04 p=0.25, df=4765.00	-1.72[-2.85,2.28] t=-1.72, se=2.33 p=0.25, df=4765.00	-1.72[-2.85,2.28] t=-1.72, se=2.33 p=0.25, df=4765.00	-0.47[-1.20,2.39] t=0.20, se=2.39 p=0.47, df=4765.00	-1.71[-4.99,1.58] t=-1.02, se=1.67 p=0.02, se=1.33 p=0.02, se=1.33 p=0.98, df=4765.00
V_ProductbabyformulaV_presentation3DefensiveEXPGRP,,TEXTChinese	-0.49[-4.05,5.03] t=-0.20, se=4.28 p=0.21, df=4765.00	-0.49[-4.05,5.03] t=-0.20, se=4.28 p=0.21, df=4765.00	-0.46[-4.05,5.03] t=-0.20, se=4.28 p=0.21, df=4765.00	-0.46[-4.05,5.03] t=-0.20, se=4.28 p=0.21, df=4765.00	-1.21[-5.85,4.83] t=0.21, se=4.28 p=0.21, df=4765.00	-1.21[-5.85,4.83] t=0.21, se=4.28 p=0.21, df=4765.00
V_ProducttoiletpaperV_presentation3ProsocialEXPGRP,,TEXTChinese	0.22[-3.48,7.8] t=0.05, se=3.37 p=0.96, df=4765.00	0.22[-3.48,7.8] t=0.05, se=3.37 p=0.96, df=4765.00	0.60[-3.97,5.16] t=1.26, se=2.33 p=0.80, df=4765.00	0.60[-3.97,5.16] t=1.26, se=2.33 p=0.80, df=4765.00	3.00[-1.60,7.78] t=1.29, se=2.39 p=0.20, df=4765.00	3.25[-1.40,7.89] t=1.37, se=2.37 p=0.17, df=4765.00
V_ProductcigarettesV_presentation3ProsocialEXPGRP,,TEXTChinese	-7.05[-15.54,1.44] t=-1.63, se=4.33 p=0.10, df=4765.00	-7.05[-15.54,1.44] t=-1.63, se=4.33 p=0.10, df=4765.00	-1.50[-6.03,3.02] t=-0.65, se=2.31 p=0.51, df=4765.00	-1.50[-6.03,3.02] t=-0.65, se=2.31 p=0.51, df=4765.00	-2.02[-2.66,6.69] t=0.85, se=2.38 p=0.40, df=4765.00	-2.02[-2.66,6.69] t=0.85, se=2.38 p=0.40, df=4765.00
SD (Intercept ID)	19.47 t=, se= p=, df=	19.47 t=, se= p=, df=	19.93 t=, se= p=, df=	19.93 t=, se= p=, df=	20.68 t=, se= p=, df=	20.68
SD (Observations)	19.80 t=, se= p=, df=	19.78 t=, se= p=, df=	10.55 t=, se= p=, df=	10.52 t=, se= p=, df=	10.81 t=, se= p=, df=	10.79
Num.Obs.	4791	4791	4791	4791	4791	4791
R2 Marg.	0.110	0.112	0.017	0.018	0.011	0.012
R2 Cond.	0.548	0.549	0.785	0.786	0.788	0.788
AIC	43 491.1	43 456.3	38 201.6	38 166.3	38 448.3	38 422.2
BIC	43 588.2	43 624.6	38 298.7	38 334.6	38 545.4	38 590.6
ICC	0.5	0.5	0.8	0.8	0.8	0.8
RMSE	18.65	18.61	9.88	9.84	10.12	10.09

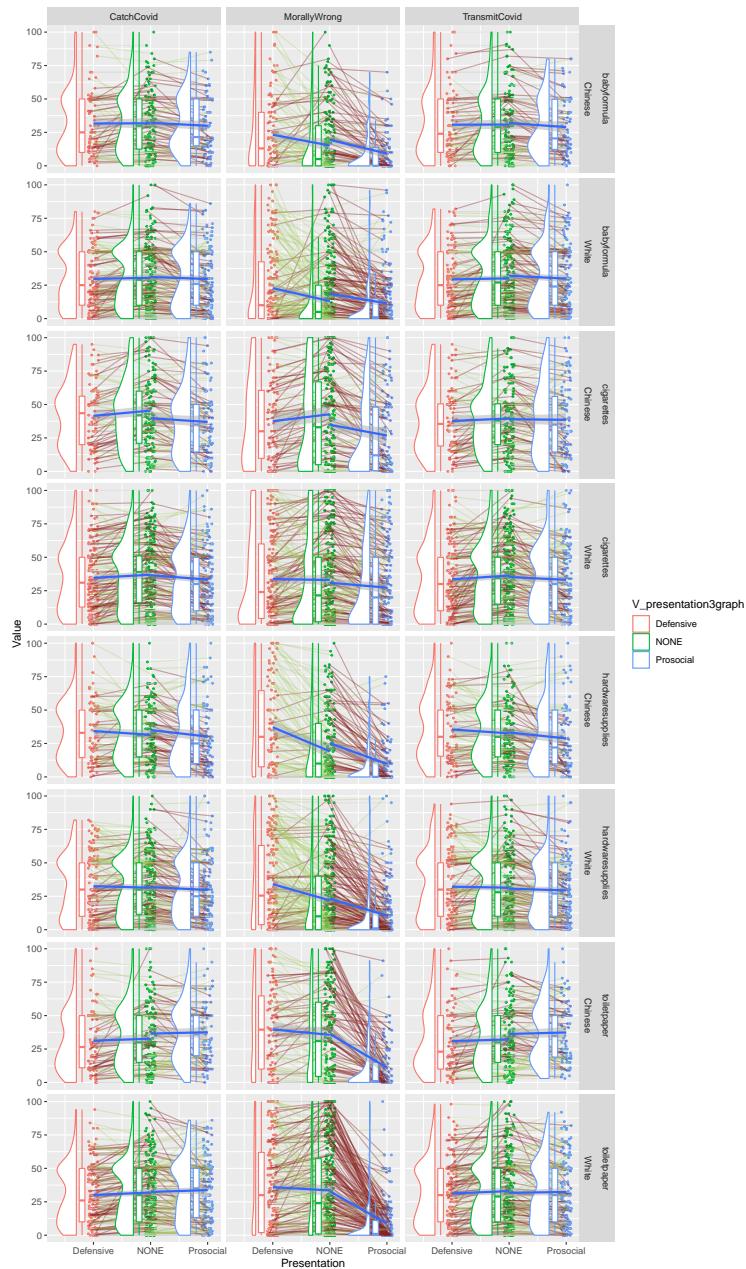


Table 3.4: Model 3, Product and Update presentation

	MorallyWrong	CatchCovid	TransmitCovid
Intercept is Hardware supplies			
(Intercept)	22.41***	32.15***	31.65***
V_Productbabyformula	-6.08***	-0.94	-0.43
V_Productcigarettes	11.72***	6.48***	5.30***
V_Producttoiletpaper	11.73***	0.79	1.30*
V_presentation3Defensive	12.64***	0.36	0.74
V_presentation3Prosocial	-12.11***	-1.69*	-1.63*
V_ProductbabyformulaV_presentation3Defensive	-4.96*	-0.99	-1.50
V_ProductcigarettesV_presentation3Defensive	-12.78***	-2.63*	-3.11**
V_ProducttoiletpaperV_presentation3Defensive	-9.78***	-2.08+	-2.15+
V_ProductbabyformulaV_presentation3Prosocial	5.41**	-0.04	-0.63
V_ProductcigarettesV_presentation3Prosocial	6.04**	-2.01+	-0.10
V_ProducttoiletpaperV_presentation3Prosocial	-12.19***	2.99**	2.23*
SD (Intercept ID)	19.47	19.95	20.68
SD (Observations)	19.80	10.55	10.81
Intercept is babyformula			
(Intercept)	16.33***	31.21***	31.22***
V_Producthardwaresupplies	6.08***	0.94	0.43
V_Productcigarettes	17.79***	7.49***	5.79***
V_Producttoiletpaper	17.80***	1.73**	1.73**
V_presentation3Defensive	7.67***	-0.63	-0.76
V_presentation3Prosocial	-6.71***	-1.73*	-2.26**
V_ProducthardwaresuppliesV_presentation3Defensive	4.96*	0.99	1.50
V_ProductcigarettesV_presentation3Defensive	-7.81***	-1.64	-1.61
V_ProducttoiletpaperV_presentation3Defensive	-4.82*	-1.09	-0.65
V_ProducthardwaresuppliesV_presentation3Prosocial	-5.41**	0.04	0.63
V_ProductcigarettesV_presentation3Prosocial	0.63	-1.98+	0.53
V_ProducttoiletpaperV_presentation3Prosocial	-17.60***	3.03**	2.87*
SD (Intercept ID)	19.47	19.95	20.68
SD (Observations)	19.80	10.55	10.81
Intercept is cigarettes			
(Intercept)	34.12***	38.63***	36.94***
V_Productbabyformula	-17.79***	-7.42***	-5.72***
V_Producthardwaresupplies	-11.72***	-6.48***	-5.30***
V_Producttoiletpaper	0.01	-5.69***	-3.99***
V_presentation3Defensive	-0.14	-2.27**	-2.37**
V_presentation3Prosocial	-6.07***	-3.70***	-1.73*
V_ProductbabyformulaV_presentation3Defensive	7.81***	1.64	1.61
V_ProducthardwaresuppliesV_presentation3Defensive	12.78***	2.63*	3.11**
V_ProducttoiletpaperV_presentation3Defensive	2.99	0.56	0.96
V_ProductbabyformulaV_presentation3Prosocial	-0.63	1.98+	-0.53
V_ProducthardwaresuppliesV_presentation3Prosocial	-6.04**	2.01+	0.10
V_ProducttoiletpaperV_presentation3Prosocial	-18.23***	5.00***	2.33*
SD (Intercept ID)	19.47	19.95	20.68
SD (Observations)	19.80	10.55	10.81
Intercept is toiletpaper			
(Intercept)	34.14***	32.94***	32.95***
V_Productcigarettes	-0.01	5.69***	3.99***
V_Productbabyformula	-17.80***	-1.73**	-1.73**
V_Producthardwaresupplies	-11.73***	-0.79	-1.30*
V_presentation3Defensive	2.85*	-1.72*	-1.41+
V_presentation3Prosocial	-24.30***	1.30+	0.61
V_ProductcigarettesV_presentation3Defensive	-2.99	-0.56	-0.96
V_ProductbabyformulaV_presentation3Defensive	4.82*	1.09	0.65
V_ProducthardwaresuppliesV_presentation3Defensive	9.78***	2.08+	2.15+
V_ProductcigarettesV_presentation3Prosocial	18.23***	-5.00***	-2.33*
V_ProductbabyformulaV_presentation3Prosocial	17.60***	-3.03**	-2.87*
V_ProducthardwaresuppliesV_presentation3Prosocial	12.19***	-2.99**	-2.23*
SD (Intercept ID)	19.47	19.95	20.68
SD (Observations)	19.80	10.55	10.81

Table 3.5: Model 3.2, Product and Update presentation - self

	selfMorallyWrong	selfCatchCovid	selfTransmitCovid
(Intercept)	23.73***	29.21***	28.24***
V_Productbabyformula	-5.07***	-0.77	-0.54
V_Productcigarettes	14.09***	6.16***	4.94***
V_Producttoiletpaper	14.89***	0.91	0.80
V_presentation3Defensive	13.18***	0.87	1.10
V_presentation3Prosocial	-12.80***	-0.64	-0.93
V_ProductbabyformulaV_presentation3Defensive	-3.15	-1.10	-0.99
V_ProductcigarettesV_presentation3Defensive	-13.77***	-1.99+	-2.10*
V_ProducttoiletpaperV_presentation3Defensive	-11.38***	-0.86	-1.13
V_ProductbabyformulaV_presentation3Prosocial	6.68**	-0.65	-0.26
V_ProductcigarettesV_presentation3Prosocial	6.04**	-2.66*	-0.50
V_ProducttoiletpaperV_presentation3Prosocial	-15.45***	2.50*	2.76**
SD (Intercept ID)	20.27	19.76	20.96
SD (Observations)	21.29	10.23	10.32
Num.Obs.	4791	4791	4791
R2 Marg.	0.115	0.012	0.008
R2 Cond.	0.536	0.791	0.806
AIC	44 152.5	37 935.0	38 080.6
BIC	44 243.2	38 025.7	38 171.2
ICC	0.5	0.8	0.8
RMSE	20.06	9.58	9.66

### 3.1 self

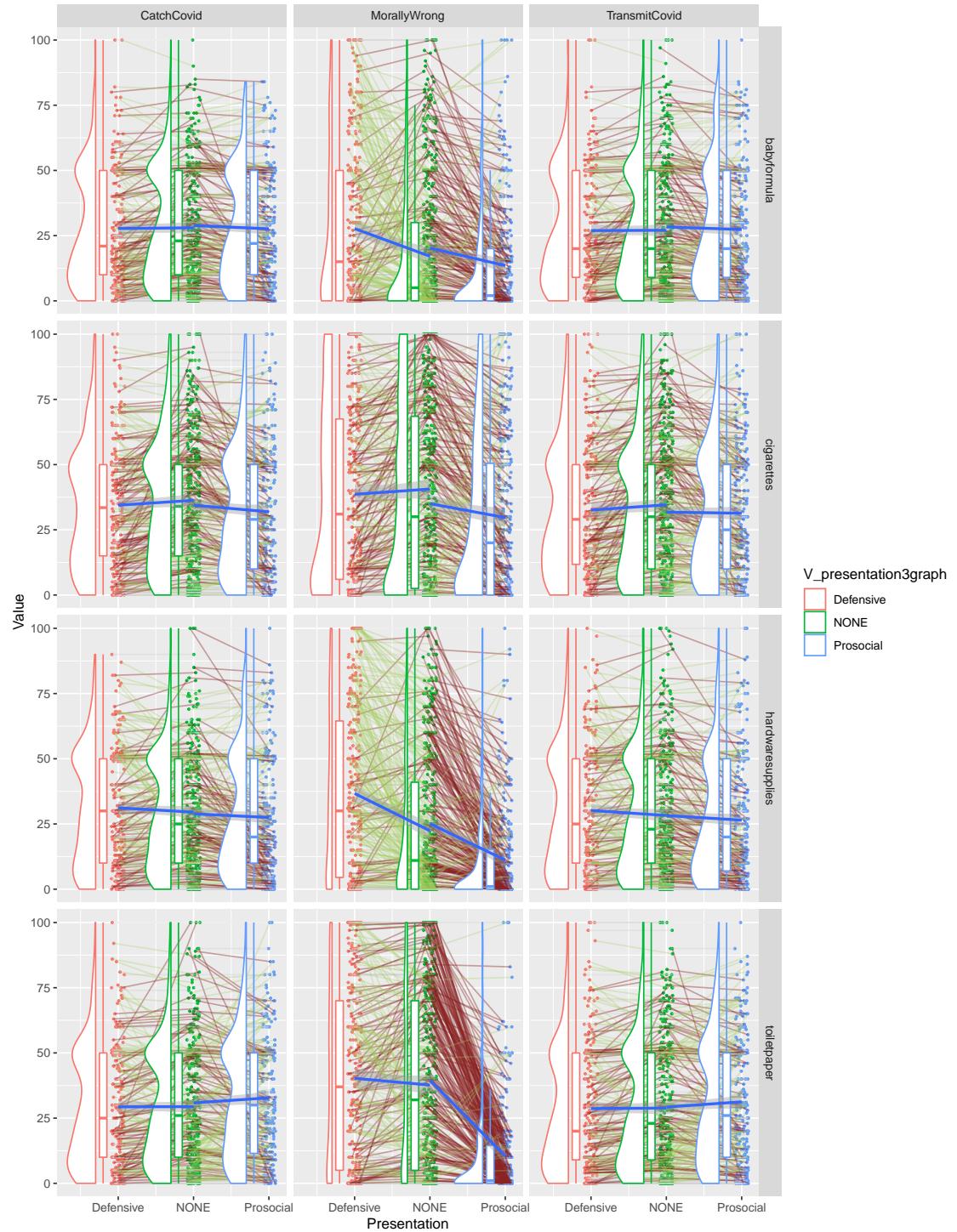


Table 3.6: Model 3, Product and Update presentation - comparison

	MorallyWrong	CatchCovid	TransmitCovid	selfMorallyWrong	selfCatchCovid	selfTransmitCovid
(Intercept)	22.41***	32.15***	31.65***	23.73***	29.21***	28.24***
V_Productbabyformula	-6.08***	-0.94	-0.43	-5.07***	-0.77	-0.54
V_Productcigarettes	11.79***	6.48***	5.30***	14.09***	6.16***	4.94***
V_Producttoiletpaper	11.73***	0.79	1.30*	14.89***	0.91	0.80
V_presentation3Defensive	12.64***	0.36	0.74	13.18***	0.87	1.10
V_presentation3Prosocial	-12.11***	-1.69*	-1.63*	-12.80***	-0.64	-0.93
V_ProductbabyformulaV_presentation3Defensive	-4.96*	-0.99	-1.50	-3.15	-1.10	-0.99
V_ProductcigarettesV_presentation3Defensive	-12.78***	-2.63*	-3.11**	-13.77***	-1.99+	-2.10*
V_ProducttoiletpaperV_presentation3Defensive	-9.78***	-2.08+	-2.15+	-11.38***	-0.86	-1.13
V_ProductbabyformulaV_presentation3Prosocial	5.41**	-0.04	-0.63	6.68**	-0.65	-0.26
V_ProductcigarettesV_presentation3Prosocial	6.04**	-2.01+	-0.10	6.04**	-2.66*	-0.50
V_ProducttoiletpaperV_presentation3Prosocial	-12.19***	2.99**	2.23*	-15.45***	2.50*	2.76**
SD (Intercept ID)	19.47	19.95	20.68	20.27	19.76	20.96
SD (Observations)	19.80	10.55	10.81	21.29	10.23	10.32
Num.Obs.	4791	4791	4791	4791	4791	4791
R2 Marg.	0.109	0.014	0.009	0.115	0.012	0.008
R2 Cond.	0.547	0.785	0.788	0.536	0.791	0.806
AIC	43 493.2	38 204.8	38 450.6	44 152.5	37 935.0	38 080.6
BIC	43 583.8	38 295.4	38 541.2	44 243.2	38 025.7	38 171.2
ICC	0.5	0.8	0.8	0.5	0.8	0.8
RMSE	18.65	9.88	10.12	20.06	9.58	9.66

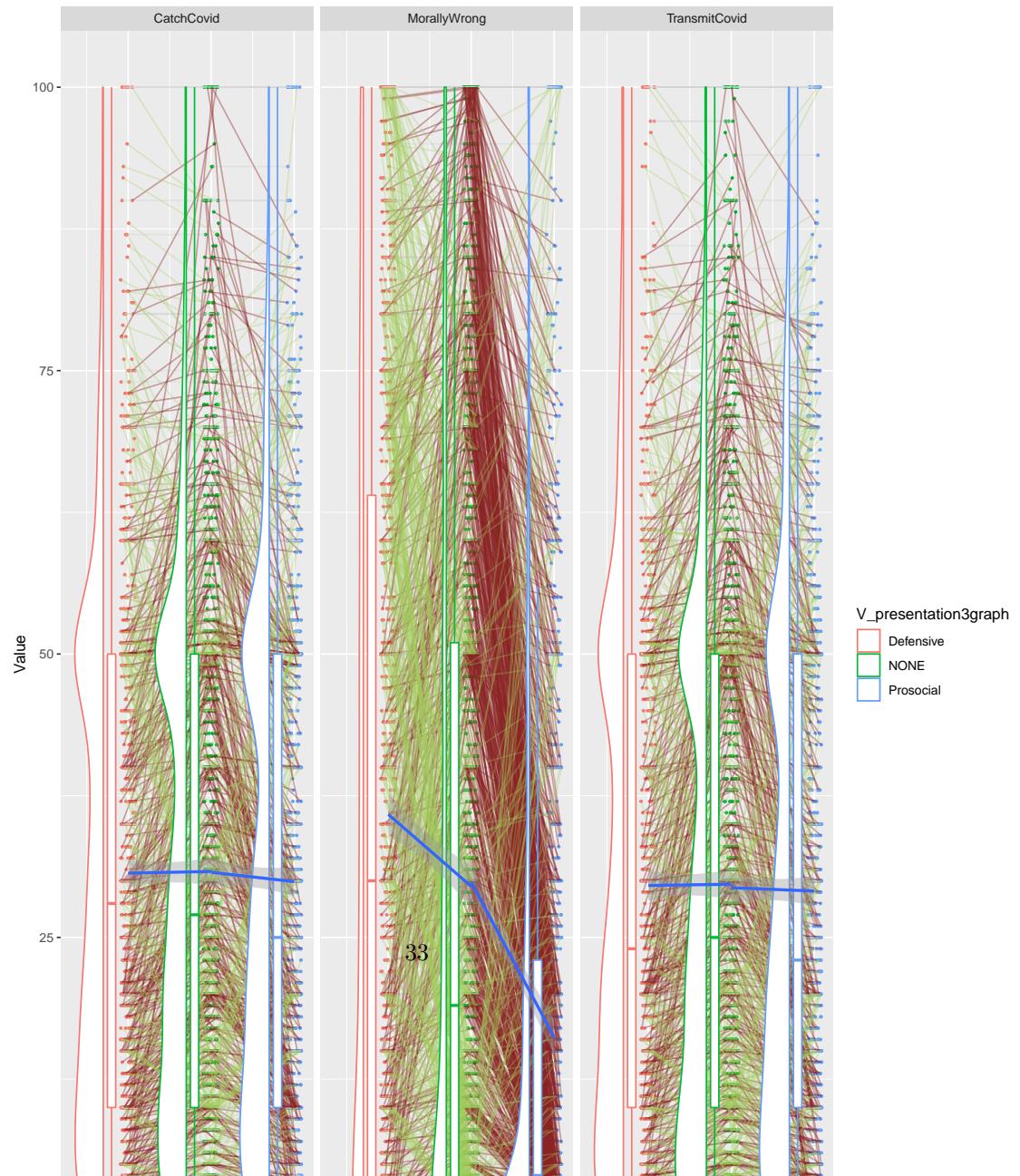
### 3.2 comparaison

Table 4.1: Model 1.4 - Spill Over effect

	CatchCovidModel	TransmitCovidModel	Ctch&TrnsmtModel	Ctch*TrnsmtModel
(Intercept)	24.42***	24.21***	24.20***	23.34***
ScaledCatchCovid	12.29(0.54)***		5.40(0.24)***	5.03(0.22)***
ScaledTransmitCovid		13.25(0.56)***	8.97(0.38)***	8.65(0.37)***
ScaledCatchCovidScaledTransmitCovid				1.00*
SD (Intercept ID)	16.18	15.91	16.03	16.01
SD (Observations)	21.45	21.32	21.20	21.19
Num.Obs.	4792	4792	4792	4792
R2 Marg.	0.175	0.198	0.217	0.214
R2 Cond.	0.474	0.485	0.502	0.500
AIC	44 013.6	43 944.2	43 902.9	43 898.9
BIC	44 039.5	43 970.1	43 935.2	43 937.8
ICC	0.4	0.4	0.4	0.4
RMSE	20.32	20.20	20.08	20.07

## Chapter 4

### Model 4 - SpillingEffect



## Chapter 5

### Model 4.2 - SpillingEffect Crossed

Table 5.1: Model 1.4.2 - Spill Over effect crossed

	MWCovidCovidModel	MWTransmitCovidModel	MWTransmitTransmitModel	MWCovidTransmitModel	MWCovidTransmitModel	CCMoralWrongModel	CCMoralTransmitModel	CCMoralTransmitModel	CCMoralTransmitModel	CCMoralTransmitModel	TCCatchCovidModel	TCCatchWrongModel	TCCatchWrongModel	TCCatchWrongModel	TCCatchWrongModel
(Intercept)	24.14***	24.121***	24.120***	22.31***	22.31***	3.89***	3.89***	3.89***	3.89***	3.89***	17.59***	17.59***	17.59***	17.59***	17.59***
SelectCateCovid	12.29***	13.25***	8.97***	5.46***	5.46***	1.00*	4.69***	17.72***	17.19***	17.19***	1.21***	4.89***	4.89***	1.82***	1.82***
SelectCateCovidSel											-0.19				
SelectCateCovidSelCovid															
SelectCateCovidSelTransmitCovid															
SelectMoralWrong															
SelectMoralWrongSel															
SelectMoralWrongSelCovid															
SD (Intercept ID)	16.18	15.91	16.03	16.01	16.01	10.49	18.58	6.87	6.93	6.88	7.47	19.13	7.41	7.42	0.12
SD (Observations)	21.45	21.32	21.20	21.19	21.19	10.49	8.23	8.18	8.19	8.34	10.56	8.24	8.24	8.24	8.24
Num Obs.	4792	4792	4792	4792	4792	4792	4792	4792	4792	4792	4792	4792	4792	4792	4792
R2 Marg.	0.175	0.198	0.217	0.214	0.214	0.040	0.731	0.730	0.732	0.734	0.044	0.719	0.718	0.718	0.718
R2 Cond.	0.074	0.085	0.092	0.090	0.090	0.042	0.768	0.813	0.845	0.841	0.077	0.845	0.844	0.844	0.844
AIC	44.013.6	43.944.2	43.92.9	43.898.9	43.898.5	38.963	34.896.1	34.898.4	35.137.6	35.137.6	38.176.7	35.024.4	35.024.4	35.024.4	35.024.4
BIC	44.039.5	43.970.1	43.935.2	43.937.8	43.937.8	38.144	34.928.5	34.927.3	35.163.5	35.163.5	38.202.6	35.061.7	35.061.7	35.061.7	35.061.7
ICC	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.8	0.4	0.4	0.4	0.4
RASE	20.32	20.20	20.08	20.07	20.07	9.84	7.78	7.73	7.74	7.78	9.90	7.78	7.78	7.78	7.78

Table 5.2: Model 1, Product without update

	CC~MW Model	CC~MW&TCModel	CC~MW*TCModel	TC~MWModel	TC~CC&MWModel	TC~CC*MWModel
(Intercept)	33.30[31.78,34.82]*** t=43.02, se=0.77 p=0.00, df=4788.00	31.98[31.37,32.58]*** t=104.07, se=0.31 p=0.00, df=4787.00	32.06[31.45,32.67]*** t=102.82, se=0.31 p=0.00, df=4786.00	32.86[31.29,34.42]*** t=41.25, se=0.80 p=0.00, df=4788.00	31.76[31.13,32.40]*** t=97.55, se=0.33 p=0.00, df=4787.00	31.72[31.07,32.37]*** t=95.67, se=0.33 p=0.00, df=4786.00
ScaledMorallyWrong	4.49[4.07,4.92]*** t=20.79, se=0.22 p=0.00, df=4788.00	1.13[0.80,1.46]*** t=6.65, se=0.17 p=0.00, df=4787.00	1.21[0.86,1.57]*** t=6.69, se=0.18 p=0.00, df=4786.00	4.86[4.43,5.29]*** t=22.32, se=0.22 p=0.00, df=4788.00	1.82[1.49,2.16]*** t=10.64, se=0.17 p=0.00, df=4787.00	1.78[1.42,2.13]*** t=9.83, se=0.18 p=0.00, df=4786.00
ScaledTransmitCovid	17.19[16.75,17.63]*** t=76.67, se=0.22 p=0.00, df=4787.00	17.24[16.80,17.68]*** t=76.55, se=0.23 p=0.00, df=4786.00				
ScaledMorallyWrongScaledTransmitCovid			-0.19[-0.48,0.09] t=-1.32, se=0.15 p=0.19, df=4786.00			
ScaledCatchCovid					16.84[16.40,17.28]*** t=75.14, se=0.22 p=0.00, df=4787.00	16.81[16.37,17.25]*** t=74.51, se=0.23 p=0.00, df=4786.00
ScaledCatchCovidScaledMorallyWrong					0.12[-0.17,0.40] t=0.78, se=0.15 p=0.43, df=4786.00	
SD (Intercept ID)	18.58 t=, se= p=, df=	6.93 t=, se= p=, df=	6.88 t=, se= p=, df=	19.13 t=, se= p=, df=	7.41 t=, se= p=, df=	7.42 t=, se= p=, df=
SD (Observations)	10.49 t=, se= p=, df=	8.18 t=, se= p=, df=	8.19 t=, se= p=, df=	10.56 t=, se= p=, df=	8.24 t=, se= p=, df=	8.24 t=, se= p=, df=
Num.Obs.	4792	4792	4792	4792	4792	4792
R2 Marg.	0.040	0.730	0.732	0.044	0.719	0.718
R2 Cond.	0.768	0.843	0.843	0.777	0.845	0.844
AIC	38 088.5	34 896.1	34 898.4	38 176.7	35 029.4	35 032.7
BIC	38 114.4	34 928.5	34 937.3	38 202.6	35 061.7	35 071.6
ICC	0.8	0.4	0.4	0.8	0.4	0.4
RMSE	9.84	7.73	7.74	9.90	7.78	7.78

## Chapter 6

# Model 4 - SpillingEffect, Product, Update

Table 6.1: Model 1.5, Product, Update presentation and Spill Over

	Spill&UpdateProduct	Spill*UpdateProduct
(Intercept)	21.38***	21.07***
ScaledCatchCovid	4.21(0.17)***	5.91(0.26)***
ScaledTransmitCovid	8.12(0.34)***	7.85(0.33)***
V_Productbabyformula	-5.76***	-5.27***
V_Productcigarettes	8.45***	8.06***
V_Producttoiletpaper	11.09***	11.74***
V_presentation3Defensive	12.18***	14.05***
V_presentation3Prosocial	-11.22***	-11.86***
ScaledCatchCovidScaledTransmitCovid	0.93*	1.29
V_ProductbabyformulaV_presentation3Defensive	-4.14*	-5.29*
V_ProductcigarettesV_presentation3Defensive	-11.08***	-13.63***
V_ProducttoiletpaperV_presentation3Defensive	-8.47***	-8.44***
V_ProductbabyformulaV_presentation3Prosocial	5.65**	5.27*
V_ProductcigarettesV_presentation3Prosocial	6.45***	8.39***
V_ProducttoiletpaperV_presentation3Prosocial	-13.63***	-10.13***
ScaledCatchCovidV_Productbabyformula		-2.76
ScaledCatchCovidV_Productcigarettes		1.06
ScaledCatchCovidV_Producttoiletpaper		-4.25+
ScaledTransmitCovidV_Productbabyformula		-0.99
ScaledTransmitCovidV_Productcigarettes		-0.47
ScaledTransmitCovidV_Producttoiletpaper		4.66+
ScaledCatchCovidV_presentation3Defensive		4.60
ScaledCatchCovidV_presentation3Prosocial		-1.45
ScaledTransmitCovidV_presentation3Defensive		-1.78
ScaledTransmitCovidV_presentation3Prosocial		-3.37
ScaledCatchCovidScaledTransmitCovidV_Productbabyformula		-0.59
ScaledCatchCovidScaledTransmitCovidV_Productcigarettes		-0.31
ScaledCatchCovidScaledTransmitCovidV_Producttoiletpaper		-1.03
ScaledCatchCovidScaledTransmitCovidV_presentation3Defensive		-2.28
ScaledCatchCovidScaledTransmitCovidV_presentation3Prosocial		0.50
ScaledCatchCovidV_ProductbabyformulaV_presentation3Defensive		-7.75+
ScaledCatchCovidV_ProductcigarettesV_presentation3Defensive		-4.06
ScaledCatchCovidV_ProducttoiletpaperV_presentation3Defensive		-4.73
ScaledCatchCovidV_ProductbabyformulaV_presentation3Prosocial		0.79
ScaledCatchCovidV_ProductcigarettesV_presentation3Prosocial		0.60
ScaledCatchCovidV_ProducttoiletpaperV_presentation3Prosocial		0.80
ScaledTransmitCovidV_ProductbabyformulaV_presentation3Defensive		3.44
ScaledTransmitCovidV_ProductcigarettesV_presentation3Defensive		2.38
ScaledTransmitCovidV_ProducttoiletpaperV_presentation3Defensive		2.88
ScaledTransmitCovidV_ProductbabyformulaV_presentation3Prosocial		1.92
ScaledTransmitCovidV_ProductcigarettesV_presentation3Prosocial		2.55
ScaledTransmitCovidV_ProducttoiletpaperV_presentation3Prosocial		-3.46
ScaledCatchCovidScaledTransmitCovidV_ProductbabyformulaV_presentation3Defensive		1.06
ScaledCatchCovidScaledTransmitCovidV_ProductcigarettesV_presentation3Defensive		2.94
ScaledCatchCovidScaledTransmitCovidV_ProducttoiletpaperV_presentation3Defensive		0.12
ScaledCatchCovidScaledTransmitCovidV_ProductbabyformulaV_presentation3Prosocial		0.46
ScaledCatchCovidScaledTransmitCovidV_ProductcigarettesV_presentation3Prosocial		-1.15
ScaledCatchCovidScaledTransmitCovidV_ProducttoiletpaperV_presentation3Prosocial		-2.54
SD (Intercept ID)	16.26	16.25
SD (Observations)	18.96	18.71
Num.Obs.	4791	4791
R2 Marg.	0.286	0.295
R2 Cond.	0.588	0.598
AIC	42 936.7	42 770.6
BIC	43 046.8	43 094.3
ICC	0.4	0.4
RMSE	17.89	17.58

## Chapter 7

# Model 5 - EXPGRP, SpillingEffect, Product, Update

Table 7.1: Model 1.6, EXPGRP, Product, Update presentation and Spill Over

	EXPGRP&Spill&UpdateProduct	Spill*EXPGRP*UpdateProduct	Spill*EXPGRP&UpdateProduct
(Intercept)	21.19***	21.21***	21.00***
EXPGRP.TEXTChinese	0.59	-0.70	1.06
ScaledCatchCovid	4.20***	3.79	4.23***
ScaledTransmitCovid	8.12***	10.04***	8.26***
V.Productcigarettes	-3.79***	-5.76***	-5.76***
V.Producttoiletpaper	8.45***	6.05***	8.46***
V.presentationDefensive	11.09***	10.96***	11.09***
V.presentation3Prosocial	12.18***	14.43***	12.18***
V.presentation3Prosocial	-11.22***	-12.15***	-11.21***
ScaledCatchCovidScaledTransmitCovid		1.66	1.13*
V.ProductbabylformulaV.presentation3Prosocial	-4.15*	-5.54*	-4.15*
V.ProductbabylformulaV.presentation3Defensive	-1.06***	-12.96***	-1.06***
V.ProducttoiletpaperV.presentation3Defensive	-8.47***	-7.64*	-8.40***
V.ProductbabylformulaV.presentation3Prosocial	5.65**	6.18*	5.64**
V.ProductcigarettesV.presentation3Prosocial	6.45***	12.57***	6.45***
V.ProducttoiletpaperV.presentation3Prosocial	-13.63***	-10.68***	-13.64***
ScaledCatchCovidEXPGRP.TEXTChinese		6.88+	
ScaledTransmitCovidEXPGRP.TEXTChinese		-6.82	
ScaledCatchCovidProductcigarettes		0.86	
ScaledCatchCovidProductcigarettes		3.36	
ScaledCatchCovidProducttoiletpaper		-1.60	
ScaledTransmitCovidProductbabylformula		-4.37	
ScaledTransmitCovidProductcigarettes		-3.83	
ScaledTransmitCovidProducttoiletpaper		2.41	
EXPGRP.TEXTChineseV.Productbabylformula		1.77	
EXPGRP.TEXTChineseV.Productcigarettes		6.22*	
EXPGRP.TEXTChineseV.Producttoiletpaper		2.36	
ScaledCatchCovid.presentation3Defensive		4.45	
ScaledCatchCovid.presentation3Prosocial		1.00	
ScaledTransmitCovid.presentation3Defensive		-1.60	
ScaledTransmitCovid.presentation3Prosocial		-6.38+	
EXPGRP.TEXTChineseV.presentation3Defensive		0.06	
EXPGRP.TEXTChineseV.presentation3Prosocial		-0.81	
ScaledCatchCovidScaledTransmitCovidEXPGRP.TEXTChinese		-0.84	
ScaledCatchCovidScaledTransmitCovidIV.Productbabylformula		0.19	
ScaledCatchCovidScaledTransmitCovidIV.Productcigarettes		-1.22	
ScaledCatchCovidScaledTransmitCovidIV.Producttoiletpaper		-11.93*	
ScaledCatchCovidScaledTransmitCovidV.Productcigarettes		-8.37	
ScaledCatchCovidScaledTransmitCovidV.Producttoiletpaper		-8.79	
ScaledTransmitCovidEXPGRP.TEXTChineseV.Productbabylformula		10.65	
ScaledTransmitCovidEXPGRP.TEXTChineseV.Productcigarettes		12.39*	
ScaledTransmitCovidEXPGRP.TEXTChineseV.Producttoiletpaper		7.17	
ScaledCatchCovidScaledTransmitCovidIV.presentation3Defensive		-3.76*	
ScaledCatchCovidScaledTransmitCovidIV.presentation3Prosocial		0.88	
ScaledCatchCovidEXPGRP.TEXTChineseV.presentation3Defensive		-2.05	
ScaledCatchCovidEXPGRP.TEXTChineseV.presentation3Prosocial		-3.83	
ScaledTransmitCovidEXPGRP.TEXTChineseV.presentation3Defensive		1.50	
ScaledTransmitCovidEXPGRP.TEXTChineseV.presentation3Prosocial		-10.09+	
ScaledCatchCovidProductbabylformulaV.presentation3Defensive		-2.97	
ScaledCatchCovidProductcigarettesV.presentation3Defensive		-3.27	
ScaledCatchCovidProducttoiletpaperV.presentation3Defensive		0.03	
ScaledCatchCovidProductcigarettesV.presentation3Prosocial		-4.31	
ScaledTransmitCovidProductbabylformulaV.presentation3Defensive		5.92	
ScaledTransmitCovidProductcigarettesV.presentation3Defensive		3.07	
ScaledTransmitCovidProducttoiletpaperV.presentation3Defensive		2.45	
ScaledTransmitCovidProductcigarettesV.presentation3Prosocial		4.27	
ScaledCatchCovidProductcigarettesV.presentation3Defensive		8.33	
ScaledCatchCovidProductcigarettesV.presentation3Prosocial		1.17	
EXPGRP.TEXTChineseV.ProductbabylformulaV.presentationDefensive		1.12	
EXPGRP.TEXTChineseV.ProductcigarettesV.presentationDefensive		-2.85	
EXPGRP.TEXTChineseV.ProducttoiletpaperV.presentation3Defensive		-3.16	
EXPGRP.TEXTChineseV.ProductbabylformulaV.presentation3Prosocial		-2.58	
EXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Prosocial		-11.67*	
EXPGRP.TEXTChineseV.ProducttoiletpaperV.presentation3Prosocial		1.65	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.Productbabylformula		0.58	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.Productcigarettes		1.05	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.Producttoiletpaper		0.75	
ScaledCatchCovidScaledTransmitCovidIV.EXPGRP.TEXTChineseV.presentation3Defensive		3.09	
ScaledCatchCovidScaledTransmitCovidIV.EXPGRP.TEXTChineseV.presentation3Prosocial		-0.76	
ScaledCatchCovidScaledTransmitCovidIV.ProductbabylformulaV.presentation3Defensive		2.37	
ScaledCatchCovidScaledTransmitCovidIV.ProductcigarettesV.presentation3Defensive		4.20+	
ScaledCatchCovidScaledTransmitCovidIV.ProductcigarettesV.presentation3Prosocial		-0.25	
ScaledCatchCovidScaledTransmitCovidIV.ProducttoiletpaperV.presentation3Prosocial		0.88	
ScaledCatchCovidScaledTransmitCovidIV.ProductcigarettesV.presentation3Social		-3.33	
ScaledCatchCovidScaledTransmitCovidIV.ProducttoiletpaperV.presentation3Social		-2.17	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductbabylformulaV.presentation3Defensive		12.44	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Defensive		-1.14	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProducttoiletpaperV.presentation3Defensive		-2.37	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Prosocial		0.63	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProducttoiletpaperV.presentation3Prosocial		15.28	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Prosocial		19.23+	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductbabylformulaV.presentation3Defensive		-12.69	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Defensive		-5.04	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProducttoiletpaperV.presentation3Defensive		-1.12	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Prosocial		-5.57	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProducttoiletpaperV.presentation3Prosocial		-18.59+	
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Prosocial		-20.00+	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.ProductbabylformulaV.presentation3Prosocial		-2.33	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.ProductcigarettesV.presentation3Prosocial		-2.01	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.ProducttoiletpaperV.presentation3Prosocial		1.21	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.ProductcigarettesV.presentation3Social		-2.52	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.ProducttoiletpaperV.presentation3Social		5.00	
ScaledCatchCovidScaledTransmitCovidIV.TEXTChineseV.ProductcigarettesV.presentation3Social		-1.25	
EXPGRP.TEXTChineseScaledCatchCovid		0.00	
EXPGRP.TEXTChineseScaledTransmitCovid		-0.44	
SD (Intercept ID)	16.28	16.29	16.28
SD (Observations)	18.96	18.69	18.96
Num.Obs.	4791	4791	4791
R2 Marg.	0.286	0.299	0.286
R2 Cond.	0.589	0.602	0.589
AIC	42935.9	42629.8	42934.9
BIC	43052.4	43264.3	43070.9
ICC	0.4	0.4	0.4
RMSE	17.89	17.47	17.88

Table 7.2: Model 1.6, EXPGRP, Product, Update presentation and Spill Over

	EXPGRP&Spill&UpdateProduct	Spill&EXPGRP*UpdateProduct	Spill*EXPGRP&UpdateProduct
(Intercept)	21.19***	21.21***	21.00***
EXPGRP.TEXTChinese	0.59	-0.70	1.06
ScaledCatchCovid	4.20***	3.79	4.23***
ScaledTransmitCovid	8.12***	10.04***	8.26***
V_Productbabymformula	-5.76***	-5.76***	-5.75***
V_Productcigarettes	8.45***	6.05***	8.46***
V_Producttoiletpaper	11.09***	10.96***	11.09***
V_presentation3Defensive	12.18***	14.43***	12.18***
V_presentation3Prosocial	-11.22***	-12.15***	-11.21***
ScaledCatchCovidScaledTransmitCovid	0.93*	1.66	1.13*
V_ProductbabymformulaV_presentation3Defensive	-4.15*	-5.54+	-4.15*
V_ProductcigarettesV_presentation3Defensive	-11.08***	-12.99***	-11.08***
V_ProducttoiletpaperV_presentation3Defensive	-8.47***	-7.64*	-8.46***
V_ProductbabymformulaV_presentation3Prosocial	5.65**	6.18*	5.64**
V_ProductcigarettesV_presentation3Prosocial	6.45***	12.57***	6.45***
V_ProducttoiletpaperV_presentation3Prosocial	-13.63***	-10.68***	-13.64***
SD (Intercept ID)	16.28	16.29	16.28
SD (Observations)	18.96	18.69	18.96
Num.Obs.	4791	4791	4791
R2 Marg.	0.286	0.299	0.286
R2 Cond.	0.589	0.602	0.589
AIC	42 935.9	42 629.8	42 934.9
BIC	43 052.4	43 264.3	43 070.9
ICC	0.4	0.4	0.4
RMSE	17.89	17.47	17.88

Table 7.3: Model 1.6, EXPGRP, Product, Update presentation and Spill Over

	EXPGRP/Spill&UpdateProduct	Spill&EXPGRP*UpdateProduct	Spill*EXPGRP&UpdateProduct
ScaledCatchCovidEXPGRP.TEXTChinese	6.88+	-6.82	
ScaledTransmitCovidEXPGRP.TEXTChinese	0.98	3.36	
ScaledCatchCovidV_Productbabylformula		-1.60	
ScaledCatchCovidV_Productcigarettes		-1.45	
ScaledCatchCovidV_Producttoiletpaper		1.00	
ScaledTransmitCovidV_Productbabylformula		-1.60	
ScaledTransmitCovidV_Productcigarettes		-6.38+	
ScaledTransmitCovidV_Producttoiletpaper		2.41	
EXPGRP.TEXTChineseV_Productbabylformula		1.77	
EXPGRP.TEXTChineseV_Productcigarettes		6.25*	
EXPGRP.TEXTChineseV_Producttoiletpaper		2.26	
ScaledCatchCovidV_presentation3Dfensive		0.19	
ScaledCatchCovidV_presentation3Prosocial		-1.22	
ScaledTransmitCovidV_presentation3Dfensive		-11.93*	
ScaledTransmitCovidV_presentation3Prosocial		-8.37	
EXPGRP.TEXTChineseV_presentation3Dfensive		-8.79	
EXPGRP.TEXTChineseV_presentation3Prosocial		10.61	
ScaledCatchCovidV_presentation3Dfensive		12.29*	
ScaledCatchCovidV_presentation3Prosocial		7.17	
ScaledCatchCovidScaledTransmitCovidV_Productbabylformula		-3.76*	
ScaledCatchCovidScaledTransmitCovidV_Productcigarettes		0.88	
ScaledCatchCovidScaledTransmitCovidV_Producttoiletpaper		-2.05	
ScaledCatchCovidEXPGRP.TEXTChineseV_Productbabylformula		-8.31	
ScaledCatchCovidEXPGRP.TEXTChineseV_Productcigarettes		1.50	
ScaledCatchCovidEXPGRP.TEXTChineseV_Producttoiletpaper		10.11	
ScaledTransmitCovidEXPGRP.TEXTChineseV_presentation3Dfensive		10.09+	
ScaledTransmitCovidEXPGRP.TEXTChineseV_presentation3Prosocial		-2.97	
ScaledCatchCovidV_ProductbabylformulaV_presentation3Dfensive		-3.27	
ScaledCatchCovidV_ProductcigarettesV_presentation3Prosocial		0.03	
ScaledCatchCovidV_ProducttoiletpaperV_presentation3Dfensive		-4.31	
ScaledCatchCovidV_ProductbabylformulaV_presentation3Prosocial		-3.62	
ScaledCatchCovidV_ProductcigarettesV_presentation3Dfensive		5.93	
ScaledTransmitCovidV_ProductcigarettesV_presentation3Dfensive		3.07	
ScaledTransmitCovidV_ProducttoiletpaperV_presentation3Dfensive		2.45	
ScaledTransmitCovidV_ProductbabylformulaV_presentation3Prosocial		4.27	
ScaledTransmitCovidV_ProductcigarettesV_presentation3Prosocial		8.33	
ScaledTransmitCovidV_ProducttoiletpaperV_presentation3Prosocial		1.17	
EXPGRP.TEXTChineseV_ProductbabylformulaV_presentation3Dfensive		-1.12	
EXPGRP.TEXTChineseV_ProductcigarettesV_presentation3Dfensive		-2.42	
EXPGRP.TEXTChineseV_ProducttoiletpaperV_presentation3Dfensive		-3.16	
EXPGRP.TEXTChineseV_ProductbabylformulaV_presentation3Prosocial		-2.58	
EXPGRP.TEXTChineseV_ProductcigarettesV_presentation3Prosocial		-11.67*	
EXPGRP.TEXTChineseV_ProducttoiletpaperV_presentation3Prosocial		1.65	
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV_Productbabylformula		0.58	
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV_Producttoiletpaper		-1.05	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_Producttoiletpaper		0.75	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_presentation3Dfensive		3.09	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_presentation3Prosocial		-0.76	
ScaledCatchCovidScaledTransmitCovidV_ProductbabylformulaV_presentation3Dfensive		2.37	
ScaledCatchCovidScaledTransmitCovidV_ProductcigarettesV_presentation3Dfensive		4.20+	
ScaledCatchCovidScaledTransmitCovidV_ProducttoiletpaperV_presentation3Dfensive		-0.25	
ScaledCatchCovidScaledTransmitCovidV_ProductbabylformulaV_presentation3Prosocial		0.88	
ScaledCatchCovidScaledTransmitCovidV_ProductcigarettesV_presentation3Prosocial		-3.33	
ScaledCatchCovidScaledTransmitCovidV_ProducttoiletpaperV_presentation3Prosocial		2.17	
ScaledCatchCovidEXPGRP.TEXTChineseV_ProductbabylformulaV_presentation3Dfensive		12.44	
ScaledCatchCovidEXPGRP.TEXTChineseV_ProductcigarettesV_presentation3Dfensive		-1.14	
ScaledCatchCovidEXPGRP.TEXTChineseV_ProductbabylformulaV_presentation3Prosocial		-2.37	
ScaledCatchCovidEXPGRP.TEXTChineseV_ProductcigarettesV_presentation3Prosocial		0.63	
ScaledCatchCovidEXPGRP.TEXTChineseV_ProducttoiletpaperV_presentation3Dfensive		15.25	
ScaledCatchCovidEXPGRP.TEXTChineseV_ProducttoiletpaperV_presentation3Prosocial		19.23+	
ScaledTransmitCovidEXPGRP.TEXTChineseV_ProductbabylformulaV_presentation3Dfensive		-12.69	
ScaledTransmitCovidEXPGRP.TEXTChineseV_ProductcigarettesV_presentation3Dfensive		-5.04	
ScaledTransmitCovidEXPGRP.TEXTChineseV_ProducttoiletpaperV_presentation3Dfensive		-1.12	
ScaledTransmitCovidEXPGRP.TEXTChineseV_ProductbabylformulaV_presentation3Prosocial		-5.57	
ScaledTransmitCovidEXPGRP.TEXTChineseV_ProductcigarettesV_presentation3Prosocial		-18.59+	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_ProductbabylformulaV_presentation3Dfensive		-20.00+	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_ProductcigarettesV_presentation3Dfensive		-2.33	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_ProducttoiletpaperV_presentation3Dfensive		-2.04	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_ProductbabylformulaV_presentation3Prosocial		1.21	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_ProductcigarettesV_presentation3Prosocial		-2.52	
ScaledCatchCovidScaledTransmitCovidVEXPGRP.TEXTChineseV_ProducttoiletpaperV_presentation3Prosocial		5.00	
EXPGRP.TEXTChineseScaledCatchCovid		-1.25	
EXPGRP.TEXTChineseScaledTransmitCovid		0.00	
EXPGRP.TEXTChineseScaledCatchCovidScaledTransmitCovid		-0.44	
		-0.47	

Table 7.4: Model 1.6, EXPGRP, Product, Update presentation and Spill Over

	EXPGRP&Spill&UpdateProduct	Spill&EXPGRP*UpdateProduct	Spill*EXPGRP&UpdateProduct
(Intercept)	21.19***	21.21***	21.00***
EXPGRP.TEXTChinese	0.59	-0.70	1.06
ScaledCatchCovid	4.20***	3.79	4.23***
ScaledTransmitCovid	8.12***	10.04***	8.26***
V_Productbabymformula	-5.76***	-5.76***	-5.75***
V_Productcigarettes	8.45***	6.05***	8.46***
V_Producttoiletpaper	11.09***	10.96***	11.09***
V_presentation3Defensive	12.18***	14.43***	12.18***
V_presentation3Prosocial	-11.22***	-12.15***	-11.21***
ScaledCatchCovidScaledTransmitCovid	0.93*	1.66	1.13*
V_ProductbabymformulaV_presentation3Defensive	-4.15*	-5.54+	-4.15*
V_ProductcigarettesV_presentation3Defensive	-11.08***	-12.99***	-11.08***
V_ProducttoiletpaperV_presentation3Defensive	-8.47***	-7.64*	-8.46***
V_ProductbabymformulaV_presentation3Prosocial	5.65**	6.18*	5.64**
V_ProductcigarettesV_presentation3Prosocial	6.45***	12.57***	6.45***
V_ProducttoiletpaperV_presentation3Prosocial	-13.63***	-10.68***	-13.64***
SD (Intercept ID)	16.28	16.29	16.28
SD (Observations)	18.96	18.69	18.96
Num.Obs.	4791	4791	4791
R2 Marg.	0.286	0.299	0.286
R2 Cond.	0.589	0.602	0.589
AIC	42 935.9	42 629.8	42 934.9
BIC	43 052.4	43 264.3	43 070.9
ICC	0.4	0.4	0.4
RMSE	17.89	17.47	17.88

# Chapter 8

# Model Summary

Table 8.1: Model 1s - Summary on Morally Wrong

	Product	Update	UpdateProduct	Spill&UpdateProduct	EXPGRP&Spill&UpdateProduct
(Intercept)	22.41***	26.75***	22.41***	21.38***	21.19***
V_Productbabyformula	-6.08***		-6.08***	-5.76***	-5.76***
V_Productcigarettes	11.72***		11.73***	8.45***	8.45***
V_Producttoiletpaper	11.73***		11.73***	11.09***	11.09***
V_presentation3Defensive		5.79***	12.64***	12.18***	12.18***
V_presentation3Prosocial		-12.30***	-12.11***	-11.22***	-11.22***
V_ProductbabyformulaV_presentation3Defensive			-4.96*	-4.14*	-4.15*
V_ProductcigarettesV_presentation3Defensive			-12.78***	-11.08***	-11.08***
V_ProducttoiletpaperV_presentation3Defensive			-9.78***	-8.47***	-8.47***
V_ProductbabyformulaV_presentation3Prosocial			5.41**	5.65**	5.65**
V_ProductcigarettesV_presentation3Prosocial			6.04**	6.45***	6.45***
V_ProducttoiletpaperV_presentation3Prosocial			-12.19***	-13.63***	-13.63***
ScaledCatchCovid				4.21(0.19)***	4.20(0.19)***
ScaledTransmitCovid				8.12(0.35)***	8.12(0.35)***
ScaledCatchCovidScaledTransmitCovid				0.93*	0.93*
EXPGRP_TEXTCChinese					0.59
SD (Intercept ID)	20.41	19.31	19.47	16.26	16.28
SD (Observations)	20.38	21.17	19.80	18.96	18.96
Num.Obs.	2396				
R2 Marg.	0.066				
R2 Cond.	0.534				
AIC	22211.3				
BIC	22246.0				
ICC	0.5				
RMSE	18.21				
Num.Obs.		4791	4791	4791	4791
R2 Marg.		0.050	0.109	0.286	0.286
R2 Cond.		0.482	0.547	0.588	0.589
AIC		44 067.7	43 493.2	42 936.7	42 935.9
BIC		44 100.1	43 583.8	43 046.8	43 052.4
ICC		0.5	0.5	0.4	0.4
RMSE		19.98	18.65	17.89	17.89

## Part III

# Some Racial Demography and Covid Beliefs

## Chapter 9

### Model 4 - Race Name

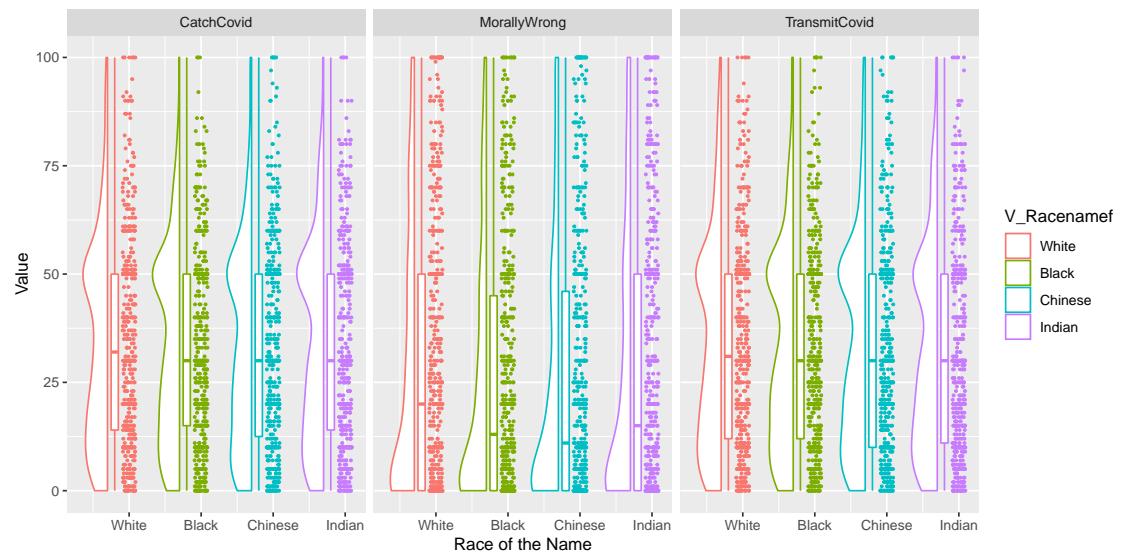


Table 9.1: Model 4, Race Name

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	28.65***	34.36***	34.19***
V_RacenamefBlack	-3.26*	-0.87	-1.41*
V_RacenamefChinese	-3.25*	-1.07	-0.98
V_RacenamefIndian	-1.09	-0.59	-1.62*
SD (Intercept ID)	19.94	19.41	20.41
SD (Observations)	22.17	11.79	11.55
Num.Obs.	2396	2396	2396
R2 Marg.	0.002	0.000	0.001
R2 Cond.	0.448	0.730	0.757
AIC	22 513.7	20 107.6	20 088.2
BIC	22 548.3	20 142.3	20 122.9
ICC	0.4	0.7	0.8
RMSE	19.93	10.35	10.12
White - Black	3.26*	0.87	1.41*
White - Chinese	3.25*	1.07	0.98
White - Indian	1.09	0.59	1.62*
Black - Chinese	-0.01	0.2	-0.43
Black - Indian	-2.17.	-0.27	0.21
Chinese - Indian	-2.15.	-0.47	0.64

# Chapter 10

## Model 5 - Race Respondant

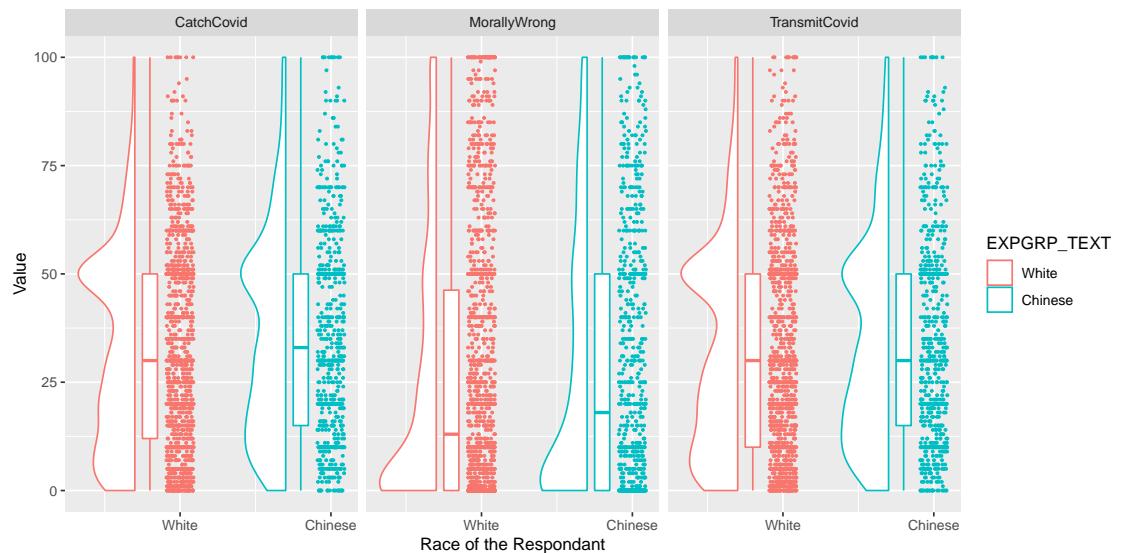


Table 10.1: Model 5, Race Respondant

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	25.93***	32.84***	32.59***
EXPGRP_TEXTCChinese	2.52	2.73	1.85
SD (Intercept ID)	19.91	19.38	20.41
SD (Observations)	22.21	11.79	11.57
Num.Obs.	2396	2396	2396
R2 Marg.	0.002	0.003	0.001
R2 Cond.	0.446	0.731	0.757
AIC	22 520.8	20 103.6	20 089.4
BIC	22 543.9	20 126.7	20 112.6
ICC	0.4	0.7	0.8
RMSE	19.98	10.35	10.14
White - Chinese	-2.52	-2.73	-1.85

Table 10.2: Model 5, Race Respondant

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	28.45***	35.57***	34.44***
RaceContRespNonAmWhite	3.92+	-1.07	1.18
RaceContRespWhiteAmerican	-7.44***	-4.00*	-4.17*
SD (Intercept ID)	19.39	19.36	20.31
SD (Observations)	22.21	11.79	11.57
Num.Obs.	2396	2396	2396
R2 Marg.	0.026	0.006	0.010
R2 Cond.	0.447	0.731	0.757
AIC	22 494.2	20 100.2	20 081.8
BIC	22 523.1	20 129.1	20 110.7
ICC	0.4	0.7	0.8
RMSE	20.01	10.35	10.14
Chinese - NonAmWhite	-3.92.	1.07	-1.18
Chinese - WhiteAmerican	7.44***	4*	4.17*
NonAmWhite - WhiteAmerican	11.36***	2.93	5.35*

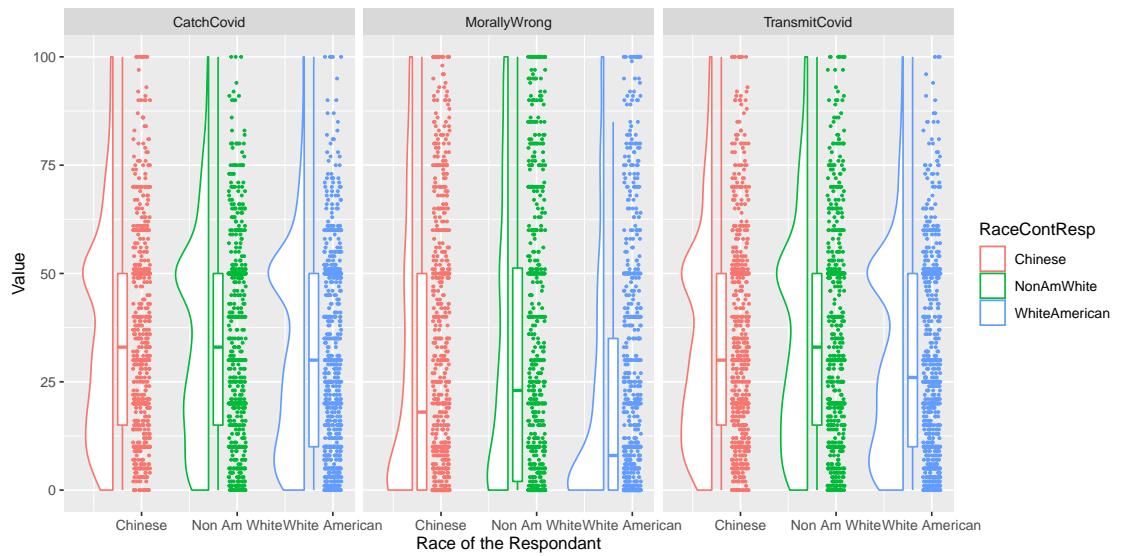


Table 10.3: Model 1, Product without update

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	28.45[25.31,31.59]*** t=17.78, se=1.60 p=0.00, df=2391.00	35.57[32.73,38.42]*** t=24.54, se=1.45 p=0.00, df=2391.00	34.44[31.47,37.40]*** t=22.77, se=1.51 p=0.00, df=2391.00
RaceContRespNonAmWhite	3.92[-0.64,8.48]+ t=1.69, se=2.33 p=0.09, df=2391.00	-1.07[-5.20,3.06] t=-0.51, se=2.11 p=0.61, df=2391.00	1.18[-3.13,5.49] t=0.54, se=2.20 p=0.59, df=2391.00
RaceContRespWhiteAmerican	-7.44[-11.71,-3.17]*** t=-3.42, se=2.18 p=0.00, df=2391.00	-4.00[-7.87,-0.13]* t=-2.03, se=1.97 p=0.04, df=2391.00	-4.17[-8.21,-0.14]* t=-2.03, se=2.06 p=0.04, df=2391.00
SD (Intercept ID)	19.39 t=, se= p=, df=	19.36 t=, se= p=, df=	20.31 t=, se= p=, df=
SD (Observations)	22.21 t=, se= p=, df=	11.79 t=, se= p=, df=	11.57 t=, se= p=, df=
Num.Obs.	2396	2396	2396
R2 Marg.	0.026	0.006	0.010
R2 Cond.	0.447	0.731	0.757
AIC	22 494.2	20 100.2	20 081.8
BIC	22 523.1	20 129.1	20 110.7
ICC	0.4	0.7	0.8
RMSE	20.01	10.35	10.14

## Chapter 11

# Model 6 - Race Respondant and Name

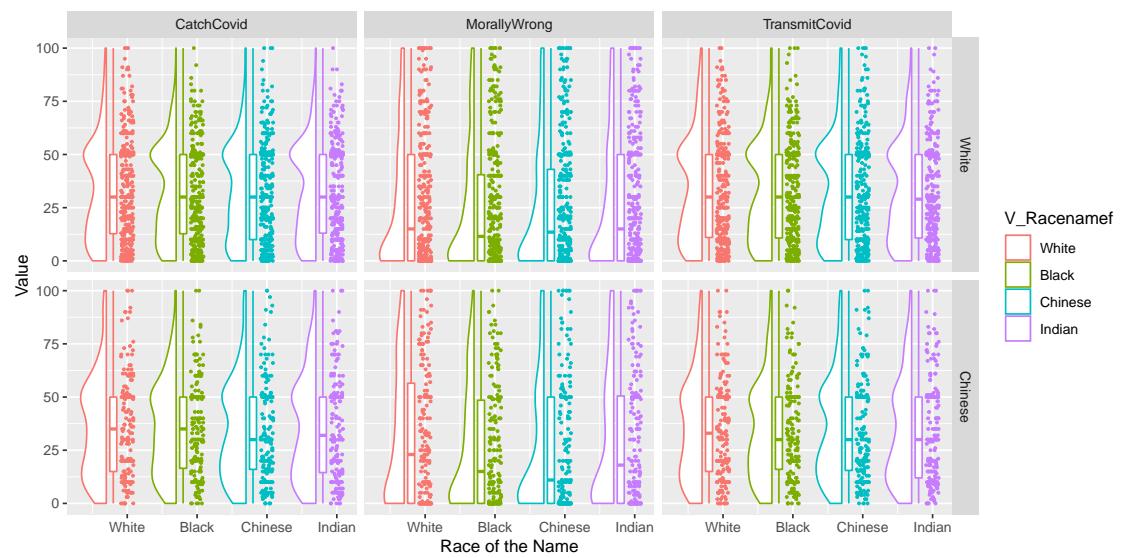


Table 11.1: Model 6, Race Respondant and name

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	26.99***	33.48***	33.77***
EXPGRP_TEXTChinese	5.10*	2.71	1.28
V_RacenamefBlack	-2.06	-1.01	-1.67*
V_RacenamefChinese	-1.74	-0.75	-1.15
V_RacenamefIndian	-0.43	-0.79	-1.93*
EXPGRP_TEXTChineseV_RacenamefBlack	-3.68	0.46	0.81
EXPGRP_TEXTChineseV_RacenamefChinese	-4.64+	-0.98	0.51
EXPGRP_TEXTChineseV_RacenamefIndian	-2.04	0.59	0.96
SD (Intercept ID)	19.93	19.38	20.41
SD (Observations)	22.17	11.80	11.56
Num.Obs.	2396	2396	2396
R2 Marg.	0.005	0.004	0.002
R2 Cond.	0.449	0.731	0.758
AIC	22 502.7	20 101.8	20 084.6
BIC	22 560.5	20 159.6	20 142.4
ICC	0.4	0.7	0.8
RMSE	19.91	10.34	10.12
RespWhite - RespChinese	-2.52	-2.73	-1.85
NameWhite - NameBlack	3.9**	0.79	1.27
NameWhite - NameChinese	4.06**	1.24.	0.89
NameWhite - NameIndian	1.45	0.49	1.45*
NameBlack - NameChinese	0.16	0.45	-0.37
NameBlack - NameIndian	-2.45.	-0.3	0.18
NameChinese - NameIndian	-2.61.	-0.75	0.56
RespWhite:NameWhite - RespChinese:NameWhite	-5.1*	-2.71	-1.28
RespWhite:NameWhite - RespWhite:NameBlack	2.06	1.01	1.67*
RespWhite:NameWhite - RespChinese:NameBlack	0.63	-2.16	-0.42
RespWhite:NameWhite - RespWhite:NameChinese	1.74	0.75	1.15
RespWhite:NameWhite - RespChinese:NameChinese	1.27	-0.99	-0.64
RespWhite:NameWhite - RespWhite:NameIndian	0.43	0.79	1.93*
RespWhite:NameWhite - RespChinese:NameIndian	-2.64	-2.52	-0.31
RespChinese:NameWhite - RespWhite:NameBlack	7.17**	3.73.	2.95
RespChinese:NameWhite - RespChinese:NameBlack	5.74*	0.56	0.86
RespChinese:NameWhite - RespWhite:NameChinese	6.84**	3.46.	2.43
RespChinese:NameWhite - RespChinese:NameChinese	6.37**	1.73	0.64
RespChinese:NameWhite - RespWhite:NameIndian	5.54*	3.5.	3.21
RespChinese:NameWhite - RespChinese:NameIndian	2.47	0.19	0.97
RespWhite:NameBlack - RespChinese:NameBlack	-1.43	-3.17	-2.09
RespWhite:NameBlack - RespWhite:NameChinese	-0.32	-0.27	-0.52
RespWhite:NameBlack - RespChinese:NameChinese	-0.79	-2	-2.31
RespWhite:NameBlack - RespWhite:NameIndian	-1.63	-0.23	0.26
RespWhite:NameBlack - RespChinese:NameIndian	-4.7.	-3.53.	-1.99
RespChinese:NameBlack - RespWhite:NameChinese	1.1	2.9	1.57
RespChinese:NameBlack - RespChinese:NameChinese	0.64	1.17	-0.22
RespChinese:NameBlack - RespWhite:NameIndian	-0.2	2.94	2.35
RespChinese:NameBlack - RespChinese:NameIndian	-3.27	-0.36	0.11
RespWhite:NameChinese - RespChinese:NameChinese	-0.47	-1.73	-1.79
RespWhite:NameChinese - RespWhite:NameIndian	-1.31	0.04	0.78
RespWhite:NameChinese - RespChinese:NameIndian	-4.38. <sup>54</sup>	-3.27.	-1.46
RespChinese:NameChinese - RespWhite:NameIndian	-0.84	1.77	2.57
RespChinese:NameChinese - RespChinese:NameIndian	-3.91.	-1.53	0.33
RespWhite:NameIndian - RespChinese:NameIndian	-3.07	-3.31.	-2.25

Table 11.2: Model 5, Race Respondant and name

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	26.99***	33.48***	33.77***
EXPGRP_TEXTChinese	5.10*	2.71	1.28
V_RacenamefBlack	-2.06	-1.01	-1.67*
V_RacenamefChinese	-1.74	-0.75	-1.15
V_RacenamefIndian	-0.43	-0.79	-1.93*
EXPGRP_TEXTChineseV_RacenamefBlack	-3.68	0.46	0.81
EXPGRP_TEXTChineseV_RacenamefChinese	-4.64+	-0.98	0.51
EXPGRP_TEXTChineseV_RacenamefIndian	-2.04	0.59	0.96
SD (Intercept ID)	19.93	19.38	20.41
SD (Observations)	22.17	11.80	11.56
Num.Obs.	2396	2396	2396
R2 Marg.	0.005	0.004	0.002
R2 Cond.	0.449	0.731	0.758
AIC	22 502.7	20 101.8	20 084.6
BIC	22 560.5	20 159.6	20 142.4
ICC	0.4	0.7	0.8
RMSE	19.91	10.34	10.12
RspWhite - RspChinese	-2.52	-2.73	-1.85
NmeWhite - NmeChinese	4.06**	1.24.	0.89
NmeWhite - NmeBlack	3.9**	0.79	1.27.
NmeWhite - NmeIndian	1.45	0.49	1.45*
NmeBlack - NmeChinese	0.16	0.45	-0.37
NmeBlack - NmeIndian	-2.45.	-0.3	0.18
NmeChinese - NmeIndian	-2.61.	-0.75	0.56
RspWhite:NmeWhite - RspWhite:NmeChinese	1.74	0.75	1.15
RspWhite:NmeWhite - RspWhite:NmeBlack	2.06	1.01	1.67*
RspWhite:NmeWhite - RspWhite:NmeIndian	0.43	0.79	1.93*
RspWhite:NmeChinese - RspWhite:NmeIndian	-1.31	0.04	0.78
RspWhite:NmeBlack - RspWhite:NmeIndian	-1.63	-0.23	0.26
RspChinese:NmeWhite - RspChinese:NmeChinese	6.37**	1.73	0.64
RspChinese:NmeWhite - RspChinese:NmeBlack	5.74*	0.56	0.86
RspChinese:NmeWhite - RspChinese:NmeIndian	2.47	0.19	0.97
RspChinese:NmeChinese - RspChinese:NmeIndian	-3.91.	-1.53	0.33
RspChinese:NmeBlack - RspChinese:NmeIndian	-3.27	-0.36	0.11
RspWhite:NmeWhite - RspChinese:NmeChinese	1.27	-0.99	-0.64
RspWhite:NmeWhite - RspChinese:NmeWhite	-5.1*	-2.71	-1.28
RspWhite:NmeWhite - RspChinese:NmeBlack	0.63	-2.16	-0.42
RspWhite:NmeWhite - RspChinese:NmeIndian	-2.64	-2.52	-0.31
RspWhite:NmeChinese - RspChinese:NmeChinese	-0.47	-1.73	-1.79
RspWhite:NmeChinese - RspChinese:NmeIndian	-4.38.	-3.27.	-1.46
RspWhite:NmeBlack - RspChinese:NmeIndian	-4.7.	-3.53.	-1.99

Table 11.3: Model 5, Race Respondant and name

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	32.09***	36.19***	35.06***
RaceContRespNonAmWhite	0.06	-1.13	0.89
RaceContRespWhiteAmerican	-9.05**	-3.92+	-2.95
V_RacenameBlack	-5.74*	-0.56	-0.86
V_RacenameChinese	-6.37**	-1.73	-0.64
V_RacenameIndian	-2.47	-0.19	-0.97
RaceContRespNonAmWhite_V_RacenameBlack	5.59+	-0.13	0.77
RaceContRespWhiteAmerican_V_RacenameBlack	2.21	-0.70	-2.02
RaceContRespNonAmWhite_V_RacenameChinese	6.29+	0.75	0.40
RaceContRespWhiteAmerican_V_RacenameChinese	3.37	1.16	-1.19
RaceContRespNonAmWhite_V_RacenamefIndian	3.55	-0.37	-0.01
RaceContRespWhiteAmerican_V_RacenamefIndian	0.88	-0.76	-1.69
SD (Intercept ID)	19.40	19.36	20.31
SD (Observations)	22.18	11.81	11.56
Num.Obs.	2396	2396	2396
R2 Marg.	0.029	0.006	0.011
R2 Cond.	0.450	0.731	0.758
AIC	22 469.0	20 096.1	20 072.2
BIC	22 549.9	20 177.0	20 153.2
ICC	0.4	0.7	0.8
RMSE	19.93	10.34	10.11
RspChinese - RspNonAmWhite	-3.92	1.07	-1.18
RspChinese - RspWhiteAmerican	7.44***	4*	4.17*
RspNonAmWhite - RspWhiteAmerican	11.36***	2.93	5.35*
NmeWhite - NmeBlack	3.14*	0.84	1.28
NmeWhite - NmeChinese	3.15*	1.09	0.91
NmeWhite - NmeIndian	0.99	0.57	1.54*
NmeBlack - NmeChinese	0.02	0.25	-0.37
NmeBlack - NmeIndian	-2.15	-0.27	0.26
NmeChinese - NmeIndian	-2.16	-0.52	0.63
RspChinese:NmeWhite - RspNonAmWhite:NmeWhite	-0.06	1.13	-0.89
RspChinese:NmeWhite - RspWhiteAmerican:NmeWhite	9.05**	3.92	2.95
RspChinese:NmeWhite - RspChinese:NmeBlack	5.74*	0.56	0.86
RspChinese:NmeWhite - RspNonAmWhite:NmeBlack	0.09	1.82	-0.8
RspChinese:NmeWhite - RspWhiteAmerican:NmeBlack	12.58***	5.19*	5.82*
RspChinese:NmeWhite - RspChinese:NmeChinese	6.37**	1.73	0.64
RspChinese:NmeWhite - RspNonAmWhite:NmeChinese	0.02	2.11	-0.65
RspChinese:NmeWhite - RspWhiteAmerican:NmeChinese	12.06***	4.5*	4.78*
RspChinese:NmeWhite - RspChinese:NmeIndian	2.47	0.19	0.97
RspChinese:NmeWhite - RspNonAmWhite:NmeIndian	-1.15	1.7	0.09
RspChinese:NmeWhite - RspWhiteAmerican:NmeIndian	10.64***	4.88*	5.6*
RspNonAmWhite:NmeWhite - RspWhiteAmerican:NmeWhite	9.11**	2.79	3.84
RspNonAmWhite:NmeWhite - RspChinese:NmeBlack	5.8	-0.57	1.75
RspNonAmWhite:NmeWhite - RspNonAmWhite:NmeBlack	0.15	0.69	0.09
RspNonAmWhite:NmeWhite - RspWhiteAmerican:NmeBlack	12.64***	4.05	6.72**
RspNonAmWhite:NmeWhite - RspChinese:NmeChinese	6.44*	0.6	1.53
RspNonAmWhite:NmeWhite - RspNonAmWhite:NmeChinese	0.08	0.98	0.25
RspNonAmWhite:NmeWhite - RspWhiteAmerican:NmeChinese	12.12***	3.36	5.67*
RspNonAmWhite:NmeWhite - RspChinese:NmeIndian	2.53	-0.94	1.86
RspNonAmWhite:NmeWhite - RspNonAmWhite:NmeIndian	-1.09	0.57	0.98
RspNonAmWhite:NmeWhite - RspWhiteAmerican:NmeIndian	10.7***	3.75	6.49**
RspWhiteAmerican:NmeWhite - RspChinese:NmeBlack	-3.31	-3.37	-2.09
RspWhiteAmerican:NmeWhite - RspNonAmWhite:NmeBlack	-8.97**	-2.1	-3.75
RspWhiteAmerican:NmeWhite - RspWhiteAmerican:NmeBlack	3.52	1.26	2.88**
RspWhiteAmerican:NmeWhite - RspChinese:NmeChinese	-2.68	-2.2	-2.31
RspWhiteAmerican:NmeWhite - RspNonAmWhite:NmeChinese	-9.03**	-1.81	-3.59
RspWhiteAmerican:NmeWhite - RspWhiteAmerican:NmeChinese	3	0.57	1.83
RspWhiteAmerican:NmeWhite - RspChinese:NmeIndian	-6.59*	-3.73	-1.98
RspWhiteAmerican:NmeWhite - RspNonAmWhite:NmeIndian	-10.2***	-2.23	-2.86
RspWhiteAmerican:NmeWhite - RspWhiteAmerican:NmeIndian	1.59	0.96	2.66*
RspChinese:NmeBlack - RspNonAmWhite:NmeBlack	-5.65	1.26	-1.66
RspChinese:NmeBlack - RspWhiteAmerican:NmeBlack	6.84*	4.63*	4.96*
RspChinese:NmeBlack - RspChinese:NmeChinese	0.64	1.17	-0.22
RspChinese:NmeBlack - RspNonAmWhite:NmeChinese	-5.72	1.55	-1.51
RspChinese:NmeBlack - RspWhiteAmerican:NmeChinese	6.32*	3.94	3.92
RspChinese:NmeBlack - RspChinese:NmeIndian	-3.27	-0.36	0.11
RspChinese:NmeBlack - RspNonAmWhite:NmeIndian	-6.89*	1.14	-0.77
RspChinese:NmeBlack - RspWhiteAmerican:NmeIndian	4.9	4.32	4.74*
RspNonAmWhite:NmeBlack - RspWhiteAmerican:NmeBlack	12.49***	3.36	6.63**
RspNonAmWhite:NmeBlack - RspChinese:NmeChinese	6.29*	-0.1	1.44
RspNonAmWhite:NmeBlack - RspNonAmWhite:NmeChinese	-0.07	0.29	0.15
RspNonAmWhite:NmeBlack - RspWhiteAmerican:NmeChinese	11.97***	2.67	5.58*
RspNonAmWhite:NmeBlack - RspChinese:NmeIndian	2.38	-1.63	1.77
RspNonAmWhite:NmeBlack - RspNonAmWhite:NmeIndian	-1.23	-0.13	0.89
RspNonAmWhite:NmeBlack - RspWhiteAmerican:NmeIndian	10.56***	3.06	6.4**
RspWhiteAmerican:NmeBlack - RspChinese:NmeChinese	-6.2*	-3.46	-5.18*
RspWhiteAmerican:NmeBlack - RspNonAmWhite:NmeChinese	-12.56***	-3.08	-6.47**
RspWhiteAmerican:NmeBlack - RspWhiteAmerican:NmeChinese	-0.52	-0.69	-1.04
RspWhiteAmerican:NmeBlack - RspChinese:NmeIndian	-10.11***	-4.99*	-4.86*
RspWhiteAmerican:NmeBlack - RspNonAmWhite:NmeIndian	-13.72***	-3.49	-5.73*
RspWhiteAmerican:NmeBlack - RspWhiteAmerican:NmeIndian	-1.93	-0.31	-0.22
RspChinese:NmeChinese - RspNonAmWhite:NmeChinese	-6.36*	0.38	-1.29
RspChinese:NmeChinese - RspWhiteAmerican:NmeChinese	5.68*	2.77	4.14
RspChinese:NmeChinese - RspChinese:NmeIndian	-3.91	-1.53	0.33
RspChinese:NmeChinese - RspNonAmWhite:NmeIndian	-7.52*	-0.03	-0.55
RspChinese:NmeChinese - RspWhiteAmerican:NmeIndian	4.27	3.15	4.96*
RspNonAmWhite:NmeChinese - RspWhiteAmerican:NmeChinese	12.04***	2.39	5.43*
RspNonAmWhite:NmeChinese - RspChinese:NmeIndian	2.45	-1.91	1.62
RspNonAmWhite:NmeChinese - RspNonAmWhite:NmeIndian	-1.17	-0.41	0.74
RspNonAmWhite:NmeChinese - RspWhiteAmerican:NmeIndian	10.62***	2.77	6.25**
RspWhiteAmerican:NmeChinese - RspChinese:NmeIndian	-9.59***	-4.3	-3.81
RspWhiteAmerican:NmeChinese - RspNonAmWhite:NmeIndian	-13.21***	-2.8	-4.69*
RspWhiteAmerican:NmeChinese - RspWhiteAmerican:NmeIndian	-1.41	0.38	0.82
RspChinese:NmeIndian - RspNonAmWhite:NmeIndian	-3.61	1.5	-0.88
RspChinese:NmeIndian - RspWhiteAmerican:NmeIndian	8.18**	4.69*	4.63*
RspNonAmWhite:NmeIndian - RspWhiteAmerican:NmeIndian	11.79***	3.18	5.51*

Table 11.4: Model 5, Race Respondant and name

	MorallyWrong	CatchCovid	TransmitCovid
<b>Intercept Chinese</b>			
(Intercept)	32.09***	36.19***	35.06***
RaceContRespNonAmWhite	0.06	-1.13	0.89
RaceContRespWhiteAmerican	-9.05**	-3.92+	-2.95
V_RacenamefBlack	-5.74*	-0.56	-0.86
V_RacenamefChinese	-6.37**	-1.73	-0.64
V_RacenamefIndian	-2.47	-0.19	-0.97
RaceContRespNonAmWhiteV_RacenamefBlack	5.59+	-0.13	0.77
RaceContRespWhiteAmericanV_RacenamefBlack	2.21	-0.70	-2.02
RaceContRespNonAmWhiteV_RacenamefChinese	6.29+	0.75	0.40
RaceContRespWhiteAmericanV_RacenamefChinese	3.37	1.16	-1.19
RaceContRespNonAmWhiteV_RacenamefIndian	3.55	-0.37	-0.01
RaceContRespWhiteAmericanV_RacenamefIndian	0.88	-0.76	-1.69
SD (Intercept ID)	19.40	19.36	20.31
SD (Observations)	22.18	11.81	11.56
<b>Intercept White American</b>			
(Intercept)	23.04***	32.27***	32.11***
RaceContRespChinese	9.05**	3.92+	2.95
RaceContRespNonAmWhite	9.11**	2.79	3.84
V_RacenamefBlack	-3.52+	-1.26	-2.88**
V_RacenamefChinese	-3.00	-0.57	-1.83+
V_RacenamefIndian	-1.59	-0.96	-2.66*
RaceContRespChineseV_RacenamefBlack	-2.21	0.70	2.02
RaceContRespNonAmWhiteV_RacenamefBlack	3.38	0.57	2.79+
RaceContRespChineseV_RacenamefChinese	-3.37	-1.16	1.19
RaceContRespNonAmWhiteV_RacenamefChinese	2.92	-0.41	1.59
RaceContRespChineseV_RacenamefIndian	-0.88	0.76	1.69
RaceContRespNonAmWhiteV_RacenamefIndian	2.68	0.39	1.67
SD (Intercept ID)	19.40	19.36	20.31
SD (Observations)	22.18	11.81	11.56
<b>Intercept Non American White</b>			
(Intercept)	32.15***	35.06***	35.95***
RaceContRespWhiteAmerican	-9.11**	-2.79	-3.84
RaceContRespChinese	-0.06	1.13	-0.89
V_RacenamefBlack	-0.15	-0.69	-0.09
V_RacenamefChinese	-0.08	-0.98	-0.25
V_RacenamefIndian	1.09	-0.57	-0.98
RaceContRespWhiteAmericanV_RacenamefBlack	-3.38	-0.57	-2.79+
RaceContRespChineseV_RacenamefBlack	-5.59+	0.13	-0.77
RaceContRespWhiteAmericanV_RacenamefChinese	-2.92	0.41	-1.59
RaceContRespChineseV_RacenamefChinese	-6.29+	-0.75	-0.40
RaceContRespWhiteAmericanV_RacenamefIndian	-2.68	-0.39	-1.67
RaceContRespChineseV_RacenamefIndian	-3.55	0.37	0.01
SD (Intercept ID)	19.40	19.36	20.31
SD (Observations)	22.18	11.81	11.56



Table 12.1: Model 2.2, Race perceived and Update

	MorallyWrong	MorallyWrongcross	CatchCovid	CatchCovidcross	TransmitCovid	TransmitCovidcross
(Intercept)	27.97***	28.65***	34.02***	34.36***	33.78***	34.19***
V.RacenamefBlack	-1.55+	-3.26**	-0.28	-0.87	-0.73	-1.41*
V.RacenamefChinese	-2.64**	-3.25**	-0.63	-1.07+	-0.75+	-0.98
V.RacenamefIndian	-0.69	-1.09	-0.23	-0.59	-0.87+	-1.62*
V.presentation3Defensive	5.85***	4.85**	-1.05**	-1.37+	-0.93*	-1.65*
V.presentation3Prosocial	-12.36***	-14.04***	-1.48***	-2.51**	-1.28**	-2.20**
V.RacenamefBlackV.presentation3Defensive		3.29		1.02		1.20
V.RacenamefChineseV.presentation3Defensive		-0.55		0.15		0.24
V.RacenamefIndianV.presentation3Defensive		1.28		0.08		1.42
V.RacenamefBlackV.presentation3Prosocial		3.49		1.27		1.48
V.RacenamefChineseV.presentation3Prosocial		3.13		1.60		0.70
V.RacenamefIndianV.presentation3Prosocial		0.37		1.29		1.55
SD (Intercept ID)	19.31	19.31	19.94	19.94	20.68	20.68
SD (Observations)	21.15	21.15	10.90	10.90	11.04	11.04
Num.Obs.	4791	4791	4791	4791	4791	4791
R2 Marg.	0.052	0.052	0.001	0.001	0.001	0.001
R2 Cond.	0.483	0.483	0.770	0.770	0.778	0.778
AIC	44059.4	44044.8	38482.4	38480.1	38632.8	38629.8
BIC	44111.2	44135.4	38534.2	38570.8	38684.6	38720.5
ICC	0.5	0.5	0.8	0.8	0.8	0.8
RMSE	19.96	19.94	10.21	10.21	10.34	10.34
NameWhite - NameBlack	1.55.	1	0.28	0.1	0.73	0.51
NameWhite - NameChinese	2.64**	2.39**	0.63	0.48	0.75	0.67
NameWhite - NameIndian	0.69	0.54	0.23	0.14	0.87.	0.63
NameBlack - NameChinese	1.09	1.39	0.35	0.38	0.01	0.16
NameBlack - NameIndian	-0.85	-0.46	-0.04	0.03	0.14	0.11
NameChinese - NameIndian	-1.95*	-1.84*	-0.4	-0.35	0.12	-0.04
NONE - Defensive	-5.85***	-5.86***	1.05**	1.06**	0.93*	0.93*
NONE - Prosocial	12.36***	12.29***	1.48***	1.47***	1.28**	1.27**
Defensive - Prosocial	18.21***	18.15***	0.43	0.41	0.34	0.34
NameWhite:NONE - NameBlack:NONE	3.26**		0.87			1.41*
NameWhite:NONE - NameChinese:NONE	3.25**			1.07.		0.98
NameWhite:NONE - NameIndian:NONE		1.09		0.59		1.62*
NameWhite:NONE - NameWhite:Defensive		-4.85**		1.37.		1.65*
NameWhite:NONE - NameWhite:Prosocial		14.04***		2.51**		2.2**
NameBlack:NONE - NameChinese:NONE	-0.01		0.2			-0.43
NameBlack:NONE - NameIndian:NONE	-2.17.		-0.27			0.21
NameBlack:NONE - NameBlack:Defensive	-8.14***		0.35			0.44
NameBlack:NONE - NameBlack:Prosocial	10.55***		1.24			0.72
NameChinese:NONE - NameIndian:NONE	-2.15.		-0.47			0.64
NameChinese:NONE - NameChinese:Defensive	-4.31**		1.22			1.41.
NameChinese:NONE - NameChinese:Prosocial	10.91***		0.91			1.5.
NameIndian:NONE - NameIndian:Defensive	-6.13***		1.29			0.23
NameIndian:NONE - NameIndian:Prosocial	13.66***		1.22			0.65
NameWhite:Defensive - NameBlack:Defensive	-0.03		-0.16			0.21
NameWhite:Defensive - NameChinese:Defensive	3.79*		0.92			0.75
NameWhite:Defensive - NameIndian:Defensive	-0.19		0.51			0.2
NameWhite:Defensive - NameWhite:Prosocial	18.89***		1.14			0.56
NameBlack:Defensive - NameChinese:Defensive	3.82*		1.07			0.54
NameBlack:Defensive - NameIndian:Defensive	-0.16		0.67			-0.01
NameBlack:Defensive - NameBlack:Prosocial	18.69***		0.9			0.28
NameChinese:Defensive - NameIndian:Defensive	-3.98*		-0.4			-0.55
NameChinese:Defensive - NameChinese:Prosocial	15.22***		-0.31			0.09
NameIndian:Defensive - NameIndian:Prosocial	19.79***		-0.07			0.43
NameWhite:Prosocial - NameBlack:Prosocial	-0.23		-0.4			-0.08
NameWhite:Prosocial - NameChinese:Prosocial	0.12		-0.54			0.28
NameWhite:Prosocial - NameIndian:Prosocial	0.72		-0.7			0.07
NameBlack:Prosocial - NameChinese:Prosocial	0.35		-0.14			0.36
NameBlack:Prosocial - NameIndian:Prosocial	0.95		-0.3			0.14
NameChinese:Prosocial - NameIndian:Prosocial	0.6		-0.16			-0.22

# Chapter 12

## Model 6.2 - CovidSkepticism

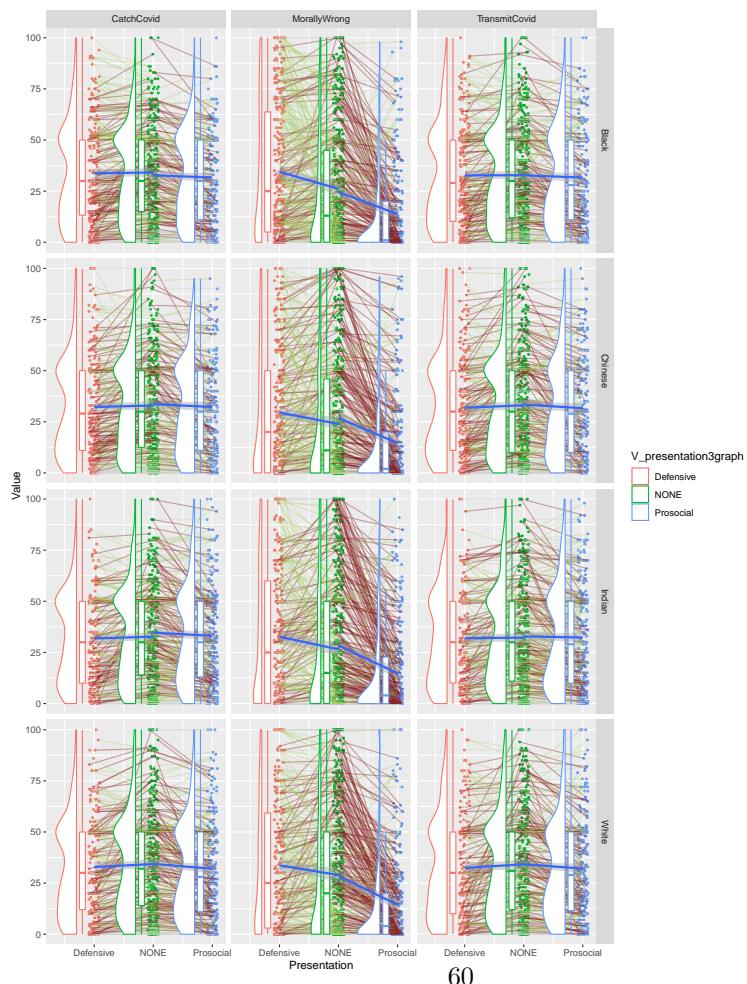
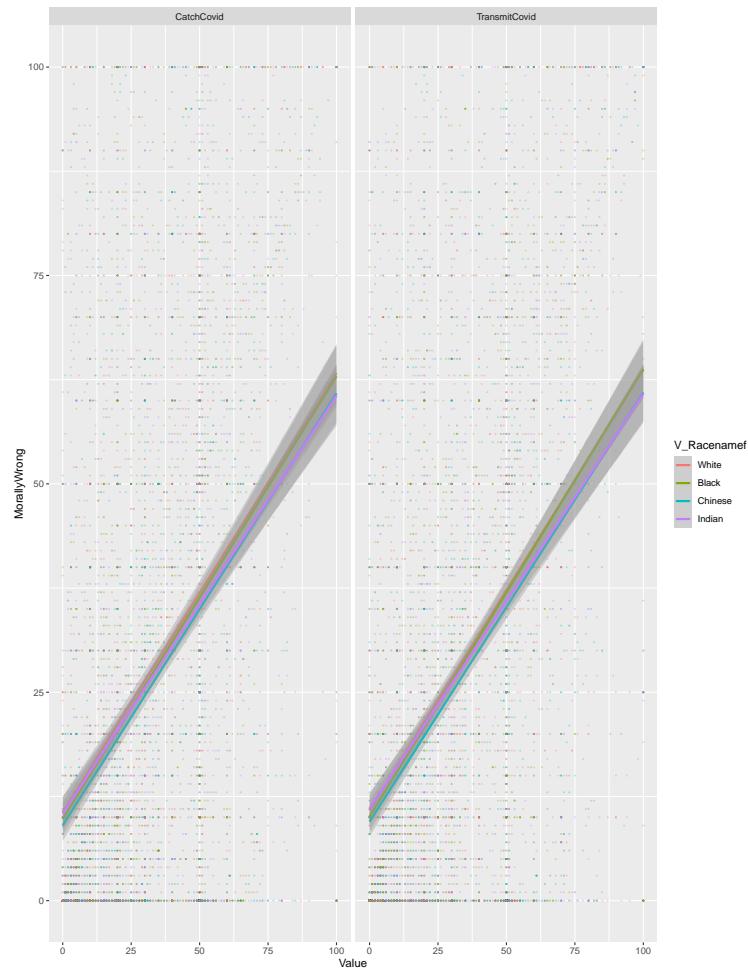
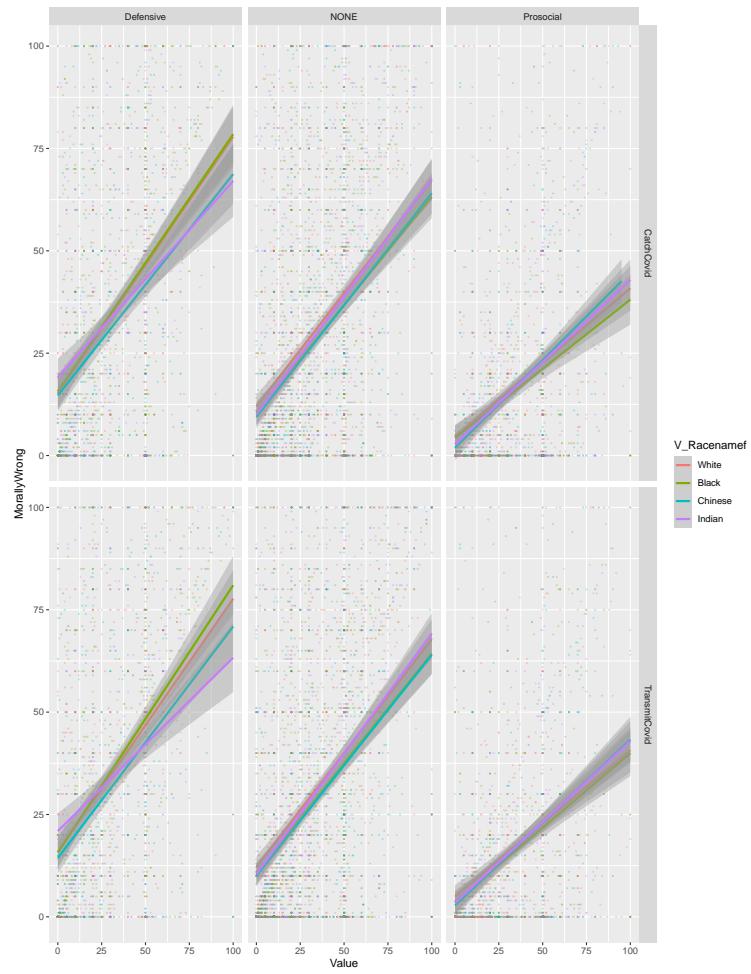


Table 12.2: Model 2.3, SpillOver and Race

	Spill&Race	Spill*Race	Spill&Race&Upd	Spill*Race&Upd	Spill&Race*Upd	Spill*Race*Upd
(Intercept)	23.97***	22.79***	25.54***	24.37***	25.98***	25.00***
ScaledTransmitCovid	8.66***	7.84***	8.65***	7.94***	8.66***	8.03***
ScaledCatchCovid	5.02***	4.82***	4.85***	4.48***	4.83***	5.26**
V_RacenameBlack	-0.59	0.89	-1.16	0.46	-2.45*	-0.78
V_RacenameChinese	-1.63+	-0.16	-2.19**	-0.68	-2.60*	-1.70
V_RacenameIndian	-0.27	1.95+	-0.29	1.71	-0.33	0.55
ScaledTransmitCovidScaledCatchCovid	1.00*	2.36***	1.03**	2.39***	1.02*	2.11**
ScaledTransmitCovidV_RacenameBlack		-0.11		0.29		-0.68
ScaledTransmitCovidV_RacenameChinese		0.56		0.28		0.47
ScaledTransmitCovidV_RacenameIndian		3.44+		2.95		5.44*
ScaledCatchCovidV_RacenameBlack		1.23		0.85		1.46
ScaledCatchCovidV_RacenameChinese		1.25		1.63		1.34
ScaledCatchCovidV_RacenameIndian		-2.16		-1.59		-3.54
ScaledTransmitCovidScaledCatchCovidV_RacenameBlack		-1.71*		-1.88*		-1.96+
ScaledTransmitCovidScaledCatchCovidV_RacenameChinese		-1.72*		-1.77*		-1.11
ScaledTransmitCovidScaledCatchCovidV_RacenameIndian		-2.54**		-2.30**		-1.03
V_presentation3Defensive			6.39***	6.36***	5.77***	5.87**
V_presentation3Prosocial			-11.58***	-11.58***	-12.67***	-13.58***
V_RacenameBlackV_presentation3Defensive					2.52	2.31
V_RacenameChineseV_presentation3Defensive					-0.74	0.99
V_RacenameIndianV_presentation3Defensive					0.73	2.19
V_RacenameBlackV_presentation3Prosocial					2.57	3.14
V_RacenameChineseV_presentation3Prosocial					2.52	2.73
V_RacenameIndianV_presentation3Prosocial					-0.48	2.57
ScaledTransmitCovidV_presentation3Defensive						0.71
ScaledTransmitCovidScaledCatchCovidV_presentation3Prosocial						-1.38
ScaledTransmitCovidV_RacenameBlackV_presentation3Defensive						0.17
ScaledTransmitCovidV_RacenameChineseV_presentation3Defensive						-2.84
ScaledTransmitCovidV_RacenameBlackV_presentation3Prosocial						-0.15
ScaledTransmitCovidV_RacenameIndianV_presentation3Prosocial						1.10
ScaledCatchCovidV_presentation3Defensive						3.93
ScaledCatchCovidV_presentation3Prosocial						1.29
ScaledCatchCovidV_RacenameBlackV_presentation3Defensive						-5.60
ScaledCatchCovidV_RacenameBlackV_presentation3Prosocial						1.39
ScaledCatchCovidV_RacenameIndianV_presentation3Prosocial						-3.03
ScaledCatchCovidV_RacenameBlackV_presentation3Defensive						-5.08
ScaledCatchCovidV_RacenameChineseV_presentation3Defensive						-3.58
ScaledCatchCovidV_RacenameIndianV_presentation3Defensive						-0.94
ScaledCatchCovidV_RacenameBlackV_presentation3Prosocial						3.94
ScaledCatchCovidV_RacenameChineseV_presentation3Prosocial						-0.64
ScaledCatchCovidV_RacenameIndianV_presentation3Prosocial						2.41
ScaledTransmitCovidScaledCatchCovidV_RacenameBlackV_presentation3Defensive						4.75
ScaledTransmitCovidScaledCatchCovidV_RacenameChineseV_presentation3Defensive						0.32
ScaledTransmitCovidScaledCatchCovidV_RacenameIndianV_presentation3Defensive						-1.86
ScaledTransmitCovidScaledCatchCovidV_RacenameBlackV_presentation3Prosocial						-1.68
ScaledTransmitCovidScaledCatchCovidV_RacenameBlackV_presentation3Prosocial						-0.62
ScaledTransmitCovidScaledCatchCovidV_RacenameChineseV_presentation3Prosocial						-0.05
ScaledTransmitCovidScaledCatchCovidV_RacenameIndianV_presentation3Prosocial						-3.15+
SD (Intercept ID)	16.01	16.04	16.20	16.22	16.20	16.22
SD (Observations)	21.19	21.17	20.02	20.01	20.02	19.93
Num.Obs.	4792	4792	4791	4791	4791	4791
R2 Marg.	0.214	0.216	0.259	0.260	0.259	0.265
R2 Cond.	0.500	0.502	0.552	0.554	0.552	0.558
AIC	43 896.9	43 882.5	43 413.2	43 400.1	43 400.3	43 305.9
BIC	43 955.2	43 999.1	43 484.4	43 529.6	43 510.4	43 629.6
ICC	0.4	0.4	0.4	0.4	0.4	0.4
RMSE	20.06	20.02	18.93	18.89	18.91	18.75





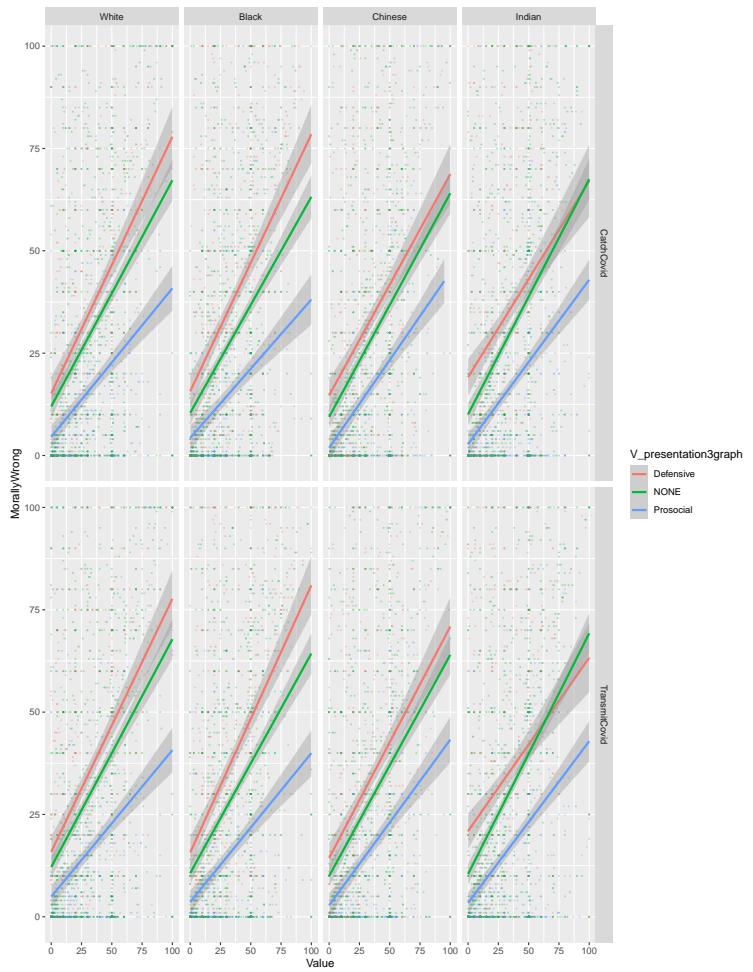


Table 12.3: Model 2.4, Race perceived and Race Respondant

	EXPGRP&Spill*Race&Upd	EXPGRP*Race&Spill*Race&Upd	EXPGRP+Spill*Race&Upd	EXPGRP*Spill*Race&Upd
(Intercept)	24.20***	23.48***	24.66***	23.04***
EXPGRP.TEXTChinese	0.55	2.74	2.70	4.33*
ScaledTransmitCovid	7.94***	7.97***	8.65***	6.29***
ScaledCatchCovid	4.48***	4.41**	4.84***	5.70***
V.RacenameBlack	0.46	1.38	-0.27	2.27+
V.RacenameChinese	-0.68	0.53	-1.01	0.94
V.RacenameIndian	1.71	2.44*	0.49	2.42+
V.presentationDefensive	6.36***	6.37***	6.40***	6.30***
V.presentationProsocial	-11.58***	-11.59***	-11.59***	-11.60***
ScaledTransmitCovidScaledCatchCovid	2.39***	2.40***	1.04**	2.98***
ScaledTransmitCovidV.RacenameBlack	0.29	0.24		3.14
ScaledTransmitCovidV.RacenameChinese	0.28	0.22		3.56+
ScaledTransmitCovidV.RacenameIndian	2.95	2.92		3.65+
ScaledCatchCovidV.RacenameBlack	0.85	0.96		-1.53
ScaledCatchCovidV.RacenameChinese	1.63	1.75		-1.00
ScaledCatchCovidV.RacenameIndian	-1.59	-1.51		-1.90
ScaledTransmitCovidScaledCatchCovidV.RacenameBlack	-1.88*	-1.89*		-2.98**
ScaledTransmitCovidScaledCatchCovidV.RacenameChinese	-1.77*	-1.76*		-2.33*
ScaledTransmitCovidScaledCatchCovidV.RacenameIndian	-2.30**	-2.31**		-2.29*
EXPGRP.TEXTChineseV.RacenameBlack		-2.80	-2.73	-5.48*
EXPGRP.TEXTChineseV.RacenameChinese		-3.74*	-3.63*	-5.24*
EXPGRP.TEXTChineseV.RacenameIndian		-2.22	-2.39	-2.36
EXPGRP.TEXTChineseScaledTransmitCovid				6.10*
EXPGRP.TEXTChineseScaledCatchCovid				-4.41
EXPGRP.TEXTChineseScaledTransmitCovidCovid				-1.98
EXPGRP.TEXTChineseScaledTransmitCovidV.RacenameBlack				-10.38*
EXPGRP.TEXTChineseScaledTransmitCovidV.RacenameChinese				-12.38**
EXPGRP.TEXTChineseScaledTransmitCovidV.RacenameIndian				-1.85
EXPGRP.TEXTChineseScaledCatchCovidV.RacenameBlack				8.24*
EXPGRP.TEXTChineseScaledCatchCovidV.RacenameChinese				9.81*
EXPGRP.TEXTChineseScaledCatchCovidV.RacenameIndian				0.70
EXPGRP.TEXTChineseScaledTransmitCovidScaledCatchCovidV.RacenameBlack				3.24*
EXPGRP.TEXTChineseScaledTransmitCovidScaledCatchCovidV.RacenameChinese				2.03
EXPGRP.TEXTChineseScaledTransmitCovidScaledCatchCovidV.RacenameIndian				0.44
SD (Intercept ID)	16.24	16.24	16.21	16.27
SD (Observations)	20.01	20.00	20.02	19.98
Num.Obs.	4791	4791	4791	4791
R2 Marg.	0.260	0.261	0.260	0.261
R2 Cond.	0.554	0.554	0.553	0.555
AIC	43399.2	43392.1	43405.5	43363.3
BIC	43535.2	43547.5	43502.6	43596.4
ICC	0.4	0.4	0.4	0.4
RMSE	18.89	18.88	18.92	18.84
RespWhite - RespChinese	-0.55	-0.55	-0.51	-1.07
NameWhite - NameBlack	-0.52	-0.04	1.64	0.47
NameWhite - NameChinese	0.58	1.23	2.82**	1.64
NameWhite - NameIndian	-1.82	-1.43	0.7	-1.33
NameBlack - NameChinese	1.1	1.28	1.18	1.17
NameBlack - NameIndian	-1.29	-1.39	-0.94	-1.8
NameChinese - NameIndia	-2.39*	-2.67*	-2.12*	-2.97**
UpNONE - UpDefensive	-6.36***	-6.37***	-6.4***	-6.3***
UpNONE - UpProsocial	11.58***	11.59***	11.59***	11.6***
UpDefensive - UpProsocial	17.93***	17.95***	17.99***	17.91***
RespWhite:NameWhite - RespChinese:NameWhite		-2.74	-2.7	-4.49*
RespWhite:NameWhite - RespWhite:NameBlack		-1.44	0.27	-2.38
RespWhite:NameWhite - RespChinese:NameBlack		-1.39	0.31	-1.16
RespWhite:NameWhite - RespWhite:NameChinese		-0.64	1.01	-1.12
RespWhite:NameWhite - RespChinese:NameChinese		0.36	1.94	-0.09
RespWhite:NameWhite - RespWhite:NameIndian		-2.54*	-0.49	-2.55
RespWhite:NameWhite - RespChinese:NameIndian		-3.06	-0.8	-4.6*
RespChinese:NameWhite - RespWhite:NameBlack		1.3	2.97	2.11
RespChinese:NameWhite - RespChinese:NameBlack		1.36	3.01*	3.32
RespChinese:NameWhite - RespWhite:NameChinese		2.1	3.7*	3.37
RespChinese:NameWhite - RespChinese:NameChinese		3.11*	4.64**	4.4*
RespChinese:NameWhite - RespWhite:NameIndian		0.2	2.21	1.94
RespChinese:NameWhite - RespChinese:NameIndian		-0.32	1.9	-0.11
RespWhite:NameBlack - RespChinese:NameBlack		0.06	0.04	1.22
RespWhite:NameBlack - RespWhite:NameChinese		0.8	0.73	1.27
RespWhite:NameBlack - RespChinese:NameChinese		1.81	1.67	2.29
RespWhite:NameBlack - RespWhite:NameIndian		-1.1	-0.77	-0.17
RespWhite:NameBlack - RespChinese:NameIndian		-1.62	-1.07	-2.22
RespChinese:NameBlack - RespWhite:NameChinese		0.75	0.7	0.05
RespChinese:NameBlack - RespChinese:NameChinese		1.75	1.63	1.08
RespChinese:NameBlack - RespWhite:NameIndian		-1.16	-0.8	-1.39
RespChinese:NameBlack - RespChinese:NameIndian		-1.68	-1.11	-3.44
RespWhite:NameChinese - RespChinese:NameChinese		1	0.93	1.03
RespWhite:NameChinese - RespWhite:NameIndian		-1.9	-1.5	-1.43
RespWhite:NameChinese - RespChinese:NameIndian		-2.42	-1.8	-3.48
RespChinese:NameChinese - RespWhite:NameIndian		-2.91	-2.43	-2.46
RespChinese:NameChinese - RespChinese:NameIndian		-3.43*	-2.74	-4.51*
RespWhite:NameIndian - RespChinese:NameIndian		-0.52	-0.3	-2.05

Table 12.4: Model 2's-Summary

	RcPercvd	Rac&Update	Rac&Update	Spill*Race	Spill*Race	Spill*Race&Upd	EXPGRP&Spill*Race&Upd	EXPGRP*Spill*Race&Upd
(Intercept)	28.65***	27.97***	28.65***	23.97***	22.79***	24.37***	24.20***	23.04***
V.RacenamefBlack	-3.26*	-1.55+	-3.26**	-0.59	0.89	0.46	0.46	2.27+
V.RacenamefChinese	-3.25*	-2.64**	-3.25**	-1.63+	-0.16	-0.68	-0.68	0.94
V.RacenamefIndian	-1.09	-0.69	-1.09	-0.27	1.95+	1.71	1.71	2.42+
V.presentation3Defensive			5.85***	4.85**		6.36***	6.36***	6.30***
V.presentation3Prosocial			-12.36***	-14.04***		-11.58***	-11.58***	-11.60***
V.RacenamefBlackV.presentation3Defensive				3.20				
V.RacenamefChineseV.presentation3Defensive				-0.55				
V.RacenamefIndianV.presentation3Defensive				1.28				
V.RacenamefBlackV.presentation3Prosocial				3.49				
V.RacenamefChineseV.presentation3Prosocial				3.13				
V.RacenamefIndianV.presentation3Prosocial				0.37				
ScaledTransmitCovid					8.66***	7.84***	7.94***	6.29***
ScaledCatchCovid					5.02***	4.82***	4.48***	5.70***
ScaledCatchCovidScaledCatchCovid					1.00*	2.36***	2.39***	2.98***
ScaledTransmitCovidV.RacenamefBlack						-0.11	0.29	3.14
ScaledTransmitCovidV.RacenamefChinese						0.56	0.28	3.56+
ScaledCatchCovidV.RacenamefIndian						3.44+	2.95	3.65+
ScaledCatchCovidV.RacenamefBlack						1.23	0.85	-1.53
ScaledCatchCovidV.RacenamefChinese						1.25	1.63	-1.00
ScaledCatchCovidV.RacenamefIndian						-2.16	-1.59	-1.59
ScaledTransmitCovidScaledCatchCovidV.RacenamefBlack						-1.71*	-1.88*	-2.98**
ScaledTransmitCovidScaledCatchCovidV.RacenamefChinese						-1.72*	-1.77*	-2.33*
ScaledTransmitCovidScaledCatchCovidV.RacenamefIndian						-2.54**	-2.30**	-2.29*
EXPGRP.TEXTChinese							0.55	4.33*
EXPGRP.TEXTChineseScaledTransmitCovid								6.10*
EXPGRP.TEXTChineseScaledCatchCovid								-4.41
EXPGRP.TEXTChineseV.RacenamefBlack								-5.48*
EXPGRP.TEXTChineseV.RacenamefChinese								-5.24*
EXPGRP.TEXTChineseV.RacenamefIndian								-2.36
EXPGRP.TEXTChineseScaledTransmitCovidScaledCatchCovid								-1.98
EXPGRP.TEXTChineseScaledTransmitCovidV.RacenamefBlack								-10.38*
EXPGRP.TEXTChineseScaledTransmitCovidV.RacenamefChinese								-12.38**
EXPGRP.TEXTChineseScaledTransmitCovidV.RacenamefIndian								-1.85
EXPGRP.TEXTChineseScaledCatchCovidV.RacenamefBlack								8.24*
EXPGRP.TEXTChineseScaledCatchCovidV.RacenamefChinese								9.81*
EXPGRP.TEXTChineseScaledCatchCovidV.RacenamefIndian								0.70
EXPGRP.TEXTChineseScaledTransmitCovidScaledCatchCovidV.RacenamefBlack								3.24*
EXPGRP.TEXTChineseScaledTransmitCovidScaledCatchCovidV.RacenamefChinese								2.03
EXPGRP.TEXTChineseScaledTransmitCovidScaledCatchCovidV.RacenamefIndian								0.44
SD (Intercept ID)	19.94	19.31	19.31	16.01	16.04	16.22	16.24	16.27
SD (Observations)	22.17	21.15	21.15	21.19	21.17	20.01	20.01	19.98
Num.Obs.	2396	4791	4791	4792	4792	4791	4791	4791
R2 Marg.	0.002	0.052	0.052	0.214	0.216	0.260	0.260	0.261
R2 Cond.	0.448	0.483	0.483	0.500	0.502	0.554	0.554	0.555
AIC	22513.7	44059.4	44044.8	43896.9	43882.5	43400.1	43399.2	43363.3
BIC	22548.3	44111.2	44135.4	43955.2	43999.1	43529.6	43535.2	43596.4
ICC	0.4	0.5	0.5	0.4	0.4	0.4	0.4	0.4
RMSE	19.93	19.96	19.94	20.06	20.02	18.89	18.89	18.84

	RcPervd	Rac&Update	Rac*Update	Spill&Race	Spill*Race	Spill*Race&Upd	EXPGRP&Spill*Race&Upd	EXPGRP*Spill*Race&Upd
NameWhite - NameBlack	3.26*	1.55	1	0.59	-0.94	-0.52	0.47	
NameWhite - NameChinese	3.25*	2.64**	2.39**	1.63	0.06	0.58	0.58	1.64
NameWhite - NameIndian	1.09	0.69	0.54	0.27	-2.05	-1.81	-1.82	-1.33
NameBlack - NameChinese	-0.01	1.09	1.39	1.04	1	1.1	1.1	1.17
NameBlack - NameIndian	-2.17	-0.85	-0.46	-0.32	-1.11	-1.29	-1.29	-1.8
NameChinese - NameIndian	-2.15	-1.95*	-1.84*	-1.36	-2.11	-2.39*	-2.39*	-2.97**
UpNONE - UpDefensive		-5.85***	-5.86***		-6.36***	-6.36***		-6.3***
UpNONE - UpProsocial	12.36***	12.29***			11.58***	11.58***		11.6***
UpDefensive - UpProsocial	18.21***	18.15***			17.93***	17.93***		17.91***
NameWhite:UpNONE - NameBlack:UpNONE		3.26**						
NameWhite:UpNONE - NameChinese:UpNONE		3.25**						
NameWhite:UpNONE - NameIndian:UpNONE		1.09						
NameWhite:UpNONE - NameWhite:UpDefensive		-4.85**						
NameWhite:UpNONE - NameBlack:UpDefensive		-4.88**						
NameWhite:UpNONE - NameChinese:UpDefensive		-1.06						
NameWhite:UpNONE - NameIndian:UpDefensive		-5.04**						
NameWhite:UpNONE - NameWhite:UpProsocial		14.04***						
NameWhite:UpNONE - NameBlack:UpProsocial		13.81***						
NameWhite:UpNONE - NameChinese:UpProsocial		14.16***						
NameWhite:UpNONE - NameIndian:UpProsocial		14.76***						
NameBlack:UpNONE - NameChinese:UpNONE		-0.01						
NameBlack:UpNONE - NameIndian:UpNONE		-2.17						
NameBlack:UpNONE - NameWhite:UpDefensive		-8.11***						
NameBlack:UpNONE - NameBlack:UpDefensive		-8.14***						
NameBlack:UpNONE - NameChinese:UpDefensive		-4.32**						
NameBlack:UpNONE - NameIndian:UpDefensive		-8.3***						
NameBlack:UpNONE - NameWhite:UpProsocial		10.78***						
NameBlack:UpNONE - NameBlack:UpProsocial		10.55***						
NameBlack:UpNONE - NameChinese:UpProsocial		10.9***						
NameBlack:UpNONE - NameIndian:UpProsocial		11.5***						
NameChinese:UpNONE - NameIndian:UpNONE		-2.15						
NameChinese:UpNONE - NameWhite:UpDefensive		-8.1***						
NameChinese:UpNONE - NameBlack:UpDefensive		-8.13***						
NameChinese:UpNONE - NameChinese:UpDefensive		-4.31**						
NameChinese:UpNONE - NameIndian:UpDefensive		-8.28***						
NameChinese:UpNONE - NameWhite:UpProsocial		10.79***						
NameChinese:UpNONE - NameBlack:UpProsocial		10.56***						
NameChinese:UpNONE - NameChinese:UpProsocial		10.91***						
NameChinese:UpNONE - NameIndian:UpProsocial		11.51***						
NameIndian:UpNONE - NameWhite:UpDefensive		-5.95***						
NameIndian:UpNONE - NameBlack:UpDefensive		-5.97***						
NameIndian:UpNONE - NameChinese:UpDefensive		-2.15						
NameIndian:UpNONE - NameIndian:UpDefensive		-6.13***						
NameIndian:UpNONE - NameWhite:UpProsocial		12.94***						
NameIndian:UpNONE - NameBlack:UpProsocial		12.72***						
NameIndian:UpNONE - NameChinese:UpProsocial		13.06***						
NameWhite:UpDefensive - NameBlack:UpDefensive		13.66***						
NameWhite:UpDefensive - NameBlack:UpProsocial		-0.03						
NameWhite:UpDefensive - NameChinese:UpDefensive		3.79*						
NameWhite:UpDefensive - NameIndian:UpDefensive		-0.19						
NameWhite:UpDefensive - NameWhite:UpProsocial		18.89***						
NameWhite:UpDefensive - NameBlack:UpProsocial		18.66***						
NameWhite:UpDefensive - NameWhite:UpProsocial		19.01***						
NameWhite:UpDefensive - NameIndian:UpProsocial		19.61***						
NameBlack:UpDefensive - NameChinese:UpDefensive		3.82*						
NameBlack:UpDefensive - NameIndian:UpDefensive		-0.16						
NameBlack:UpDefensive - NameWhite:UpProsocial		18.91***						
NameBlack:UpDefensive - NameBlack:UpProsocial		18.69***						
NameBlack:UpDefensive - NameChinese:UpProsocial		19.04***						
NameBlack:UpDefensive - NameIndian:UpProsocial		19.64***						
NameChinese:UpDefensive - NameIndian:UpDefensive		-3.98*						
NameChinese:UpDefensive - NameWhite:UpProsocial		15.09***						
NameChinese:UpDefensive - NameBlack:UpProsocial		14.87***						
NameChinese:UpDefensive - NameIndian:UpProsocial		15.22***						
NameChinese:UpDefensive - NameWhite:UpProsocial		15.81***						
NameIndian:UpDefensive - NameWhite:UpProsocial		19.07***						
NameIndian:UpDefensive - NameBlack:UpProsocial		18.85***						
NameIndian:UpDefensive - NameChinese:UpProsocial		19.2***						
NameIndian:UpDefensive - NameIndian:UpProsocial		19.79***						
NameWhite:UpProsocial - NameBlack:UpProsocial		-0.23						
NameWhite:UpProsocial - NameChinese:UpProsocial		0.12						
NameWhite:UpProsocial - NameIndian:UpProsocial		0.72						
NameBlack:UpProsocial - NameChinese:UpProsocial		0.35						
NameBlack:UpProsocial - NameIndian:UpProsocial		0.95						
NameChinese:UpProsocial - NameIndian:UpProsocial		0.6						
RespWhite - RespChinese						-0.55		
RespWhite:NameWhite - RespChinese:NameWhite							-1.07	
RespWhite:NameWhite - RespWhite:NameBlack							-4.49*	
RespWhite:NameWhite - RespChinese:NameBlack							-2.38	
RespWhite:NameWhite - RespWhite:NameChinese							-1.16	
RespWhite:NameWhite - RespChinese:NameChinese							-1.12	
RespWhite:NameWhite - RespWhite:NameIndian							-0.09	
RespChinese:NameWhite - RespWhite:NameBlack							-2.55	
RespChinese:NameWhite - RespChinese:NameBlack							-4.6*	
RespChinese:NameWhite - RespChinese:NameIndian							2.11	
RespChinese:NameWhite - RespWhite:NameBlack							3.32	
RespChinese:NameWhite - RespChinese:NameBlack							3.37	
RespChinese:NameWhite - RespChinese:NameIndian							4.4*	
RespChinese:NameWhite - RespChinese:NameChinese							1.94	
RespChinese:NameWhite - RespChinese:NameIndian							-0.11	
RespChinese:NameWhite - RespChinese:NameBlack							1.22	
RespWhite:NameBlack - RespWhite:NameChinese							1.27	
RespWhite:NameBlack - RespWhite:NameIndian							2.29	
RespWhite:NameBlack - RespWhite:NameBlack							-0.17	
RespWhite:NameBlack - RespChinese:NameIndian							-2.22	
RespChinese:NameBlack - RespWhite:NameChinese							0.05	
RespChinese:NameBlack - RespWhite:NameIndian							1.08	
RespWhite:NameBlack - RespWhite:NameIndian							-1.39	
RespWhite:NameBlack - RespChinese:NameIndian							-3.44	
RespWhite:NameChinese - RespChinese:NameChinese							1.03	
RespWhite:NameChinese - RespWhite:NameIndian							-1.43	
RespChinese:NameChinese - RespWhite:NameIndian							-3.48	
RespChinese:NameChinese - RespChinese:NameIndian							-2.46	
RespWhite:NameIndian - RespChinese:NameIndian							-4.51*	
RespWhite:NameIndian - RespChinese:NameIndian							-2.05	

Table 12.5: Model 3

	EXPGRPk:Spill&UpdProd	EXPGRP:SpillRace&Upd	EXPGRP:SpillRace&UpdProd	Spill&EXPGPRaceUpdProd
(Intercept)	21.19***	23.04***	20.05***	20.00***
EXPGRP:TEXTCinese	0.56*	4.33*	3.49*	2.48
ScalefTransmitCovid	4.29**	5.75***	4.25**	5.93***
ScalefTransmitCovid	8.12***	6.29***	6.64***	8.30***
VjProductabyformula	-5.76***		-5.62***	-5.37*
VjProductcigarettes	8.17**		8.47***	13.93***
VjProductpaper	11.09***		11.15***	13.78***
VjPresentationDefensive	12.18***	6.30***	12.27***	14.35***
VjPresentationProsocial	-11.22***	-11.60***	-11.41***	-12.05***
VjPresentationSocial	0.53*			
ScalefCovidScalefTransmitCovid				
VjProductabyformulaVjPresentationDefensive	-4.15*		-4.36*	-6.22
VjProductcigarettesVjPresentationDefensive	-11.08***		-11.25***	-12.80**
VjProductolepaperVjPresentationDefensive	-8.47***		-8.56***	-14.38**
VjProductolepaperVjPresentationProsocial	5.65*		5.79*	2.29
VjProductcigarettesVjPresentationProsocial	6.45***		6.65***	9.48*
VjProductolepaperVjPresentationProsocial	-13.63***			-13.47***
VjRacenameBlack				
VjRacenameChinese				
VjRacenameIndian				
EXPGRP:TEXTCinese*ScalefTransmitCovid				
ScalefTransmitCovid*ScalefCatchCovid				
ScalefTransmitCovid*ScalefCatchCovidBlack				
EXPGRP:TEXTCinese*VjRacenameBlack				
EXPGRP:TEXTCinese*VjRacenameChinese				
EXPGRP:TEXTCinese*VjRacenameIndian				
ScalefTransmitCovid*VjRacenameBlack				
ScalefTransmitCovid*VjRacenameChinese				
ScalefTransmitCovid*VjRacenameIndian				
ScalefCatchCovid*VjRacenameBlack				
EXPGRP:TEXTCinese*ScalefTransmitCovid*ScalefCatchCovid				
EXPGRP:TEXTCinese*ScalefTransmitCovid*VjRacenameIndian				
EXPGRP:TEXTCinese*ScalefTransmitCovid*VjRacenameBlack				
EXPGRP:TEXTCinese*ScalefTransmitCovid*VjRacenameChinese				
EXPGRP:TEXTCinese*ScalefCatchCovid*VjRacenameBlack				
EXPGRP:TEXTCinese*ScalefCatchCovid*VjRacenameChinese				
EXPGRP:TEXTCinese*ScalefCatchCovid*VjRacenameIndian				
ScalefTransmitCovid*ScalefCatchCovid*VjRacenameBlack				
ScalefTransmitCovid*ScalefCatchCovid*VjRacenameChinese				
ScalefTransmitCovid*ScalefCatchCovid*VjRacenameIndian				
EXPGRP:TEXTCinese*ScalefTransmitCovid*ScalefCatchCovid*VjRacenameBlack				
EXPGRP:TEXTCinese*ScalefTransmitCovid*ScalefCatchCovid*VjRacenameChinese				
EXPGRP:TEXTCinese*ScalefTransmitCovid*ScalefCatchCovid*VjRacenameIndian				
EXPGRP:TEXTCinese*VjProductabyformula				1.45
EXPGRP:TEXTCinese*VjProductcigarettes				2.69
EXPGRP:TEXTCinese*VjProductolepaper				-0.07
VjRacenameBlack*VjProductabyformula				-1.44
VjRacenameChinese*VjProductabyformula				-2.70
VjRacenameIndian*VjProductabyformula				-0.69
VjRacenameBlack*VjProductcigarettes				-1.24
VjRacenameChinese*VjProductcigarettes				-8.21*
VjRacenameIndian*VjProductcigarettes				-0.19
VjRacenameBlack*VjProductolepaper				-2.90
VjRacenameChinese*VjProductolepaper				-7.25+
VjRacenameIndian*VjProductolepaper				-5.64
EXPGRP:TEXTCinese*VjPresentationDefensive				-1.02
EXPGRP:TEXTCinese*VjPresentationProsocial				-1.19
VjRacenameBlack*VjPresentationDefensive				-7.12
VjRacenameChinese*VjPresentationDefensive				-4.61
VjRacenameIndian*VjPresentationDefensive				4.55
VjRacenameBlack*VjPresentationProsocial				0.10
VjRacenameChinese*VjPresentationProsocial				-1.19
VjRacenameIndian*VjPresentationProsocial				5.39
EXPGRP:TEXTCinese*VjProductabyformula				-0.54
EXPGRP:TEXTCinese*VjProductcigarettes				-1.12
EXPGRP:TEXTCinese*VjProductolepaper				1.56
VjRacenameBlack*VjProductabyformula				-3.39
VjRacenameChinese*VjProductabyformula				11.73
VjRacenameIndian*VjProductabyformula				-0.61
EXPGRP:TEXTCinese*VjProductcigarettes				3.71
EXPGRP:TEXTCinese*VjProductolepaper				8.35
VjRacenameBlack*VjProductcigarettes				13.06
VjRacenameChinese*VjProductcigarettes				11.93
VjRacenameIndian*VjProductcigarettes				9.81
EXPGRP:TEXTCinese*VjProductolepaper				1.07
VjRacenameBlack*VjProductolepaper				1.20
VjRacenameChinese*VjPresentation3Prosocial				2.27
VjRacenameIndian*VjPresentation3Prosocial				-0.15
EXPGRP:TEXTCinese*VjPresentation3Defensive				4.95
EXPGRP:TEXTCinese*VjPresentation3Prosocial				10.95
VjRacenameBlack*VjPresentation3Defensive				-1.61
VjRacenameChinese*VjPresentation3Defensive				-10.27
VjRacenameIndian*VjPresentation3Defensive				1.11
VjRacenameBlack*VjPresentation3Prosocial				3.75
VjRacenameChinese*VjPresentation3Prosocial				2.05
VjRacenameIndian*VjPresentation3Prosocial				7.41
EXPGRP:TEXTCinese*VjProductcigarettes				6.01
EXPGRP:TEXTCinese*VjProductolepaper				7.68
VjRacenameBlack*VjProductcigarettes				9.76
VjRacenameChinese*VjProductcigarettes				9.97
VjRacenameIndian*VjProductcigarettes				-1.00
VjRacenameBlack*VjProductolepaper				2.78
VjRacenameChinese*VjProductolepaper				0.15
VjRacenameIndian*VjProductolepaper				-2.42
VjRacenameBlack*VjPresentation3Defensive				-0.88
VjRacenameChinese*VjPresentation3Defensive				1.11
VjRacenameIndian*VjPresentation3Defensive				-5.87
VjRacenameBlack*VjPresentation3Prosocial				3.57
VjRacenameChinese*VjPresentation3Prosocial				2.66
VjRacenameIndian*VjPresentation3Prosocial				-4.10
EXPGRP:TEXTCinese*VjProductabyformula				-8.60
EXPGRP:TEXTCinese*VjProductcigarettes				-2.78
EXPGRP:TEXTCinese*VjProductolepaper				-17.04
VjRacenameBlack*VjProductabyformula				13.68
VjRacenameChinese*VjProductabyformula				-12.72
VjRacenameIndian*VjProductabyformula				-19.00
VjRacenameBlack*VjProductcigarettes				-17.31
VjRacenameChinese*VjProductcigarettes				-16.37
VjRacenameIndian*VjProductcigarettes				-2.55
EXPGRP:TEXTCinese*VjProductolepaper				-4.18
VjRacenameBlack*VjProductolepaper				-2.69
VjRacenameChinese*VjProductolepaper				2.04
VjRacenameIndian*VjProductolepaper				11.30
VjRacenameBlack*VjPresentation3Defensive				-1.51
VjRacenameChinese*VjPresentation3Defensive				6.27
VjRacenameIndian*VjPresentation3Defensive				-4.50
VjRacenameBlack*VjPresentation3Prosocial				-8.77
VjRacenameChinese*VjPresentation3Prosocial				17.77
VjRacenameIndian*VjPresentation3Prosocial				17.74
SD (Intercept ID)	16.28	16.27	16.32	16.25
SD (Observations)	18.96	19.98	18.91	18.98
Num.Obs.	4791	4791	4791	4791
R2 Marg.	0.280	0.261	0.288	0.291
R2 Cond.	0.589	0.555	0.552	0.591
AIC	42 935.9	43 363.3	42 885.5	42 602.7
BIC	43 052.4	43 596.4	43 176.9	43 316.6
ICC	0.4	0.4	0.4	0.4
RMSE	17.89	18.84	17.79	17.74

# Chapter 13

## Model 7 - CovidSkepticism

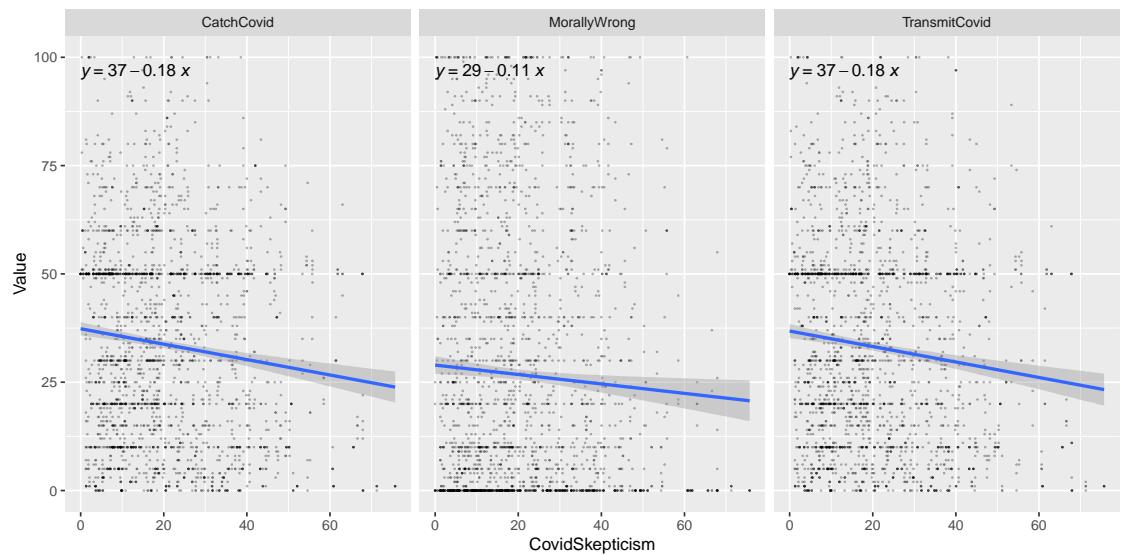


Table 13.1: Model 7, CovidSkepticism

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	28.96***	37.34***	36.81***
CovidSkepticism	-0.11+	-0.18**	-0.18**
SD (Intercept ID)	19.89	19.25	20.26
SD (Observations)	22.21	11.79	11.57
Num.Obs.	2396	2396	2396
R2 Marg.	0.003	0.013	0.012
R2 Cond.	0.446	0.731	0.757
AIC	22 526.4	20 103.0	20 088.3
BIC	22 549.5	20 126.1	20 111.4
ICC	0.4	0.7	0.8
RMSE	19.98	10.36	10.14

## **Chapter 14**

### **Model 8 - CovidSkepticism, race name and race respondant**

Table 14.1: Model 8, CovidSkepticism, race name and race respondent

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	29.16***	37.24***	38.32***
CovidSkepticism	-0.10	-0.17*	-0.20**
V_RacenamefBlack	-3.23	-0.78	-2.60+
V_RacenamefChinese	-0.11	-0.37	-1.33
V_RacenamefIndian	0.19	-1.31	-3.55*
EXPGRP_TEXTChinese	0.46	-0.98	-1.37
CovidSkepticismV_RacenamefBlack	0.05	-0.01	0.04
CovidSkepticismV_RacenamefChinese	-0.07	-0.02	0.01
CovidSkepticismV_RacenamefIndian	-0.03	0.02	0.07
CovidSkepticismEXPGRP_TEXTChinese	0.25	0.17	0.09
V_RacenamefBlackEXPGRP_TEXTChinese	2.57	3.69	4.00
V_RacenamefChineseEXPGRP_TEXTChinese	-6.11	0.53	1.13
V_RacenamefIndianEXPGRP_TEXTChinese	3.96	5.28*	3.42
CovidSkepticismV_RacenamefBlackEXPGRP_TEXTChinese	-0.37	-0.20	-0.18
CovidSkepticismV_RacenamefChineseEXPGRP_TEXTChinese	0.06	-0.10	-0.04
CovidSkepticismV_RacenamefIndianEXPGRP_TEXTChinese	-0.38	-0.28*	-0.12
SD (Intercept ID)	19.92	19.27	20.29
SD (Observations)	22.16	11.80	11.57
Num.Obs.	2396	2396	2396
R2 Marg.	0.008	0.015	0.014
R2 Cond.	0.452	0.732	0.758
AIC	22 527.8	20 129.7	20 115.0
BIC	22 631.8	20 233.8	20 219.1
ICC	0.4	0.7	0.8
RMSE	19.87	10.33	10.11

Table 14.2: Model 8, CovidSkepticism, race name and race respondent

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	36.89***	40.58***	41.40***
CovidSkepticism	-0.13*	-0.19**	-0.21***
V_RacenamefBlack	-2.06	-1.01	-1.67*
V_RacenamefChinese	-1.74	-0.75	-1.15
V_RacenamefIndian	-0.43	-0.79	-1.93*
EXPGRP.TEXTChinese	9.88***	5.04*	4.16+
V_RacenamefBlackEXPGRP.TEXTChinese	-3.68	0.46	0.81
V_RacenamefChineseEXPGRP.TEXTChinese	-4.64+	-0.98	0.51
V_RacenamefIndianEXPGRP.TEXTChinese	-2.04	0.59	0.96
CONTINENT_BORN_TEXT_1USAHH.INCOME.TEXT2\$30,000 to \$70,000	-12.36***	-4.07	-5.20
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH.INCOME.TEXT2\$30,000 to \$70,000	-8.44	-6.62	-2.10
CONTINENT_BORN_TEXT_1Developping AsiaHH.INCOME.TEXT2\$30,000 to \$70,000	-13.59*	-11.52*	-11.65*
CONTINENT_BORN_TEXT_1Western EuropeHH.INCOME.TEXT2\$30,000 to \$70,000	0.12	-1.89	-0.64
CONTINENT_BORN_TEXT_1USAHH.INCOME.TEXT2\$70,000 or more	-11.34**	-5.98+	-6.57*
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH.INCOME.TEXT2\$70,000 or more	3.58	2.27	5.69
CONTINENT_BORN_TEXT_1Developping AsiaHH.INCOME.TEXT2\$70,000 or more	-11.73+	-12.05*	-10.59+
CONTINENT_BORN_TEXT_1Western EuropeHH.INCOME.TEXT2\$70,000 or more	-7.71	-12.62	-16.72+
CONTINENT_BORN_TEXT_1USAHH.INCOME.TEXT2Less than \$30,000	-12.04**	-1.71	-4.21
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH.INCOME.TEXT2Less than \$30,000	1.94	1.54	3.69
CONTINENT_BORN_TEXT_1Developping AsiaHH.INCOME.TEXT2Less than \$30,000	-19.92**	-7.25	-9.30
SD (Intercept ID)	19.44	19.20	20.16
SD (Observations)	22.17	11.80	11.56
Num.Obs.	2396	2396	2396
R2 Marg.	0.037	0.032	0.035
R2 Cond.	0.455	0.735	0.761
AIC	22 441.8	20 055.5	20 034.5
BIC	22 569.0	20 182.7	20 161.7
ICC	0.4	0.7	0.8
RMSE	19.92	10.34	10.12

	MorallyWrong	CatchCovid	TransmitCovid
NameWhite - NameBlack	3.9**	0.79	1.27
NameWhite - NameChinese	4.06**	1.24	0.89
NameWhite - NameIndian	1.45	0.49	1.45*
NameBlack - NameChinese	0.16	0.45	-0.37
NameBlack - NameIndian	-2.45	-0.3	0.18
NameChinese - NameIndian	-2.61	-0.75	0.56
RespWhite - RespChinese	-7.29**	-5.06*	-4.73*
NameWhite:RespWhite - NameBlack:RespWhite	2.06	1.01	1.67*
NameWhite:RespWhite - NameChinese:RespWhite	1.74	0.75	1.15
NameWhite:RespWhite - NameIndian:RespWhite	0.43	0.79	1.93*
NameWhite:RespWhite - NameWhite:RespChinese	-9.88***	-5.04*	-4.16
NameWhite:RespWhite - NameBlack:RespChinese	-4.14	-4.48	-3.3
NameWhite:RespWhite - NameChinese:RespChinese	-3.5	-3.31	-3.52
NameWhite:RespWhite - NameIndian:RespChinese	-7.41*	-4.84*	-3.19
NameBlack:RespWhite - NameChinese:RespWhite	-0.32	-0.27	-0.52
NameBlack:RespWhite - NameIndian:RespWhite	-1.63	-0.23	0.26
NameBlack:RespWhite - NameWhite:RespChinese	-11.94***	-6.05*	5.83*
NameBlack:RespWhite - NameBlack:RespChinese	-6.2*	-5.5*	-4.97*
NameBlack:RespWhite - NameChinese:RespChinese	-5.56	-4.33	-5.19*
NameBlack:RespWhite - NameIndian:RespChinese	-9.47**	-5.86*	-4.86*
NameChinese:RespWhite - NameIndian:RespWhite	-1.31	0.04	0.78
NameChinese:RespWhite - NameWhite:RespChinese	-11.61***	-5.79*	-5.3*
NameChinese:RespWhite - NameBlack:RespChinese	-5.88*	-5.23*	-4.44
NameChinese:RespWhite - NameChinese:RespChinese	-5.24	-4.06	-4.66
NameChinese:RespWhite - NameIndian:RespChinese	-9.15**	-5.59*	-4.34
NameIndian:RespWhite - NameWhite:RespChinese	-10.31***	-5.83*	-6.08*
NameIndian:RespWhite - NameBlack:RespChinese	-4.57	-5.27*	-5.23*
NameIndian:RespWhite - NameChinese:RespChinese	-3.93	-4.1	-5.45*
NameIndian:RespWhite - NameIndian:RespChinese	-7.84**	-5.63*	-5.12*
NameWhite:RespChinese - NameBlack:RespChinese	5.74*	0.56	0.86
NameWhite:RespChinese - NameChinese:RespChinese	6.37**	1.73	0.64
NameWhite:RespChinese - NameIndian:RespChinese	2.47	0.19	0.97
NameBlack:RespChinese - NameChinese:RespChinese	0.64	1.17	-0.22
NameBlack:RespChinese - NameIndian:RespChinese	-3.27	-0.36	0.11
NameChinese:RespChinese - NameIndian:RespChinese	-3.91	-1.53	0.33
USA:\$30.000 to \$70.000 - Central Eastern Europe:\$30.000 to \$70.000	-3.92	2.55	-3.1
USA:\$30.000 to \$70.000 - Developing Asia:\$30.000 to \$70.000	1.23	7.44	6.44
USA:\$30.000 to \$70.000 - Western Europe:\$30.000 to \$70.000	-12.48**	2.18	-4.56
USA:\$30.000 to \$70.000 - USA:\$70.000 or more	-1.02	1.91	1.37
USA:\$30.000 to \$70.000 - Central Eastern Europe:\$70.000 or more	-15.94	-6.34	-10.89
USA:\$30.000 to \$70.000 - Developing Asia:\$70.000 or more	-0.63	7.97	5.39
USA:\$30.000 to \$70.000 - Western Europe:\$70.000 or more	-4.65	8.55	11.52
USA:\$30.000 to \$70.000 - USA:Less than \$30.000	-0.32	-2.36	-0.99
USA:\$30.000 to \$70.000 - Central Eastern Europe:Less than \$30.000	-14.3**	-5.61	-8.89*
USA:\$30.000 to \$70.000 - Developing Asia:Less than \$30.000	7.56	3.18	4.1
USA:\$30.000 to \$70.000 - Western Europe:Less than \$30.000	-12.36***	-4.07	-5.2
Central Eastern Europe:\$30.000 to \$70.000 - Developping Asia:\$30.000 to \$70.000	5.15	4.89	9.55
Central Eastern Europe:\$30.000 to \$70.000 - Western Europe:\$30.000 to \$70.000	-8.55	-4.73	-1.45
Central Eastern Europe:\$30.000 to \$70.000 - USA:\$70.000 or more	2.9	-0.64	4.47
Central Eastern Europe:\$30.000 to \$70.000 - Central Eastern Europe:\$70.000 or more	-12.02	-8.89	-7.78
Central Eastern Europe:\$30.000 to \$70.000 - Developing Asia:\$70.000 or more	3.29	5.42	8.49
Central Eastern Europe:\$30.000 to \$70.000 - Western Europe:\$70.000 or more	-0.73	6	14.62
Central Eastern Europe:\$30.000 to \$70.000 - USA:Less than \$30.000	3.6	-4.91	2.11
Central Eastern Europe:\$30.000 to \$70.000 - Central Eastern Europe:Less than \$30.000	-10.38	-8.16	-5.78
Central Eastern Europe:\$30.000 to \$70.000 - Developing Asia:Less than \$30.000	11.48	0.63	7.2
Central Eastern Europe:\$30.000 to \$70.000 - Western Europe:Less than \$30.000	-8.44	-6.62	-2.1
Developping Asia:\$30.000 to \$70.000 - Western Europe:\$70.000 or more	-13.7*	-9.62	-11
Developping Asia:\$30.000 to \$70.000 - Western Europe:\$70.000 or more	-2.25	-5.53	5.07
Developping Asia:\$30.000 to \$70.000 - USA:\$70.000 or more	-17.17	-13.79	-17.33
Developping Asia:\$30.000 to \$70.000 - Developing Asia:\$70.000 or more	-1.86	0.53	-1.05
Developping Asia:\$30.000 to \$70.000 - Western Europe:\$70.000 or more	-5.88	1.1	5.08
Developping Asia:\$30.000 to \$70.000 - USA:Less than \$30.000	-1.55	-9.8*	-7.43
Developping Asia:\$30.000 to \$70.000 - Central Eastern Europe:Less than \$30.000	-15.53*	-13.05*	-15.33**
Developping Asia:\$30.000 to \$70.000 - Developing Asia:Less than \$30.000	6.33	-4.27	-2.35
Developping Asia:\$30.000 to \$70.000 - Western Europe:Less than \$30.000	-13.59*	-11.52*	-11.65*
Western Europe:\$30.000 to \$70.000 - USA:\$70.000 or more	11.46**	4.09	5.93
Western Europe:\$30.000 to \$70.000 - Central Eastern Europe:\$70.000 or more	-3.46	-4.16	-6.33
Western Europe:\$30.000 to \$70.000 - Developing Asia:\$70.000 or more	11.85	10.15	9.95
Western Europe:\$30.000 to \$70.000 - USA:\$70.000 or more	7.83	10.72	16.08
Western Europe:\$30.000 to \$70.000 - USA:Less than \$30.000	12.16**	-0.18	3.57
Western Europe:\$30.000 to \$70.000 - Central Eastern Europe:Less than \$30.000	-1.83	-3.43	-4.33
Western Europe:\$30.000 to \$70.000 - Developing Asia:Less than \$30.000	20.03**	5.35	8.66
Western Europe:\$30.000 to \$70.000 - Western Europe:Less than \$30.000	0.12	-1.89	-0.64
USA:\$70.000 or more - Central Eastern Europe:\$70.000 or more	-14.92	-8.25	-12.26
USA:\$70.000 or more - Developing Asia:\$70.000 or more	0.39	6.06	4.02
USA:\$70.000 or more - Western Europe:\$70.000 or more	-3.63	6.64	10.15
USA:\$70.000 or more - USA:Less than \$30.000	0.7	-4.27	-2.36
USA:\$70.000 or more - Central Eastern Europe:Less than \$30.000	-13.28***	-7.52*	-10.26**
USA:\$70.000 or more - Developing Asia:Less than \$30.000	8.58	1.27	2.73
USA:\$70.000 or more - Western Europe:Less than \$30.000	-11.34**	-5.98	-6.57*
Central Eastern Europe:\$70.000 or more - Developing Asia:\$70.000 or more	15.31	14.32	16.28
Central Eastern Europe:\$70.000 or more - Western Europe:\$70.000 or more	11.29	14.89	22.41
Central Eastern Europe:\$70.000 or more - USA:Less than \$30.000	15.62	3.98	9.9
Central Eastern Europe:\$70.000 or more - Central Eastern Europe:Less than \$30.000	1.64	0.73	2
Central Eastern Europe:\$70.000 or more - Developing Asia:Less than \$30.000	23.5*	9.52	14.99
Central Eastern Europe:\$70.000 or more - Western Europe:Less than \$30.000	3.58	2.27	5.69
Developping Asia:\$70.000 or more - Western Europe:\$70.000 or more	-4.02	0.57	6.13
Developping Asia:\$70.000 or more - USA:Less than \$30.000	0.31	-10.33	-6.38
Developping Asia:\$70.000 or more - Central Eastern Europe:Less than \$30.000	-13.67*	-13.58*	-14.28*
Developping Asia:\$70.000 or more - Developing Asia:Less than \$30.000	8.19	-4.8	-1.29
Developping Asia:\$70.000 or more - Western Europe:Less than \$30.000	-11.73	-12.05*	-10.59
Western Europe:\$70.000 or more - USA:Less than \$30.000	4.33	-10.9	-12.51
Western Europe:\$70.000 or more - Central Eastern Europe:Less than \$30.000	-9.65	-14.16	-20.41*
Western Europe:\$70.000 or more - Developing Asia:Less than \$30.000	12.21	-5.37	-7.42
Western Europe:\$70.000 or more - Western Europe:Less than \$30.000	-7.71	-12.62	-16.72
USA:Less than \$30.000 - Central Eastern Europe:Less than \$30.000	-13.99***	-3.25	-7.9*
USA:Less than \$30.000 - Western Europe:Less than \$30.000	7.87	5.53	5.09
Central Eastern Europe:Less than \$30.000 - Developing Asia:Less than \$30.000	21.86**	8.79	12.99*
Central Eastern Europe:Less than \$30.000 - Western Europe:Less than \$30.000	1.94	1.54	3.69
Developping Asia:Less than \$30.000 - Western Europe:Less than \$30.000	-19.92**	-7.25	-9.3

Table 14.3: Model 8, CovidSkepticism, race name and race respondent

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	24.52***	36.51***	36.19***
CovidSkepticism	-0.13*	-0.19**	-0.21***
V_RacenamefBlack	-2.06	-1.01	-1.67*
V_RacenamefChinese	-1.74	-0.75	-1.15
V_RacenamefIndian	-0.43	-0.79	-1.93*
EXPGRP.TEXTChinese	9.88***	5.04*	4.16+
CONTINENT_BORN_TEXT_1Central Eastern Europe	3.92	-2.55	3.10
CONTINENT_BORN_TEXT_1Developping Asia	-1.23	-7.44	-6.44
CONTINENT_BORN_TEXT_1Western Europe	12.48**	2.18	4.56
HH_INCOME_TEXT2\$70,000 or more	1.02	-1.91	-1.37
HH_INCOME_TEXT2Less than \$30,000	0.32	2.36	0.99
V_RacenamefBlackEXPGRP.TEXTChinese	-3.68	0.46	0.81
V_RacenamefChineseEXPGRP.TEXTChinese	-4.64+	-0.98	0.51
V_RacenamefIndianEXPGRP.TEXTChinese	-2.04	0.59	0.96
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH_INCOME_TEXT2\$70,000 or more	11.00	10.80	9.15
CONTINENT_BORN_TEXT_1Developping AsiaHH_INCOME_TEXT2\$70,000 or more	0.84	1.38	2.42
CONTINENT_BORN_TEXT_1Western EuropeHH_INCOME_TEXT2\$70,000 or more	-8.85	-8.81	-14.71
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH_INCOME_TEXT2Less than \$30,000	10.06	5.80	4.79
CONTINENT_BORN_TEXT_1Developping AsiaHH_INCOME_TEXT2Less than \$30,000	-6.65	1.91	1.35
CONTINENT_BORN_TEXT_1Western EuropeHH_INCOME_TEXT2Less than \$30,000	-0.43	-0.46	-0.35
SD (Intercept ID)	19.44	19.20	20.16
SD (Observations)	22.17	11.80	11.56
Num.Obs.	2396	2396	2396
R2 Marg.	0.037	0.032	0.035
R2 Cond.	0.455	0.735	0.761
AIC	22 441.8	20 055.5	20 034.5
BIC	22 569.0	20 182.7	20 161.7
ICC	0.4	0.7	0.8
RMSE	19.92	10.34	10.12

Table 14.4: Model 8, CovidSkepticism, race name and race respondent

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	22.75***	38.29***	38.01***
CovidSkepticism	-0.14*	-0.18**	-0.20**
V_RacenamefBlack	-2.06	-1.01	-1.67*
V_RacenamefChinese	-1.74	-0.75	-1.15
V_RacenamefIndian	-0.43	-0.79	-1.93*
EXPGRP.TEXTChinese	9.57**	5.18*	4.35+
CONTINENT_BORN_TEXT_1Central Eastern Europe	5.51	-9.12	-4.80
CONTINENT_BORN_TEXT_1Developping Asia	1.65	-11.64+	-11.44+
CONTINENT_BORN_TEXT_1Western Europe	13.74*	1.62	4.47
HH_INCOME_TEXT\$10,000 to \$30,000	2.22	0.91	0.34
HH_INCOME_TEXT\$100,000 to \$200,000	1.72	-3.39	-3.77
HH_INCOME_TEXT\$200,000 to \$500,000	4.15	-3.60	-1.91
HH_INCOME_TEXT\$50,000 to \$70,000	3.70	-3.65	-3.78
HH_INCOME_TEXT\$70,000 to \$100,000	3.89	-4.44	-3.59
HH_INCOME_TEXTLess than \$10,000	2.59	-1.31	-5.59
V_RacenamefBlackEXPGRP.TEXTChinese	-3.68	0.46	0.81
V_RacenamefChineseEXPGRP.TEXTChinese	-4.64+	-0.98	0.51
V_RacenamefIndianEXPGRP.TEXTChinese	-2.04	0.59	0.96
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH_INCOME_TEXT\$10,000 to \$30,000	9.05	10.33	9.62
CONTINENT_BORN_TEXT_1Developping AsiaHH_INCOME_TEXT\$10,000 to \$30,000	-10.08	5.13	6.00
CONTINENT_BORN_TEXT_1Western EuropeHH_INCOME_TEXT\$10,000 to \$30,000	-3.07	0.08	-1.31
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH_INCOME_TEXT\$100,000 to \$200,000	17.67	26.17+	33.16*
CONTINENT_BORN_TEXT_1Developping AsiaHH_INCOME_TEXT\$100,000 to \$200,000	-5.30	-1.95	1.38
CONTINENT_BORN_TEXT_1Western EuropeHH_INCOME_TEXT\$100,000 to \$200,000	-5.68	-8.08	-16.54
CONTINENT_BORN_TEXT_1Developping AsiaHH_INCOME_TEXT\$200,000 to \$500,000	6.34	-6.37	-4.71
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH_INCOME_TEXT\$50,000 to \$70,000	-2.13	25.61*	31.80*
CONTINENT_BORN_TEXT_1Developping AsiaHH_INCOME_TEXT\$50,000 to \$70,000	-5.82	10.17	12.38
CONTINENT_BORN_TEXT_1Western EuropeHH_INCOME_TEXT\$50,000 to \$70,000	-1.43	-1.14	-2.83
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH_INCOME_TEXT\$70,000 to \$100,000	5.04	13.26	9.33
CONTINENT_BORN_TEXT_1Developping AsiaHH_INCOME_TEXT\$70,000 to \$100,000	-1.28	13.27	14.00
CONTINENT_BORN_TEXT_1Western EuropeHH_INCOME_TEXT\$70,000 to \$100,000	-14.40	-8.17	-11.92
CONTINENT_BORN_TEXT_1Central Eastern EuropeHH_INCOME_TEXTLess than \$10,000	7.31	16.41+	19.85*
CONTINENT_BORN_TEXT_1Developping AsiaHH_INCOME_TEXTLess than \$10,000	-5.78	9.60	5.55
CONTINENT_BORN_TEXT_1Western EuropeHH_INCOME_TEXTLess than \$10,000	2.68	0.24	3.37
SD (Intercept ID)	19.68	19.27	20.16
SD (Observations)	22.17	11.80	11.56
Num.Obs.	2396	2396	2396
R2 Marg.	0.039	0.045	0.053
R2 Cond.	0.463	0.740	0.766
AIC	22 379.5	19 989.6	19 963.3
BIC	22 587.6	20 197.7	20 171.4
ICC	0.4	0.7	0.8
RMSE	19.89	10.34	10.12

## **Part IV**

# **Scenario and demography**

# **Chapter 15**

## **Model 4 - Race Name**

Table 15.1: Model 9, Race Name and Respondant, Product and Update presentation

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	22.49***	31.84***	31.79***
EXPGRP_TEXTChinese	3.22	1.98	1.51
V_RacenamefBlack	-0.79	-0.62	-0.95+
V_RacenamefChinese	-2.12*	-1.03+	-1.10*
V_RacenamefIndian	0.08	-0.55	-1.17*
V_Productbabyformula	-6.03***	-0.93	-0.42
V_Productcigarettes	11.77***	6.50***	5.31***
V_Producttoiletpaper	11.74***	0.80	1.30*
V_presentation3Defensive	12.72***	0.38	0.77
V_presentation3Prosocial	-12.19***	-1.71*	-1.66*
EXPGRP_TEXTChineseV_RacenamefBlack	-1.89	0.85	0.53
EXPGRP_TEXTChineseV_RacenamefChinese	-1.73	0.77	0.69
EXPGRP_TEXTChineseV_RacenamefIndian	-1.87	0.87	0.87
V_ProductbabyformulaV_presentation3Defensive	-4.91*	-0.98	-1.52
V_ProductcigarettesV_presentation3Defensive	-12.83***	-2.64*	-3.13**
V_ProducttoiletpaperV_presentation3Defensive	-9.87***	-2.10+	-2.20*
V_ProductbabyformulaV_presentation3Prosocial	5.35**	-0.05	-0.62
V_ProductcigarettesV_presentation3Prosocial	6.09**	-2.00+	-0.08
V_ProducttoiletpaperV_presentation3Prosocial	-12.11***	3.02**	2.29*
SD (Intercept ID)	19.47	19.93	20.68
SD (Observations)	19.78	10.55	10.81
Num.Obs.	4791	4791	4791
R2 Marg.	0.112	0.017	0.011
R2 Cond.	0.549	0.785	0.788
AIC	43 477.2	38 204.9	38 449.4
BIC	43 613.2	38 340.9	38 585.3
ICC	0.5	0.8	0.8
RMSE	18.61	9.87	10.11

Table 15.2: Model 9, Race Name and Respondant, Product and Update presentation

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	20.57***	30.95***	32.11***
EXPGRP.TEXTChinese	3.46	1.75	-0.21
V.RacenamefBlack	0.07	0.66	-0.89
V.RacenamefChines	2.84	0.68	-2.32
V.RacenamefIndian	5.16+	1.33	-1.26
VJ.Productbabymformula	-5.12+	-1.19	-0.44
VJ.Productcigarettes	16.65***	10.02***	7.08***
VJ.Producttoiletpaper	14.90***	1.94	0.47
V.presentation3Defensive	15.12***	2.11	0.72
V.presentation3Prosocial	-12.66***	-1.10	-1.22
EXPGRP.TEXTChineseV.RacenamefBlack	-6.72	-2.92	0.71
EXPGRP.TEXTChineseV.RacenamefChines	-2.71	0.07	4.40
EXPGRP.TEXTChineseV.RacenamefIndian	-6.61	2.01	3.15
EXPGRP.TEXTChineseV.Productbabymformula	0.81	1.67	0.40
EXPGRP.TEXTChineseV.Productcigarettes	2.10	-0.19	0.99
EXPGRP.TEXTChineseV.Producttoiletpaper	0.28	1.07	3.38
V.RacenamefBlackV.Productbabymformula	-1.98	0.64	0.68
V.RacenamefChinesV.Productbabymformula	-2.36	1.30	2.52
V.RacenamefIndianV.Productbabymformula	-1.91	-0.28	-0.85
V.RacenamefBlackV.Productcigarettes	-4.81	-5.90*	-3.68
V.RacenamefChinesV.Productcigarettes	-10.92*	-6.67**	-1.77
V.RacenamefIndianV.Productcigarettes	-12.59**	-6.32**	-3.33
V.RacenamefBlackV.Producttoiletpaper	-1.47	-1.95	-0.52
V.RacenamefChinesV.Producttoiletpaper	-7.36+	-1.51	2.69
V.RacenamefIndianV.Producttoiletpaper	-8.03+	-2.24	1.31
EXPGRP.TEXTChineseV.presentation3Defensive	-5.49	-3.37	2.00
EXPGRP.TEXTChineseV.presentation3Prosocial	-1.18	-0.60	0.16
V.RacenamefBlackV.presentation3Defensive	-0.81	-0.72	1.30
V.RacenamefChinesV.presentation3Defensive	-8.37	-3.33	-1.43
V.RacenamefIndianV.presentation3Defensive	-5.65	-2.66	-1.28
V.RacenamefBlackV.presentation3Prosocial	3.95	-1.81	-0.54
V.RacenamefChinesV.presentation3Prosocial	0.10	-1.00	0.57
V.RacenamefIndianV.presentation3Prosocial	-1.04	0.67	0.38
VJ.ProductbabymformulaV.presentation3Defensive	-7.83	-2.49	-2.69
VJ.ProductcigarettesV.presentation3Defensive	-15.72**	-5.33+	-4.89+
VJ.ProducttoiletpaperV.presentation3Defensive	-16.85***	-5.17+	-3.52
VJ.ProductbabymformulaV.presentation3Prosocial	6.67	-0.40	-2.01
VJ.ProductcigarettesV.presentation3Prosocial	6.94	-4.84+	-4.21
VJ.ProducttoiletpaperV.presentation3Prosocial	-12.64**	1.60	1.87
EXPGRP.TEXTChineseV.RacenamefBlackV.Productbabymformula	6.59	0.23	-1.57
EXPGRP.TEXTChineseV.RacenamefChinesV.Productbabymformula	-1.62	-4.66	-5.41
EXPGRP.TEXTChineseV.RacenamefIndianV.Productbabymformula	-0.71	-3.33	-0.79
EXPGRP.TEXTChineseV.RacenamefBlackV.Productcigarettes	5.38	7.65+	2.16
EXPGRP.TEXTChineseV.RacenamefChinesV.Productcigarettes	0.05	7.94+	1.49
EXPGRP.TEXTChineseV.RacenamefIndianV.Productcigarettes	12.77+	1.56	-1.06
EXPGRP.TEXTChineseV.RacenamefBlackV.Producttoiletpaper	2.47	6.51	0.84
EXPGRP.TEXTChineseV.RacenamefChinesV.Producttoiletpaper	1.45	-3.46	-8.04+
EXPGRP.TEXTChineseV.RacenamefIndianV.Producttoiletpaper	7.25	-3.45	-6.38
EXPGRP.TEXTChineseV.RacenamefBlackV.presentation3Defensive	13.41	5.54	-1.70
EXPGRP.TEXTChineseV.RacenamefChinesV.presentation3Defensive	11.43	2.08	-2.89
EXPGRP.TEXTChineseV.RacenamefIndianV.presentation3Defensive	10.95	4.22	0.40
EXPGRP.TEXTChineseV.RacenamefBlackV.presentation3Prosocial	2.88	5.34	1.13
EXPGRP.TEXTChineseV.RacenamefChinesV.presentation3Prosocial	0.89	0.88	-2.72
EXPGRP.TEXTChineseV.RacenamefIndianV.presentation3Prosocial	-0.57	-5.14	-5.48
EXPGRP.TEXTChineseV.RacenamefBlackV.presentation3Defensive	-0.94	2.25	-3.32
EXPGRP.TEXTChineseV.RacenamefChinesV.presentation3Defensive	7.51	6.14	3.35
EXPGRP.TEXTChineseV.RacenamefIndianV.presentation3Defensive	10.73	3.04	-2.55
EXPGRP.TEXTChineseV.RacenamefBlackV.presentation3Prosocial	-1.73	-1.17	0.92
EXPGRP.TEXTChineseV.RacenamefChinesV.presentation3Prosocial	-8.84	0.46	3.54
EXPGRP.TEXTChineseV.RacenamefBlackV.presentation3Prosocial	-0.05	-2.37	-3.30
V.RacenamefBlackV.ProductbabymformulaV.presentation3Defensive	2.45	1.00	1.18
V.RacenamefChinesV.ProductbabymformulaV.presentation3Defensive	9.33	1.90	2.24
V.RacenamefIndianV.ProductbabymformulaV.presentation3Defensive	5.78	3.02	3.52
V.RacenamefBlackV.ProductcigarettesV.presentation3Defensive	3.25	2.02	1.76
V.RacenamefChinesV.ProductcigarettesV.presentation3Defensive	9.47	4.90	2.02
V.RacenamefIndianV.ProductcigarettesV.presentation3Defensive	7.79	2.26	3.70
V.RacenamefBlackV.ProducttoiletpaperV.presentation3Defensive	8.29	3.45	-0.91
V.RacenamefIndianV.ProducttoiletpaperV.presentation3Defensive	12.60+	4.30	4.79
V.RacenamefBlackV.ProductbabymformulaV.presentation3Prosocial	12.08+	4.39	3.33
V.RacenamefChinesV.ProductbabymformulaV.presentation3Prosocial	-3.66	2.30	1.95
V.RacenamefIndianV.ProductbabymformulaV.presentation3Prosocial	3.02	0.90	0.57
V.RacenamefBlackV.ProductbabymformulaV.presentation3Prosocial	-0.17	-1.81	0.57
V.RacenamefChinesV.ProductbabymformulaV.presentation3Prosocial	0.77	5.83	4.74
V.RacenamefIndianV.ProductbabymformulaV.presentation3Prosocial	0.63	4.08	2.64
V.RacenamefBlackV.ProductcigarettesV.presentation3Prosocial	4.02	3.69	4.68
V.RacenamefIndianV.ProductcigarettesV.presentation3Prosocial	-5.45	2.23	0.03
V.RacenamefChinesV.ProductcigarettesV.presentation3Prosocial	3.32	2.59	-2.56
V.RacenamefIndianV.ProductcigarettesV.presentation3Prosocial	2.97	0.52	0.23
EXPGRP.TEXTChineseV.RacenamefBlackV.ProductbabymformulaV.presentation3Defensive	-3.96	-4.34	2.56
EXPGRP.TEXTChineseV.RacenamefChinesV.ProductbabymformulaV.presentation3Defensive	-7.00	1.29	4.02
EXPGRP.TEXTChineseV.RacenamefIndianV.ProductbabymformulaV.presentation3Defensive	-3.02	-5.49	0.83
EXPGRP.TEXTChineseV.RacenamefBlackV.ProductcigarettesV.presentation3Defensive	-21.44+	-8.39	-6.49
EXPGRP.TEXTChineseV.RacenamefChinesV.ProductcigarettesV.presentation3Defensive	-15.55	-3.95	-1.23
EXPGRP.TEXTChineseV.RacenamefIndianV.ProductcigarettesV.presentation3Defensive	-15.65	-5.43	-4.31
EXPGRP.TEXTChineseV.RacenamefBlackV.ProducttoiletpaperV.presentation3Defensive	-20.79+	-9.96	1.31
EXPGRP.TEXTChineseV.RacenamefChinesV.ProducttoiletpaperV.presentation3Defensive	-16.30	2.71	2.95
EXPGRP.TEXTChineseV.RacenamefIndianV.ProducttoiletpaperV.presentation3Defensive	-16.78	-3.20	1.53
EXPGRP.TEXTChineseV.RacenamefBlackV.ProductbabymformulaV.presentation3Prosocial	-5.22	-6.40	-4.49
EXPGRP.TEXTChineseV.RacenamefChinesV.ProductbabymformulaV.presentation3Prosocial	-1.50	5.18	4.69
EXPGRP.TEXTChineseV.RacenamefIndianV.ProductbabymformulaV.presentation3Prosocial	0.39	7.64	4.37
EXPGRP.TEXTChineseV.RacenamefBlackV.ProductcigarettesV.presentation3Prosocial	0.21	-5.79	-1.80
EXPGRP.TEXTChineseV.RacenamefChinesV.ProductcigarettesV.presentation3Prosocial	7.76	-6.01	-5.40
EXPGRP.TEXTChineseV.RacenamefIndianV.ProductcigarettesV.presentation3Prosocial	0.32	2.59	4.32
EXPGRP.TEXTChineseV.RacenamefBlackV.ProducttoiletpaperV.presentation3Prosocial	7.24	-3.66	5.86
EXPGRP.TEXTChineseV.RacenamefChinesV.ProducttoiletpaperV.presentation3Prosocial	-1.46	3.74	9.20
EXPGRP.TEXTChineseV.RacenamefIndianV.ProducttoiletpaperV.presentation3Prosocial	-3.63	10.76+	10.44
SD (Intercept ID)	19.41	19.90	20.69
SD (Observations)	19.81	10.54	10.81
Num.Obs.	4791	4791	4791
R2 Marg.	0.118	0.022	0.015
R2 Cond.	0.550	0.786	0.789
AIC	43204.9	38004.8	38261.5
BIC	43839.4	38639.3	38896.0
ICC	0.5	0.8	0.8
RMSE	18.48	9.77	10.02

Table 15.3: Model 9.2, Race Name and Respondant, Product and Update presentation

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	27.90***	28.89***	28.69***
EXPGRP_TEXTChinese	5.71	1.27	6.20
V_RacenamefBlack	1.43	-1.15	-0.40
V_RacenamefChinese	-1.95*	-0.97+	-1.05+
V_RacenamefIndian	-0.18	-0.34	0.95
V_Productbabyformula	-6.02***	-0.91	-0.41
V_Productcigarettes	15.13***	10.49***	7.90***
V_Producttoiletpaper	14.25**	4.67+	4.77+
V_presentation3Defensive	18.90***	2.05	2.17
V_presentation3Prosocial	-17.13***	-3.38*	-1.81
EXPGRP_TEXTChineseV_RacenamefBlack	-8.71	-0.15	-4.39
EXPGRP_TEXTChineseV_RacenamefChinese	-1.73	0.84	0.76
EXPGRP_TEXTChineseV_RacenamefIndian	-5.69	4.01	0.06
V_ProductbabyformulaV_presentation3Defensive	-4.90*	-0.95	-1.42
V_ProductcigarettesV_presentation3Defensive	-22.97***	-4.38	-6.79*
V_ProducttoiletpaperV_presentation3Defensive	-16.49**	-6.87*	-6.08+
V_ProductbabyformulaV_presentation3Prosocial	5.41**	-0.04	-0.64
V_ProductcigarettesV_presentation3Prosocial	6.20**	-1.96+	-0.10
V_ProducttoiletpaperV_presentation3Prosocial	-11.34*	7.77**	4.69
EXPGRP_TEXTWhiteV_rnmeBOtherV_prdctCigOtherV_presDOther	1.25	5.34*	1.54
EXPGRP_TEXTChineseV_rnmeBOtherV_prdctCigOtherV_presDOther	-3.48	0.30	-3.42
EXPGRP_TEXTWhiteV_rnmeBBlackV_prdctCigOtherV_presDOther	-3.00	6.10*	1.47
EXPGRP_TEXTWhiteV_rnmeBOtherV_prdctCigcigarettesV_presDOther	-4.42	0.48	-1.64
EXPGRP_TEXTChineseV_rnmeBOtherV_prdctCigcigarettesV_presDOther	-4.16	-1.76	-4.13
EXPGRP_TEXTWhiteV_rnmeBBlackV_prdctCigcigarettesV_presDOther	-4.94	0.05	-3.35
EXPGRP_TEXTWhiteV_rnmeBOtherV_prdctCigOtherV_presDDefensive	-5.85	3.53	-0.54
EXPGRP_TEXTChineseV_rnmeBOtherV_prdctCigOtherV_presDDefensive	-10.97+	-2.37	-5.07
EXPGRP_TEXTWhiteV_rnmeBBlackV_prdctCigOtherV_presDDefensive	-7.87	5.24	1.17
EXPGRP_TEXTWhiteV_rnmeBOtherV_presDOtherV_prdctTptoiletpaper	-5.26	-9.20*	-4.88
EXPGRP_TEXTChineseV_rnmeBOtherV_presDOtherV_prdctTptoiletpaper	-1.35	-5.47*	-4.28+
EXPGRP_TEXTWhiteV_rnmeBBlackV_presDOtherV_prdctTptoiletpaper	-3.01	-10.07*	-6.29
EXPGRP_TEXTWhiteV_rnmeBOtherV_presDDefensive_v_prdctTptoiletpaper	0.89	-4.79	0.06
EXPGRP_TEXTChineseV_rnmeBOtherV_presDDefensive_v_prdctTptoiletpaper	7.46	1.31	0.48
EXPGRP_TEXTWhiteV_rnmeBBlackV_presDDefensive_v_prdctTptoiletpaper	5.68	-4.69	-4.49
EXPGRP_TEXTWhiteV_prdctTpOtherV_rnmeIOtherV_presPOther	-6.03	-2.10	1.94
EXPGRP_TEXTChineseV_prdctTpOtherV_rnmeIOtherV_presPOther	-4.91	3.03	1.20
EXPGRP_TEXTWhiteV_prdctTptoiletpaperV_rnmeIOtherV_presPOther	-4.10	3.13	3.07
EXPGRP_TEXTChineseV_prdctTptoiletpaperV_rnmeIOtherV_presPOther	-5.56	4.21	1.83
EXPGRP_TEXTWhiteV_prdctTpOtherV_rnmeIIIndianV_presPOther	-5.38	-2.54	-0.73
EXPGRP_TEXTWhiteV_prdctTptoiletpaperV_rnmeIIIndianV_presPOther	-4.42	2.85	1.64
EXPGRP_TEXTWhiteV_prdctTpOtherV_rnmeIOtherV_presPProsocial	0.30	-0.40	1.86
EXPGRP_TEXTChineseV_prdctTpOtherV_rnmeIOtherV_presPProsocial	-1.90	4.42	1.47
SD (Intercept ID)	19.49	19.93	20.69
SD (Observations)	19.77	10.53	10.79
Num.Obs.	4791	4791	4791
R2 Marg.	0.114	0.019	0.013
R2 Cond.	0.550	0.786	0.789
AIC	43 406.5	38 145.6	38 398.3
BIC	43 691.4	38 430.5	38 683.2
ICC	0.5	0.8	0.8
RMSE	18.56	9.82	10.07

Table 15.4: Mean comparison of Model 3, for cigarettes and White and Chinese name

Name		MorallyWrong	CatchCovid	TransmitCovid
NmeWhite:cigarettes:NONE	NmeChinese:cigarettes:NONE	9.41***	1.99	1.14
NmeWhite:cigarettes:Defensive	NmeChinese:cigarettes:Defensive	10.38**	1.34	2.61
NmeWhite:cigarettes:Prosocial	NmeChinese:cigarettes:Prosocial	4.37	1.47	1.99
<b>Respondant Race</b>				
RspWhite:cigarettes:NONE	RspChinese:cigarettes:NONE	-6.1*	-5.64**	-3.5.
RspWhite:cigarettes:Defensive	RspChinese:cigarettes:Defensive	-3.9	-6.93**	-4.8*
RspWhite:cigarettes:Prosocial	RspChinese:cigarettes:Prosocial	1.04	-3.46	-4.71*
<b>Respondant Race</b>				
<b>In Group: White White - Chinese Chinese</b>				
RspWhite:NmeWhite:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	5.18	-3.58	-2.59
RspWhite:NmeWhite:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	6.19	-6.06.	-4.41
RspWhite:NmeWhite:cigarettes:Prosocial	RspChinese:NmeChinese:cigarettes:Prosocial	5.83	-1.38	-1.38
<b>Out Group: Chinese White - White Chinese</b>				
RspChinese:NmeWhite:cigarettes:NONE	RspWhite:NmeChinese:cigarettes:NONE	13.64***	7.55**	4.87.
RspChinese:NmeWhite:cigarettes:Defensive	RspWhite:NmeChinese:cigarettes:Defensive	14.56**	8.75**	9.64**
RspChinese:NmeWhite:cigarettes:Prosocial	RspWhite:NmeChinese:cigarettes:Prosocial	2.9	4.32	5.36.
<b>White vs. Chinese Judgment by group</b>				
<b>Chinese White - Chinese Chinese</b>				
RspChinese:NmeWhite:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	10.75*	-2.02	-1.8
RspChinese:NmeWhite:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	13.77*	-1.73	1.73
RspChinese:NmeWhite:cigarettes:Prosocial	RspChinese:NmeChinese:cigarettes:Prosocial	1.38	0.03	3.1
<b>White White - White Chinese</b>				
RspWhite:NmeWhite:cigarettes:NONE	RspWhite:NmeChinese:cigarettes:NONE	8.08**	5.99***	4.08*
RspWhite:NmeWhite:cigarettes:Defensive	RspWhite:NmeChinese:cigarettes:Defensive	6.98.	4.41*	3.5
RspWhite:NmeWhite:cigarettes:Prosocial	RspWhite:NmeChinese:cigarettes:Prosocial	7.36.	2.9	0.87
<b>Comparison of Encoder Judgment by group</b>				
<b>White Chinese - Chinese Chinese</b>				
RspWhite:NmeChinese:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	-2.89	-9.57***	-6.68*
RspWhite:NmeChinese:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	-0.79	-10.47**	-7.91*
RspWhite:NmeChinese:cigarettes:Prosocial	RspChinese:NmeChinese:cigarettes:Prosocial	-1.53	-4.29	-2.25
<b>White White - Chinese White</b>				
RspWhite:NmeWhite:cigarettes:NONE	RspChinese:NmeWhite:cigarettes:NONE	-5.56	-1.56	-0.79
RspWhite:NmeWhite:cigarettes:Defensive	RspChinese:NmeWhite:cigarettes:Defensive	-7.58	-4.34	-6.14.
RspWhite:NmeWhite:cigarettes:Prosocial	RspChinese:NmeWhite:cigarettes:Prosocial	4.45	-1.42	-4.49

comp1	comp2	MorallyWrong	CatchCovid	TransmitCovid
NmeWhite:cigarettes:Defensive	NmeChinese:cigarettes:Defensive	10.38**	1.34	2.61
NmeWhite:cigarettes:Prosocial	NmeChinese:cigarettes:Prosocial	4.37	1.47	1.99
RspWhite:cigarettes:NONE	RspChinese:cigarettes:NONE	-6.1*	-5.64**	-3.5.
RspWhite:cigarettes:Defensive	RspChinese:cigarettes:Defensive	-3.9	-6.93**	-4.8*
RspWhite:cigarettes:Prosocial	RspChinese:cigarettes:Prosocial	1.04	-3.46	-4.71*
RspWhite:NmeWhite:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	5.18	-3.58	-2.59
RspWhite:NmeWhite:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	6.19	-6.06	-4.41
RspWhite:NmeWhite:cigarettes:Prosocial	RspChinese:NmeChinese:cigarettes:Prosocial	5.83	-1.38	-1.38
RspChinese:NmeWhite:cigarettes:NONE	RspWhite:NmeChinese:cigarettes:NONE	13.64***	7.55**	4.87.
RspChinese:NmeWhite:cigarettes:Defensive	RspWhite:NmeChinese:cigarettes:Defensive	14.56**	8.75**	9.64**
RspChinese:NmeWhite:cigarettes:Prosocial	RspWhite:NmeChinese:cigarettes:Prosocial	2.9	4.32	5.36.
RspChinese:NmeWhite:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	10.75*	-2.02	-1.8
RspChinese:NmeWhite:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	13.77*	-1.73	1.73
RspChinese:NmeWhite:cigarettes:Prosocial	RspChinese:NmeChinese:cigarettes:Prosocial	1.38	0.03	3.1
RspWhite:NmeWhite:cigarettes:NONE	RspWhite:NmeChinese:cigarettes:NONE	8.08**	5.99***	4.08*
RspWhite:NmeWhite:cigarettes:Defensive	RspWhite:NmeChinese:cigarettes:Defensive	6.98.	4.41*	3.5
RspWhite:NmeWhite:cigarettes:Prosocial	RspWhite:NmeChinese:cigarettes:Prosocial	7.36.	2.9	0.87
RspWhite:NmeChinese:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	-2.89	-9.57***	-6.68*
RspWhite:NmeChinese:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	-0.79	-10.47**	-7.91*
RspWhite:NmeChinese:cigarettes:Prosocial	RspChinese:NmeChinese:cigarettes:Prosocial	-1.53	-4.29	-2.25
RspWhite:NmeWhite:cigarettes:NONE	RspChinese:NmeWhite:cigarettes:NONE	-5.56	-1.56	-0.79
RspWhite:NmeWhite:cigarettes:Defensive	RspChinese:NmeWhite:cigarettes:Defensive	-7.58	-4.34	-6.14.
RspWhite:NmeWhite:cigarettes:Prosocial	RspChinese:NmeWhite:cigarettes:Prosocial	4.45	-1.42	-4.49
NmeWhite:cigarettes:NONE	NmeChinese:cigarettes:NONE	9.41***	1.99	1.14

Table 15.5: Mean comparison of Model 9, for cigarettes and White and Chinese name

comp1	comp2	MorallyWrong	CatchCovid	TransmitCovid
NmeWhite:hardwaresupplies:Defensive	NmeChinese:hardwaresupplies:Defensive	1.17	1.57	3
NmeWhite:hardwaresupplies:Prosocial	NmeChinese:hardwaresupplies:Prosocial	-2.02	-0.15	0.91
RspWhite:hardwaresupplies:NONE	RspChinese:hardwaresupplies:NONE	0.55	-1.54	-1.86
RspWhite:hardwaresupplies:Defensive	RspChinese:hardwaresupplies:Defensive	-2.91	-1.13	-2.81
RspWhite:hardwaresupplies:Prosocial	RspChinese:hardwaresupplies:Prosocial	0.92	-1.2	-0.25
RspWhite:NmeWhite:hardwaresupplies:NONE	RspChinese:NmeChinese:hardwaresupplies:NONE	-3.59	-2.49	-1.87
RspWhite:NmeWhite:hardwaresupplies:Defensive	RspChinese:NmeChinese:hardwaresupplies:Defensive	-1.16	2.12	0.45
RspWhite:NmeWhite:hardwaresupplies:Prosocial	RspChinese:NmeChinese:hardwaresupplies:Prosocial	-3.4	-1.77	0.12
RspChinese:NmeWhite:hardwaresupplies:NONE	RspWhite:NmeChinese:hardwaresupplies:NONE	0.62	1.07	2.11
RspChinese:NmeWhite:hardwaresupplies:Defensive	RspWhite:NmeChinese:hardwaresupplies:Defensive	3.5	1.03	5.54
RspChinese:NmeWhite:hardwaresupplies:Prosocial	RspWhite:NmeChinese:hardwaresupplies:Prosocial	-0.65	1.46	1.7
RspChinese:NmeWhite:hardwaresupplies:NONE	RspChinese:NmeChinese:hardwaresupplies:NONE	-0.13	-0.75	-2.08
RspChinese:NmeWhite:hardwaresupplies:Defensive	RspChinese:NmeChinese:hardwaresupplies:Defensive	-3.19	0.5	2.25
RspChinese:NmeWhite:hardwaresupplies:Prosocial	RspChinese:NmeChinese:hardwaresupplies:Prosocial	-1.11	-0.63	0.07
RspWhite:NmeWhite:hardwaresupplies:NONE	RspWhite:NmeChinese:hardwaresupplies:NONE	-2.84	-0.68	2.32
RspWhite:NmeWhite:hardwaresupplies:Defensive	RspWhite:NmeChinese:hardwaresupplies:Defensive	5.53	2.65	3.75
RspWhite:NmeWhite:hardwaresupplies:Prosocial	RspWhite:NmeChinese:hardwaresupplies:Prosocial	-2.94	0.32	1.75
RspWhite:NmeChinese:hardwaresupplies:NONE	RspChinese:NmeChinese:hardwaresupplies:NONE	-0.75	-1.82	-4.19
RspWhite:NmeChinese:hardwaresupplies:Defensive	RspChinese:NmeChinese:hardwaresupplies:Defensive	-6.69	-0.53	-3.3
RspWhite:NmeChinese:hardwaresupplies:Prosocial	RspChinese:NmeChinese:hardwaresupplies:Prosocial	-0.46	-2.09	-1.63
RspWhite:NmeWhite:hardwaresupplies:NONE	RspChinese:NmeWhite:hardwaresupplies:NONE	-3.46	-1.75	0.21
RspWhite:NmeWhite:hardwaresupplies:Defensive	RspChinese:NmeWhite:hardwaresupplies:Defensive	2.03	1.62	-1.79
RspWhite:NmeWhite:hardwaresupplies:Prosocial	RspChinese:NmeWhite:hardwaresupplies:Prosocial	-2.29	-1.14	0.05
NmeWhite:hardwaresupplies:NONE	NmeChinese:hardwaresupplies:NONE	-1.48	-0.71	0.12

Table 15.6: Mean comparison of Model 9, for hardware supplies and White and Chinese name

comp1	comp2	MorallyWrong	CatchCovid	TransmitCovid
NmeWhite:babyformula:Defensive	NmeChinese:babyformula:Defensive	-1.48	0.06	-1.07
NmeWhite:babyformula:Prosocial	NmeChinese:babyformula:Prosocial	-1.12	-2.61	-1.82
RspWhite:babyformula:NONE	RspChinese:babyformula:NONE	-1.34	-1.27	-0.32
RspWhite:babyformula:Defensive	RspChinese:babyformula:Defensive	-0.36	-0.98	0.19
RspWhite:babyformula:Prosocial	RspChinese:babyformula:Prosocial	2.35	-1.37	-0.77
RspWhite:NmeWhite:babyformula:NONE	RspChinese:NmeChinese:babyformula:NONE	-0.42	-0.81	0.62
RspWhite:NmeWhite:babyformula:Defensive	RspChinese:NmeChinese:babyformula:Defensive	0.62	-1.63	0
RspWhite:NmeWhite:babyformula:Prosocial	RspChinese:NmeChinese:babyformula:Prosocial	-0.02	-4.99	-3.57
RspChinese:NmeWhite:babyformula:NONE	RspWhite:NmeChinese:babyformula:NONE	3.8	1.44	-0.01
RspChinese:NmeWhite:babyformula:Defensive	RspWhite:NmeChinese:babyformula:Defensive	-3.58	1.75	-2.13
RspChinese:NmeWhite:babyformula:Prosocial	RspWhite:NmeChinese:babyformula:Prosocial	-2.22	-0.23	-0.06
RspChinese:NmeWhite:babyformula:NONE	RspChinese:NmeChinese:babyformula:NONE	3.85	2.61	0.82
RspChinese:NmeWhite:babyformula:Defensive	RspChinese:NmeChinese:babyformula:Defensive	-1.53	0.67	-1.13
RspChinese:NmeWhite:babyformula:Prosocial	RspChinese:NmeChinese:babyformula:Prosocial	1.35	-3.34	-2.3
RspWhite:NmeWhite:babyformula:NONE	RspWhite:NmeChinese:babyformula:NONE	-0.48	-1.98	-0.2
RspWhite:NmeWhite:babyformula:Defensive	RspWhite:NmeChinese:babyformula:Defensive	-1.43	-0.55	-1.01
RspWhite:NmeWhite:babyformula:Prosocial	RspWhite:NmeChinese:babyformula:Prosocial	-3.59	-1.88	-1.34
RspWhite:NmeChinese:babyformula:NONE	RspChinese:NmeChinese:babyformula:NONE	0.05	1.17	0.82
RspWhite:NmeChinese:babyformula:Defensive	RspChinese:NmeChinese:babyformula:Defensive	2.05	-1.08	1.01
RspWhite:NmeChinese:babyformula:Prosocial	RspChinese:NmeChinese:babyformula:Prosocial	3.57	-3.11	-2.23
RspWhite:NmeWhite:babyformula:NONE	RspChinese:NmeWhite:babyformula:NONE	-4.28	-3.42	-0.2
RspWhite:NmeWhite:babyformula:Defensive	RspChinese:NmeWhite:babyformula:Defensive	2.15	-2.31	1.12
RspWhite:NmeWhite:babyformula:Prosocial	RspChinese:NmeWhite:babyformula:Prosocial	-1.37	-1.65	-1.27
NmeWhite:babyformula:NONE	NmeChinese:babyformula:NONE	1.69	0.32	0.31

Table 15.7: Mean comparison of Model 9, for babyformula and White and Chinese name

comp1	comp2	MorallyWrong
NmeWhite:cigarettes:Defensive	NmeChinese:cigarettes:Defensive	10.38**
NmeWhite:cigarettes:Prosocial	NmeChinese:cigarettes:Prosocial	4.37
RspWhite:cigarettes:NONE	RspChinese:cigarettes:NONE	-6.1*
RspWhite:cigarettes:Defensive	RspChinese:cigarettes:Defensive	-3.9
RspWhite:cigarettes:Prosocial	RspChinese:cigarettes:Prosocial	1.04
RspWhite:NmeWhite:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	5.18
RspWhite:NmeWhite:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	6.19
RspWhite:NmeWhite:cigarettes:Prosocial	RspChinese:NmeChinese:cigarettes:Prosocial	5.83
RspChinese:NmeWhite:cigarettes:NONE	RspWhite:NmeChinese:cigarettes:NONE	13.64***
RspChinese:NmeWhite:cigarettes:Defensive	RspWhite:NmeChinese:cigarettes:Defensive	14.56**
RspChinese:NmeWhite:cigarettes:Prosocial	RspWhite:NmeChinese:cigarettes:Prosocial	2.9
RspChinese:NmeWhite:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	10.75*
RspChinese:NmeWhite:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	13.77*
RspChinese:NmeWhite:cigarettes:Prosocial	RspWhite:NmeChinese:cigarettes:NONE	8.08**
RspWhite:NmeWhite:cigarettes:NONE	RspWhite:NmeChinese:cigarettes:Defensive	6.98.
RspWhite:NmeWhite:cigarettes:Prosocial	RspWhite:NmeChinese:cigarettes:Prosocial	7.36.
RspWhite:NmeChinese:cigarettes:NONE	RspChinese:NmeChinese:cigarettes:NONE	-2.89
RspWhite:NmeChinese:cigarettes:Defensive	RspChinese:NmeChinese:cigarettes:Defensive	-0.79
RspWhite:NmeChinese:cigarettes:Prosocial	RspChinese:NmeChinese:cigarettes:Prosocial	-1.53
RspWhite:NmeWhite:cigarettes:NONE	RspChinese:NmeWhite:cigarettes:NONE	-5.56
RspWhite:NmeWhite:cigarettes:Defensive	RspChinese:NmeWhite:cigarettes:Defensive	-7.58
RspWhite:NmeWhite:cigarettes:Prosocial	RspChinese:NmeWhite:cigarettes:Prosocial	4.45
NmeWhite:cigarettes:NONE	NmeChinese:cigarettes:NONE	9.41***

Table 15.8: Mean comparison of Model 9, for cigarettes and White and Chinese name

comp1	comp2	MorallyWrong	CatchCovid	TransmitCovid
NmeWhite:toiletpaper:Defensive	NmeChinese:toiletpaper:Defensive	3.36	-0.83	-1.94
NmeWhite:toiletpaper:Prosocial	NmeChinese:toiletpaper:Prosocial	2.03	-1.36	0.19
RspWhite:toiletpaper:NONE	RspChinese:toiletpaper:NONE	-2.53	-2.5	-1.84
RspWhite:toiletpaper:Defensive	RspChinese:toiletpaper:Defensive	-3.25	-2.52	-1.69
RspWhite:toiletpaper:Prosocial	RspChinese:toiletpaper:Prosocial	-2.64	-2.5	-3.31
RspWhite:NmeWhite:toiletpaper:NONE	RspChinese:NmeChinese:toiletpaper:NONE	2.05	1.42	0.1
RspWhite:NmeWhite:toiletpaper:Defensive	RspChinese:NmeChinese:toiletpaper:Defensive	-2.56	-4.02	-2.77
RspWhite:NmeWhite:toiletpaper:Prosocial	RspChinese:NmeChinese:toiletpaper:Prosocial	0.43	-1.81	-1.26
RspChinese:NmeWhite:toiletpaper:NONE	RspWhite:NmeChinese:toiletpaper:NONE	8.27*	3.65	2.79
RspChinese:NmeWhite:toiletpaper:Defensive	RspWhite:NmeChinese:toiletpaper:Defensive	9.28.	2.35	-1.11
RspChinese:NmeWhite:toiletpaper:Prosocial	RspWhite:NmeChinese:toiletpaper:Prosocial	3.63	-0.91	1.64
RspChinese:NmeWhite:toiletpaper:NONE	RspChinese:NmeChinese:toiletpaper:NONE	5.79	4.23.	3.27
RspChinese:NmeWhite:toiletpaper:Defensive	RspChinese:NmeChinese:toiletpaper:Defensive	6.43	-1.53	-0.15
RspChinese:NmeWhite:toiletpaper:Prosocial	RspChinese:NmeChinese:toiletpaper:Prosocial	2.95	-1.97	-1.23
RspWhite:NmeWhite:toiletpaper:NONE	RspWhite:NmeChinese:toiletpaper:NONE	4.52	0.84	-0.37
RspWhite:NmeWhite:toiletpaper:Defensive	RspWhite:NmeChinese:toiletpaper:Defensive	0.3	-0.14	-3.73.
RspWhite:NmeWhite:toiletpaper:Prosocial	RspWhite:NmeChinese:toiletpaper:Prosocial	1.11	-0.75	1.61
RspWhite:NmeChinese:toiletpaper:NONE	RspChinese:NmeChinese:toiletpaper:NONE	-2.48	0.58	0.47
RspWhite:NmeChinese:toiletpaper:Defensive	RspChinese:NmeChinese:toiletpaper:Defensive	-2.86	-3.88	0.96
RspWhite:NmeChinese:toiletpaper:Prosocial	RspChinese:NmeChinese:toiletpaper:Prosocial	-0.68	-1.06	-2.87
RspWhite:NmeWhite:toiletpaper:NONE	RspChinese:NmeWhite:toiletpaper:NONE	-3.75	-2.82	-3.17
RspWhite:NmeWhite:toiletpaper:Defensive	RspChinese:NmeWhite:toiletpaper:Defensive	-8.98	-2.49	-2.62
RspWhite:NmeWhite:toiletpaper:Prosocial	RspChinese:NmeWhite:toiletpaper:Prosocial	-2.52	0.16	-0.03
NmeWhite:toiletpaper:NONE	NmeChinese:toiletpaper:NONE	5.16*	2.54.	1.45

Table 15.9: Mean comparison of Model 9, for toiletpaper and White and Chinese name

# Part V

## CatchCovid and demography

# Chapter 16

## Model x, Catch Covid and CovidSkepticism

Table 16.1: Model x, Catch Covid and CovidSkepticism

	CatchCov	CovSkep	CatchCov + CovSkep	CatchCov * CovSkep
(Intercept)	8.00***	28.96***	8.00***	26.75***
CatchCovid	0.56***		0.56***	
CovidSkepticism		-0.11+		
SD (Intercept ID)	16.88	19.89	16.88	19.93
SD (Observations)	21.20	22.21	21.20	22.21
Num.Obs.	2396	2396	2396	2396
R2 Marg.	0.178	0.003	0.178	0.000
R2 Cond.	0.497	0.446	0.497	0.446
AIC	22 199.9	22 526.4	22 199.9	22 523.6
BIC	22 223.0	22 549.5	22 223.0	22 540.9
ICC	0.4	0.4	0.4	0.4
RMSE	19.20	19.98	19.20	19.98

Table 16.2: Model x, Catch Covid and CovidSkepticism

	CatchCov	CovSkep	CatchCov + CovSkep	CatchCov * CovSkep
(Intercept)	8.00***	18.07***	7.22	11.07
CatchCovid	0.56***		0.56***	0.42*
CovidBelieved		0.11+	0.01	-0.04
CovidBelievedCatchCovid				0.00
SD (Intercept ID)	16.88	19.89	16.90	16.93
SD (Observations)	21.20	22.21	21.20	21.19
Num.Obs.	2396	2396	2396	2396
R2 Marg.	0.178	0.003	0.178	0.178
R2 Cond.	0.497	0.446	0.497	0.498
AIC	22 199.9	22 526.4	22 205.8	22 217.7
BIC	22 223.0	22 549.5	22 234.7	22 252.4
ICC	0.4	0.4	0.4	0.4
RMSE	19.20	19.98	19.20	19.18

Table 16.3: Model x, Catch Covid and CovidSkepticism

	CatchCov	CovSkep	CatchCov + CovSkep	CatchCov * CovSkep	CatchCov:CovSkep
(Intercept)	8.00***	18.07***	7.22	11.07	9.12***
CatchCovid	0.56***		0.56***	0.42*	
CovidBelieved		0.11+	0.01	-0.04	
CovidBelievedCatchCovid				0.00	0.01***
SD (Intercept ID)	16.88	19.89	16.90	16.93	17.25
SD (Observations)	21.20	22.21	21.20	21.19	21.18
Num.Obs.	2396	2396	2396	2396	2396
R2 Marg.	0.178	0.003	0.178	0.178	0.173
R2 Cond.	0.497	0.446	0.497	0.498	0.503
AIC	22 199.9	22 526.4	22 205.8	22 217.7	22 224.4
BIC	22 223.0	22 549.5	22 234.7	22 252.4	22 247.5
ICC	0.4	0.4	0.4	0.4	0.4
RMSE	19.20	19.98	19.20	19.18	19.16

Table 16.4: Model x, Catch Covid and CovidSkepticism

	CatchCov	CovSkep	CatchCov + CovSkep	CatchCov * CovSkep	CatchCov:CovSkep	scaleCatchCov*CovSkep
(Intercept)	8.00***	18.07***	7.22	11.07	9.12***	26.69***
CatchCovid	0.56***		0.56***	0.42*		
CovidBelieved		0.11+	0.01	-0.04		
CovidBelievedCatchCovid				0.00	0.01***	
scale(CovidBelieved)						0.25
scale(CatchCovid)						12.59***
scale(CovidBelieved)scale(CatchCovid)						0.54
SD (Intercept ID)	16.88	19.89	16.90	16.93	17.25	16.93
SD (Observations)	21.20	22.21	21.20	21.19	21.18	21.19
Num.Obs.	2396	2396	2396	2396	2396	2396
R2 Marg.	0.178	0.003	0.178	0.178	0.173	0.178
R2 Cond.	0.497	0.446	0.497	0.498	0.503	0.498
AIC	22 199.9	22 526.4	22 205.8	22 217.7	22 224.4	22 194.5
BIC	22 223.0	22 549.5	22 234.7	22 252.4	22 247.5	22 229.2
ICC	0.4	0.4	0.4	0.4	0.4	0.4
RMSE	19.20	19.98	19.20	19.18	19.16	19.18

Table 16.5: Comparison Model Morally Wrong

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8	Model 9	Model 10	Model 11	Model 12
(Intercept)	22.41*** -6.08***	26.75*** 11.72***	25.39*** 11.73***	24.41*** 5.79***	23.12*** -12.30***	24.11*** 0.01	26.75*** -12.11***	22.12*** -12.20***	17.29*** -12.11***	17.39*** -12.20***	8.00*** -6.07***	4.86+ -5.57**
V.Productbyformula							-6.08***	-6.03***	-6.04***	-6.07***		
V.Productcigarettes							11.72***	11.78***	11.78***	11.78***		
V.Producttelepaper							11.73***	11.75***	11.77***	11.79***		
V.presentation3Defensive							12.64***	12.72***	12.64***	12.72***		
V.presentation3Prosocial							-12.11***	-12.20***	-12.11***	-12.19***		
V.RecommeC							-1.27	-1.27	-1.29	-1.29		
V.RacismAff							0.88	0.88	0.82	0.82		
V.RacismandW							3.26*	2.17+	1.41+	1.33+		
V.Age							0.06	1.45*** -0.05*	0.13*	0.12*		
V.Number								2.96***	-4.96*	-4.92*	-4.91*	
V.JudgeSelf								-12.78***	-12.84***	-12.79***	-12.79***	
V.ProductbyformulaV_presentation3Defensive								-9.78***	-9.88***	-9.77***	-9.86***	
V.ProductcigarettesV_presentation3Defensive								5.41**	5.36**	5.40**	5.35**	
V.ProducttelepaperV_presentation3Defensive								6.04**	6.10**	6.05**	6.11**	
V.ProductbyformulaV_presentation3Prosocial								-12.19***	-12.10***	-12.21***	-12.21***	
V.ProductcigarettesV_presentation3Prosocial												-3.05**
V.ProducttelepaperV_presentation3Prosocial												0.48**
CatCovid												16.51
SD (Intercept ID)	20.41	19.31	19.94	19.92	19.95	21.59	19.47	19.47	19.46	19.46	16.88	19.18
SD (Observations)	20.38	21.17	22.17	22.22	22.14	21.92	19.80	19.78	19.79	19.77	21.20	
Norm Obs.												1791
R2 Marg.	0.066	0.050	0.002	0.000	0.003	0.002	0.010	0.111	0.110	0.111	0.178	0.249
R2 Cond.	0.554	0.482	0.446	0.430	0.494	0.547	0.548	0.548	0.548	0.549	0.497	0.369
AIC	22.211.3	44.067.7	22.513.7	22.528.1	22.512.7	44.039.0	43.033.2	43.083.1	43.094.5	43.085.0	22.199.9	43.062.4
BIC	22.246.0	44.100.1	22.548.3	22.551.3	22.535.9	44.018.9	43.083.8	43.093.1	43.059.6	43.061.5	22.223.0	43.085.4
ICC	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.4
RUISE	18.21	19.98	19.93	19.98	19.91	20.67	18.65	18.62	18.64	18.61	19.20	18.09