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July 20, 2022

Abstract

Part I

Scenario

Chapter 1

Model 1 - Product

1.1 other

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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***

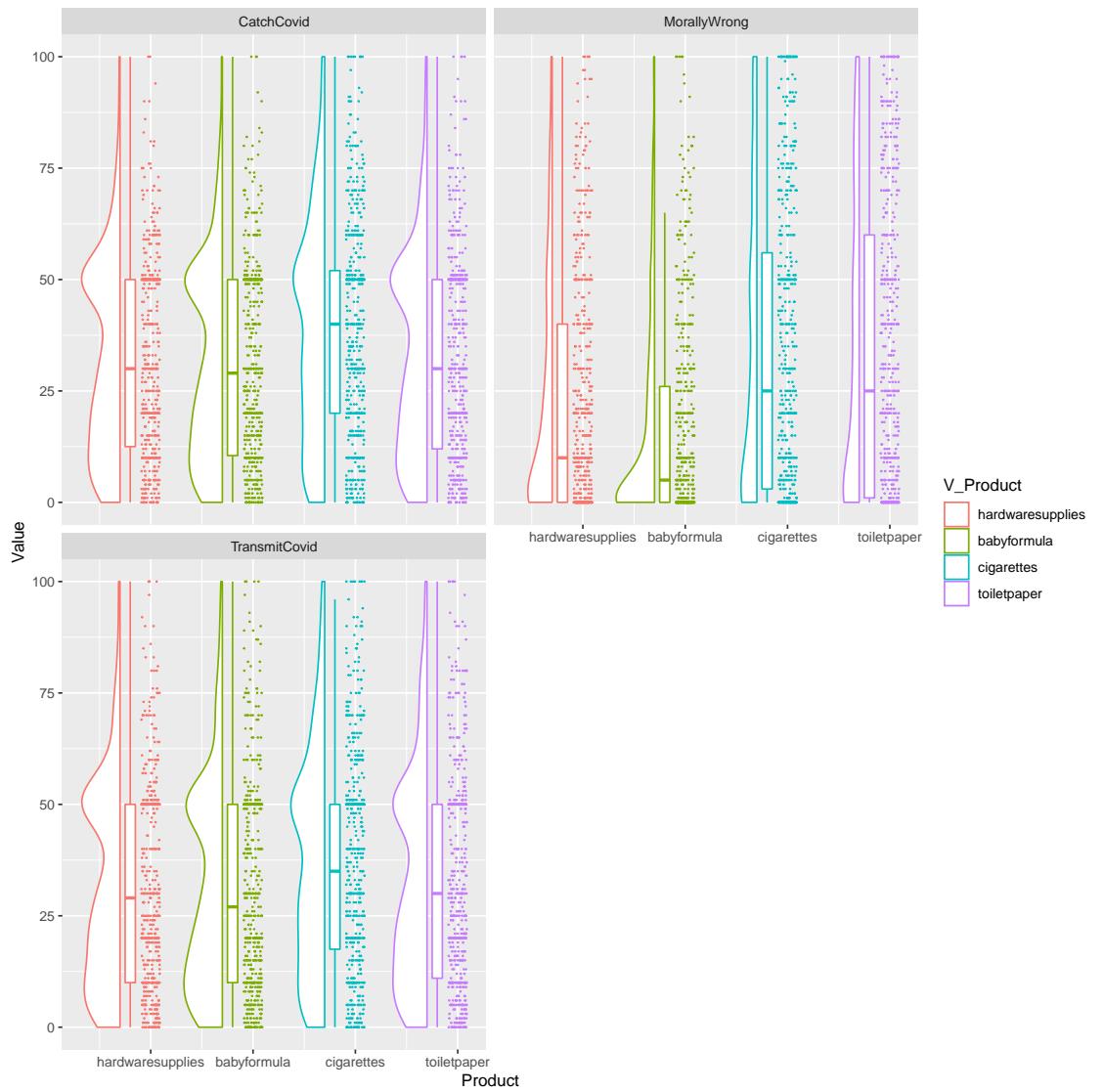
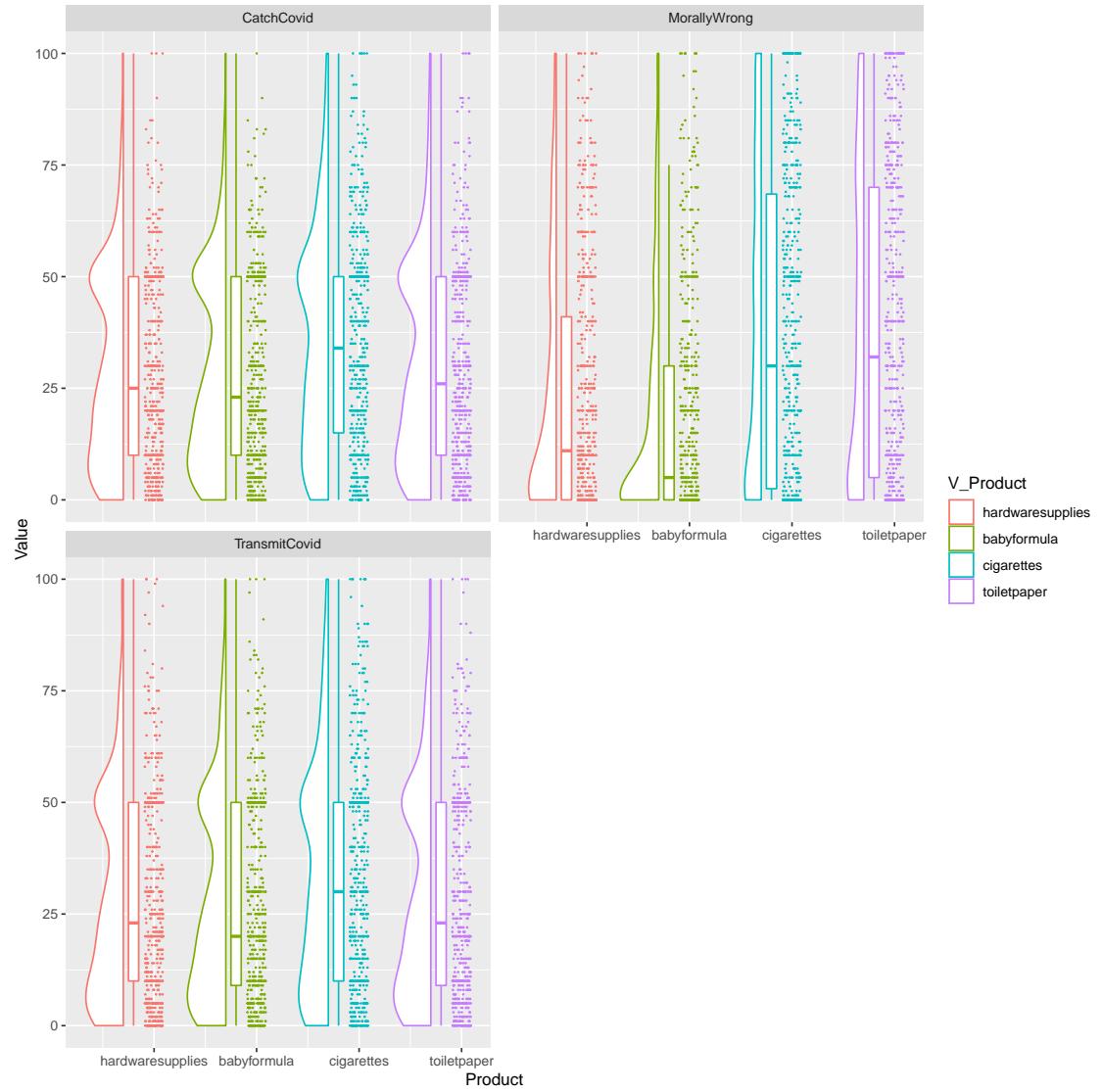


Table 1.2: Model 1.2, Product without update - self

	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



1.3 comparaison

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_Productbabymilk	-6.08***	-0.94	-0.43	-5.07***	-0.77	-0.54
V_Productcigarettes	11.72***	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***

Chapter 2

Model 2 - Update

2.1 other

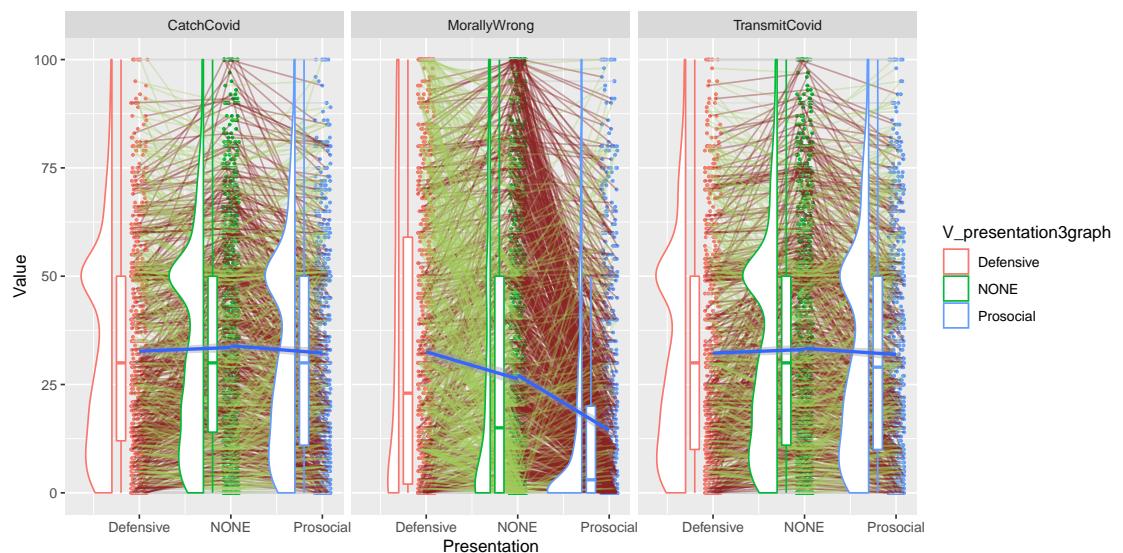


Table 2.1: Model 2, Update presentation

	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

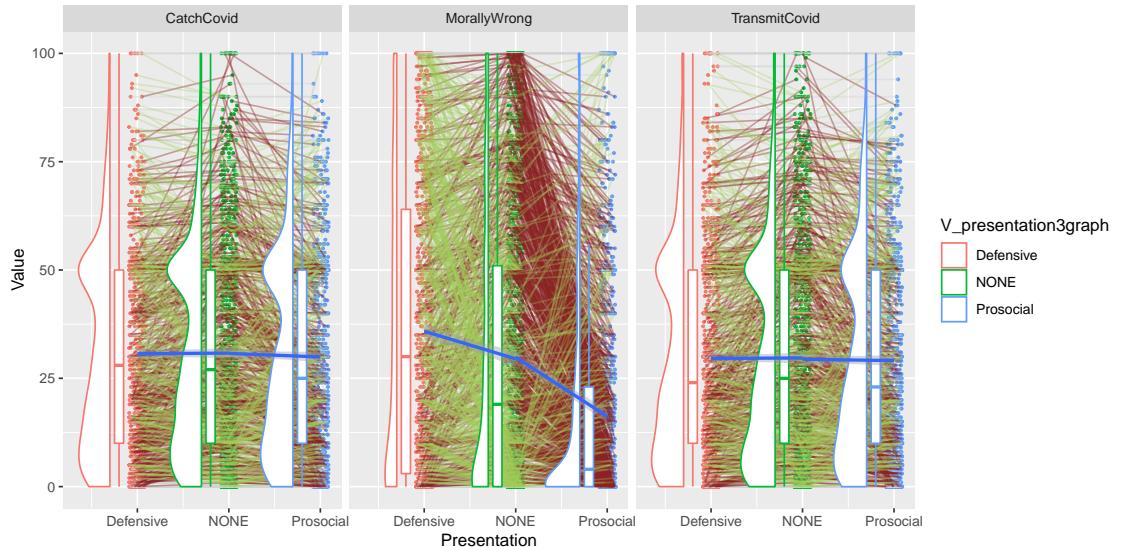
Table 2.2: Model 2.2, Update presentation - self

	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

Table 2.3: 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

2.2 self



2.3 comparaison

Chapter 3

Model 3 - Product*Presentation

Table 3.1: Model 3, Product and Update presentation

	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	-9.78***	-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
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
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***
NONE - Defensive	-5.75***	1.06**	0.95*
NONE - Prosocial	12.3***	1.46***	1.25**
Defensive - Prosocial	18.05***	0.39	0.3
hardwaresupplies:NONE - babyformula:NONE	6.08***	0.94	0.43
hardwaresupplies:NONE - cigarettes:NONE	-11.72***	-6.48***	-5.3***
hardwaresupplies:NONE - toiletpaper:NONE	-11.73***	-0.79	-1.3*
hardwaresupplies:NONE - hardwaresupplies:Defensive	-12.64***	-0.36	-0.74
hardwaresupplies:NONE - babyformula:Defensive	-1.6	1.57*	1.19
hardwaresupplies:NONE - cigarettes:Defensive	-11.58***	-4.21***	-2.93***
hardwaresupplies:NONE - toiletpaper:Defensive	-14.58***	0.93	0.1
hardwaresupplies:NONE - hardwaresupplies:Prosocial	12.11***	1.69*	1.63*
hardwaresupplies:NONE - babyformula:Prosocial	12.78***	2.67***	2.69***
hardwaresupplies:NONE - cigarettes:Prosocial	-5.64***	-2.78***	-3.57***
hardwaresupplies:NONE - toiletpaper:Prosocial	12.57***	-2.09**	-1.91*
babyformula:NONE - cigarettes:NONE	-17.79***	-7.42***	-5.72***
babyformula:NONE - toiletpaper:NONE	-17.8***	-1.73**	-1.73**
babyformula:NONE - hardwaresupplies:Defensive	-18.71***	-1.3.	-1.17
babyformula:NONE - babyformula:Defensive	-7.67***	0.63	0.76
babyformula:NONE - cigarettes:Defensive	-17.65***	-5.15***	-3.35***
babyformula:NONE - toiletpaper:Defensive	-20.66***	-0.02	-0.33
babyformula:NONE - hardwaresupplies:Prosocial	6.04***	0.75	1.2
babyformula:NONE - babyformula:Prosocial	6.71***	1.73*	2.26**
babyformula:NONE - cigarettes:Prosocial	-11.72***	-3.72***	-4***
babyformula:NONE - toiletpaper:Prosocial	6.5***	-3.03***	-2.34**
cigarettes:NONE - toiletpaper:NONE	-0.01	5.69***	3.99***
cigarettes:NONE - hardwaresupplies:Defensive	-0.92	6.12***	4.55***
cigarettes:NONE - babyformula:Defensive	10.12***	8.05***	6.48***
cigarettes:NONE - cigarettes:Defensive	0.14	2.27**	2.37**
cigarettes:NONE - toiletpaper:Defensive	-2.86*	7.41***	5.4***
cigarettes:NONE - hardwaresupplies:Prosocial	23.83***	8.17***	6.92***
cigarettes:NONE - babyformula:Prosocial	24.5***	9.15***	7.98***
cigarettes:NONE - cigarettes:Prosocial	6.07***	3.7***	1.73*
cigarettes:NONE - toiletpaper:Prosocial	24.29***	4.39***	3.38***
toiletpaper:NONE - hardwaresupplies:Defensive	-0.91	0.43	0.56
toiletpaper:NONE - babyformula:Defensive	10.13***	2.36**	2.49**
toiletpaper:NONE - cigarettes:Defensive	0.15	-3.42***	-1.62*
toiletpaper:NONE - toiletpaper:Defensive	-2.85*	1.72*	1.41.
toiletpaper:NONE - hardwaresupplies:Prosocial	23.84***	2.48**	2.93***
toiletpaper:NONE - babyformula:Prosocial	24.51***	3.46***	3.99***
toiletpaper:NONE - cigarettes:Prosocial	6.09***	-1.99**	-2.27**
toiletpaper:NONE - toiletpaper:Prosocial	24.3***	-1.3.	-0.61
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

hardwaresupplies:Defensive - hardwaresupplies:Prosocial	24.75***	2.05*	2.37*
hardwaresupplies:Defensive - babyformula:Prosocial	25.42***	3.03***	3.43***
hardwaresupplies:Defensive - cigarettes:Prosocial	6.99***	-2.42**	-2.83**
hardwaresupplies:Defensive - toiletpaper:Prosocial	25.21***	-1.73.	-1.17
babyformula:Defensive - cigarettes:Defensive	-9.98***	-5.78***	-4.11***
babyformula:Defensive - toiletpaper:Defensive	-12.98***	-0.65	-1.08
babyformula:Defensive - hardwaresupplies:Prosocial	13.71***	0.12	0.44
babyformula:Defensive - babyformula:Prosocial	14.38***	1.1	1.5
babyformula:Defensive - cigarettes:Prosocial	-4.05*	-4.35***	-4.76***
babyformula:Defensive - toiletpaper:Prosocial	14.17***	-3.66***	-3.1***
cigarettes:Defensive - toiletpaper:Defensive	-3.	5.14***	3.03**
cigarettes:Defensive - hardwaresupplies:Prosocial	23.69***	5.9***	4.55***
cigarettes:Defensive - babyformula:Prosocial	24.36***	6.88***	5.61***
cigarettes:Defensive - cigarettes:Prosocial	5.93***	1.43	-0.64
cigarettes:Defensive - toiletpaper:Prosocial	24.15***	2.12*	1.01
toiletpaper:Defensive - hardwaresupplies:Prosocial	26.69***	0.77	1.52.
toiletpaper:Defensive - babyformula:Prosocial	27.36***	1.74*	2.59**
toiletpaper:Defensive - cigarettes:Prosocial	8.94***	-3.7***	-3.67***
toiletpaper:Defensive - toiletpaper:Prosocial	27.15***	-3.02**	-2.01*
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 3.2: 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
Product:			
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***
Presentation:			
NONE - Defensive	-5.75***	1.06**	0.95*
NONE - Prosocial	12.3***	1.46***	1.25**
Defensive - Prosocial	18.05***	0.39	0.3
Harwaresupplies:Presentation:			
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*
Babyformula:Presentation:			
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
Cigarettes:Presentation:			
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
Toiletpaper:Presentation:			
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*
Product:NONE:			
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***
Product:Defensive:			
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**
Product:Prosocial:			
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

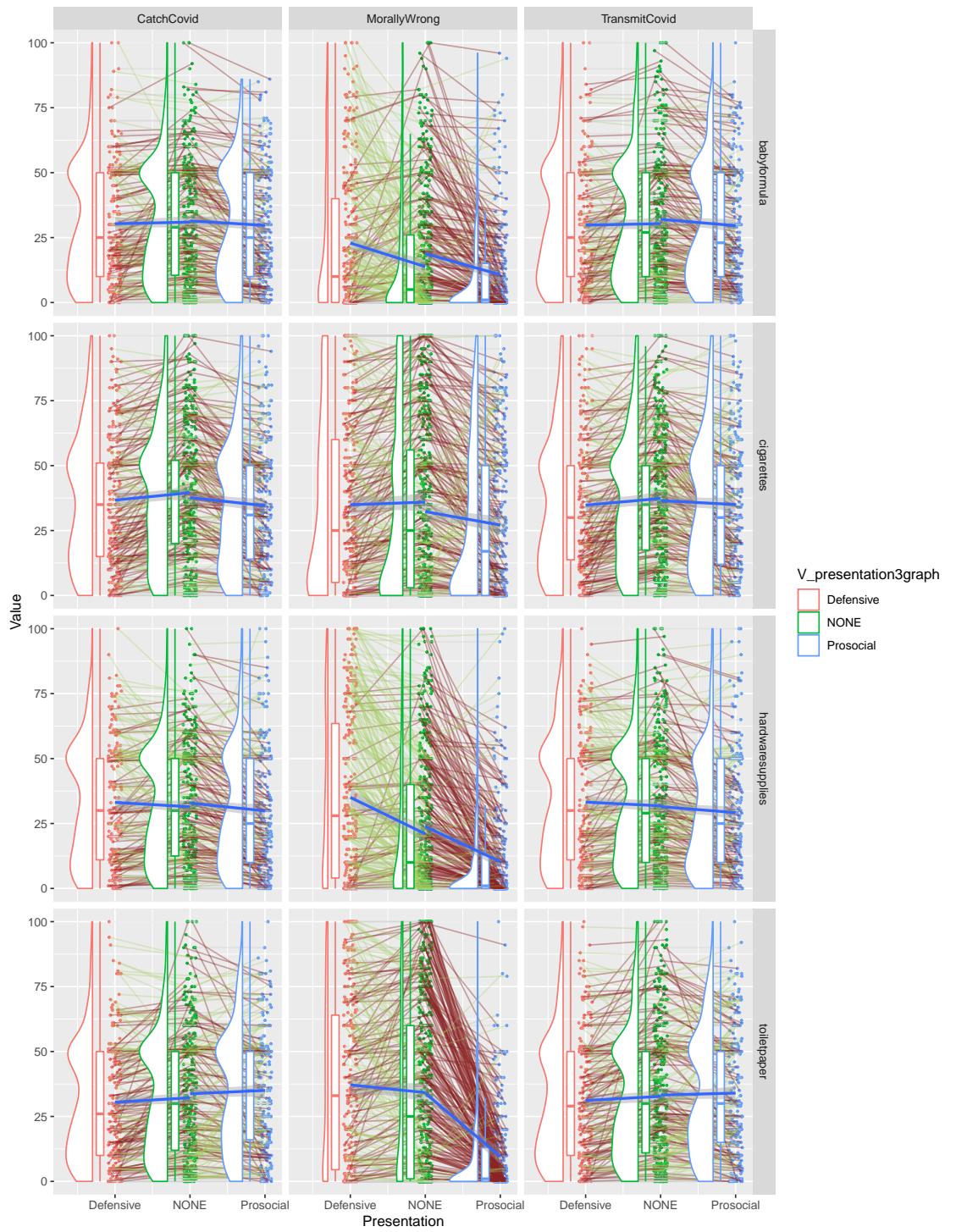


Table 3.3: Model 3.2, Product and Update presentation - self

	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

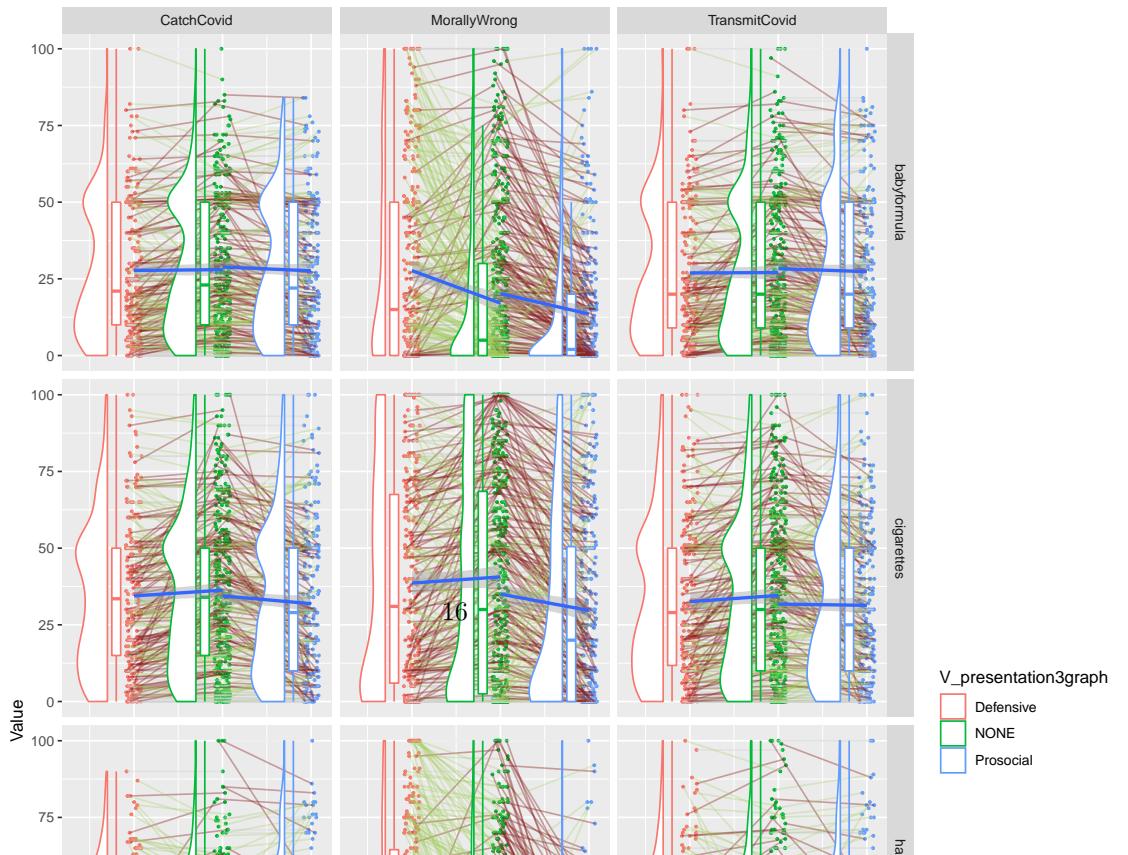


Table 3.4: Model 3, Product and Update presentation - comparison

	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

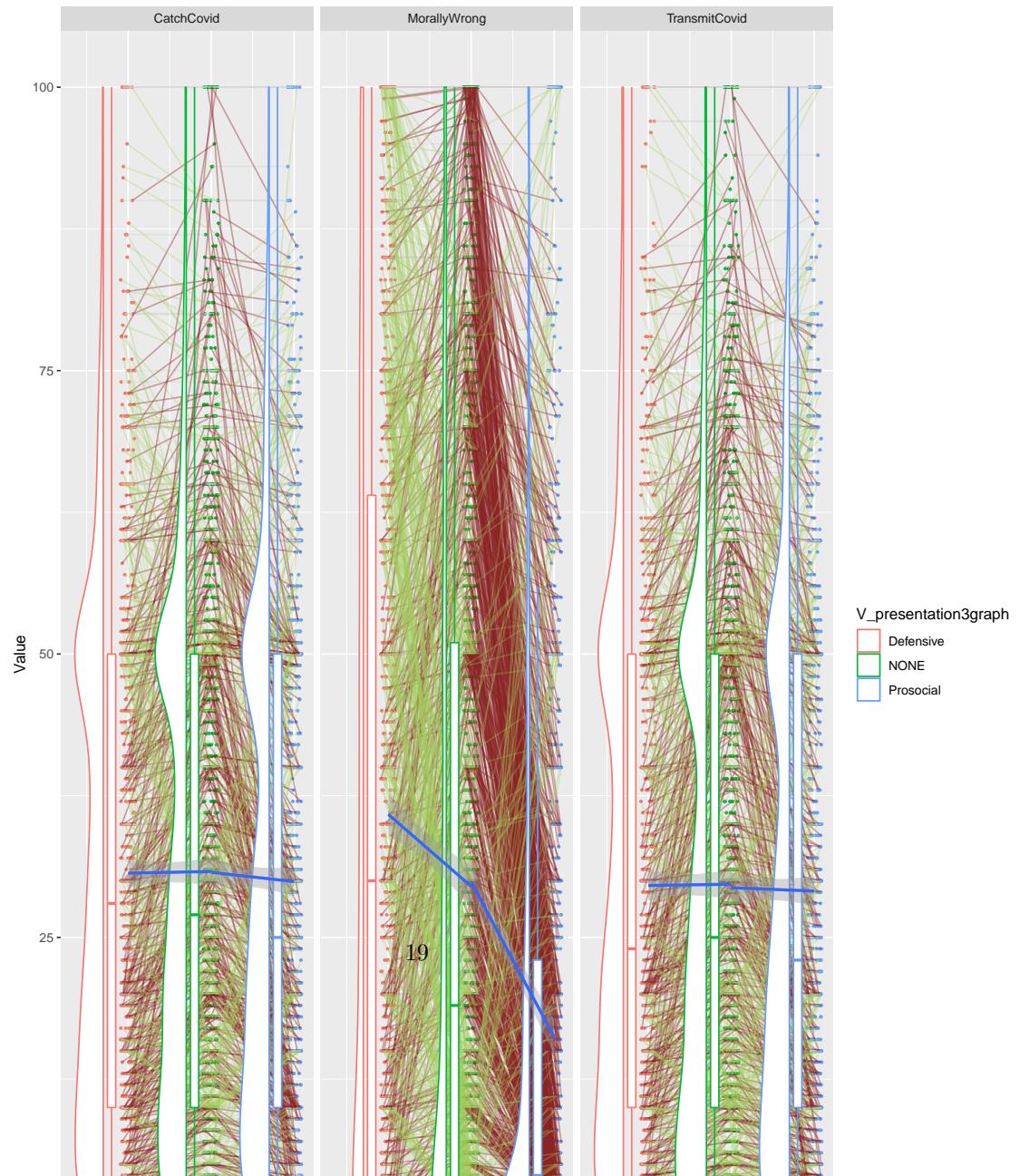
3.2 comparaison

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 - SpillingEffect, Product, Update

Table 5.1: 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 6

Model 5 - EXPGRP, SpillingEffect, Product, Update

Table 6.1: 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.presentation3Defensive	-11.22***	-12.15***	-11.21***
ScaledCatchCovidScaledTransmitCovid	0.93*	1.66	1.13*
V.ProductbabylformulaV.presentation3Defensive	-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	3.36		
ScaledCatchCovidProductcigarettes	-1.60		
ScaledCatchCovidProducttoiletpaper	-4.37		
ScaledTransmitCovidProductbabylformula	-3.83		
ScaledTransmitCovidProductcigarettes	2.41		
ScaledTransmitCovidProducttoiletpaper	1.77		
EXPGRP.TEXTChineseV.Productbabylformula	6.22*		
EXPGRP.TEXTChineseV.Productcigarettes	2.36		
EXPGRP.TEXTChineseV.Producttoiletpaper	4.45		
ScaledCatchCovid.presentation3Defensive	1.00		
ScaledTransmitCovid.presentation3Defensive	-1.60		
ScaledCatchCovid.presentation3Prosocial	-6.38+		
EXPGRP.TEXTChineseV.presentation3Defensive	0.06		
EXPGRP.TEXTChineseV.presentation3Prosocial	-0.81		
ScaledCatchCovidScaledTransmitCovidEXPGRP.TEXTChinese	-0.84		
ScaledCatchCovidScaledTransmitCovidV.Productbabylformula	0.19		
ScaledCatchCovidScaledTransmitCovidV.Productcigarettes	-1.22		
ScaledCatchCovidScaledTransmitCovidV.Producttoiletpaper	-11.93*		
ScaledCatchCovidV.ProductbabylformulaV.Productcigarettes	-8.37		
ScaledCatchCovidV.ProductbabylformulaV.Producttoiletpaper	-8.79		
ScaledTransmitCovidEXPGRP.TEXTChineseV.Productbabylformula	10.65		
ScaledCatchCovidV.ProductbabylformulaV.Productcigarettes	12.39*		
ScaledTransmitCovidEXPGRP.TEXTChineseV.Producttoiletpaper	7.17		
ScaledCatchCovidScaledTransmitCovidV.presentation3Defensive	-3.76*		
ScaledCatchCovidScaledTransmitCovidV.presentation3Prosocial	0.88		
ScaledCatchCovidEXPGRP.TEXTChineseV.presentation3Defensive	-2.05		
ScaledCatchCovidEXPGRP.TEXTChineseV.presentation3Prosocial	-3.8		
ScaledTransmitCovidEXPGRP.TEXTChineseV.presentation3Defensive	1.50		
ScaledTransmitCovidEXPGRP.TEXTChineseV.presentation3Prosocial	10.11		
ScaledCatchCovidProductbabylformulaV.presentation3Defensive	-10.09+		
ScaledCatchCovidProductcigarettesV.presentation3Defensive	-2.97		
ScaledCatchCovidProducttoiletpaperV.presentation3Defensive	-3.27		
ScaledCatchCovidV.ProductbabylformulaV.presentation3Defensive	0.03		
ScaledCatchCovidV.ProductbabylformulaV.presentation3Prosocial	-4.31		
ScaledTransmitCovidV.ProductcigarettesV.presentation3Defensive	5.92		
ScaledTransmitCovidV.ProductcigarettesV.presentation3Prosocial	3.07		
ScaledCatchCovidV.ProducttoiletpaperV.presentation3Defensive	2.45		
ScaledTransmitCovidV.ProducttoiletpaperV.presentation3Prosocial	4.27		
ScaledCatchCovidV.ProductcigarettesV.presentation3Defensive	8.33		
ScaledCatchCovidV.ProductcigarettesV.presentation3Prosocial	1.17		
ScaledTransmitCovidV.ProductbabylformulaV.presentation3Defensive	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		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.Productbabylformula	0.58		
ScaledCatchCovidScaledTransmitCovidEXPGRP.TEXTChineseV.Productcigarettes	-1.05		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.Producttoiletpaper	0.75		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.presentation3Defensive	3.09		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.presentation3Prosocial	-0.76		
ScaledCatchCovidScaledTransmitCovidV.ProductbabylformulaV.presentation3Defensive	2.37		
ScaledCatchCovidScaledTransmitCovidV.ProductcigarettesV.presentation3Defensive	4.20+		
ScaledCatchCovidScaledTransmitCovidV.ProductcigarettesV.presentation3Prosocial	-0.25		
ScaledCatchCovidScaledTransmitCovidV.ProducttoiletpaperV.presentation3Defensive	0.88		
ScaledCatchCovidScaledTransmitCovidV.ProductcigarettesV.presentation3Prosocial	-3.33		
ScaledCatchCovidScaledTransmitCovidV.ProducttoiletpaperV.presentation3Prosocial	-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.ProductbabylformulaV.presentation3Prosocial	-5.57		
ScaledCatchCovidEXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Prosocial	-18.59+		
ScaledCatchCovidEXPGRP.TEXTChineseV.ProducttoiletpaperV.presentation3Prosocial	-20.00+		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.ProductbabylformulaV.presentation3Defensive	-2.33		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.ProductcigarettesV.presentation3Defensive	-2.01		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.ProducttoiletpaperV.presentation3Defensive	1.21		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.ProductbabylformulaV.presentation3Prosocial	-2.52		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.ProductcigarettesV.presentation3Prosocial	5.00		
ScaledCatchCovidScaledTransmitCovidV.TEXTChineseV.ProducttoiletpaperV.presentation3Prosocial	-1.25		
EXPGRP.TEXTChineseScaledCatchCovid	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	43102.4	43264.3	43070.9
ICC	0.4	0.4	0.4
RMSE	17.89	17.47	17.88
SD (Observations)	16.28	16.29	16.28
SD (Intercept ID)	18.96	18.69	18.96
Num.Obs.			0.00
R2 Marg.			-0.44
R2 Cond.			-0.47
EXPGRP.TEXTChineseScaledCatchCovid			
SD (Intercept)			

Table 6.2: 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 6.3: 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		10.85	
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 6.4: 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 7

Model Summary

Table 7.1: 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***		11.72***	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 II

Some Racial Demography and Covid Beliefs

Chapter 8

Model 4 - Race Name

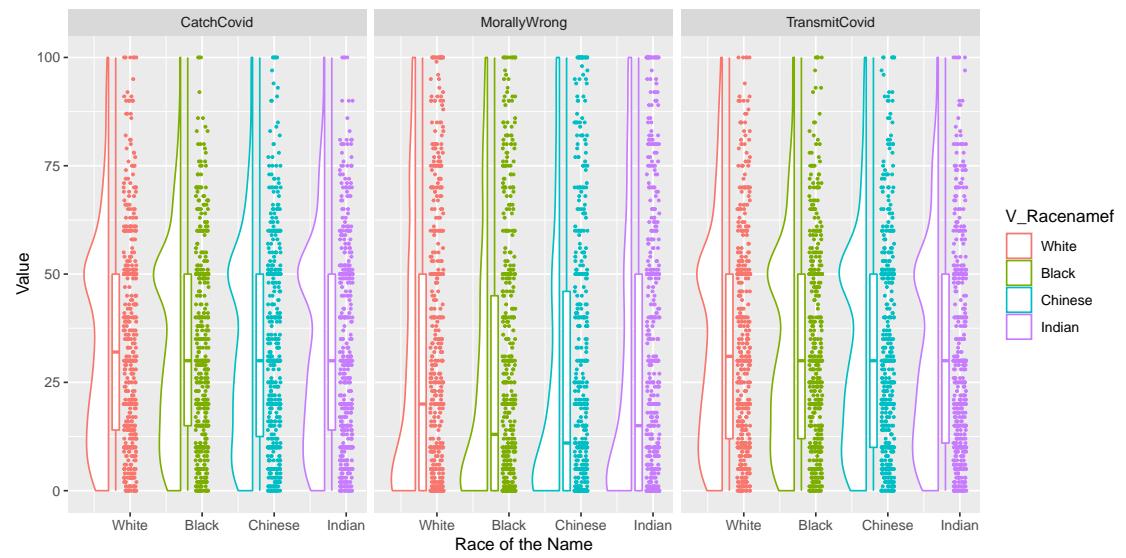


Table 8.1: Model 4, Race Name

	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 9

Model 5 - Race Respondant

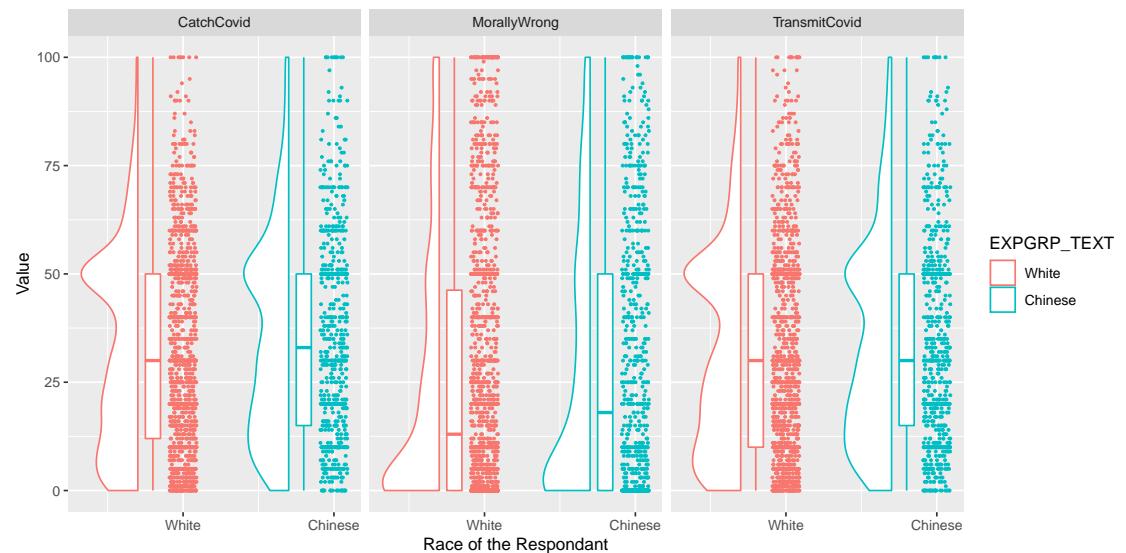


Table 9.1: Model 5, Race Respondant

	MorallyWrong	CatchCovid	TransmitCovid
(Intercept)	25.93***	32.84***	32.59***
EXPGRP_TEXTChinese	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

Chapter 10

Model 6 - Race Respondant and Name

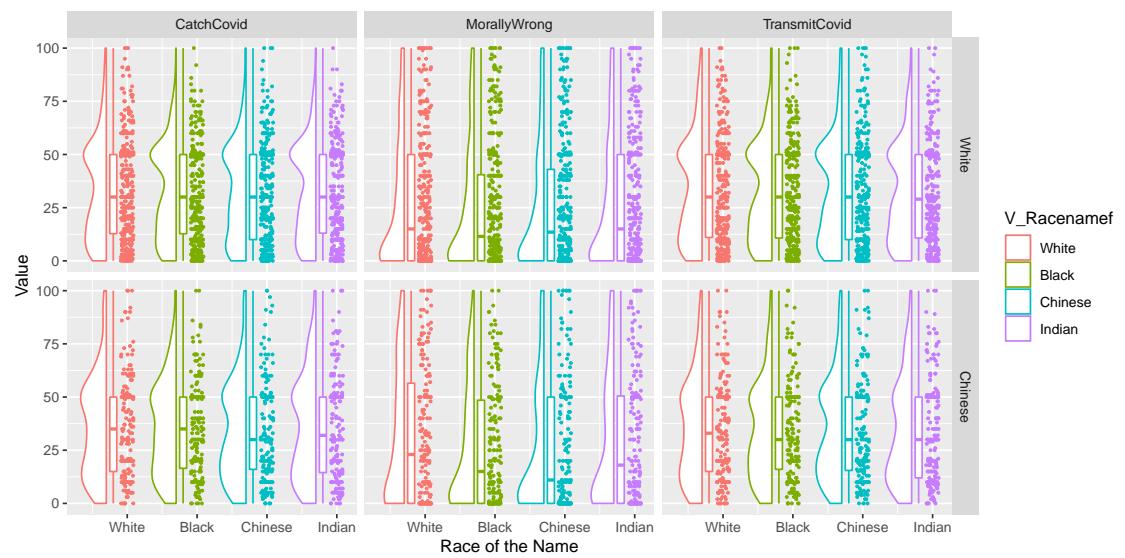


Table 10.1: Model 6, Race Respondant and name

	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	35 -4.38.	-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 11.1: 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 11

Model 6.2 - CovidSkepticism

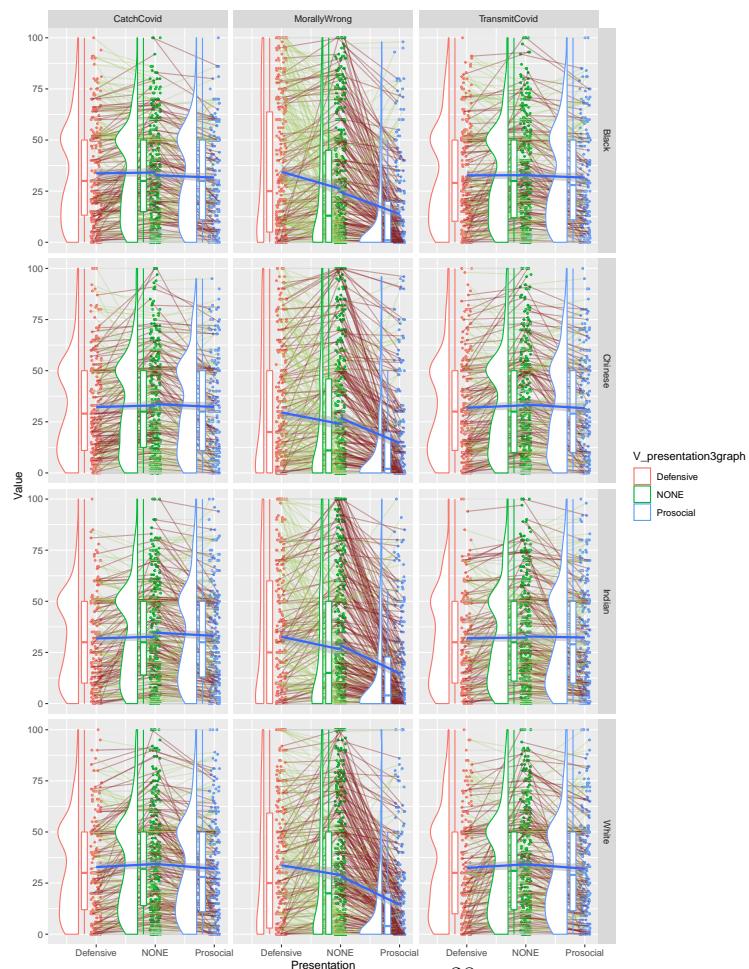
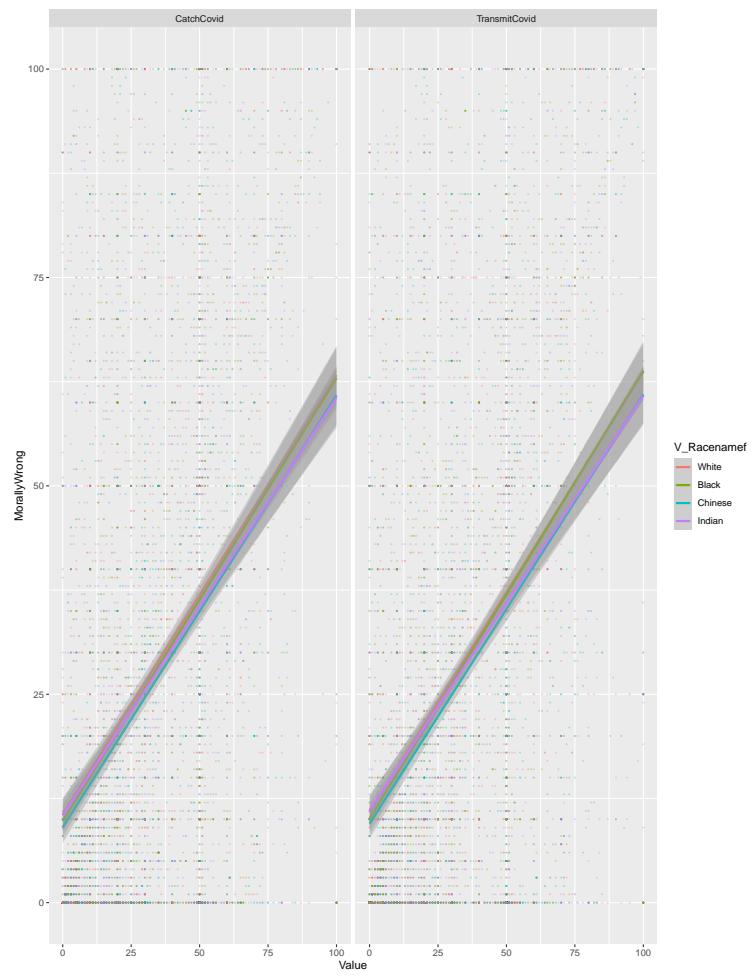
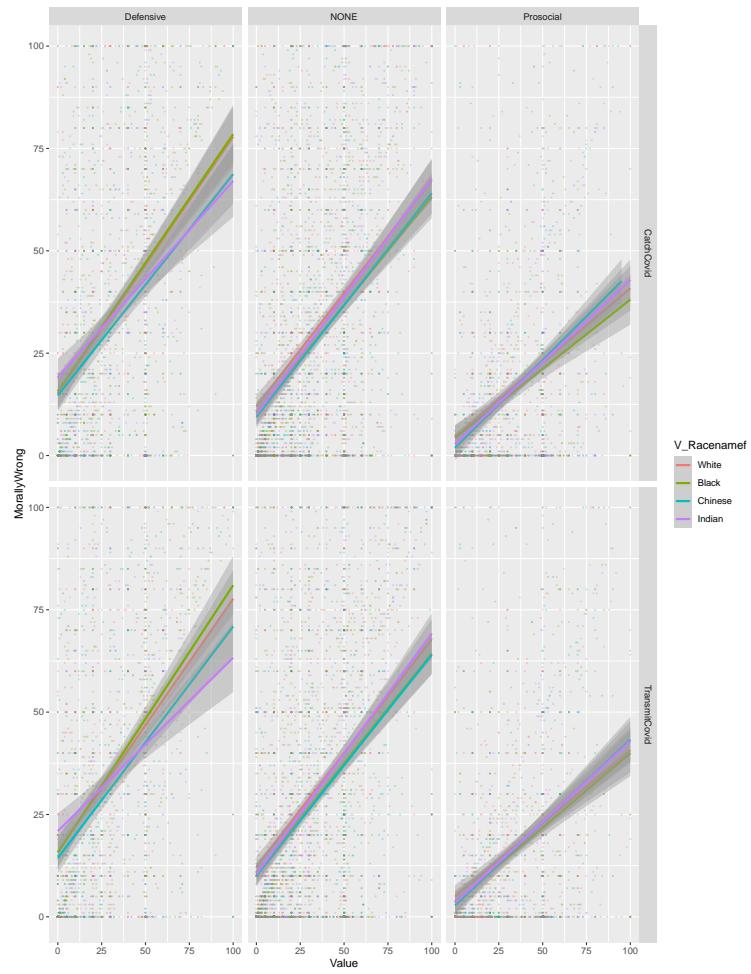


Table 11.2: Model 2.3, SpillOver and Race

	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





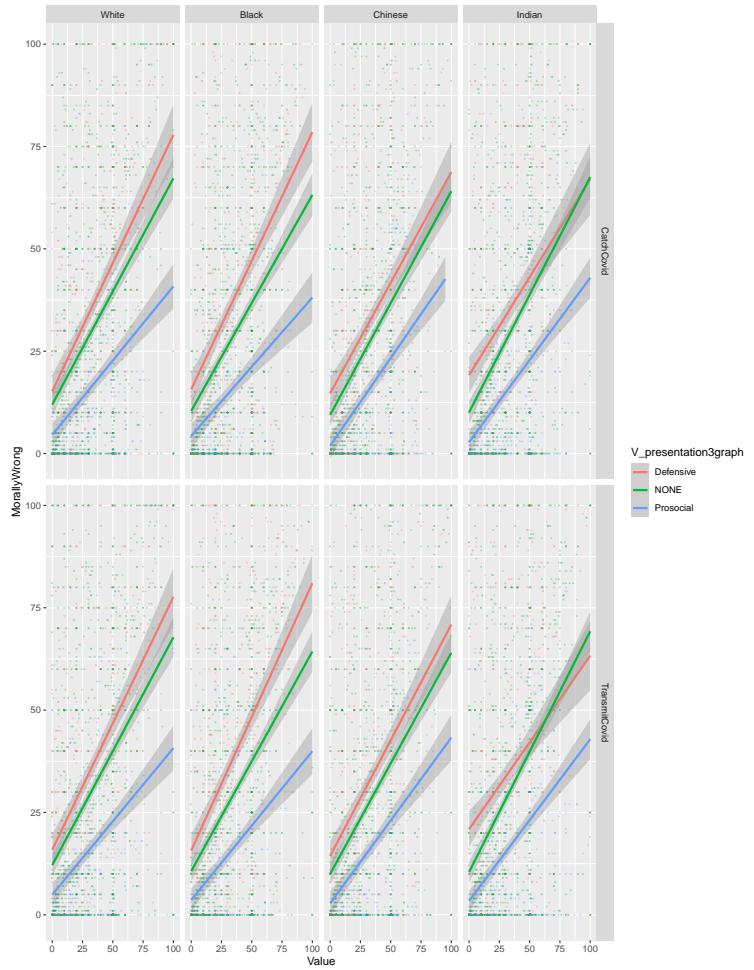


Table 11.3: Model 2.4, Race perceived and Race Respondant

	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 11.4: 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***
ScaledTransmitCovidScaledCatchCovid					1.00*	2.36***	2.39***	2.98***
ScaledTransmitCovidV.RacenamefBlack						-0.11	0.29	3.14
ScaledTransmitCovidV.RacenamefChinese						0.56	0.28	3.56+
ScaledTransmitCovidV.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 - RespChinese:NameBlack							-2.55	
RespChinese:NameWhite - RespChinese:NameIndian							-4.6*	
RespChinese:NameWhite - RespWhite:NameBlack							2.11	
RespChinese:NameWhite - RespChinese:NameBlack							3.32	
RespChinese:NameWhite - RespWhite:NameChinese							3.37	
RespChinese:NameWhite - RespChinese:NameIndian							4.4*	
RespChinese:NameWhite - RespWhite:NameBlack							1.94	
RespChinese:NameWhite - RespChinese:NameBlack							-0.11	
RespWhite:NameBlack - RespChinese:NameBlack							1.22	
RespWhite:NameBlack - RespWhite:NameChinese							1.27	
RespWhite:NameBlack - RespWhite:NameIndian							2.29	
RespWhite:NameBlack - RespWhite:NameIndians							-0.17	
RespWhite:NameBlack - RespChinese:NameIndians							-2.22	
RespChinese:NameBlack - RespWhite:NameChinese							0.05	
RespChinese:NameBlack - RespWhite:NameIndian							1.08	
RespChinese:NameBlack - RespChinese:NameIndians							-1.39	
RespWhite:NameChinese - RespChinese:NameChinese							-3.44	
RespWhite:NameChinese - RespWhite:NameIndians							1.03	
RespWhite:NameChinese - RespChinese:NameIndians							-1.43	
RespChinese:NameChinese - RespWhite:NameIndians							-3.48	
RespChinese:NameChinese - RespChinese:NameIndians							-2.46	
RespWhite:NameIndian - RespChinese:NameIndian							-4.51*	
RespWhite:NameIndian - RespChinese:NameIndians							-2.05	

Table 11.5: Model 3

	EXPGRPk:Spill&UpdProd	EXPGRPSpillRace&UpdProd	EXPGRPspliRace&UpdProd	Spill&EXPGPRRaceUpdProd
(Intercept)	21.19***	23.04***	20.05***	20.00***
EXPGRP.TEXTChinese	0.56*	4.33*	3.49*	2.48
ScaleTransmitCovid	4.29**	5.75***	4.25**	5.93***
ScaleTransmitCovid	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*			
ScaleCovidScaleTransmitCovid				
VjProductabyformulaV_presentation3Defensive	-4.15*		-4.36*	-6.22
VjProductcigarettesV_presentation3Defensive	-11.08***		-11.25***	-12.80**
VjProductolepaperV_presentation3Defensive	-8.47***		-8.56***	-14.38**
VjProductpaperV_presentation3Defensive	5.65**		5.79*	7.29
VjProductcigarettesV_presentation3Prosocial	6.45***		6.65***	9.48*
VjProductolepaperV_presentation3Prosocial	-13.63***		-13.47***	-13.59**
VjRacenameBlack				
VjRacenameChinese				
VjRacenameIndian				
EXPGRP.TEXTChinese*ScaleTransmitCovid				
ScaleTransmitCovid*ScaleCatchCovid				
ScaleTransmitCovid*ScaleCatchCovidBlack				
EXPGRP.TEXTChinese*V_RacenameBlack				
EXPGRP.TEXTChinese*V_RacenameChinese				
EXPGRP.TEXTChinese*V_RacenameIndian				
ScaleTransmitCovid*V_RacenameBlack				
ScaleTransmitCovid*V_RacenameChinese				
ScaleTransmitCovid*V_RacenameIndian				
EXPGRP.TEXTChinese*ScaleTransmitCovid*ScaleCatchCovid				
EXPGRP.TEXTChinese*ScaleTransmitCovid*V_RacenameBlack				
EXPGRP.TEXTChinese*ScaleTransmitCovid*V_RacenameChinese				
EXPGRP.TEXTChinese*ScaleTransmitCovid*V_RacenameIndian				
EXPGRP.TEXTChinese*ScaleCatchCovid*V_RacenameBlack				
EXPGRP.TEXTChinese*ScaleCatchCovid*V_RacenameChinese				
EXPGRP.TEXTChinese*ScaleCatchCovid*V_RacenameIndian				
ScaleTransmitCovid*ScaleCatchCovid*V_RacenameBlack				
ScaleTransmitCovid*ScaleCatchCovid*V_RacenameChinese				
ScaleTransmitCovid*ScaleCatchCovid*V_RacenameIndian				
EXPGRP.TEXTChinese*ScaleTransmitCovid*ScaleCatchCovid*V_RacenameBlack				
EXPGRP.TEXTChinese*ScaleTransmitCovid*ScaleCatchCovid*V_RacenameChinese				
EXPGRP.TEXTChinese*ScaleTransmitCovid*ScaleCatchCovid*V_RacenameIndian				
EXPGRP.TEXTChinese*V_Productabyformula			1.45	
EXPGRP.TEXTChinese*V_Productcigarettes			2.69	
EXPGRP.TEXTChinese*V_Productionolepaper			-0.07	
VjRacenameBlack*V_Productabyformula			-1.44	
VjRacenameChinese*V_Productabyformula			-2.70	
VjRacenameIndian*V_Productabyformula			-0.69	
VjRacenameBlack*V_Productionolepaper			-1.24	
VjRacenameChinese*V_Productionolepaper			-8.21*	
VjRacenameIndian*V_Productionolepaper			-9.14*	
VjRacenameBlack*V_Productcigarettes			-0.19	
VjRacenameChinese*V_Productcigarettes			-7.29*	
VjRacenameIndian*V_Productcigarettes			-7.25*	
EXPGRP.TEXTChinese*V_presentation3Defensive			-5.64	
EXPGRP.TEXTChinese*V_presentation3Prosocial			-1.02	
VjRacenameBlack*V_presentation3Defensive			-1.19	
VjRacenameChinese*V_presentation3Defensive			-7.12	
VjRacenameIndian*V_presentation3Defensive			-4.61	
VjRacenameBlack*V_presentation3Prosocial			-4.55	
VjRacenameChinese*V_presentation3Prosocial			0.10	
VjRacenameIndian*V_presentation3Prosocial			-1.19	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Productabyformula			5.39	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Productcigarettes			-0.54	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Productionolepaper			-1.12	
EXPGRP.TEXTChinese*V_RacenameChinese*V_Productabyformula			1.56	
EXPGRP.TEXTChinese*V_RacenameChinese*V_Productcigarettes			-3.39	
EXPGRP.TEXTChinese*V_RacenameChinese*V_Productionolepaper			-1.11	
EXPGRP.TEXTChinese*V_RacenameIndian*V_Productabyformula			1.11	
EXPGRP.TEXTChinese*V_RacenameIndian*V_Productcigarettes			3.75	
EXPGRP.TEXTChinese*V_RacenameIndian*V_Productionolepaper			1.07	
VjRacenameBlack*V_RacenameChinese*V_Presentation3Prosocial			1.20	
EXPGRP.TEXTChinese*V_RacenameIndian*V_Presentation3Prosocial			2.27	
EXPGRP.TEXTChinese*V_RacenameIndian*V_presentation3Defensive			-0.15	
EXPGRP.TEXTChinese*V_RacenameIndian*V_presentation3Prosocial			4.95	
VjRacenameBlack*V_Presentation3Defensive			10.95	
VjRacenameChinese*V_Presentation3Defensive			-1.61	
VjRacenameIndian*V_Presentation3Defensive			-10.27	
VjRacenameBlack*V_Presentation3Prosocial			1.11	
VjRacenameChinese*V_Presentation3Prosocial			8.01	
VjRacenameIndian*V_Presentation3Prosocial			-0.88	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Presentation3Defensive			1.11	
EXPGRP.TEXTChinese*V_RacenameChinese*V_Presentation3Defensive			-5.87	
EXPGRP.TEXTChinese*V_RacenameIndian*V_Presentation3Defensive			3.57	
VjRacenameBlack*V_Presentation3Defensive			6.01	
VjRacenameChinese*V_Presentation3Defensive			7.68	
VjRacenameIndian*V_Presentation3Defensive			9.97	
VjRacenameBlack*V_Presentation3Prosocial			-1.00	
VjRacenameChinese*V_Presentation3Prosocial			2.78	
VjRacenameIndian*V_Presentation3Prosocial			0.15	
VjRacenameBlack*V_Productcigarettes*V_presentation3Prosocial			-2.42	
VjRacenameChinese*V_Productcigarettes*V_presentation3Prosocial			-0.88	
VjRacenameIndian*V_Productcigarettes*V_presentation3Prosocial			4.50	
VjRacenameBlack*V_Productolepaper*V_presentation3Prosocial			-17.31	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Productolepaper*V_presentation3Defensive			-16.37	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Productolepaper*V_presentation3Prosocial			-2.55	
VjRacenameBlack*V_Productolepaper*V_presentation3Defensive			-8.60	
VjRacenameChinese*V_Productolepaper*V_presentation3Defensive			-2.78	
VjRacenameIndian*V_Productolepaper*V_presentation3Defensive			-17.04	
VjRacenameBlack*V_Productolepaper*V_presentation3Prosocial			-13.68	
VjRacenameChinese*V_Productolepaper*V_presentation3Prosocial			-12.72	
VjRacenameIndian*V_Productolepaper*V_presentation3Prosocial			-19.00	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Productolepaper*V_presentation3Defensive			-17.31	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Productolepaper*V_presentation3Prosocial			-8.77	
VjRacenameBlack*V_RacenameChinese*V_Productolepaper*V_presentation3Prosocial			16.25	
VjRacenameBlack*V_RacenameIndian*V_Productolepaper*V_presentation3Prosocial			18.91	
EXPGRP.TEXTChinese*V_RacenameBlack*V_Productolepaper*V_presentation3Defensive	16.28	16.27	16.32	16.25
VjRacenameBlack*V_RacenameChinese*V_Productolepaper*V_presentation3Defensive	18.96	19.98	18.91	18.98
SD (Intercept ID)	4791	4791	4791	4791
SD (Observations)	0.280	0.261	0.288	0.291
Num.Obs.	4.589	0.555	0.552	0.551
R2 Marg.	42.935.9	43.363.3	42.885.5	42.602.7
R2 Cond.	43.052.4	43.596.4	43.176.9	43.316.6
AIC	0.4	0.4	0.4	0.4
BIC	17.89	18.84	17.79	17.74
ICC				
RMSE				

Chapter 12

Model 7 - CovidSkepticism

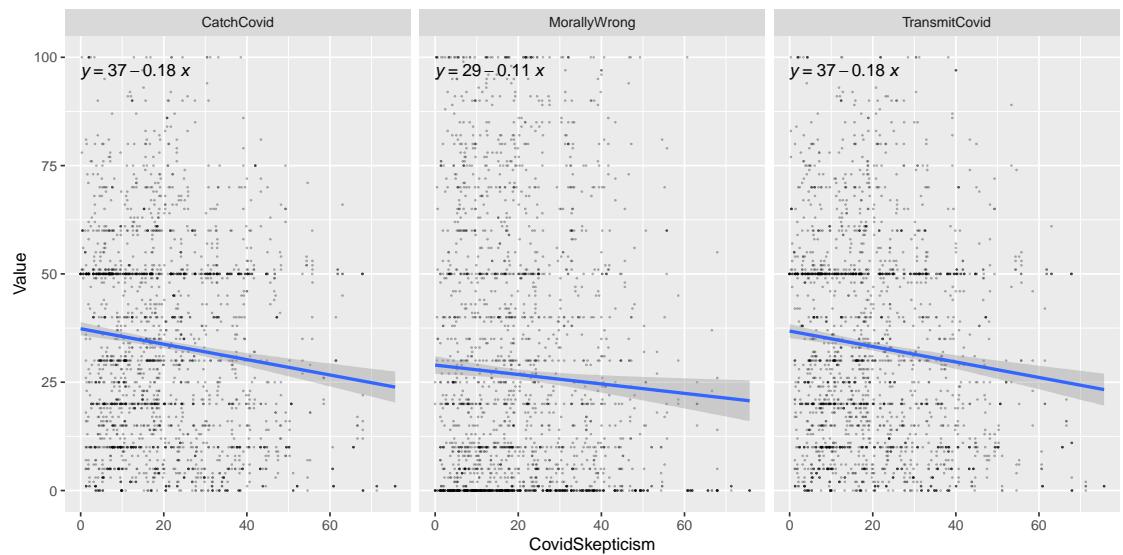


Table 12.1: Model 7, CovidSkepticism

	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 13

Model 8 - CovidSkepticism, race name and race respondant

Table 13.1: 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 13.2: 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
Developing Asia:\$30.000 to \$70.000 - Western Europe:\$70.000 or more	-13.7*	-9.62	-11
Developing Asia:\$30.000 to \$70.000 - Western Europe:\$70.000 or more	-2.25	-5.53	5.07
Developing Asia:\$30.000 to \$70.000 - USA:\$70.000 or more	-17.17	-13.79	-17.33
Developing Asia:\$30.000 to \$70.000 - Developing Asia:\$70.000 or more	-1.86	0.53	-1.05
Developing Asia:\$30.000 to \$70.000 - Western Europe:\$70.000 or more	-5.88	1.1	5.08
Developing 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 - Western Europe:\$70.000 or more	-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
Developing Asia:\$70.000 or more - Western Europe:\$70.000 or more	-4.02	0.57	6.13
Developing 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 - Developing Asia:Less than \$30.000	7.87	5.53	5.09
USA:Less than \$30.000 - Western Europe:Less than \$30.000	-12.04**	-1.71	-4.21
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 13.3: 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 13.4: 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 III

Scenario and demography

Chapter 14

Model 4 - Race Name

Table 14.1: 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 14.2: 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.ProductbabymformulaV.presentation3Defensive	-0.94	2.25	-3.32
EXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Defensive	7.51	6.14	3.35
EXPGRP.TEXTChineseV.ProducttoiletpaperV.presentation3Defensive	10.73	3.04	-2.55
EXPGRP.TEXTChineseV.ProductbabymformulaV.presentation3Prosocial	-1.73	-1.17	0.92
EXPGRP.TEXTChineseV.ProductcigarettesV.presentation3Prosocial	-8.84	0.46	3.54
V.RacenamefBlackV.ProductbabymformulaV.presentation3Defensive	-0.05	-2.37	-3.30
V.RacenamefChinesV.ProductbabymformulaV.presentation3Defensive	2.45	1.00	1.18
V.RacenamefIndianV.ProductbabymformulaV.presentation3Defensive	9.33	1.90	2.24
V.RacenamefBlackV.ProductbabymformulaV.presentation3Defensive	5.78	3.02	3.52
V.RacenamefChinesV.ProductcigarettesV.presentation3Defensive	3.25	2.02	1.76
V.RacenamefIndianV.ProductcigarettesV.presentation3Defensive	9.47	4.90	2.02
V.RacenamefBlackV.ProducttoiletpaperV.presentation3Defensive	7.79	2.26	3.70
V.RacenamefChinesV.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.ProductcigarettesV.presentation3Prosocial	0.77	5.83	4.74
V.RacenamefIndianV.ProductcigarettesV.presentation3Prosocial	0.63	4.08	2.64
V.RacenamefBlackV.ProducttoiletpaperV.presentation3Prosocial	4.02	3.69	4.68
V.RacenamefChinesV.ProducttoiletpaperV.presentation3Prosocial	-5.45	2.23	0.03
V.RacenamefIndianV.ProducttoiletpaperV.presentation3Prosocial	3.32	2.59	-2.56
V.RacenamefBlackV.ProducttoiletpaperV.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 14.3: 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_presDDefensiveV_prdctTptoiletpaper	0.89	-4.79	0.06
EXPGRP_TEXTChineseV_rnmeBOtherV_presDDefensiveV_prdctTptoiletpaper	7.46	1.31	0.48
EXPGRP_TEXTWhiteV_rnmeBBlackV_presDDefensiveV_prdctTptoiletpaper	5.68	-4.69	-4.49
EXPGRP_TEXTWhiteV_prdctTpOtherV_rnmeIOtherV_presPOther	-6.03	-2.10	1.94
EXPGRP_TEXTChineseV_prdctTpOtherV_rnmelIOtherV_presPOther	-4.91	3.03	1.20
EXPGRP_TEXTWhiteV_prdctTptoiletpaperV_rnmelIOtherV_presPOther	-4.10	3.13	3.07
EXPGRP_TEXTChineseV_prdctTptoiletpaperV_rnmelIOtherV_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_rnmelIOtherV_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 14.4: 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
Respondant Race				
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*
Respondant Race				
In Group: White White - Chinese Chinese				
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
Out Group: Chinese White - White Chinese				
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.
White vs. Chinese Judgment by group				
Chinese White - Chinese Chinese				
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
White White - White Chinese				
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
Comparison of Encoder Judgment by group				
White Chinese - Chinese Chinese				
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
White White - Chinese White				
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 14.5: 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 14.6: 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 14.7: 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 14.8: 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 14.9: Mean comparison of Model 9, for toiletpaper and White and Chinese name

Part IV

CatchCovid and demography

Chapter 15

Model x, Catch Covid and CovidSkepticism

Table 15.1: 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 15.2: 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 15.3: 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 15.4: 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 15.5: 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***	26.75*** 0.01	22.14*** -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*** 2.96***	0.13*	0.12*		
V.Number								-4.96*	-4.92*	-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