

# analysis.R

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```
library(readxl)

study1 <- read_excel("Study1 Data Unrounded.xlsx")
study2 <- read_excel("Study2 Data Unrounded.xlsx")

## study 1
study1.mod1 <- glm(sent ~ trust, data = study1, family = "binomial")
summary(study1.mod1)

##
## Call:
## glm(formula = sent ~ trust, family = "binomial", data = study1)
##
## Deviance Residuals:
##      Min       1Q   Median       3Q      Max
## -1.37073  -1.17373   0.06331   1.16488   1.40913
##
## Coefficients:
##              Estimate Std. Error z value Pr(>|z|)
## (Intercept)   0.9882     0.3708   2.665  0.00770 **
## trust        -0.3550     0.1306  -2.718  0.00657 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##      Null deviance: 1028.6  on 741  degrees of freedom
## Residual deviance: 1021.1  on 740  degrees of freedom
## AIC: 1025.1
##
## Number of Fisher Scoring iterations: 4

study1.mod2 <- glm(
  sent ~ trust + zAfro + attract + maturity + zfWHR + glasses + tattoos,
  data = study1, family = "binomial"
)
summary(study1.mod2)

##
## Call:
## glm(formula = sent ~ trust + zAfro + attract + maturity + zfWHR +
```

```
##      glasses + tattoos, family = "binomial", data = study1)
##
## Deviance Residuals:
##      Min        1Q      Median        3Q        Max
## -1.72997  -1.12114   0.02173   1.11971   1.69625
##
## Coefficients:
##              Estimate Std. Error z value Pr(>|z|)
## (Intercept)   2.18500    0.81273   2.688 0.00718 **
## trust        -0.40908    0.14727  -2.778 0.00547 **
## zAfro         -0.23862    0.07995  -2.985 0.00284 **
## attract       -0.16261    0.14205  -1.145 0.25230
## maturity     -0.13589    0.08841  -1.537 0.12431
## zfWHR         0.32639    0.08385   3.893 9.92e-05 ***
## glasses       0.44806    0.21875   2.048 0.04054 *
## tattoos      -0.55039    0.55835  -0.986 0.32427
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##      Null deviance: 1028.63  on 741  degrees of freedom
## Residual deviance:  986.96  on 734  degrees of freedom
## AIC: 1003
##
## Number of Fisher Scoring iterations: 4
```

```
## study 2
study2.mod1 <- glm(sent ~ trust, data = study2, family = "binomial")
summary(study2.mod1)
```

```
##
## Call:
## glm(formula = sent ~ trust, family = "binomial", data = study2)
##
## Deviance Residuals:
##      Min        1Q      Median        3Q        Max
## -2.2244  -0.8936  -0.6561   0.9816   1.6519
##
## Coefficients:
##              Estimate Std. Error z value Pr(>|z|)
## (Intercept)   5.9603    2.7071   2.202 0.0277 *
## trust        -1.5489    0.6777  -2.286 0.0223 *
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##      Null deviance: 51.049  on 36  degrees of freedom
## Residual deviance: 44.581  on 35  degrees of freedom
## AIC: 48.581
##
## Number of Fisher Scoring iterations: 4
```

```

study2.mod2 <- glm(
  sent ~ trust + zAfro + attract + maturity + glasses,
  data = study2, family = "binomial"
)
summary(study2.mod2)

```

```

##
## Call:
## glm(formula = sent ~ trust + zAfro + attract + maturity + glasses,
##      family = "binomial", data = study2)
##
## Deviance Residuals:
##      Min       1Q   Median       3Q      Max
## -2.4340  -0.9115  -0.5349   1.1019   1.6444
##
## Coefficients:
##              Estimate Std. Error z value Pr(>|z|)
## (Intercept)   7.73841    4.49363   1.722  0.0851 .
## trust        -1.81451    0.81038  -2.239  0.0252 *
## zAfro         -0.44202    0.38838  -1.138  0.2551
## attract       -0.47581    0.79120  -0.601  0.5476
## maturity      0.08854    0.51447   0.172  0.8634
## glasses       0.72428    0.88392   0.819  0.4126
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##      Null deviance: 51.049  on 36  degrees of freedom
## Residual deviance: 42.655  on 31  degrees of freedom
## AIC: 54.655
##
## Number of Fisher Scoring iterations: 4

```