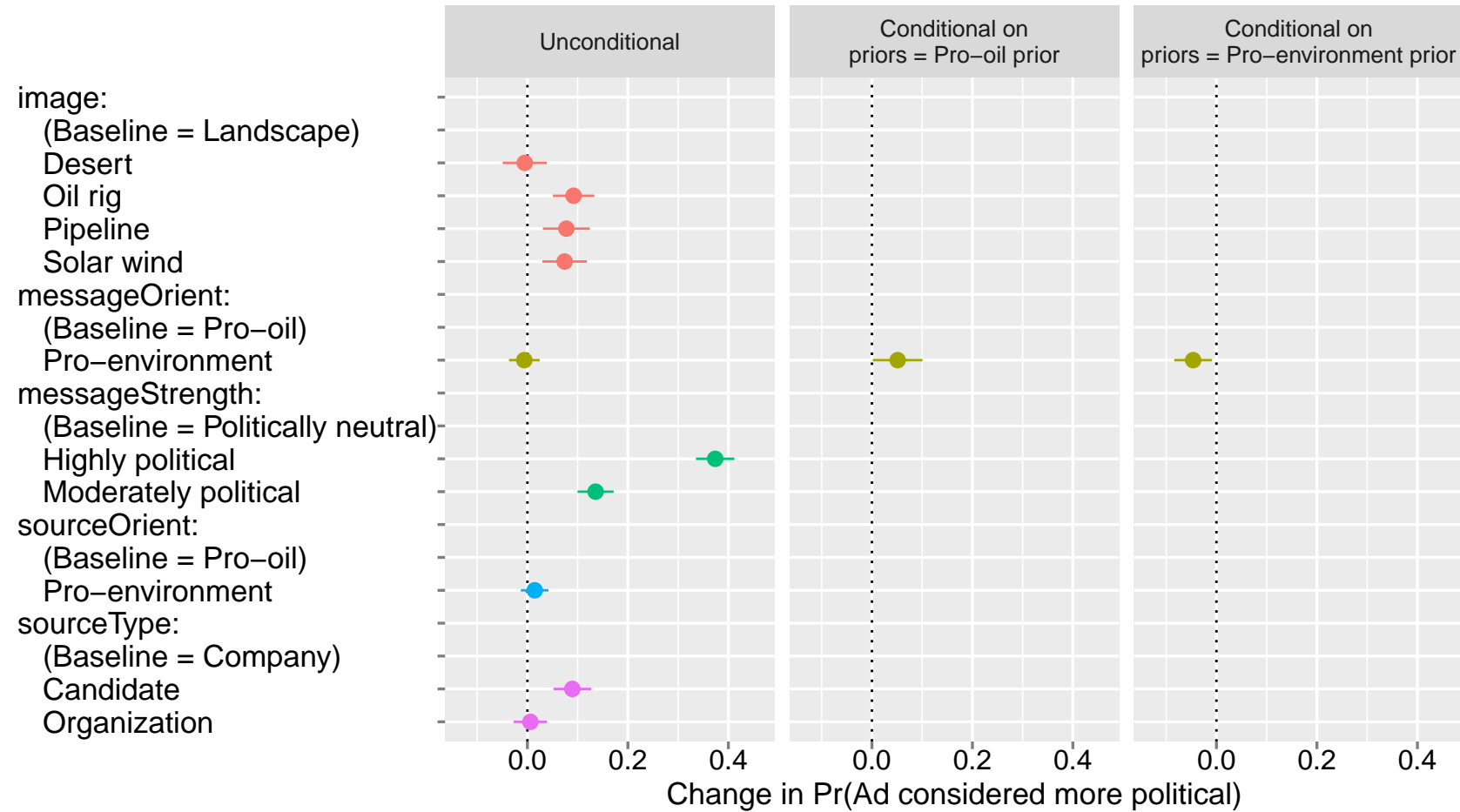


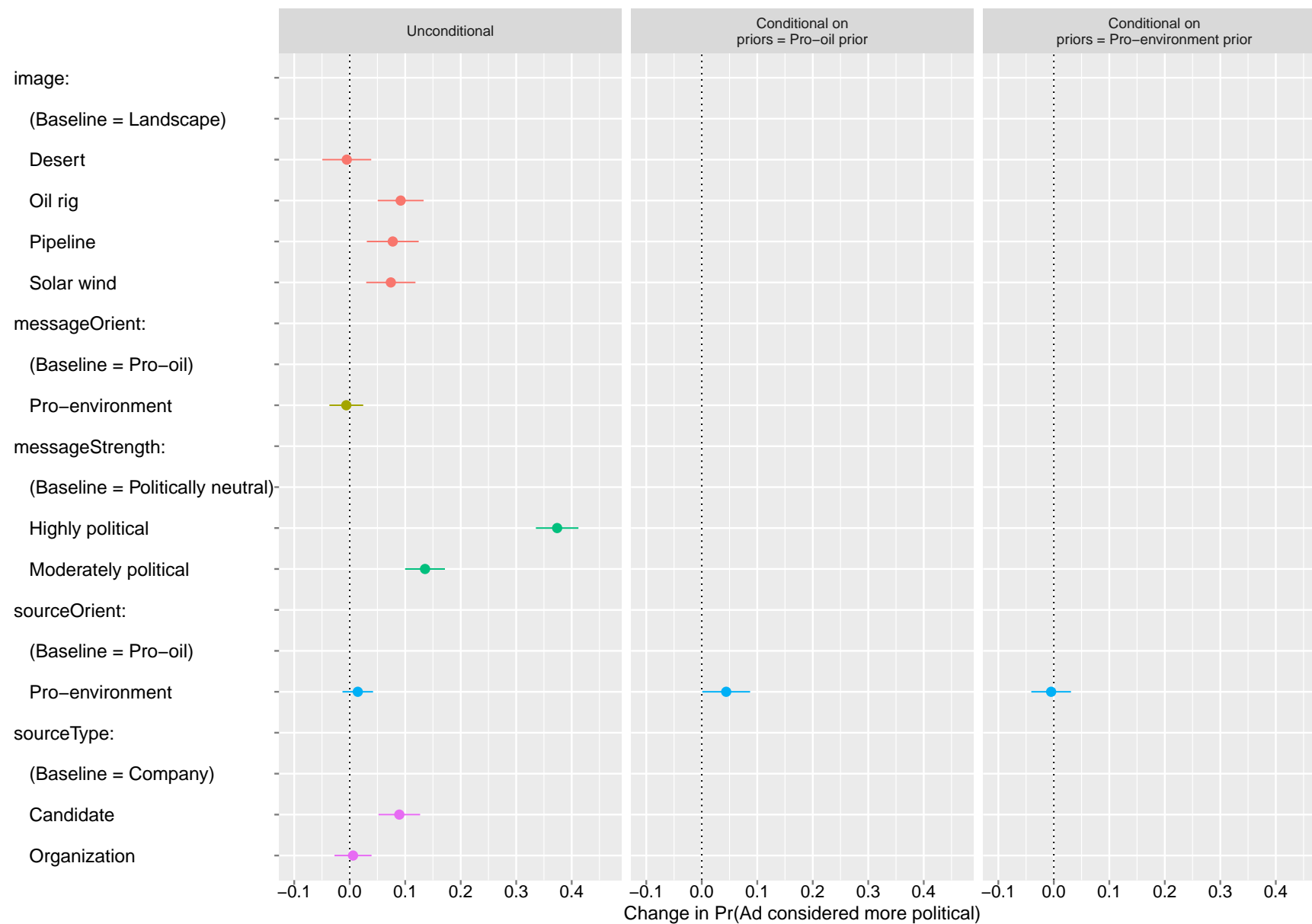
Conjoint Experiment

Message x Prior Attitudes



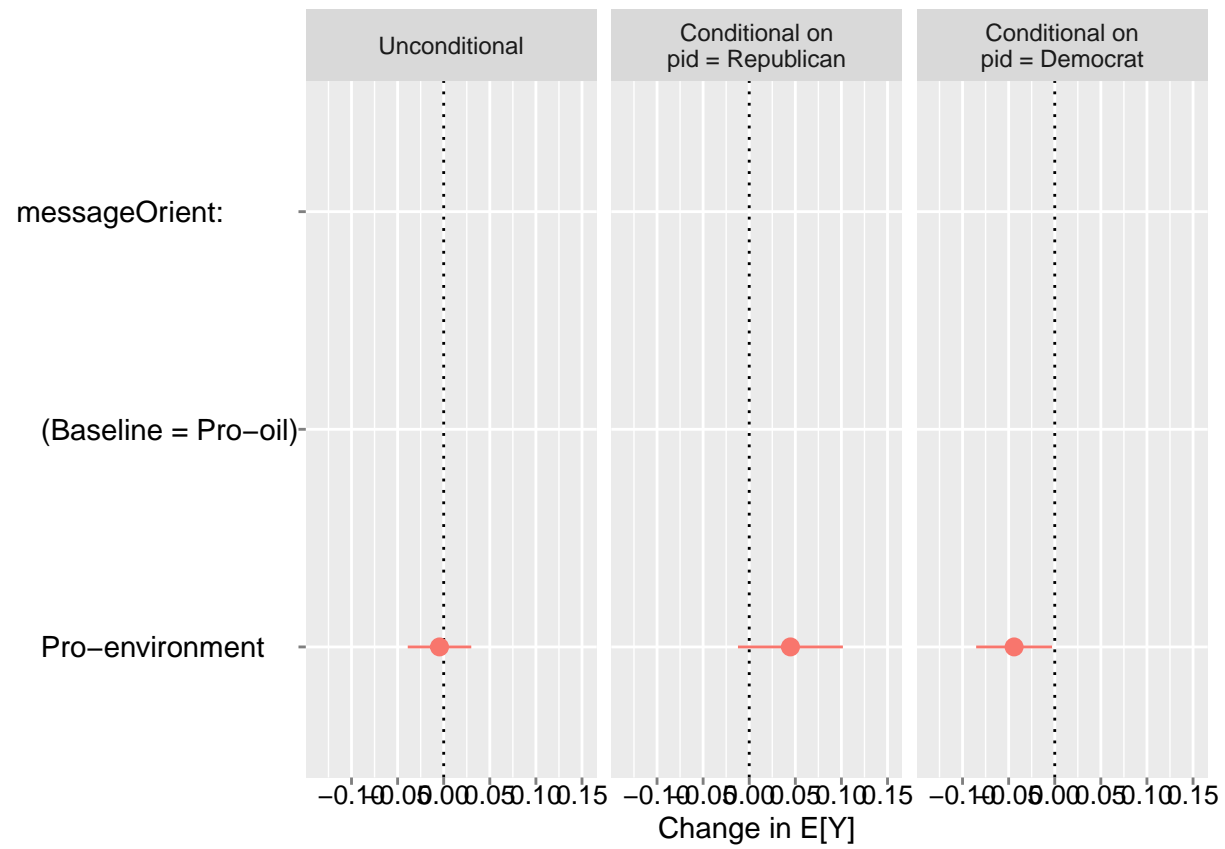
Attribute	Level	Estimate	Std. Err	Z.value	Pr(> z)	
image	Desert	-0.0052859	0.0224714	-0.2352267	0.8140328	
image	Oil rig	0.0918416	0.0210503	4.3629547	0.0000128	***
image	Pipeline	0.0775406	0.0238714	3.2482661	0.0011611	**
image	Solar wind	0.0740921	0.0226262	3.2746137	0.0010581	**
messageOrient	Pro-environment	-0.0061613	0.0155425	-0.3964194	0.6917957	
messageStrength	Highly political	0.3737712	0.0195596	19.1093885	0.0000000	***
messageStrength	Moderately political	0.1357075	0.0182866	7.4211236	0.0000000	***
sourceOrient	Pro-environment	0.0145062	0.0140633	1.0314957	0.3023084	
sourceType	Candidate	0.0893827	0.0191490	4.6677540	0.0000030	***
sourceType	Organization	0.0059402	0.0170466	0.3484671	0.7274894	
messageOrient	Pro-environment	0.0512687	0.0252015	2.0343543	0.0419159	*
messageOrient	Pro-environment	-0.0463981	0.0192152	-2.4146544	0.0157501	*

Source x Prior Attitudes



Attribute	Level	Estimate	Std. Err	Z.value	Pr(> z)	
image	Desert	-0.0052859	0.0224714	-0.2352267	0.8140328	
image	Oil rig	0.0918416	0.0210503	4.3629547	0.0000128	***
image	Pipeline	0.0775406	0.0238714	3.2482661	0.0011611	**
image	Solar wind	0.0740921	0.0226262	3.2746137	0.0010581	**
messageOrient	Pro-environment	-0.0061613	0.0155425	-0.3964194	0.6917957	
messageStrength	Highly political	0.3737712	0.0195596	19.1093885	0.0000000	***
messageStrength	Moderately political	0.1357075	0.0182866	7.4211236	0.0000000	***
sourceOrient	Pro-environment	0.0145062	0.0140633	1.0314957	0.3023084	
sourceType	Candidate	0.0893827	0.0191490	4.6677540	0.0000030	***
sourceType	Organization	0.0059402	0.0170466	0.3484671	0.7274894	
sourceOrient	Pro-environment	0.0440183	0.0219997	2.0008603	0.0454074	*
sourceOrient	Pro-environment	-0.0048306	0.0182397	-0.2648385	0.7911339	

Message orientation x PID



Source orientation x PID

