

Attribute Pretest Comparisons: Five Studies

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Study 1A: Gender Biopic Pretest

Table 1: Study 1A: Gender Biopic - Importance Rating Comparisons

Comparison	Mean (Gender)	SD	Mean (Other)	SD	p-value	Cohen's D
Feature a female protagonist vs Had a big budget (>\$40 million)	4.653	1.791	4.228	1.918	0.0363	0.211
Feature a female protagonist vs Were released after 2010	4.653	1.791	4.366	1.821	0.0925	0.169
Feature a female protagonist vs Feature a political leader	4.653	1.791	4.158	2.033	0.0032	0.301

Sample size: 101

Study 1B: Race Biopic Pretest

Table 2: Study 1B: Race Biopic - Importance Rating Comparisons

Comparison	Mean (Race)	SD	Mean (Other)	SD	p-value	Cohen's D
Feature a racial minority protagonist vs Had a big budget (>\$40 million)	4.433	1.808	4.381	1.753	0.7763	0.029
Feature a racial minority protagonist vs Were released after 2010	4.433	1.808	4.351	1.910	0.6591	0.045

Feature a racial minority protagonist vs Have a runtime over 2 hrs	4.433	1.808	4.196	1.940	0.2480	0.118
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Sample size: 97

Study 2A: Gender Author Pretest

Table 3: Study 2A: Gender Author - Importance Rating Comparisons

Comparison	Mean (Gender)	SD	Mean (Other)	SD	p-value	Cohen's D
Female author vs Born in 1800s	4.81	1.626	4.139	1.906	<0.001	0.422
Female author vs Wrote more than 10 books	4.81	1.626	4.456	1.745	0.0776	0.201
Female author vs Wrote poetry	4.81	1.626	4.367	1.834	0.016	0.277

Sample size: 79

Study 2B: Race Author Pretest

Table 4: Study 2B: Race Author - Importance Rating Comparisons

Comparison	Mean (Race)	SD	Mean (Other)	SD	p-value	Cohen's D
Minority author vs Born in 1800s	4.333	1.927	3.621	1.996	0.0030	0.328
Minority author vs Wrote more than 10 books	4.333	1.927	4.368	1.824	0.8753	-0.017
Minority author vs Wrote poetry	4.333	1.927	3.931	1.891	0.0651	0.200

Sample size: 87

Study 4: Biography Pretest

Sample size: 82

Summary

This document presents pairwise comparisons from attribute importance pretests conducted across five studies. Each table shows:

- **Mean values** (1-7 importance scale) for gender/race attributes vs other attributes
- **Standard deviations** (SD) for both attributes
- **P-values** from paired t-tests (same participants rated all attributes)
- **Cohen's D** effect size for paired samples

Survey Mapping

1. **Study 1A:** Gender Biopic Pretest (SV_2mky9SMX7AwaQya)
2. **Study 1B:** Race Biopic Pretest (SV_2cbaXVDl66VOsAu)
3. **Study 2A:** Gender Author Pretest (SV_0CIP2gGqtp1GHVI)
4. **Study 2B:** Race Author Pretest (SV_5tBTklIN9MdyBqC)
5. **Study 4:** Biography Pretest (SV_eVSIWRL55XQbliO)

The pretests were designed to ensure that gender/race attributes were not significantly different in perceived importance from other attributes used as control conditions in the main experiments. Mean values around 4 (middle of the 1-7 scale) indicate moderate importance ratings across attributes.