Dislikes

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## Participants

We collected data from a total of 627 participants (402 female, 225 male), with a median age of 26 (range: 18-75, IQR = 12). The age distribution appeared to be a bimodal distribution, which is rather typical for this kind of online study. Fitting a Gaussian Mixture Model (using the MClust package for R) corroborated the visual impression of two clusters. We found one age group with participants up to 30 years (417, 66.5%), and another one with participants older than 30 years (210,  
33.5%). We will use this as a variable for some of analyses down below.

The participant were mainly highly educated, with a 48.6% having an university or college degree (bachelor, master, or PhD), and 94.7% having a school degree of A-levels (“Abitur”), with 56.6 of the sample being students. This rather homegeneous group, unfortunately, prohibited further analysis with respect to education.

##Preprocessing (Factor Analysis)

In order to reduce the number of variables and the complexity of the analysis, we applied an exploratiry factor analysis to the rating scales, across all types and degrees of disliking.

## Difference between Style/Artist and Strong/Slight degrees of disliking



