7.1. Factor Analysis

Table 4. Factor analysis

Variable	Factor	Loading	CR	AVE
Positive affective perception	Encouraging	0.9	0.943	0.804
	Inspiring	0.877		
	Enthusiastic	0.889		
	Positive	0.921		
Negative affective perception	Nervous	0.722	0.913	0.726
	Anxious	0.864		
	Angry	0.898		
	Sad	0.911		
Strong relational trust	Sincere	0.898	0.893	0.678
	Transparent	0.868		
	Affectionate	0.819		
	Authoritative	0.694		
Weak relational trust	Professional	0.82	0.89	0.671
	Objective	0.877		
	Teamwork	0.763		
	Public	0.812		
Party media preference	Choice	0.855	0.926	0.758
	Cares	0.855		
	Likes	0.869		
	Pays attention	0.903		

7.2. Direct Effect Regression

7.3. Mediating Effect Test

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Table 5. Model Validity

Variables	(1)	(2)	(3)	(4)
(1) Positive Affective Perception	0.897			
(2) Negative Affective Perception	-0.071 (1.847)	0.852		
(3) Strong Relational Trust	0.813 (1.064) $t = 804.740$	-0.080 (1.065) $t = -75.369$	0.823 $t = 774.921$	
(4) Weak Relational Trust	0.754 (0.915) $t = 823.862$	-0.091 (0.915) $t = -99.364$	0.839 (0.915) $t = 915.564$	0.819 (0.915) $t = 894.207$
(5) Party Media Preference	0.754 (0.906) $t = 831.968$	-0.049 (0.906) $t = -53.866$	0.786 (0.906) $t = 867.102$	0.766 (0.906) $t = 846.585$

Table 6. Regression of Relational Trust on Affective Perception

VARIABLES	(1) Affective Perception	(2) Affective Perception
Relational Trust	0.409*** (0.0184)	0.403*** (0.0190)
Gender	-	√
Education	-	√
Political Affiliation	-	√
Constant	0.644*** (0.0295)	0.913*** (0.0588)
Observations	1438	1424
R-squared	0.256	0.272

*** p<0.01, ** p<0.05, * p<0.1

Table 7. Regression of Relational Trust on Party Media Preference

VARIABLES	(1) Party Media Preference	(2) Party Media Preference	(3) Party Media Preference
Relational Trust	0.484*** (0.00917)	0.486*** (0.00957)	0.456*** (0.0109)
Affective Perception	-	-	√
Gender	-	√	√
Education	-	√	√
Political Affiliation	-	√	√
Constant	-0.00598 (0.0147)	0.0373 (0.0297)	-0.0301 (0.0318)
Observations	1438	1424	1424
R-squared	0.660	0.664	0.672

*** p<0.01, ** p<0.05, * p<0.1

Table 8. Regression of Affective Perception on Party Media Preference

	(1) Party Media Preference	(2) Party Media Preference	(3) Party Media Preference
VARIABLES			
Affective Perception	0.360***	0.348***	0.0739***
	(0.0170)	(0.0173)	(0.0133)
Relational Trust	-	-	√
Gender	-	√	√
Education	-	√	√
Political Affiliation	-	√	√
Constant	0.190***	0.199***	-0.0301
	(0.0223)	(0.0469)	(0.0318)
Observations	1438	1424	1424
R-squared	0.239	0.263	0.672

*** p<0.01, ** p<0.05, * p<0.1

Table 9. Regression of Two Types of Relational Trust on Two Types of Affective Perception

	(1) Positive Affective Perception	(2) Positive Affective Perception	(3) Negative Affective Perception	(4) Negative Affective Perception
VARIABLES				
Strong Relational Trust	0.628***	0.616***	-0.0196	-0.0401
	(0.0281)	(0.0282)	(0.0571)	(0.0567)
Weak Relational Trust	0.273***	0.280***	-0.0775	-0.0619
	(0.0299)	(0.0302)	(0.0606)	(0.0606)
Gender	-	√	-	√
Education	-	√	-	√
Political Affiliation	-	√	-	√
Constant	0.0724**	0.119***	0.587***	0.804***
	(0.0132)	(0.0264)	(0.0267)	(0.0530)
Observations	1438	1424	1438	1424
R-squared	0.692	0.690	0.006	0.036

*** p<0.01, ** p<0.05, * p<0.1

Table 10. Regression of Two Types of Relational Trust on Party Media Preference

	(1) Party Media Preference	(2) Party Media Preference	(3) Party Media Preference
VARIABLES			
Strong Relational Trust	0.537***	0.527***	0.342***
	(0.0318)	(0.0318)	(0.0355)
Weak Relational Trust	0.428***	0.442***	0.359***
	(0.0338)	(0.0340)	(0.0338)
Positive Affective Perception	-	-	√
Negative Affective Perception	-	-	√
Gender	-	√	√
Education	-	√	√
Political Affiliation	-	√	√
Constant	-0.00183	0.0398	-0.0104
	(0.0149)	(0.0297)	(0.0311)
Observations	1438	1424	1424
R-squared	0.660	0.665	0.689

*** p<0.01, ** p<0.05, * p<0.1

Table 11. Regression of Two Types of Affective Perception on Party Media Preference

	(1)	(2)	(3)
VARIABLES	Party Media Preference	Party Media Preference	Party Media Preference
Positive Affective Perception	0.822***	0.812***	0.300***
	(0.0185)	(0.0193)	(0.0289)
Negative Affective Perception	0.00511	0.00706	0.0179
	(0.0164)	(0.0167)	(0.0144)
Strong Relational Trust	-	-	√
Weak Relational Trust	-	-	√
Gender	-	√	√
Education	-	√	√
Political Affiliation	-	√	√
Constant	0.114***	0.107***	-0.0104
	(0.0174)	(0.0354)	(0.0311)
Observations	1438	1424	1424
R-squared	0.579	0.581	0.689

*** p<0.01, ** p<0.05, * p<0.1

Table 12. Bootstrap Test of Mediation Effect in Model 1

	(1)
Mediation Path	Relational Trust → Affective Perception → Party Media Preference
Indirect Effect	0.0298***
	(0.00550)
Direct Effect	0.456***
	(0.0142)
Proportion of Mediation Effect	6%
Observations	1424

*** p<0.01, ** p<0.05, * p<0.1

Table 13. Bootstrap Test of Mediation Effect in Model 2

	(1)	(2)
Mediation Path	Strong Relational Trust → Positive Affective Perception → Party Media Preference	Weak Relational Trust → Positive Affective Perception → Party Media Preference
Indirect Effect	0.311***	0.363***
	(0.0383)	(0.0339)
Direct Effect	0.560***	0.547***
	(0.0468)	(0.0433)
Proportion of Mediation Effect	36%	40%
Observations	1424	1424

*** p<0.01, ** p<0.05, * p<0.1