Change in Predicted Emphasis on Moral Foundation Probability P(y>0) Expected Value E(y|y>0) Harm / Care High Media Exposure Dependent Variable: Moral Foundation Fairness / Reciprocity Ingroup / Loyalty Authority / Respect Harm / Care Low Media Exposure Fairness / Reciprocity Ingroup / Loyalty Authority / Respect -0.25 0.25 0.00 0.25 -0.250.00 Marginal Effect (Liberal - Conservative)