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 -0.2 0.2 0.4 -0.2 0.0 0.2 0.4 0.0 Marginal Effect (Liberal - Conservative)