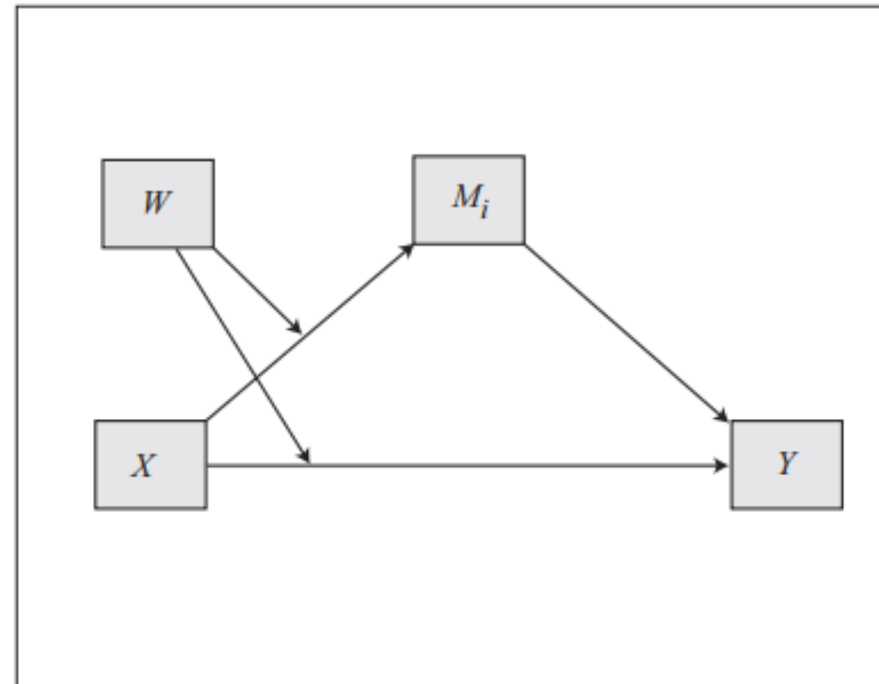


Moderated Mediation in SPSS

Model 8



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Content of This Video

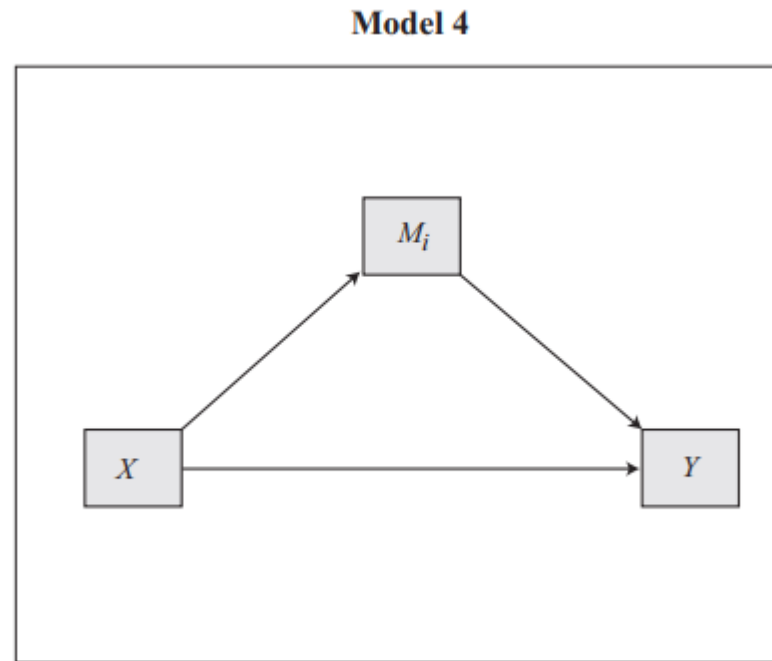
- Section 1:
 - Conditions of Basic Mediation (Model 4)
- Section 2:
 - Conditions of Moderated Mediation (Model 8)
- Section 3:
 - Example of Moderated Mediation
 - Moderated Mediation in SPSS

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- Section 1:
 - Conditions of Basic Mediation (Model 4)



Reference: Andrew Hayes' book - Introduction to Mediation, Moderation, and Conditional Process Analysis

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Conditions of Basic Mediation (Model 4)

- Based on Baron & Kenny (1986), there are three sets of regression:
- (1) **c path**: $X \rightarrow Y$ (**c needs to be significant, generally speaking.**)

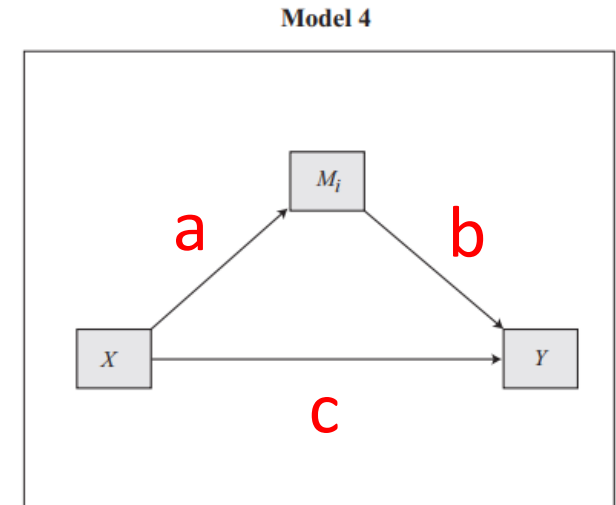
$$Y = cX$$

- (2) **a path**: $X \rightarrow M$ (**a needs to be significant.**)

$$M = aX$$

- (3) **b path**: $X + M \rightarrow Y$ (**b needs to be significant.**)

$$Y = c'X + bM$$



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- Section 2:
 - Conditions of Moderated Mediation (Model 8)

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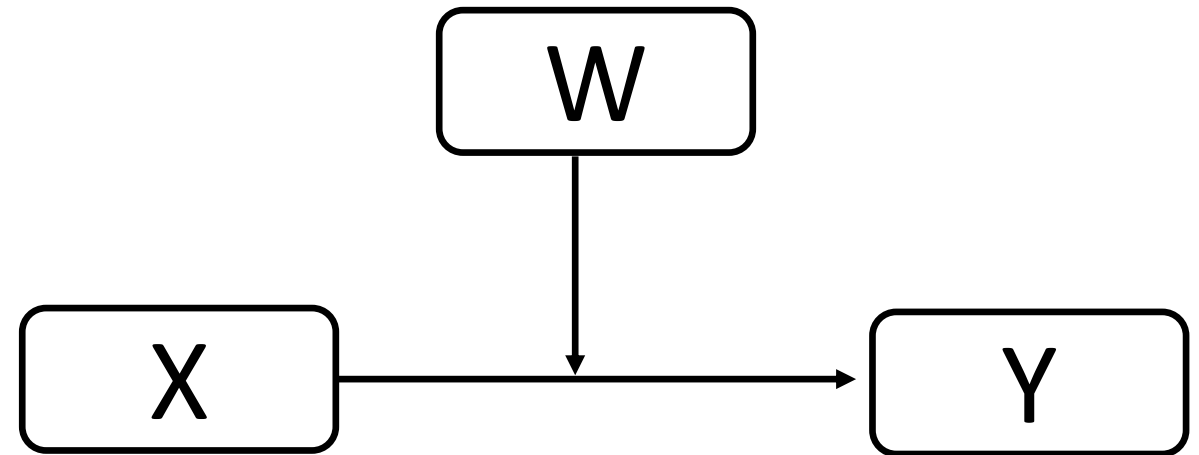
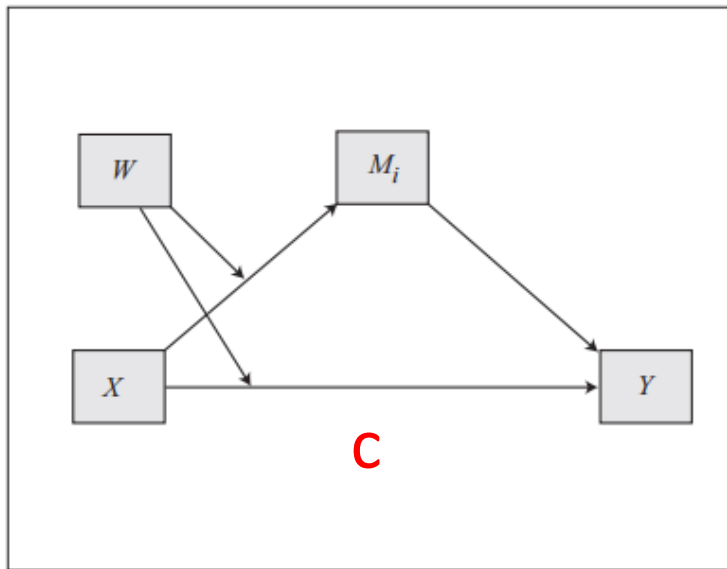
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Conditions of Moderated Mediation (Model 8)

- (1) **c path**: $X * W \rightarrow Y$ (b_3 needs to be significant.)

$$Y = b_0 + b_1X + b_2W + b_3X * W$$

Model 8



Notes:

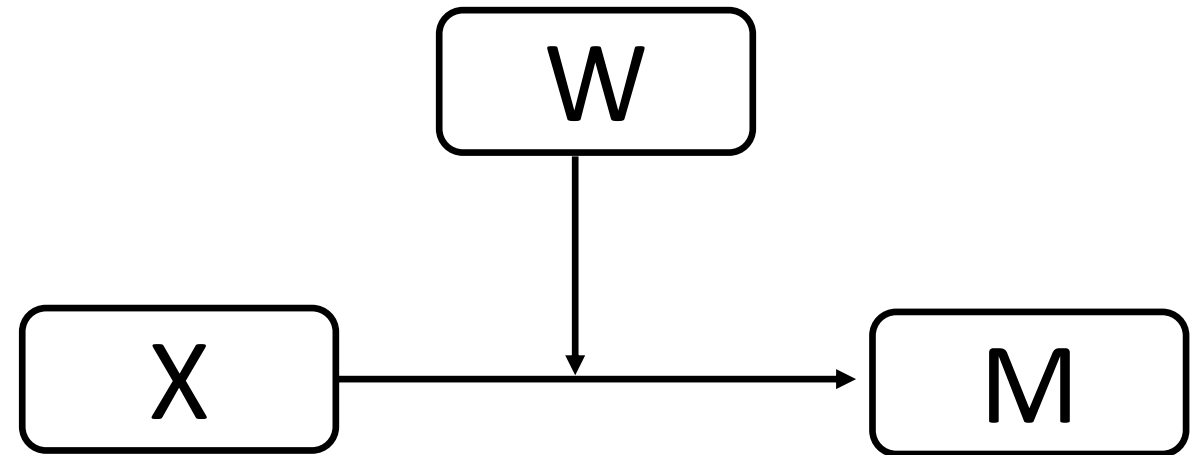
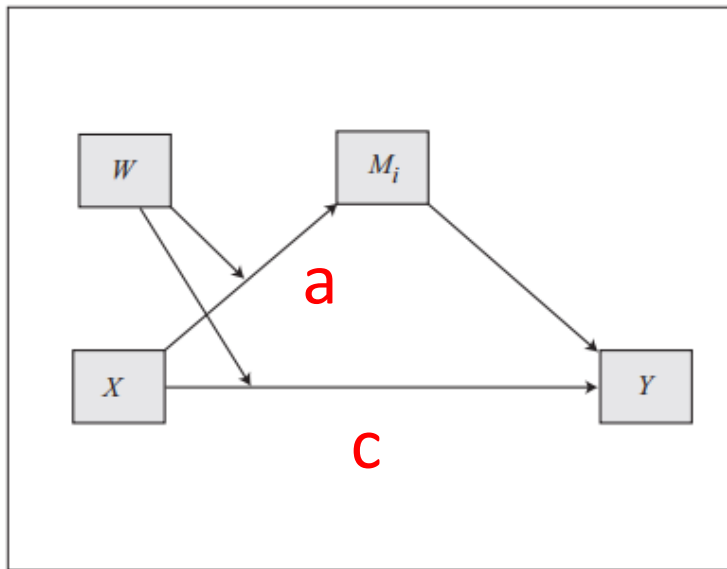
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Conditions of Moderated Mediation (Model 8)

- (2) a path: $X * W \rightarrow M$ (b_3 needs to be significant.)

$$M = b_0 + b_1X + b_2W + b_3X * W$$

Model 8



Notes:

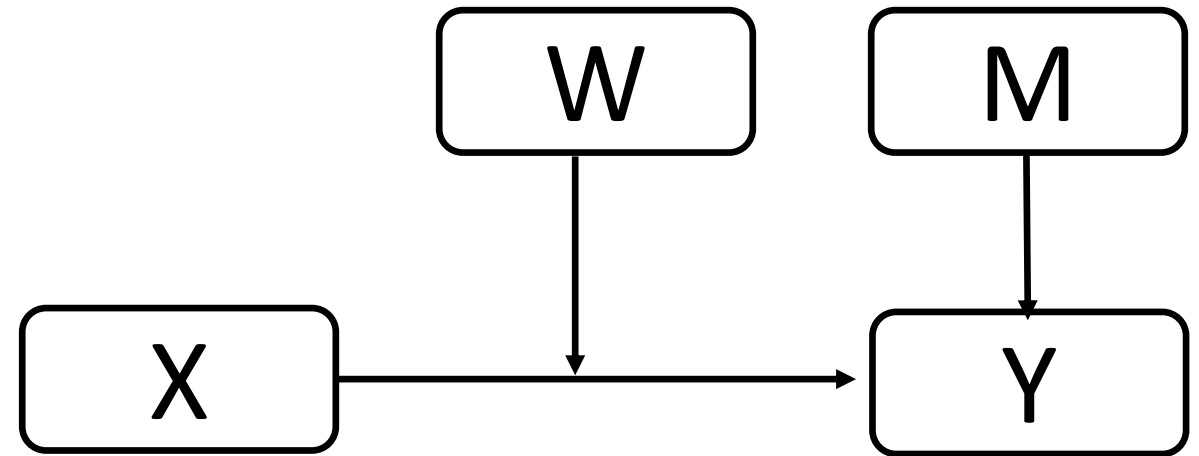
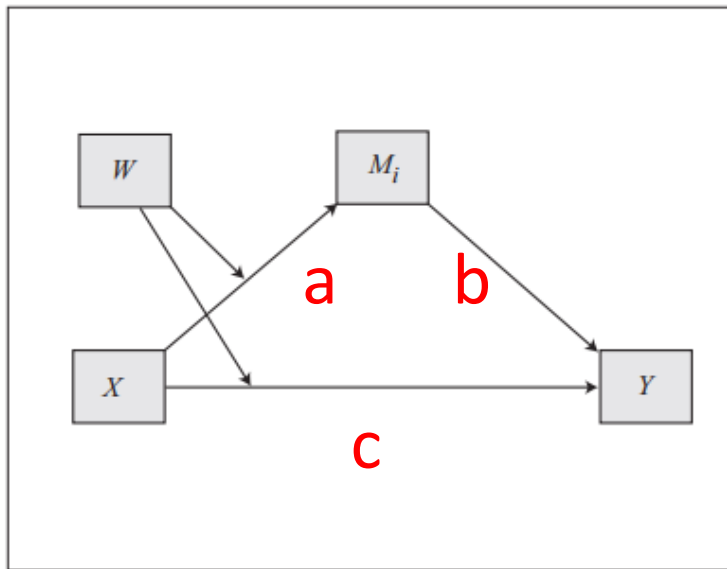
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Conditions of Moderated Mediation (Model 8)

- (3) b path: $M \rightarrow Y$ (b_4 needs to be significant.)

$$Y = b_0 + b_1X + b_2W + b_3X * W + b_4 M$$

Model 8



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- Section 3:
 - Data Example and SPSS Steps

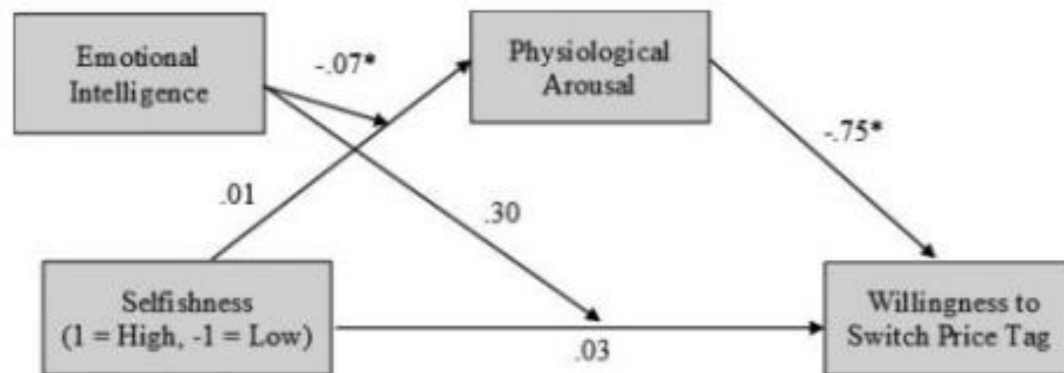
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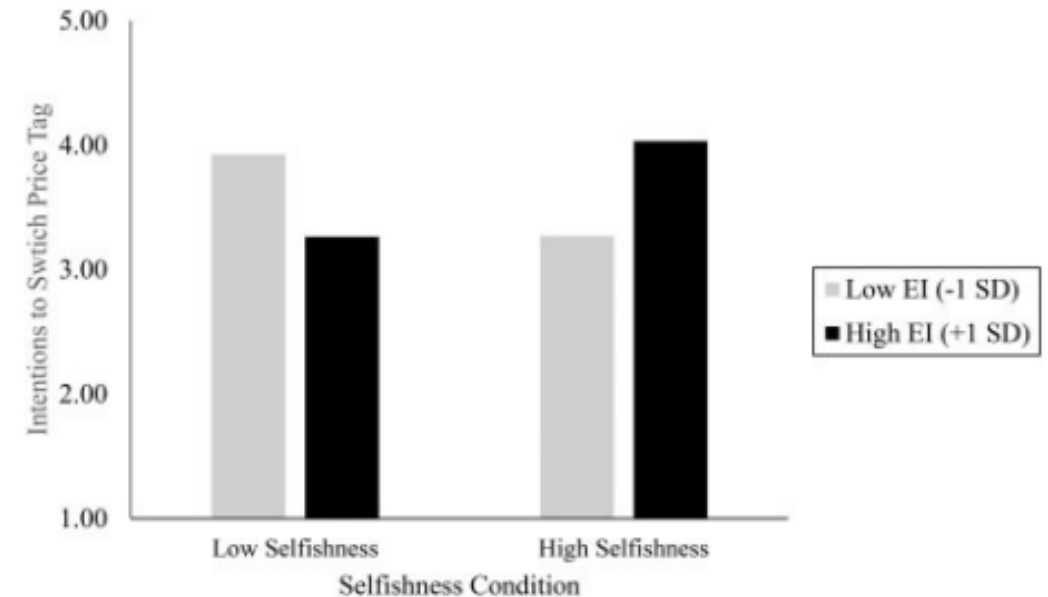
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Published Paper (I am not the author): Intelligence and Selfishness Impact the Incidence of Consumer Fraud

STUDY 3 MODERATED MEDIATION ANALYSIS RESULTS
(PROCESS MODEL 8)



NOTE.– All coefficients reported are unstandardized effects. * $p < .01$



Notes:

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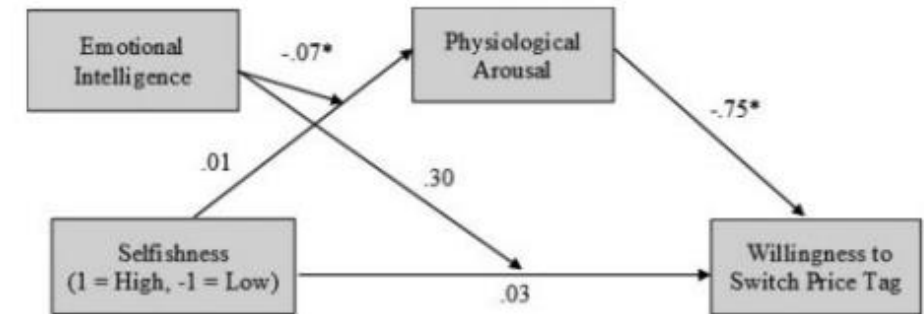
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Paper:

Intelligence and Selfishness Impact the Incidence of Consumer Fraud

- Selfishness: Cond
- Emotional Intelligence: CEISStd
- Physiological Arousal: GSR
- Willingness to Switch Price Tag: PriceTag

STUDY 3 MODERATED MEDIATION ANALYSIS RESULTS
(PROCESS MODEL 8)



NOTE.— All coefficients reported are unstandardized effects. $*p < .01$

Notes:

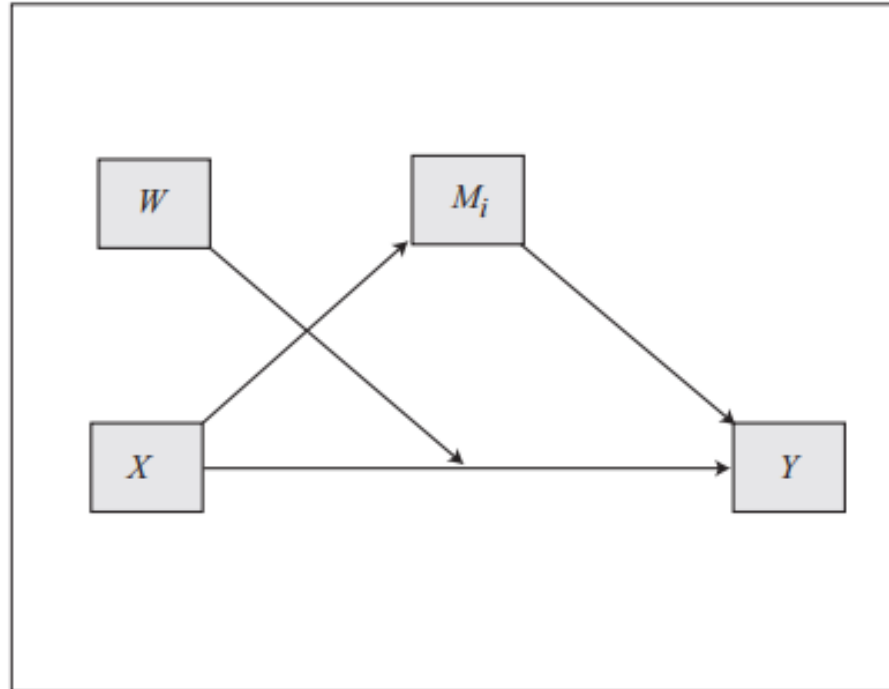
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Other Types of Moderated Mediation

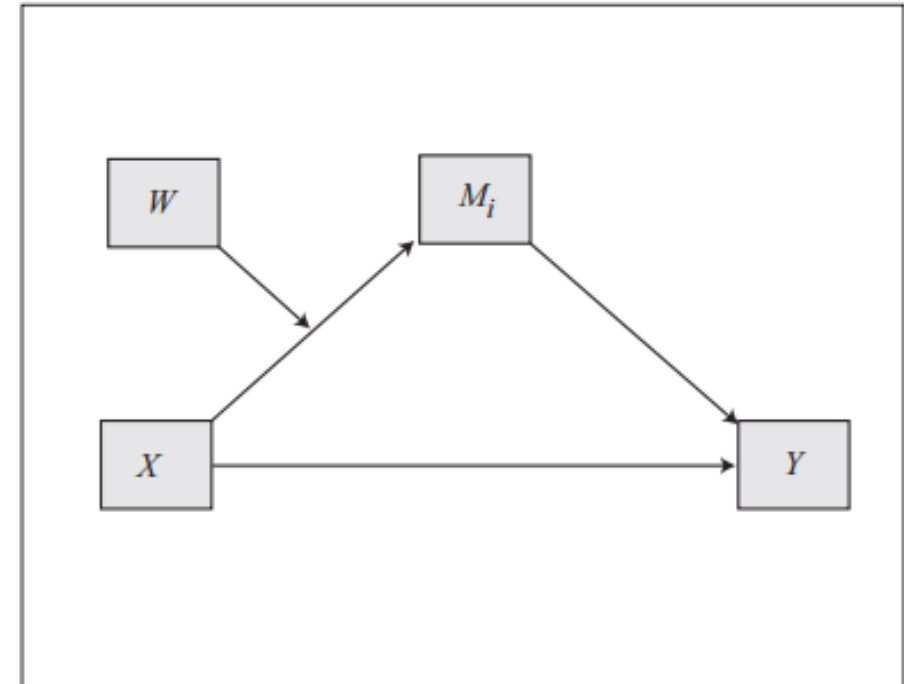
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Model 5



Model 7

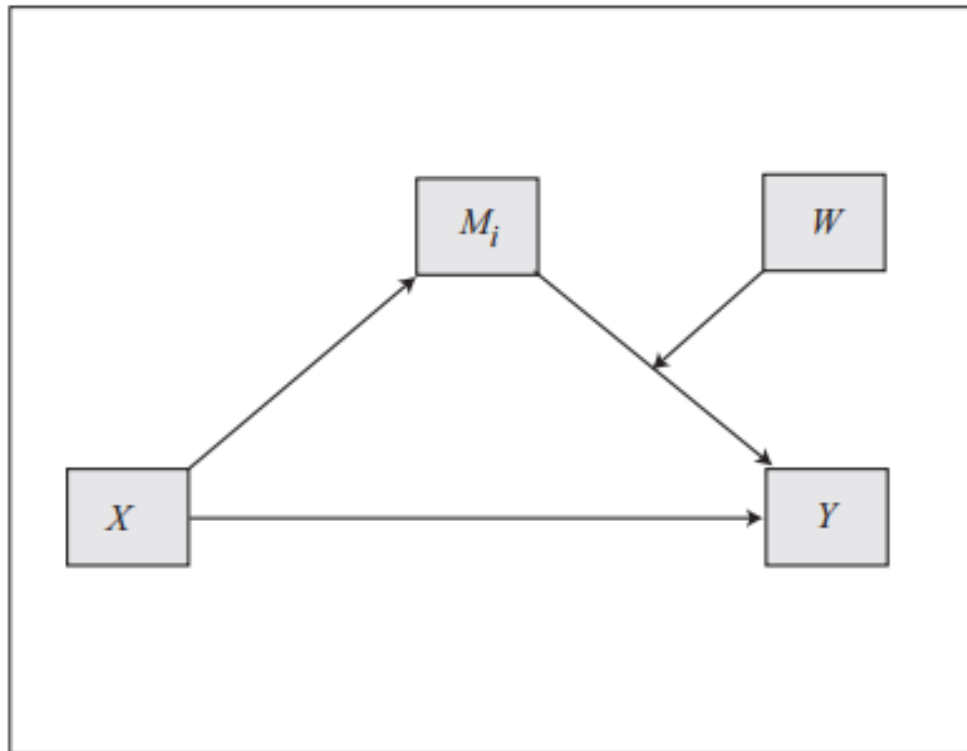


Reference: Andrew Hayes' book - Introduction to Mediation, Moderation, and Conditional Process Analysis

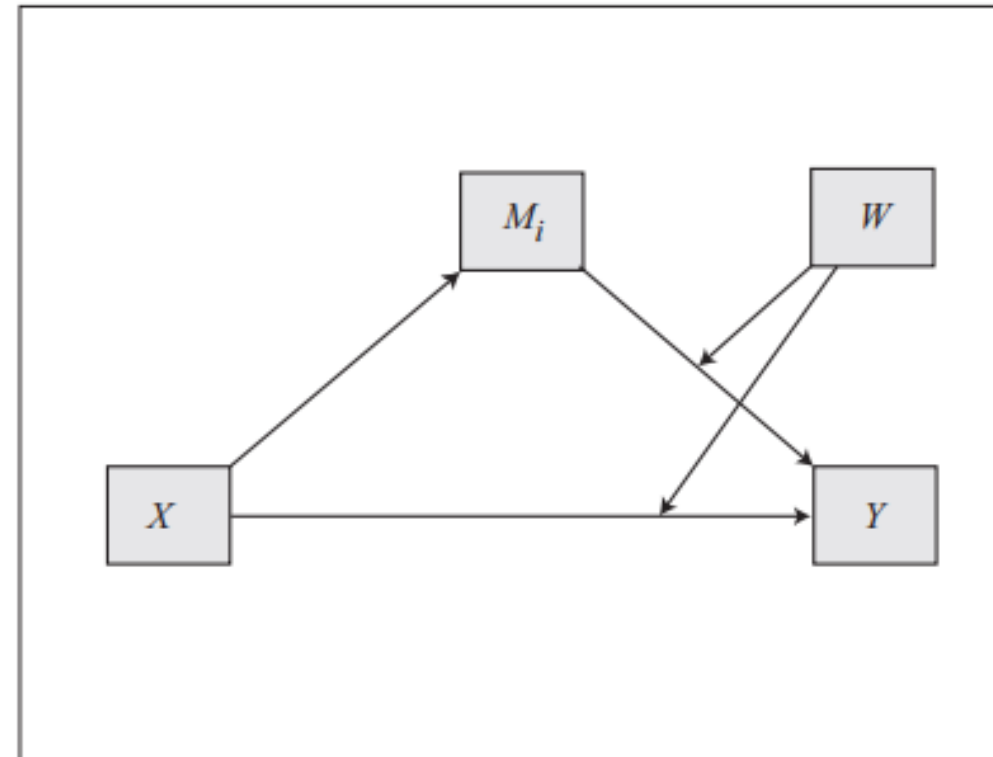
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Model 14



Model 15



Reference: Andrew Hayes' book - Introduction to Mediation, Moderation, and Conditional Process Analysis

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