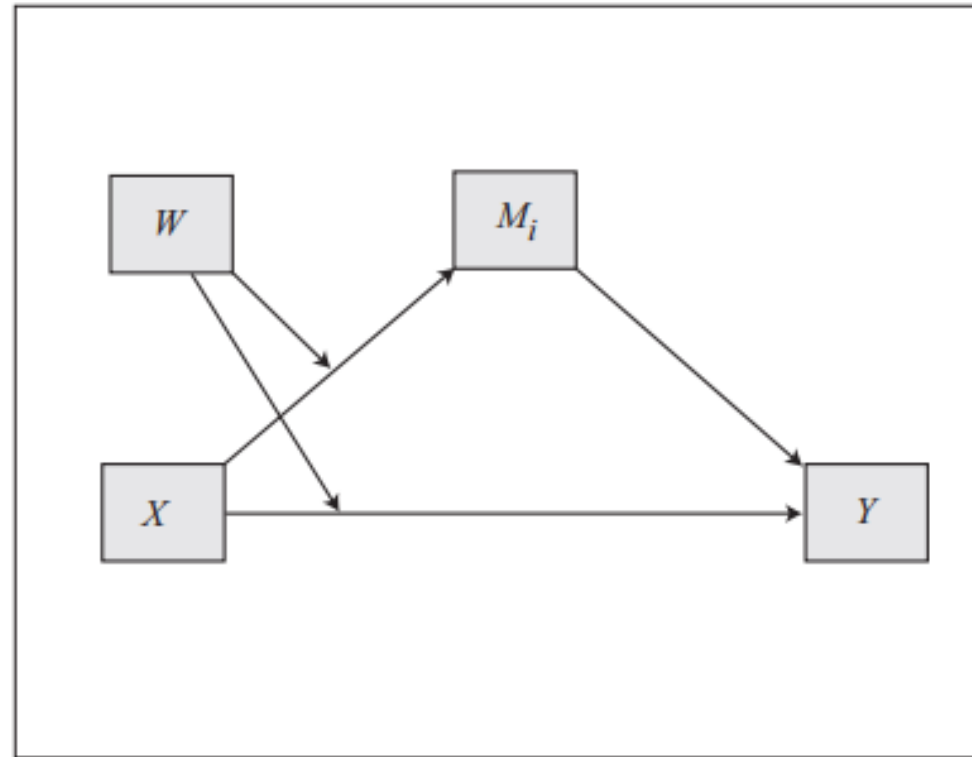


Moderated Mediation in R

Model 8



Notes:

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Content Overview

- Section 1:
 - Conditions of Moderated Mediation (Model 8)
- Section 2:
 - Example of Moderated Mediation
 - Moderated Mediation in R

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- Section 1:
 - Conditions of Moderated Mediation (Model 8)

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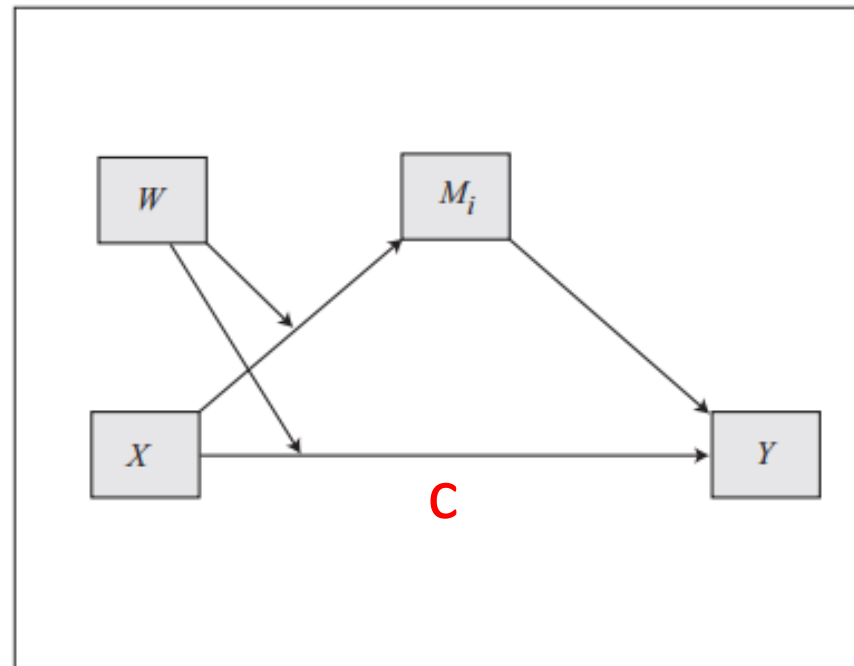
Conditions of Moderated Mediation (Model 8)

- (1) c path:

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

b_3 needs to be significant.

Model 8



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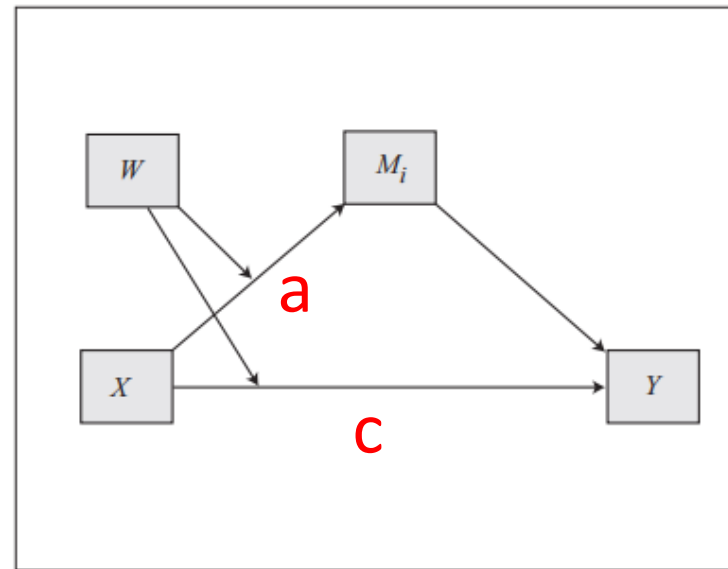
Conditions of Moderated Mediation (Model 8)

- (2) a path:

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

b_3 needs to be significant.

Model 8



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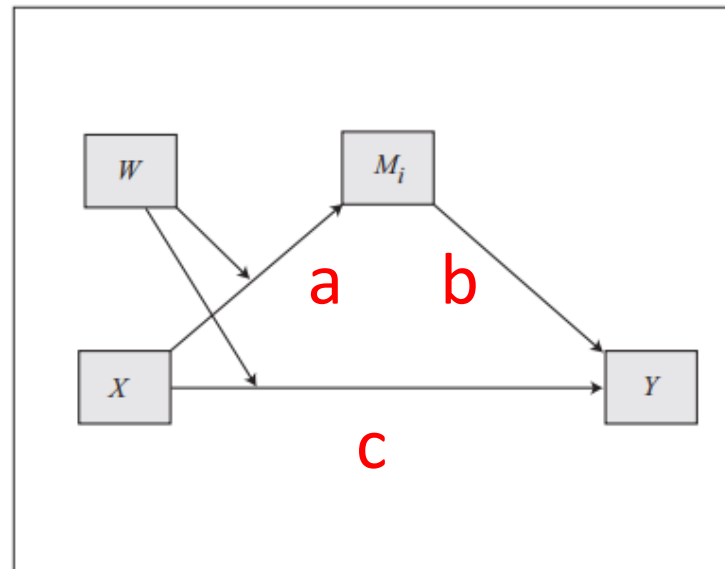
Conditions of Moderated Mediation (Model 8)

- (3) **b path:**

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

b_4 needs to be significant.

Model 8



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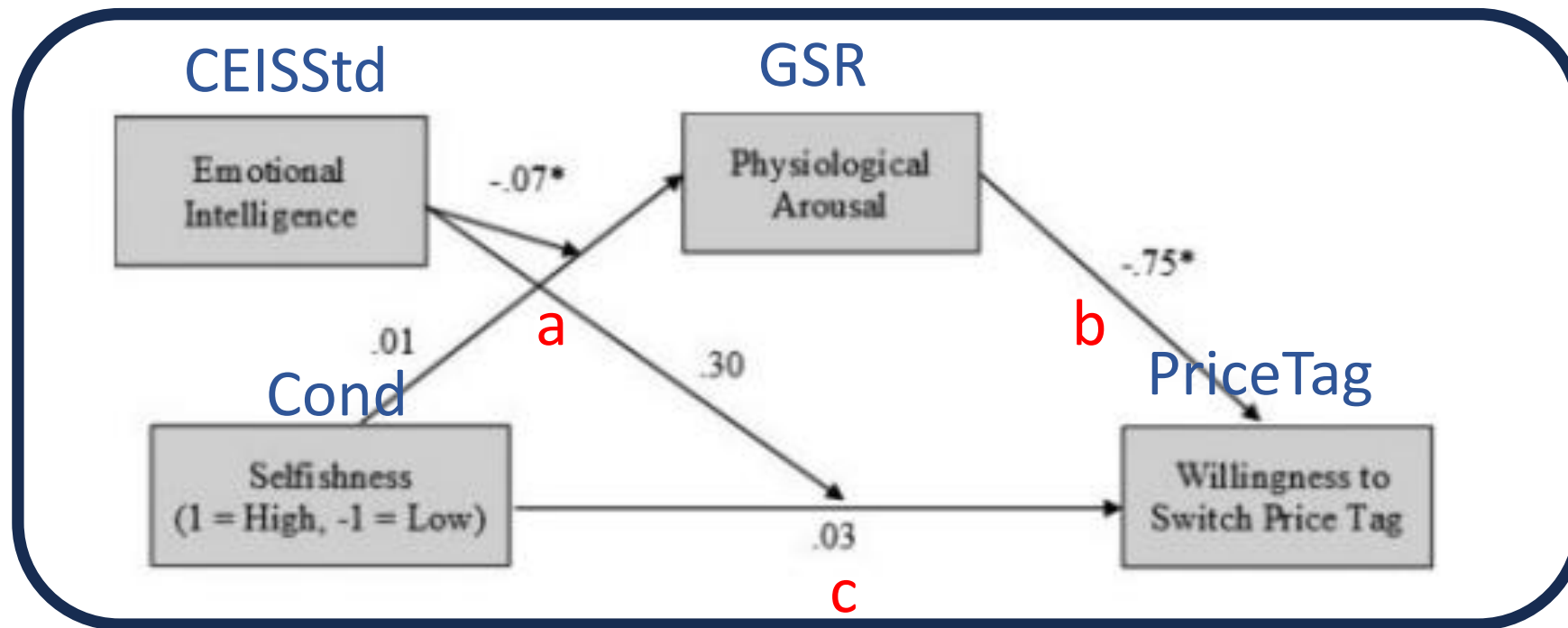
- Section 2:
 - Data Example and Steps in R

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



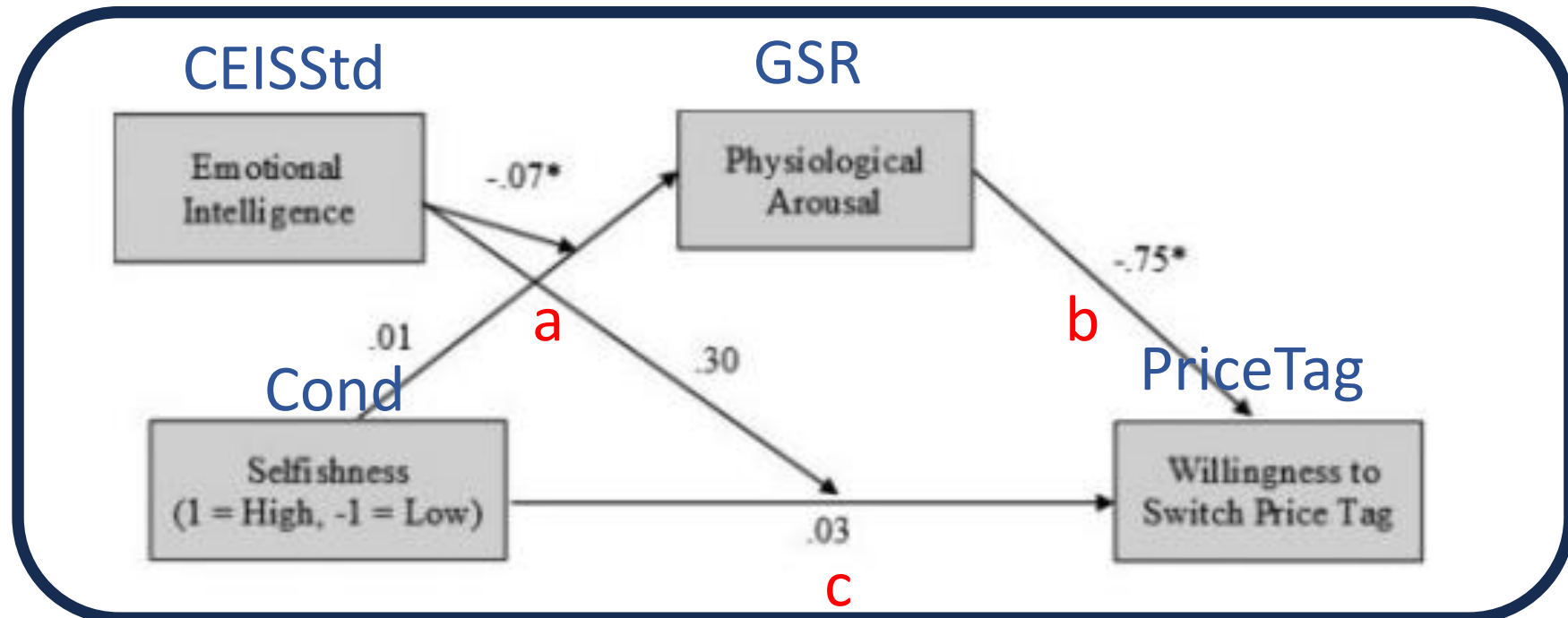
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Paper: Intelligence and Selfishness Impact the Incidence of Consumer Fraud

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



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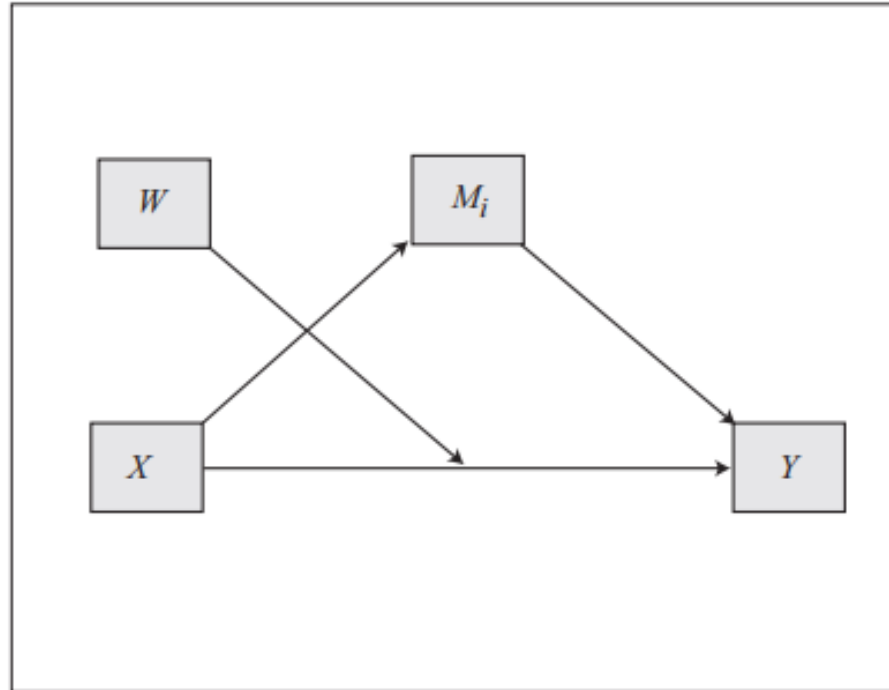
Other Types of Moderated Mediation

Notes:

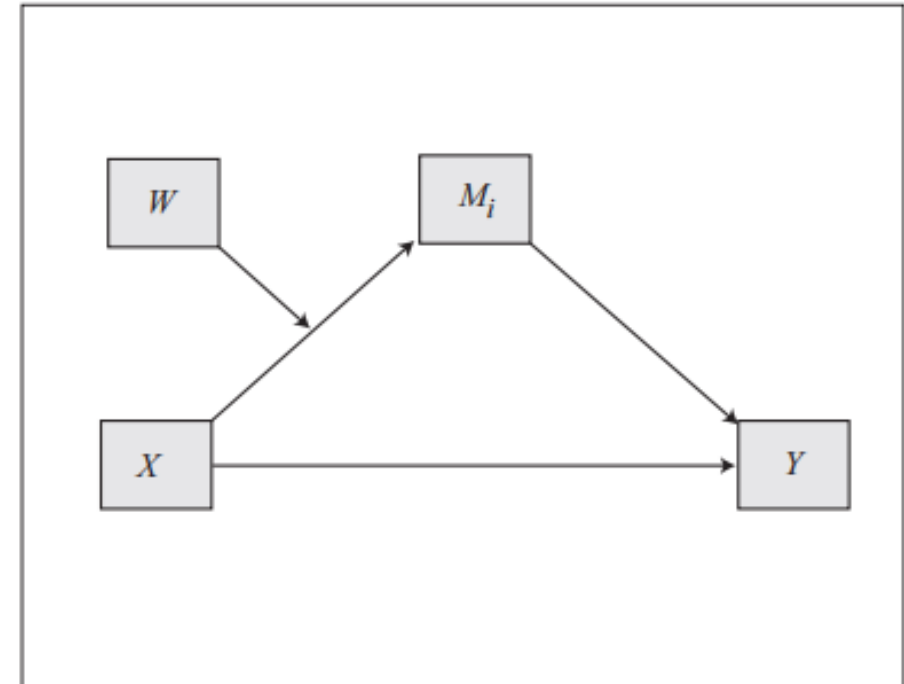
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Model 5



Model 7



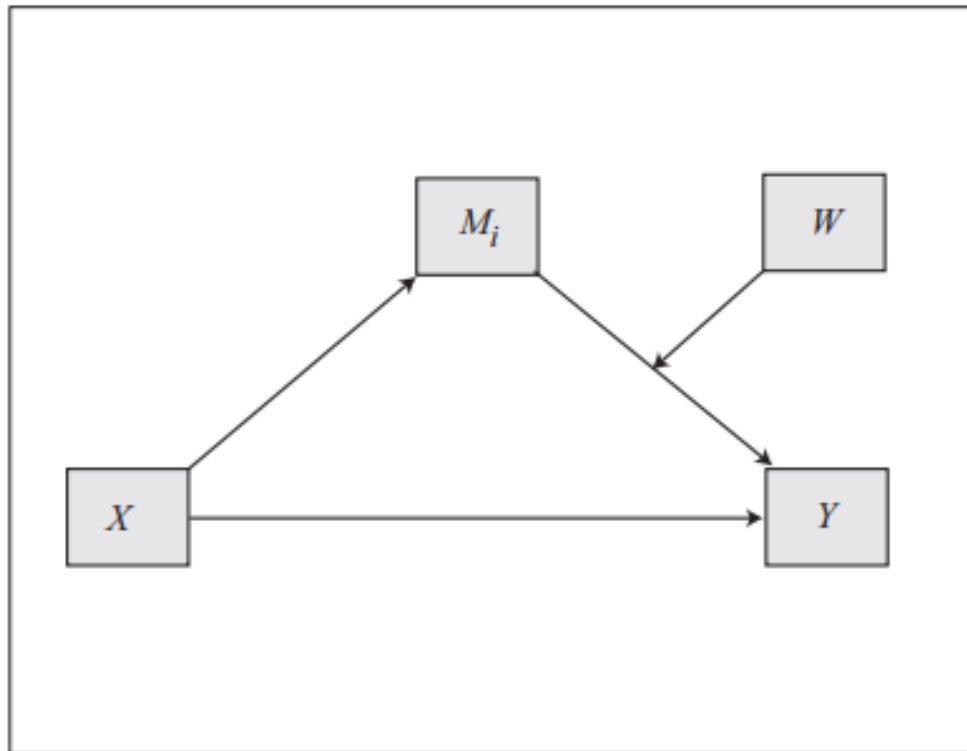
Reference: Andrew Hayes' book - Introduction to Mediation, Moderation, and Conditional Process Analysis

Notes:

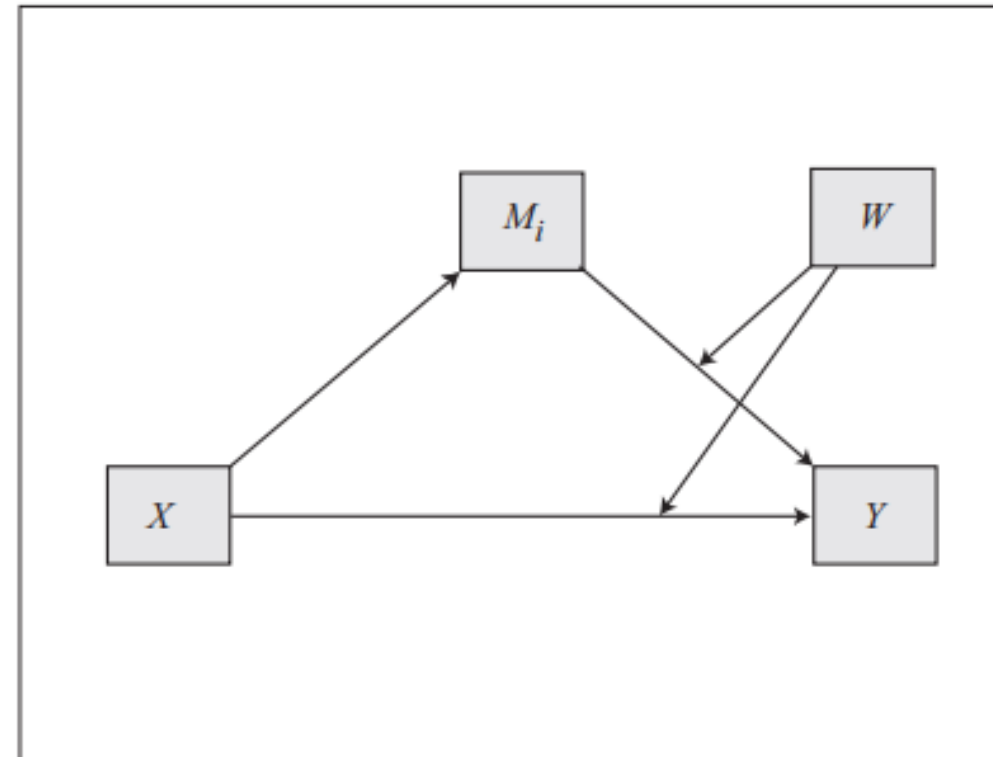
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Model 14



Model 15



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

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