Moderated Mediation in R

Model 8
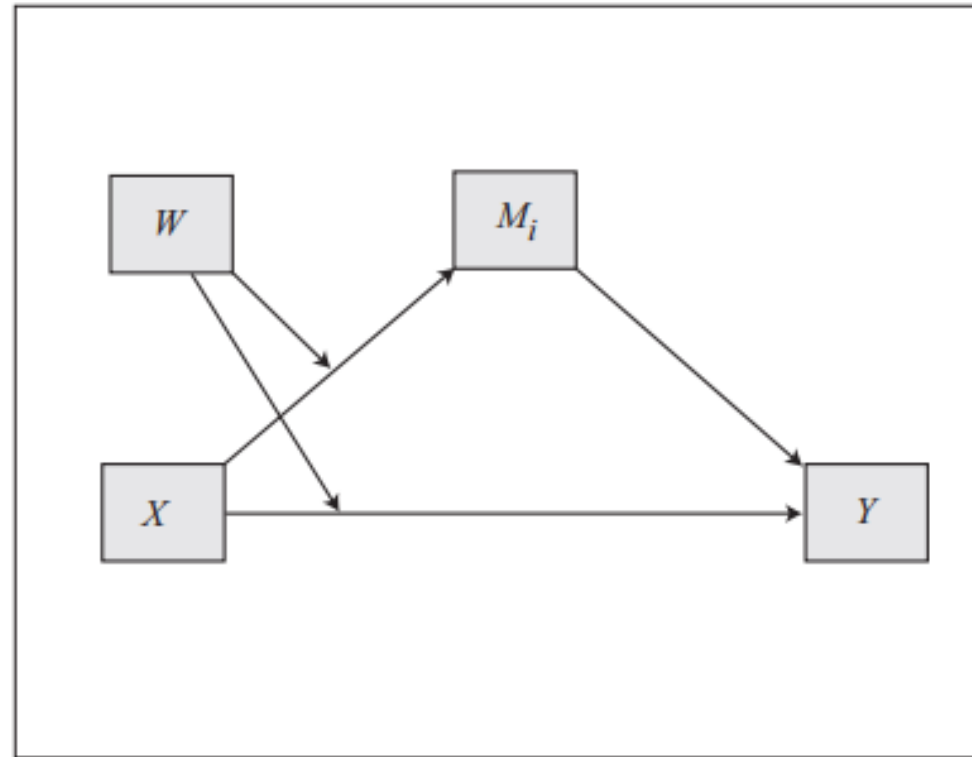
Content Overview

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

- Section 2:
    - Example of Moderated Mediation
    - Moderated Mediation in R

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

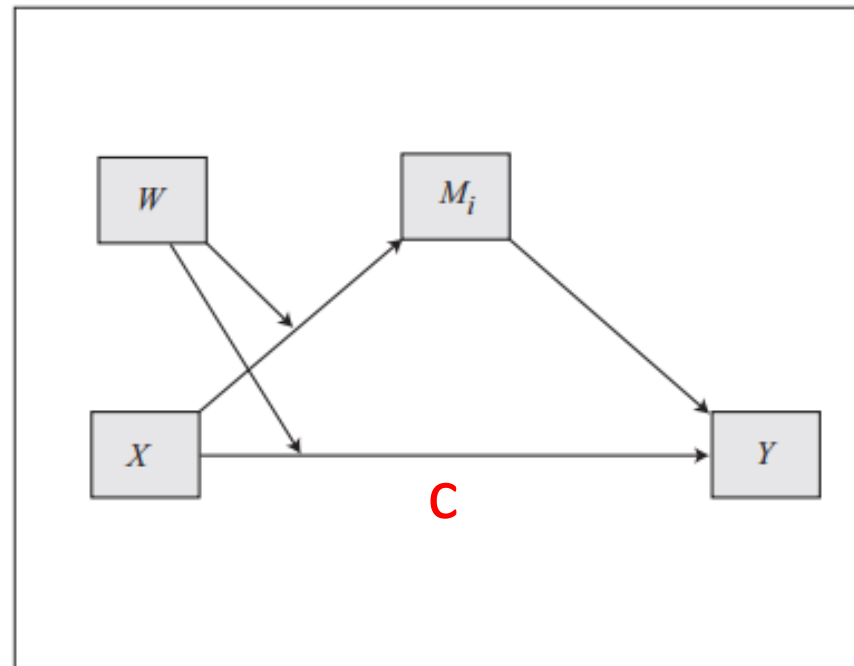# Conditions of Moderated Mediation (Model 8)

- (1) c path:

$$Y = b_0 + b_1 X + b_2 W + b_3 X * W$$
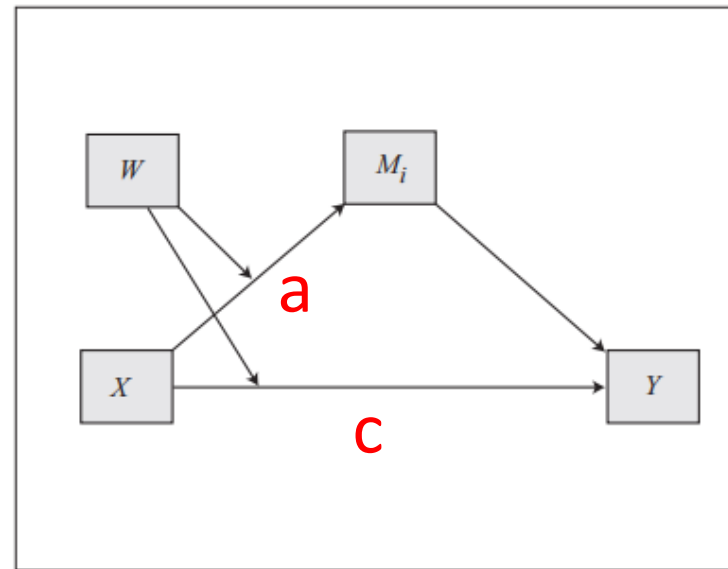
b_3 needs to be significant.

Model 8

Conditions of Moderated Mediation (Model 8)

- (2) <mark>a path:</mark>

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

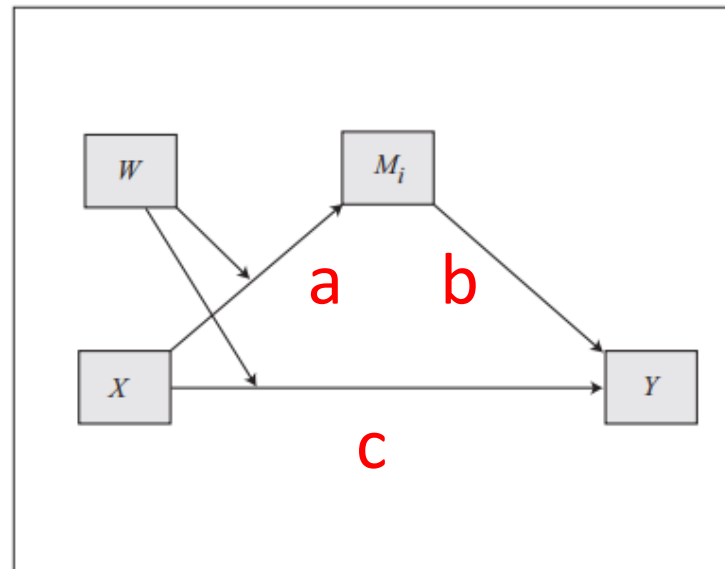b_3 needs to be significant.

Model 8

Conditions of Moderated Mediation (Model 8)

- (3) <mark>b path:</mark>

$$Y = b_0 + b_1 X + b_2 W + b_3 X * W + b_4 M$$

b_4 needs to be significant.

Model 8

- Section 2:
  - Data Example and Steps in R

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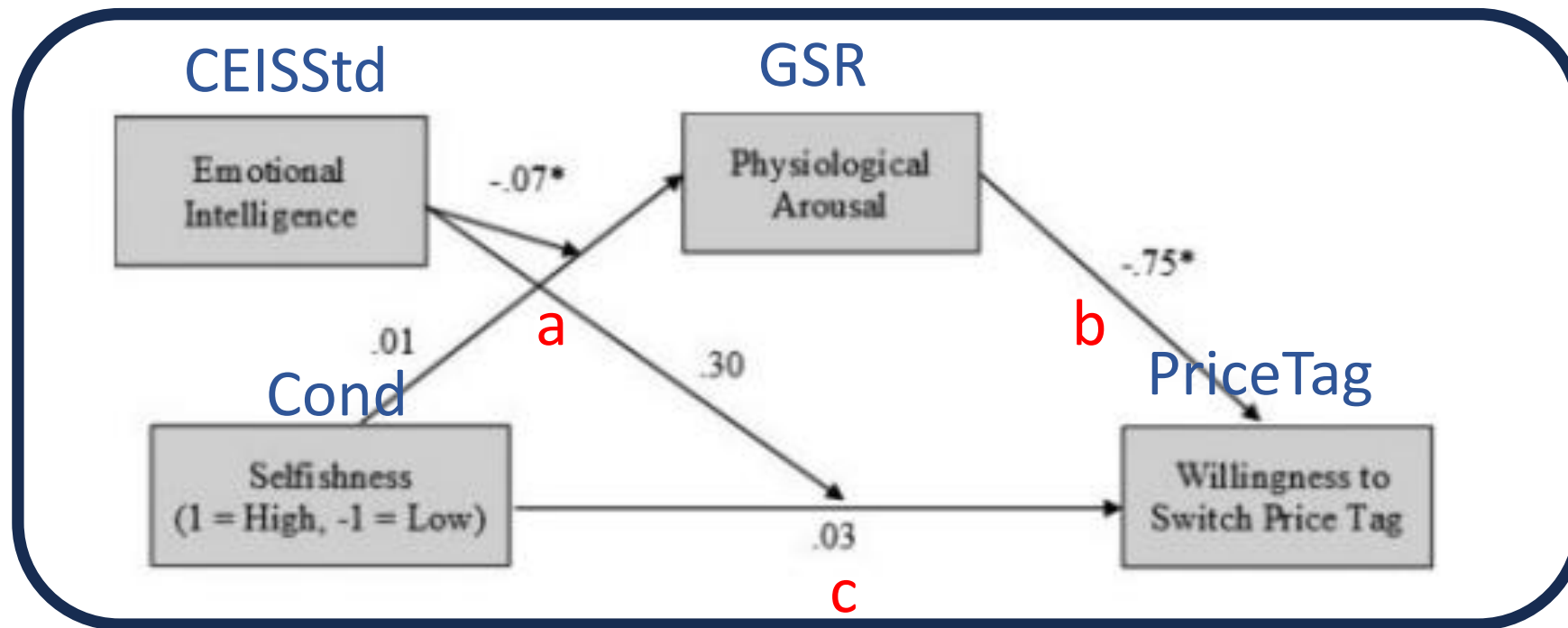
Paper:
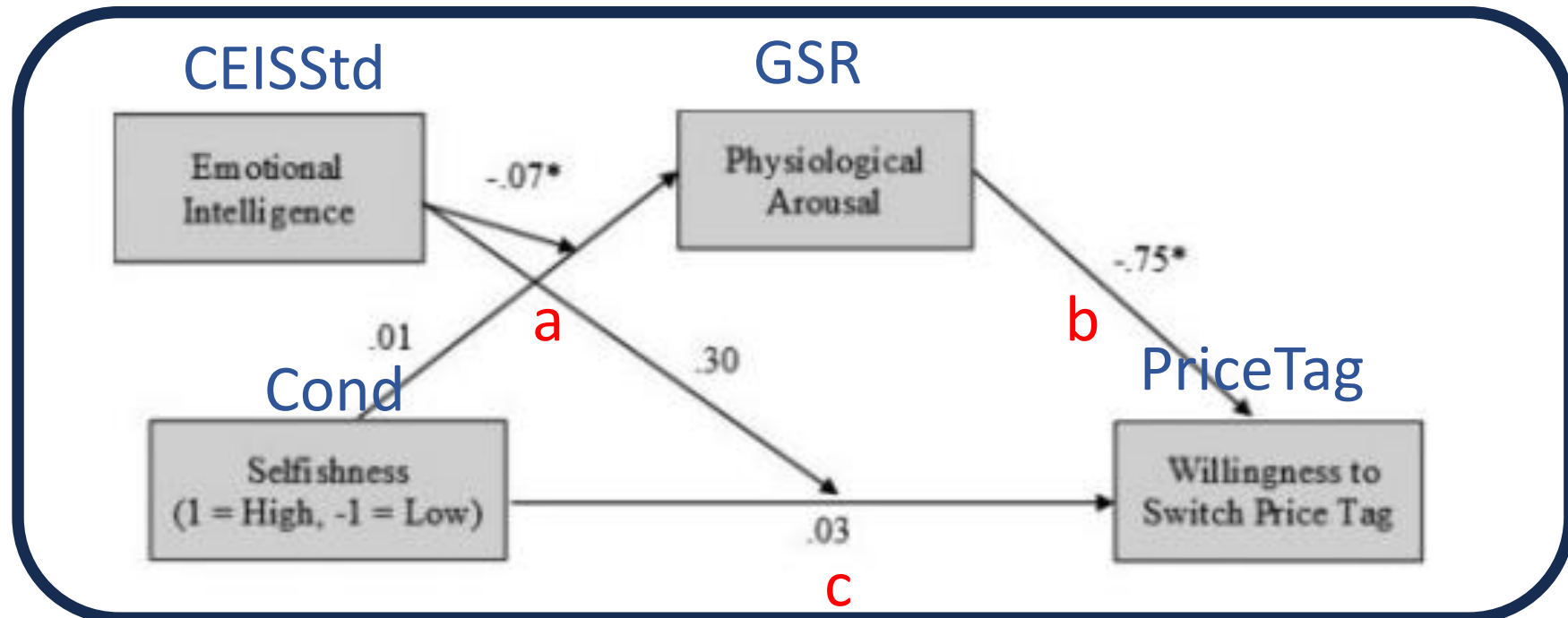# Intelligence and Selfishness Impact the Incidence of Consumer Fraud

- Selfishness: Cond

- Emotional Intelligence: CEISStd

- Physiological Arousal: GSR

- Willingness to Switch Price Tag: PriceTag

Other Types of Moderated Mediation
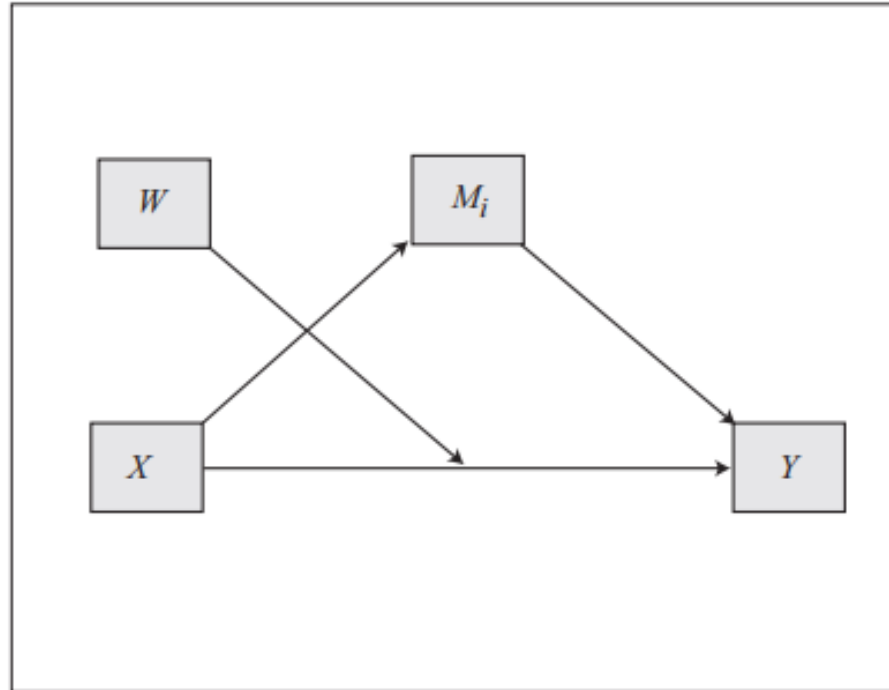
Model 5

Model 7
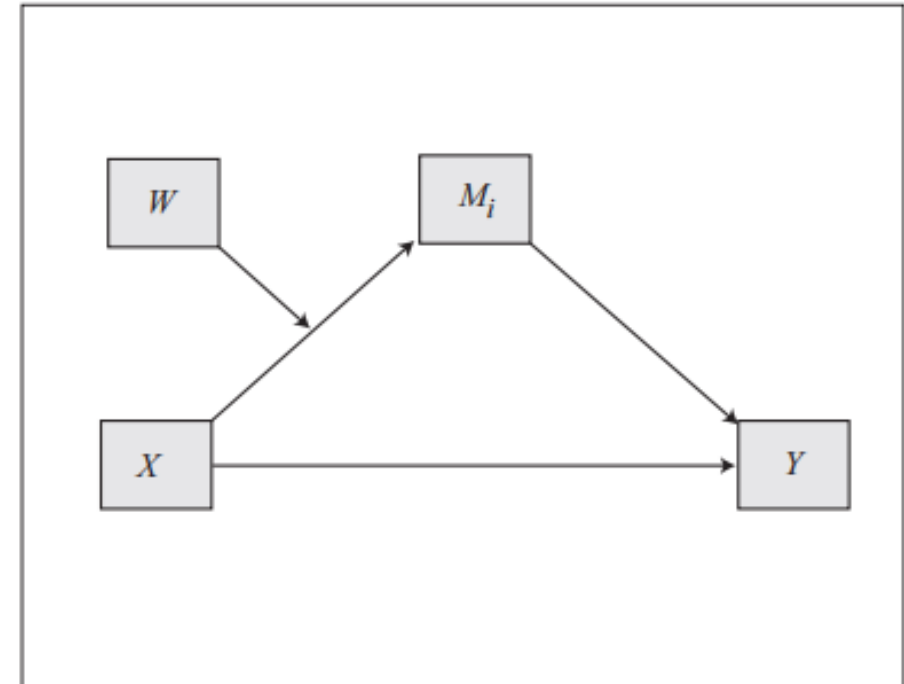
Reference: Andrew Hayes' book - Introduction to Mediation, Moderation, and Conditional Process Analysis
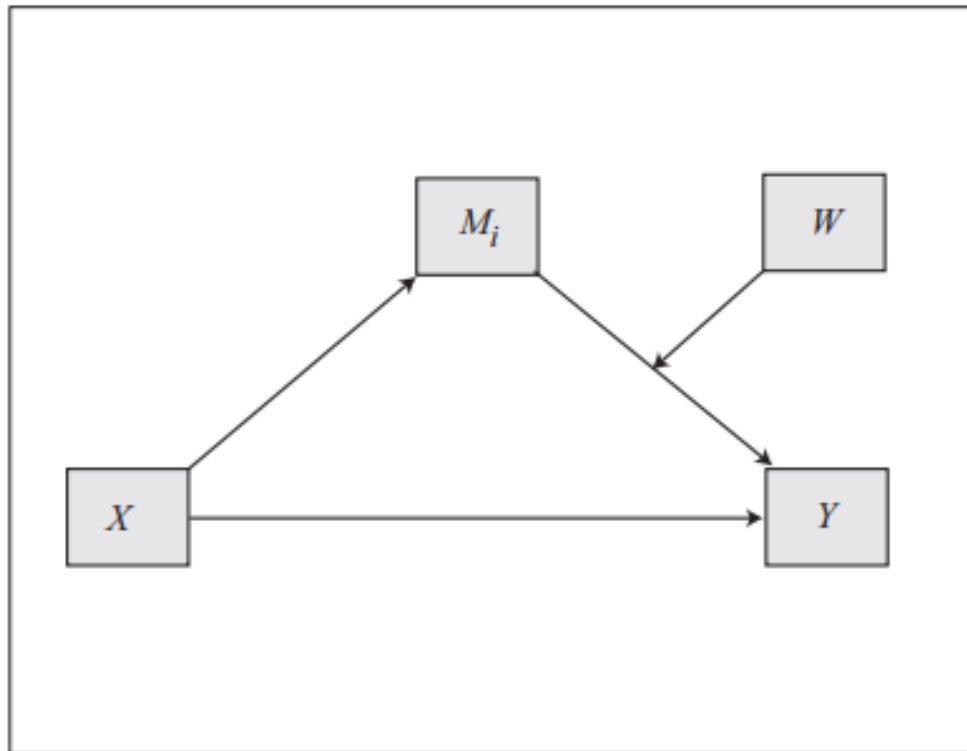
Model 14
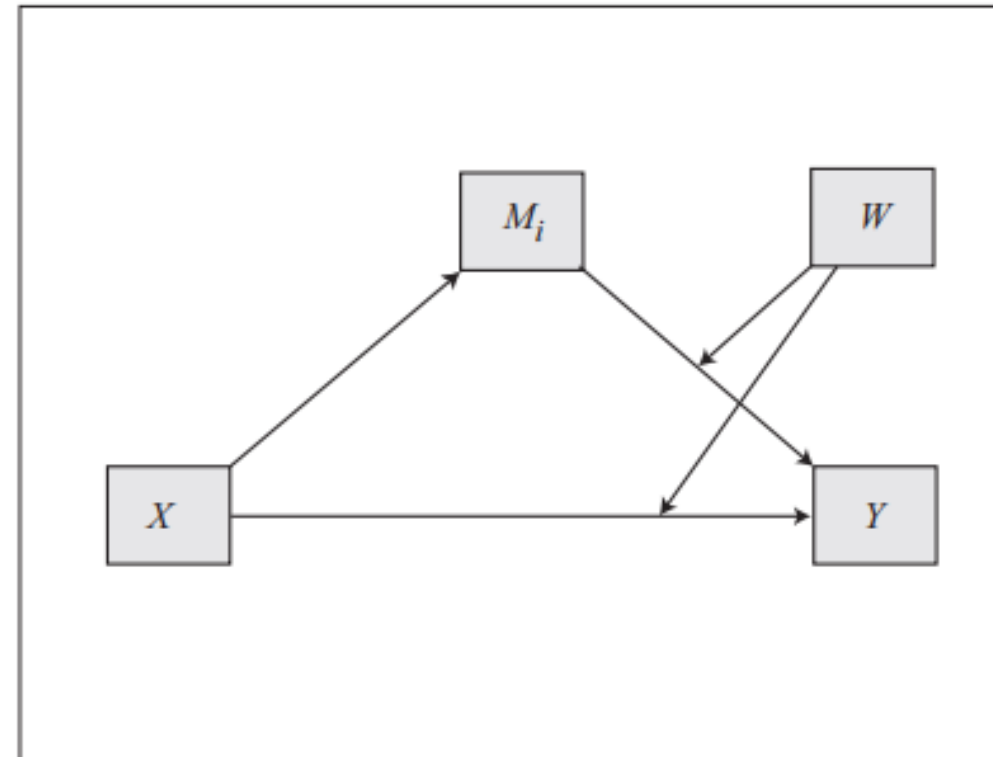
Model 15

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