

Title: Main tables appendix for “Does incentivization promote sharing “true” content online?”

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Note: The material contained herein is supplementary to the article named in the title and published in the Harvard Kennedy School (HKS) Misinformation Review.

## Appendix B: Main tables

*Table B1. Sample descriptives for financial and social incentive conditions.*

<i>Variable</i>	<i>Financial</i>		<i>Social</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
1. Gender	1.46	0.58	1.38	0.54
2. Age	26.4	6.26	31.08	91.27
3. Education	4.84	1.22	4.84	1.05
4. Religion	3.94	1.32	4.06	1.13
5. True posts shared	2.52	1.34	2.51	1.31
6. Plausible posts shared	2.52	1.36	2.4	1.36
7. False posts shared	1.1	1.4	1.25	1.46
8. Implausible posts shared	1.06	1.41	1.22	1.45
9. Wholesome posts shared	2.42	1.59	2.47	1.57
10. All true posts shared (true + plausible)	5.04	2.42	4.91	2.42
11. All false posts shared (false + implausible)	2.16	2.66	2.48	2.75
12. Happy reaction (true posts)	1.95	1.21	1.94	1.24
13. Happy reaction (false posts)	1.02	1.12	0.98	1.02
14. Happy reaction (plausible posts)	1.93	1.17	1.83	1.22
15. Happy reaction (implausible posts)	1.02	1.08	1.04	1.07
16. Happy reaction (wholesome posts)	2.44	1.4	2.5	1.38
17. Disgust reaction (true posts)	0.34	0.62	0.38	0.67
18. Disgust reaction (false posts)	0.61	0.83	0.75	0.89
19. Disgust reaction (plausible posts)	0.39	0.68	0.42	0.67
20. Disgust reaction (implausible posts)	0.63	0.79	0.7	0.92
21. Disgust reaction (wholesome posts)	0.14	0.4	0.13	0.38
22. Anger reaction (true posts)	0.56	0.85	0.53	0.8
23. Anger reaction (false posts)	0.95	1.25	0.9	1.21
24. Anger reaction (plausible posts)	0.54	0.76	0.53	0.75
25. Anger reaction (implausible posts)	0.93	1.23	0.93	1.25
26. Anger reaction (wholesome posts)	0.17	0.5	0.15	0.44
27. True posts 'read more'	1.1	1.53	0.87	1.42
28. False posts 'read more'	1.17	1.54	0.87	1.41
29. Plausible 'read more'	1.15	1.56	0.82	1.39
30. Implausible 'read more'	1.16	1.54	0.82	1.39
31. Wholesome 'read more'	1.15	1.55	0.86	1.42

*Note: Gender was coded 1 = man, 2 = woman, 3 = non-binary/trans. Religion was coded 1 = Atheism, 2 = Buddhism, 3 = Christianity, 4 = Hinduism, 5 = Islam, 6 = Jainism, 7 = Sikhism, 8 = Zoroastrianism, 10 = Self describe, 11 = Prefer not to disclose. Education was linearly measured.*

**Table B2 (part 1).** Sample descriptives and correlations for demographics, PI scales, posts shared, and read more (experimental).

<b>Variable</b>	<b>M</b>	<b>SD</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1. Gender	1.42	0.56						
2. Age	28.81	65.61	.21**					
3. Education	4.84	1.13	-0.01	0.02				
4. Political Ideology (PI)	120.94	34.85	-.26**	0.05	0.03			
5. PI Purity Subscale	49.63	16.23	-.21**	0.06	0	.94**		
6. PI Obedience Subscale	71.31	20.49	-.27**	0.04	0.06	.96**	.80**	
7. True posts shared	2.52	1.32	0.04	-0.02	-.08*	.22**	.28**	.14**
8. False posts shared	1.18	1.44	-0.01	0.06	-0.05	0.06	.16**	-0.03
9. Plausible posts shared	2.45	1.36	.07*	-0.02	-.08*	.19**	.27**	.12**
10. Implausible posts shared	1.14	1.43	0.02	0.06	-.08*	.08*	.18**	-0.01
11. Wholesome posts shared	2.44	1.58	.08*	0.02	-.10**	.12**	.21**	0.04
12. True posts 'read more'	0.99	1.48	.10**	-0.03	-0.06	-.41**	-.35**	-.43**
13. False posts 'read more'	1.02	1.48	.10**	-0.03	-0.06	-.39**	-.33**	-.41**
14. Plausible posts 'read more'	0.98	1.48	.13**	-0.03	-0.06	-.41**	-.34**	-.43**
15. Implausible posts 'read more'	0.98	1.47	.11**	-0.03	-0.05	-.42**	-.35**	-.43**
16. Wholesome posts 'read more'	1	1.49	.12**	-0.02	-0.04	-.40**	-.34**	-.42**

**Table B2 (part 2).** Sample descriptives and correlations for demographics, PI scales, posts shared, and read more (experimental).

<b>Variable</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
8. False posts shared	.37**								
9. Plausible posts shared	.62**	.35**							
10. Implausible posts shared	.41**	.78**	.40**						
11. Wholesome posts shared	.60**	.44**	.60**	.48*					
12. True posts 'read more'	-0.04	0.01	-.11**	-0.02	.09**				
13. False posts 'read more'	-0.06	0.05	-.10**	-0.02	.10**	.88**			
14. Plausible posts 'read more'	-.07*	0.03	-0.06	-0.02	.09**	.85**	.85**		
15. Implausible posts 'read more'	-.08*	0.01	-.10**	-0.03	.08*	.87**	.87**	.88**	
16. Wholesome posts 'read more'	-0.05	0	-.10**	-0.04	.12**	.89**	.86**	.87**	.88**

Note: M and SD are used to represent mean and standard deviation. \* indicates  $p < .05$ . \*\* indicates  $p < .01$ . Gender was coded 1 = man, 2 = woman, 3 = non-binary/trans. Education was linearly measured.

**Table B3 (part 1).** Sample descriptives and correlations for demographics, ME scale, and post reactions (experimental).

<i>Variable</i>	<i>M</i>	<i>SD</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1. Gender	1.34	0.51						
2. Age	26.67	5.43	-0.05					
3. Education	4.98	0.93	0.07	.30**				
4. Positive Moral Emotions	15.29	4.29	-0.05	0.03	0.07			
5. Negative Moral Emotions	23.4	11.76	-0.04	0.06	.09*	.65**		
6. Total Moral Emotions	38.7	14.9	-0.05	0.06	.09*	.80**	.98**	
7. Happy reaction (true posts)	2.09	1.18	0	0	0.03	.23**	.27**	.28**
8. Angry reaction (true posts)	0.6	0.88	-0.01	-0.05	-0.07	.12**	.10**	.12**
9. Disgust reaction (true posts)	0.36	0.63	0.01	0.07	0.06	-.16**	-.11**	-.13**
10. Happy reaction (false posts)	1.02	1.04	0.02	.09*	0.01	-.18**	-.23**	-.23**
11. Angry reaction (false posts)	1.1	1.34	0.05	-.13**	-0.02	.44**	.50**	.52**
12. Disgust reaction (false posts)	0.8	0.9	-.11**	0.08	0.02	0.01	0.01	0.01
13. Happy reaction (plausible posts)	1.97	1.17	0.01	0.04	-0.02	.28**	.32**	.34**
14. Angry reaction (plausible posts)	0.57	0.78	-0.01	-0.02	0	.19**	.18**	.19**
15. Disgust reaction (plausible posts)	0.44	0.71	-.08*	0.05	0.01	-.12**	-.13**	-.14**
16. Happy reaction (implausible posts)	1.06	1.06	-0.01	.11**	0.01	-.10*	-.20**	-.19**
17. Angry reaction (implausible posts)	1.08	1.34	0.04	-.10*	-0.03	.42**	.48**	.50**
18. Disgust reaction (implausible posts)	0.77	0.92	-0.06	0.04	0.06	0	0.02	0.01
19. Happy reaction (wholesome posts)	2.56	1.32	0	-0.07	-.11**	-0.06	-.16**	-.14**
20. Angry reaction (wholesome posts)	0.19	0.51	-0.01	0.08	0.01	0.03	0.07	0.06
21. Disgust reaction (wholesome posts)	0.15	0.41	-.09*	0.03	-0.01	-0.01	0	-0.01

**Table B3 (part 2).** Sample descriptives and correlations for demographics, ME scale, and post reactions (experimental).

<b>Variable</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
8. Angry reaction (true posts)	-.32**								
9. Disgust reaction (true posts)	-.19**	-.18**							
10. Happy reaction (false posts)	.15**	0.01	.11**						
11. Angry reaction (false posts)	.14**	.38**	-.23**	-.38**					
12. Disgust reaction (false posts)	.09*	-.08*	.24**	-.18**	-.32**				
13. Happy reaction (plausible posts)	.36**	.10**	0.03	.13**	.18**	.09*			
14. Angry reaction (plausible posts)	.08*	.32**	-0.07	-0.02	.43**	-.10*	-.18**		
15. Disgust reaction (plausible posts)	0.02	-.09*	.33**	.19**	-.20**	.18**	-.25**	-.15**	
16. Happy reaction (implausible posts)	.16**	0.02	.10*	.38**	-.27**	.16**	.23**	-0.04	0.05
17. Angry reaction (implausible posts)	.14**	.40**	-.20**	-.21**	.72**	-.14**	.19**	.45**	-.15**
18. Disgust reaction (implausible posts)	0.05	-.11**	.28**	0.04	-.12**	.29**	0.03	-.12**	.30**
19. Happy reaction (wholesome posts)	.21**	0.04	0.06	.23**	-0.02	0.03	.23**	0.03	.10**
20. Angry reaction (wholesome posts)	-0.02	.32**	-0.03	.10*	.18**	-0.07	0.05	.29**	-0.03
21. Disgust reaction (wholesome posts)	-0.02	-0.02	.17**	0.05	-.10*	.15**	0	-0.02	.16**

**Table B3 (part 3).** Sample descriptives and correlations for demographics, ME scale, and post reactions (experimental).

<b>Variable</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
17. Angry reaction (implausible posts)	-.39**				
18. Disgust reaction (implausible posts)	-.17**	-.24**			
19. Happy reaction (wholesome posts)	.26**	0.02	0.03		
20. Angry reaction (wholesome posts)	.12**	.20**	-.13**	-.25**	
21. Disgust reaction (wholesome posts)	.09*	-.12**	.16**	-.22**	0.06

Note: *M* and *SD* are used to represent mean and standard deviation. \* indicates  $p < .05$ . \*\* indicates  $p < .01$ . Gender was coded 1 = man, 2 = woman, 3 = non-binary/trans. Education was linearly measured.