

Title: Supplementary 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 D: Supplementary tables

Table D1. Descriptives for post-task questions.

Post-Task Question	<i>M</i>	<i>SD</i>
Engagement		
How many times did you minimize the tab over the study?	3.19	2.15
How often did you contemplate the message?	5.73	1.45
How often did you lose track of time?	4.09	2.13
How emotionally engaged were you with the task?	5.7	1.49
How often did you think about the consequences to you if the message were true?	5.6	1.53
How often did you think about the consequences to your friends and family if the message were true?	5.51	1.57
How often did you think about the consequences to others in the country, if the message were true?	5.55	1.53
How often did you think about the consequences to others in the world, if the message were true?	5.64	1.46
How often did you think about the consequences to the people you dislike/hate if the message were true?	5.22	1.77
To what extent did you enjoy participating in the tasks?	6.28	1.09
To what extent did you like the messages shown to you?	5.77	1.32
To what extent were you familiar with the messages shown to you?	5.56	1.4
Would you want to participate in such a study again?	6.54	0.93
Social Condition		
To what extent did you understand how you gained likes?	5.92	1.28
To what extent did you understand how you lost likes?	5.68	1.5
To what extent were you thinking about likes while sharing the messages?	5.55	1.59
To what extent were you paying attention to your dashboard while sharing the messages?	5.8	1.42
Financial Condition		
To what extent did you understand how you gained money?	5.39	1.76
To what extent did you understand how you lost money?	5.15	1.94
To what extent were you thinking about money while sharing the messages?	4.86	2.05
To what extent were you paying attention to your dashboard while sharing the messages?	5.5	1.72

Note: Responses to engagement-related post task questions ranged from 1 = “Not at all” to 7 = “All the time.” Responses to incentive-related (social and financial) post task questions ranged from 1 = “Not at all” to 7 = “Perfectly well.”

Table D2. T tests to check demographic distribution across financial and social condition.

Variable	Social		Financial
	M	SD	t-stat
Age	31.14	26.4	1.115
Education	4.86	4.84	0.256
household size	4.4	4.37	0.39
	M	SD	z-stat
gender==Man	0.643	0.576	2.056
gender==Woman	0.344	0.399	-1.697
gender==Non-binary	0.013	0.025	-1.345
Unmarried	0.639	0.63	0.285
Unemployed	0.047	0.066	-1.212
Employed	0.659	0.58	2.429
Student	0.234	0.299	-2.229
Homemaker	0.058	0.05	0.536
religion==Atheism	0.037	0.078	-2.666
religion==Buddhism	0.024	0.021	0.321
Christianity	0.035	0.032	0.209
religion==Hinduism	0.798	0.79	0.277
religion==Islam	0.074	0.046	1.746
religion==Sikhism	0.017	0.014	0.429
religion==Jainism	0.015	0.018	-0.374
Upper caste	0.79	0.773	0.599
Metropolitan	0.337	0.32	0.527
Urban	0.399	0.4	-0.026
Semi-Urban	0.208	0.211	-0.119
Rural	0.056	0.068	-0.774

Note: Caste was collapsed into upper and lower. Marital status was also collapsed into married and unmarried. M and SD are used to represent mean and standard deviation.

Table D3 (part 1). Sample descriptives and correlations for demographics, PI scales, posts shared, and read more (baseline).

Variable	M	SD	1	2	3	4	5	6	7	8	9
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	0.55	0.5	0.01	0.03	-.07*	.09**	.13**	0.04			
8. False posts shared	0.29	0.45	0	0.05	-0.06	-0.01	0.06	-.07*	.26**		
9. Plausible posts shared	0.49	0.5	-0.05	0.03	-0.04	.17**	.19**	.13**	.25**	.19**	
10. Implausible posts shared	0.3	0.46	-0.02	0.05	-.11**	0.03	.09**	-0.03	.21**	.42**	.21**
11. Wholesome posts shared	0.59	0.49	-0.03	0.02	-.11**	0.06	.11**	0.01	.26**	.27**	.22**
12. True posts 'read more'	0.33	0.47	.11**	-0.04	-.11**	-.35**	-.31**	-.36**	0.01	0.06	-.08*
13. False posts 'read more'	0.32	0.47	.09**	-0.03	-0.05	-.31**	-.26**	-.32**	-0.01	0.05	-.09**
14. Plausible posts 'read more'	0.31	0.46	.09**	-0.03	-.08*	-.34**	-.29**	-.34**	-0.02	0.02	-0.04
15. Implausible posts 'read more'	0.32	0.47	.08*	-0.03	-0.03	-.36**	-.31**	-.36**	0.01	0.06	-0.05
16. Wholesome posts 'read more'	0.34	0.47	.10**	0.04	-0.02	-.36**	-.31**	-.37**	-0.05	0.05	-.07*

Table D3 (part 2). Sample descriptives and correlations for demographics, PI scales, posts shared, and read more (baseline).

Variable	10	11	12	13	14	15
11. Wholesome posts shared	.29**					
12. True posts 'read more'	0.04	.13**				
13. False posts 'read more'	0.03	.13**	.69**			
14. Plausible posts 'read more'	0.06	.12**	.68**	.66**		
15. Implausible posts 'read more'	.10**	.15**	.68**	.72**	.69**	
16. Wholesome posts 'read more'	0.05	.17**	.69**	.69**	.68**	.70**

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 D4 (part 1). Sample descriptives and correlations for demographics, ME scale, and post reactions (baseline).

15. Disgust reaction (plausible posts)	0.12	0.33	-0.01	0.03	-0.01	-0.03	-0.07	-0.07
16. Happy reaction (implausible posts)	0.3	0.46	-0.04	0.04	0.01	-0.04	-.13**	-.11**
17. Angry reaction (implausible posts)	0.26	0.44	0	-0.04	-0.03	.31**	.28**	.31**
18. Disgust reaction (implausible posts)	0.22	0.42	0.03	-0.03	0.01	0.01	0.02	0.02
19. Happy reaction (wholesome posts)	0.73	0.45	-0.03	-0.07	-0.06	-0.05	-0.07	-0.07
20. Angry reaction (wholesome posts)	0.06	0.24	0.01	0	-0.01	.16**	.11**	.13**
21. Disgust reaction (wholesome posts)	0.04	0.19	-0.01	0.01	0	-0.01	-0.03	-0.03

Table D4 (part 2). Sample descriptives and correlations for demographics, ME scale, and post reactions (baseline).

Variable	7	8	9	10	11	12	13	14	15
8. Angry reaction (true posts)	-.49**								
9. Disgust reaction (true posts)	-.40**	-.19**							
10. Happy reaction (false posts)	0	0.01	0.02						
11. Angry reaction (false posts)	0.02	.25**	-.10**	-.09*					
12. Disgust reaction (false posts)	-0.02	0.02	.09*	-.38**	-0.02				
13. Happy reaction (plausible posts)	.10*	-0.02	-0.02	.09*	0.05	-0.07			
14. Angry reaction (plausible posts)	0.02	.17**	-.09*	-0.04	.24**	0.04	-.47**		
15. Disgust reaction (plausible posts)	-0.03	-0.03	.12**	-0.02	-.12**	.11**	-.36**	-.18**	
16. Happy reaction (implausible posts)	0.06	0	0.07	.09*	-.09*	0.05	.10**	0.04	0
17. Angry reaction (implausible posts)	0.01	.12**	-0.07	-0.06	.41**	0.02	-0.04	.18**	-0.02
18. Disgust reaction (implausible posts)	0	-0.03	.09*	0	-0.05	0.05	-0.01	-0.01	.09*
19. Happy reaction (wholesome posts)	0.01	.09*	-0.02	0.05	0.04	0.02	0.05	0.02	0
20. Angry reaction (wholesome posts)	0.06	0.03	-0.04	-0.04	.17**	-0.06	0.01	0.07	-0.01
21. Disgust reaction (wholesome posts)	0.02	-0.05	0.02	0.05	-0.06	0.03	0.01	-0.01	0.03

Table D4 (part 3). Sample descriptives and correlations for demographics, ME scale, and post reactions (baseline).

Variable	16	17	18	19	20
17. Angry reaction (implausible posts)	-.38**				
18. Disgust reaction (implausible posts)	-.35**	-.31**			
19. Happy reaction (wholesome posts)	0.01	-0.03	-0.02		
20. Angry reaction (wholesome posts)	-0.02	.19**	-0.05	-.41**	
21. Disgust reaction (wholesome posts)	.09*	-0.04	-0.02	-.32**	-0.05

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 D5. Sample descriptives for Financial and Social incentive condition (baseline).

Variable	Financial		Social	
	M	SD	M	SD
1. Gender	1.46	0.58	1.46	0.58
2. Age	26.4	6.26	26.4	6.26
3. Education	4.84	1.22	4.84	1.22
4. Religion	3.94	1.32	3.94	1.32
5. True posts shared	0.54	0.5	0.54	0.5
6. Plausible posts shared	0.51	0.5	0.51	0.5
7. False posts shared	0.29	0.45	0.29	0.45
8. Implausible posts shared	0.31	0.46	0.31	0.46
9. Wholesome posts shared	0.58	0.49	0.58	0.49
10. All true posts shared (true + plausible)	1.05	0.78	1.05	0.78
11. All false posts shared (false + implausible)	0.6	0.76	0.6	0.76
12. Happy reaction (true posts)	0.47	0.5	0.47	0.5
13. Happy reaction (false posts)	0.3	0.46	0.3	0.46
14. Happy reaction (plausible posts)	0.48	0.5	0.48	0.5
15. Happy reaction (implausible posts)	0.29	0.45	0.29	0.45
16. Happy reaction (wholesome posts)	0.71	0.46	0.71	0.46
17. Disgust reaction (true posts)	0.12	0.33	0.12	0.33
18. Disgust reaction (false posts)	0.22	0.41	0.22	0.41
19. Disgust reaction (plausible posts)	0.09	0.28	0.09	0.28
20. Disgust reaction (implausible posts)	0.17	0.38	0.17	0.38
21. Disgust reaction (wholesome posts)	0.04	0.19	0.04	0.19
22. Anger reaction (true posts)	0.2	0.4	0.2	0.4
23. Anger reaction (false posts)	0.24	0.43	0.24	0.43
24. Anger reaction (plausible posts)	0.18	0.39	0.18	0.39
25. Anger reaction (implausible posts)	0.24	0.43	0.24	0.43
26. Anger reaction (wholesome posts)	0.04	0.2	0.04	0.2
27. True posts 'read more'	0.36	0.48	0.36	0.48
28. False posts 'read more'	0.34	0.48	0.34	0.48
29. Plausible 'read more'	0.35	0.48	0.35	0.48
30. Implausible 'read more'	0.35	0.48	0.35	0.48
31. Wholesome 'read more'	0.36	0.48	0.36	0.48

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. 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 D6. Factorial analysis of variance for posts shared.

Source	df	Partial SS	MS	F
Model	18	823	45.72	214.89**
Gender	2	6.59	3.3	15.49**
Age	1	19.77	19.77	92.92**
Education	1	5.65	5.65	26.57**
Religion	6	21.72	3.62	17.01**
Pi_purity	1	210.55	210.55	989.53**
Pi_obedience	1	67.6	67.6	317.7**
Posts 'read more'	1	13.02	13.02	61.17**
Incentive	1	0.03	0.03	0.14
Type of post	4	522.68	130.67	614.13**
Total	22,299	5563.79	0.25	

Note: *df* indicates degrees of freedom, *Partial SS* indicates partial sum of squares, *MS* indicates mean squares. * indicates $p < .05$. ** indicates $p < .01$.

Table D7. Factorial analysis of variance for post reaction (happy).

Source	df	Partial SS	MS	F
Model	18	508.47	28.25	127.38**
Gender	2	1.91	0.95	4.3*
Age	1	0.002	0.002	0.01
Education	1	0.0001	0.0001	0
Religion	6	10.18	1.7	7.65**
Pi_purity	1	0.02	0.02	0.08
Pi_obedience	1	10.62	10.62	47.89**
Posts 'read more'	1	12.78	12.78	57.63**
Incentive	1	0.04	0.04	0.17
Type of post	4	451.28	112.82	508.73
Total	22,299	5449.64	0.24	

Note: *df* indicates degrees of freedom, *Partial SS* indicates partial sum of squares, *MS* indicates mean squares. * indicates $p < .05$. ** indicates $p < .01$.

Table D8. Factorial analysis of variance for post reaction (disgust).

Source	df	Partial SS	MS	F
Model	18	85.48	4.75	47.05**
Gender	2	1.11	0.55	5.48**
Age	1	0.06	0.06	0.55
Education	1	0.35	0.35	3.51
Religion	6	1.18	0.2	1.95
Pi_purity	1	6.11	6.11	60.57**
Pi_obedience	1	9.2	9.2	91.19**
Posts 'read more'	1	0.64	0.64	6.32*
Incentive	1	0.85	0.85	8.46**
Type of post	4	64.64	16.16	160.11**
Total	22,299	2334.33	0.1	

Note: *df* indicates degrees of freedom, *Partial SS* indicates partial sum of squares, *MS* indicates mean squares. * indicates $p < .05$. ** indicates $p < .01$.

Table D9. Factorial analysis of variance for post reaction (anger).

Source	df	Partial SS	MS	F
Model	18	212.7	11.82	95.85**
Gender	2	0.53	0.27	2.17
Age	1	4.07	4.07	33.01**
Education	1	0.42	0.42	3.42
Religion	6	7.25	1.21	9.81**
Pi_purity	1	27.3	27.3	221.41**
Pi_obedience	1	1.03	1.03	8.39**
Posts 'read more'	1	2.49	2.49	20.22**
Incentive	1	0.95	0.95	7.74**
Type of post	4	111.26	27.82	225.63**
Total	22,299	2959.58	0.12	

Note: *df* indicates degrees of freedom, *Partial SS* indicates partial sum of squares, *MS* indicates mean squares. * indicates $p < .05$. ** indicates $p < .01$.