

Title: Pairwise comparisons and OLS regression models appendix for “Journalistic interventions matter: Understanding how Americans perceive fact-checking labels”

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Date: April 11th, 2024

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 A: Pairwise comparisons and OLS regression models

Table 1. Means of perceived effectiveness of labels across parties.

Label Type	Party ID	Mean	SD	N
Algorithm ^{1,3}	Democrat	4.42 ^a	1.21	403
	Republican	3.65 ^b	1.49	296
	Independent	3.87 ^b	1.21	304
	Total	4.02	1.34	1,003
News media ^{2,3}	Democrat	4.53 ^a	1.26	403
	Republican	3.72 ^b	1.49	296
	Independent	3.96 ^b	1.22	304
	Total	4.12	1.37	1,003
Fact checker ²	Democrat	4.64 ^a	1.23	403
	Republican	3.76 ^b	1.48	296
	Independent	4.17 ^c	1.23	304
	Total	4.24	1.36	1,003
Other user ^{1,4}	Democrat	4.19 ^a	1.34	403
	Republican	3.55 ^b	1.48	296
	Independent	3.81 ^b	1.27	304
	Total	3.88	1.39	1,003

Note: Different superscripts indicate significant differences between two types of labels in pairwise comparisons while the same superscript indicates an insignificant difference between them.

Table 2. OLS regression models predicting perceived efficacy of fact-checking labels.

	Algorithm		News media		Fact checker		User	
	Model 1a	Model 1b	Model 2a	Model 2b	Model 3a	Model 3b	Model 4a	Model 4b
Constant	2.30(.24) ***	3.01(.30) ***	2.21(.24) ***	2.91(.28) ***	2.60(.26) ***	3.24(.30) ***	1.99(.25) ***	2.46(.31) ***
Age	.00(.00)	-.00(.00)	.00(.00)	.00(.00)	.00(.00)	.00(.00)	.00(.00)	.00(.00)
Republican	-.18(.10) †	-.21(.10) ‡	-.16(.10)	-.17(.10) †	-.45(.10) ***	-.46(.10) ***	-.11(.10)	-.13(.10)
Independent	-.18(.10) †	-.18(.10) †	-.16(.10)	-.16(.10) †	-.16(.10)	-.16(.10)	-.08(.10)	-.08(.10)
Education	-.02(.06)	-.02(.06)	-.04(.06)	-.05(.06)	-.04(.06)	-.05(.06)	-.11(.06) ‡	-.12(.06) ‡
Income	.01(.03)	-.01(.03)	-.00(.03)	-.01(.03)	.03(.03)	.02(.03)	.01(.03)	.01(.03)
News media trust	.20(.03) ***	.19(.03) ***	.29(.03) ***	.11(.05) ‡	.20(.03) ***	.04(.05)	.14(.03) ***	.13(.03) ***
Social media attitude	.18(.03) ***	.03(.05)	.18(.03) ***	.18(.03) ***	.17(.03) ***	.17(.03) ***	.21(.03) ***	.12(.05) ‡
Social media use	.07(.04) †	.05(.04)	.07(.04)	.02(.04)	.03(.04)	-.01(.04)	.09(.04)*	.08(.04) †
Algorithm reliance	.06(.03) ‡	.06(.03) ‡	.02(.03)	.02(.03)	.00(.03)	.00(.03)	.13(.03) ***	.13(.03) ***
Prior exposure to fact-checking labels	.03(.02)	-.17(.05) ***	.01(.02)	-.15(.04) ***	.05(.02) ‡	-.10(.04) ‡	.03(.02)	-.09(.05) †
Social media attitude X Prior exposure to fact-checking labels		.05(.01) ***						.03(.01) ‡
News media trust X Prior exposure to fact-checking labels				.05(.01) ***		.05(.01) ***		
R^2	.28	.29	.30	.32	.22	.23	.29	.29
Adjusted R^2	.27	.28	.29	.31	.21	.22	.28	.28
N	927							

Note: Unstandardized coefficients with standard errors in parentheses are reported. People who chose "not sure" (n = 76) in prior exposure to fact-checking labels were excluded from regression models.

+p < 0.1, *p < 0.05, **p < 0.01 *** p < 0.001.

Table 3. OLS regression models predicting perceived efficacy of fact-checking labels divided by Democrats and Republicans.

	Algorithm	News media	Fact checker	User
Democrats				
Constant	2.08(.33)***	2.01(.35)***	2.67(.36)***	2.20(.36)***
Age	.01(.00)	.01(.00)	.00(.00)	.00(.00)
Education	-.01(.09)	-.02(.09)	-.04(.09)	-.20(.09)*
Income	.05(.04)	.00(.04)	.06(.04)	.02(.04)
News media trust	.13(.04)***	.23(.04)***	.15(.05)***	.10(.05)**
Social media attitude	.20(.05)***	.20(.05)***	.20(.05)***	.19(.05)***
Social media use	.08(.06)	.10(.06)	.02(.06)	.14(.06)*
Algorithm reliance	.04(.04)	-.07(.04)	-.07(.05)	.12(.05)**
Prior exposure to fact-checking labels	.09(.03)**	.10(.04)**	.11(.04)***	.06(.04)
<i>R</i> ²	.26	.26	.17	.31
Adjusted <i>R</i> ²	.25	.25	.15	.30
<i>N</i>			373	
Republicans				
Constant	2.33(.48)***	2.33(.49)***	1.97(.51)***	1.93(.50)***
Age	.00(.01)	.00(.01)	.01(.01)	.00(.01)
Education	-.02(.12)	-.05(.12)	-.03(.12)	-.10(.12)
Income	-.01(.06)	-.03(.06)	.03(.06)	.03(.06)
News media trust	.19(.06)***	.25(.06)***	.14(.07)*	.10(.07)
Social media attitude	.21(.07)***	.14(.07)*	.20(.07)***	.24(.07)***
Social media use	.03(.09)	.03(.09)	.07(.10)	.07(.10)
Algorithm reliance	.09(.06)	.12(.06) [†]	.08(.07)	.09(.06)
Prior exposure to fact-checking labels	-.01(.04)	.00(.04)	.00(.05)	.03(.05)
<i>R</i> ²	.22	.23	.16	.18
Adjusted <i>R</i> ²	.20	.21	.13	.16
<i>N</i>			275	

Note: Unstandardized coefficients with standard errors in parentheses are reported.

[†]*p* < 0.1, **p* < 0.05, ***p* < 0.01 *** *p* < 0.001.