

## Appendix F: Regression results where we treated pseudoscientific content and censorship accusations as independent manipulation factors

Table F1 reports the main and interaction effects of pseudoscientific content and censorship accusation factors across all outcome variables in the main text. These models exclude the control condition, as the factorial regression framework does not accommodate a group that cannot be assigned to a level of either manipulation factor. For comparisons involving the control condition, see the post-hoc pairwise analyses reported in the main text.

Model 1 in Table F1 below includes two dummy-coded predictors: pseudoscientific content (1 = pseudoscientific, 0 = non-pseudoscientific) and censorship accusation (1 = censorship present, 0 = absent), and controls for the topics (GMO and vaccines). Model 2 adds the two-way interaction term between these two factors. Reported coefficients (*b*) are unstandardized. Partial  $\eta^2$  is estimated from the regression model.

**Table F1.** Regression results: main and interaction effects of pseudoscientific content and censorship accusations across outcome variables.

| Outcomes                 | Model                      | Predictor term                        | <i>b</i> | <i>SE</i> | <i>t</i> | <i>p</i> | Partial $\eta^2$ | Adj. $R^2$ |
|--------------------------|----------------------------|---------------------------------------|----------|-----------|----------|----------|------------------|------------|
| Perceived credibility    | Model 1                    | Pseudoscientific content              | 0.074    | 0.018     | 4.201    | <0.001   | 0.022            | 0.028      |
|                          |                            | Censorship accusation                 | -0.043   | 0.018     | -2.447   | 0.015    | 0.008            |            |
|                          | Model 2 (with interaction) | Pseudoscientific content              | 0.09     | 0.025     | 3.616    | <0.001   | 0.016            | 0.028      |
|                          |                            | Censorship accusation                 | -0.028   | 0.025     | -1.124   | 0.262    | 0.002            |            |
|                          |                            | Pseudoscientific content × Censorship | -0.031   | 0.035     | -0.891   | 0.373    | 0.001            |            |
| Vaccine risk perceptions | Model 1                    | Pseudoscientific content              | 0.022    | 0.029     | 0.772    | 0.441    | 0.002            | 0.001      |
|                          |                            | Censorship accusation                 | -0.041   | 0.029     | -1.416   | 0.157    | 0.005            |            |
|                          | Model 2 (with interaction) | Pseudoscientific content              | 0.055    | 0.041     | 1.335    | 0.183    | 0.005            | 0.002      |
|                          |                            | Censorship accusation                 | -0.01    | 0.04      | -0.243   | 0.808    | <0.001           |            |

| Outcomes                              | Model                      | Predictor term                        | <i>b</i>                 | <i>SE</i> | <i>t</i> | <i>p</i> | Partial $\eta^2$ | Adj. $R^2$ |
|---------------------------------------|----------------------------|---------------------------------------|--------------------------|-----------|----------|----------|------------------|------------|
| Vaccination intention                 | Model 1                    | Pseudoscientific content × Censorship | -0.065                   | 0.058     | -1.116   | 0.265    | 0.003            | -          |
|                                       |                            | Pseudoscientific content              | -0.025                   | 0.032     | -0.768   | 0.443    | 0.001            |            |
|                                       |                            | Censorship accusation                 | 0.034                    | 0.032     | 1.073    | 0.284    | 0.003            |            |
|                                       | Model 2 (with interaction) | Pseudoscientific content              | 0.003                    | 0.046     | 0.076    | 0.94     | <0.001           | -          |
|                                       |                            | Censorship accusation                 | 0.062                    | 0.045     | 1.376    | 0.17     | 0.005            |            |
|                                       |                            | Pseudoscientific content × Censorship | -0.056                   | 0.064     | -0.87    | 0.385    | 0.002            |            |
|                                       | Model 1                    | Pseudoscientific content              | 0.042                    | 0.029     | 1.421    | 0.156    | 0.005            | 0.002      |
|                                       |                            | Censorship accusation                 | -0.024                   | 0.029     | -0.805   | 0.422    | 0.002            |            |
|                                       |                            | Model 2 (with interaction)            | Pseudoscientific content | 0.051     | 0.041    | 1.26     | 0.208            |            |
|                                       | Censorship accusation      |                                       | -0.013                   | 0.041     | -0.326   | 0.744    | <0.001           |            |
| Pseudoscientific content × Censorship | -0.02                      |                                       | 0.059                    | -0.346    | 0.73     | <0.001   |                  |            |
| GMO risk perceptions                  | Model 1                    | Pseudoscientific content              | -0.07                    | 0.033     | -2.14    | 0.033    | 0.011            | 0.008      |
|                                       |                            | Censorship accusation                 | 0.027                    | 0.033     | 0.828    | 0.408    | 0.002            |            |
|                                       |                            | Model 2 (with interaction)            | Pseudoscientific content | -0.094    | 0.046    | -2.059   | 0.04             |            |
| Censorship accusation                 | 0.003                      |                                       | 0.046                    | 0.058     | 0.954    | <0.001   |                  |            |
| Pseudoscientific content × Censorship | 0.049                      |                                       | 0.065                    | 0.751     | 0.453    | 0.001    |                  |            |

Note: Model 1 (Main Effects model) estimates the independent effects of each factor; Model 2 (Interaction model) additionally includes the Pseudoscientific content × Censorship term. Perceived Credibility models additionally control for topic (vaccine vs. GMO). *b* = unstandardized regression coefficient; *SE* = standard error; partial  $\eta^2$  = partial eta-squared effect size.