**Appendix 1: Participant profiles in Experiments 1, 2 and 3**

Table A1: Participant profiles in Experiments 1, 2 and 3

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Experiment 1 | Experiment 2 | Experiment 3 | Test statistic |
| Total participants | 502 | 611 | 602 | --- |
| Females | 250 (49.8%) | 310 (50.7%) | 324 (53.8%) | *Χ2*(2, 1715) = 2.02, *p* = 0.36 |
| US participants | 265 | 306 | 301 | *Χ2*(2, 1715) = 1.07, *p* = 0.59 |
| Mean Age (SD) | 33.1 (11.8) | 34.0 (11.8) | 33.9 (12.0) | *F*(2, 1712) = 1.04, *p* = 0.35 |
| Educational background | Mixed, 56.4% qualified with a degree (at least a bachelor degree, maybe postgraduate qualification as well) | Mixed, 57.9% qualified with a degree (at least a bachelor degree, maybe postgraduate qualification as well) | Mixed, 56.4% qualified with a degree (at least a bachelor degree, maybe postgraduate qualification as well) | *Χ2*(4, 1715) = 3.50, *p* = 0.97 |
| Political affiliation | 52.8% identifying as left, 15.7% as centre, 16.5% as right, and 14.9% as other | 45.3% identifying as left, 11.9% as centre, 16.2% as right, and 26.5% as other | 59.5% identifying as left, 9.8% as centre, 17.8% as right, and 21.9% as other | *Χ2*(6, 1715) = 29.02, *p* < 0.001 |
| Religion | 54.2% reported that they did not have one, 7.2% reported that they were not sure, 38.6% reported that they were religious | 54.7% reported that they did not have one, 6.7% reported that they were not sure, 38.6% reported that they were religious | 54.5% reported that they did not have one, 8.3% reported that they were not sure, 37.0% reported that they were religious | *Χ2*(4, 1715) = 1.37, *p* = 0.85 |
| Smokers | 78 (15.5%) smoke,  7 (1.4%) prefer not to say | 83 (13.6%) smoke,  8 (1.3%) prefer not to say | 86 (14.3%) smoke, 7 (1.4%) prefer not to say | *Χ2*(4, 1715) = 1.00, *p* = 0.91 |

Since political affiliation was different between the three experiments, we ran two five-way mixed Multivariate ANOVAs, with the Acceptability ratings as the dependent variables, the context as the within-subject variable, the elements of the factorial design and the political affiliation supplying the between-subject independent variables (including interaction effects; political affiliation was interacted with all effects).

None of the terms involving political affiliation in the between-subject ANOVA or the multivariate tests were significant. See Tables A2 and A3. The within-subject tests follow the same pattern as the multivariate tests, but they are less powerful, so we don’t report them here.

Table A2: Between-subject effects of 5-way Multivariate ANOVA on Acceptability ratings, including political affiliation as an independent variable

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial η2 |
| Intercept | 259726.94 | 1 | 259726.94 | 25351.07 | < .001 | .937 |
| Transparency | 2175.68 | 1 | 2175.68 | 212.36 | < .001 | .112 |
| Argument | 219.53 | 2 | 109.77 | 10.71 | < .001 | .013 |
| Designer | 78.12 | 2 | 39.06 | 3.81 | .022 | .004 |
| Politics | 79.63 | 3 | 26.54 | 2.59 | .051 | .005 |
| Transparency \* Politics | 27.86 | 3 | 9.29 | .91 | .437 | .002 |
| Argument \* Politics | 75.76 | 6 | 12.63 | 1.23 | .286 | .004 |
| Designer \* Politics | 79.27 | 6 | 13.21 | 1.29 | .259 | .005 |
| Error | 17324.65 | 1691 | 10.25 |  |  |  |

Table A3: Multivariate tests of within subject effective of 5-way multivariate ANOVA on Acceptability ratings, including political affiliation as an independent variable

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Effect | Wilks’ *Λ* | *F* | *df* | Error *df* | Sig. | Partial η2 |
| Acceptability | .58 | 311.17 | 4 | 1688 | <.001 | .424 |
| Acceptability\*Transparency | .823 | 90.534 | 4 | 1688.000 | .000 | .177 |
| Acceptability\*Argument | .99 | 2.66 | 8 | 3376 | .007 | .006 |
| Acceptability\*Designer | 1.00 | .95 | 8 | 3376 | .48 | .002 |
| Acceptability\*Politics | .99 | 1.61 | 12 | 4466.32 | .08 | .004 |
| Acceptability\*Transparency\*Politics | .99 | 1.11 | 12 | 4466.32 | .35 | .003 |
| Acceptability\*Argument\*Politics | .99 | .98 | 24 | 5889.94 | .50 | .003 |
| Acceptability\*Designer\*Politics | .99 | .71 | 24 | 5889.94 | .85 | .003 |