

Appendix D

Randomization check

**Table D1**

*Independent Samples t-test Statistics Comparing Mean differences for Control Variables between Experimental Conditions (Political Style; High vs. Low)*

		Political Style		<i>t</i> -value	p
		High (n=212)	Low (n=212)		
Political Ideology	M	4.77	4.30	1.66	.936
	SD	2.89	2.83		
Political Interest	M	3.27	3.27	-0.07	.178
	SD	0.65	0.72		
Attitude towards drugs	M	6.93	7.03	-0.32	.315
	SD	3.39	3.27		
Religiosity	M	2.24	2.11	1.14	.488
	SD	1.15	1.12		
Gender	M	0.48	.49	-0.24	.656
	SD	0.50	.50		
Education	M	4.43	4.26	1.27	.102
	SD	1.28	1.39		
Extraversion	M	3.67	3.65	0.14	.567
	SD	1.75	1.79		
Agreeableness	M	5.51	5.40	0.89	.383
	SD	1.29	1.32		
Conscientiousness	M	5.90	5.59	2.65	.067
	SD	1.63	1.26		
Emotional Stability	M	5.23	5.08	1.01	.676
	SD	1.52	1.56		
Openness	M	4.97	5.05	-0.55	.545
	SD	1.46	1.37		

Notes:

\*\*\* p < 0.001, \*\* p < 0.01, \* p < 0.05, † p < .1

Full Regression Models Including Control Variables

**Table D2**

*Total and Direct Effect Models predicting Persuasion from Political Style and Perceived Emotional Sincerity (N = 370<sup>a</sup>)*

	Persuasion					
	Total Effect Model			Direct Effect Model		
	Coeff.	se	p	Coeff.	se	p
<i>Political style</i>	-.33	0.17	*	-.26	0.17	
<i>Perceived Emotional Sincerity</i>				.17	0.06	**
<i>Political Ideology</i>	-.04	0.03		-.03	0.03	
<i>Political interest</i>	-.16	0.13		-.16	0.13	
<i>Attitude towards drugs</i>	-.05	0.03	†	-.05	0.03	*
<i>Religiosity</i>	.00	0.00		.00	0.00	
<i>Gender</i>	.06	0.17		.04	0.17	
<i>Age</i>	-.01	0.01		-.01	0.01	
<i>Education</i>	.01	0.06		.01	0.06	
<i>Extraversion</i>	.00	0.05		.01	0.05	
<i>Agreeableness</i>	.04	0.08		.02	0.08	
<i>Conscientiousness</i>	-.05	0.08		-.06	0.08	
<i>Emotional Stability</i>	-.03	0.07		-.03	0.07	
<i>Openness</i>	.06	0.07		.07	0.07	
<i>Constant</i>	2.04	.75	**	1.34	0.79	†
<i>R<sup>2</sup></i>	0.04			0.05		
<i>F</i>	0.97			1.46		

Notes:

\*\*\* p < 0.001, \*\* p < 0.01, \* p < 0.05, † p < .1

<sup>a</sup> Some missing values

**Table D3***Summary of Total, Direct and Indirect Effects of Political Style on Persuasion (N = 377<sup>a</sup>)*

Total effect of Political Style on Persuasion (c)		Direct effect of Political Style on Persuasion (c')		Indirect effects of Political Style on Persuasion via Perceived Emotional Sincerity (c' + ab)			
Coeff.	se	Coeff.	se	Coeff.	se	Percentile bootstrap <sup>c</sup> 95% confidence interval	
						Lower	Higher
-0.33*	0.17	-0.26	0.12	-0.06*	0.02	- 0.08	- 0.01

Notes:

\*\*\* p &lt; 0.001, \*\* p &lt; 0.01, \* p &lt; 0.05, † p &lt; .1

<sup>a</sup> Some missing values.<sup>c</sup> 5,000 bootstrap samples.

**Table D4**

*Simple Moderation Models predicting Persuasion and Perceived Emotional Sincerity (PES) from Political Style and its interaction with Epistemic Preferences (N = 336<sup>a</sup>).*

	Persuasion			PES		
	Coeff.	se	p	Coeff.	se	p
<i>Political style</i>	-.35	0.18	*	-.32	0.15	*
<i>Epistemic preferences</i>	.09	0.09		.02	0.08	
<i>Political Style * Epistemic preferences</i>	-.09	0.14		-.03	0.12	
<i>Political Ideology</i>	-.04	0.04		-.05	0.03	
<i>Political interest</i>	-.17	0.14		-.03	0.12	
<i>Attitude towards drugs</i>	-.04	0.03		.04	0.02	
<i>Religiosity</i>	.00	0.00		.00	0.00	
<i>Gender</i>	.08	0.18		.13	0.15	
<i>Age</i>	-.01	0.01		.02	0.01	**
<i>Education</i>	-.01	0.07		-.02	0.06	
<i>Extraversion</i>	.00	0.06		-.06	0.05	
<i>Agreeableness</i>	.06	0.08		.10	0.07	
<i>Conscientiousness</i>	-.05	0.09		.11	0.07	
<i>Emotional Stability</i>	-.05	0.07		.01	0.06	
<i>Openness</i>	.06	0.07		-.07	0.06	
<i>Constant</i>	2.22	0.80	**	4.04	0.67	***
<i>R<sup>2</sup></i>	.04			.09		
<i>F</i>	0.89			2.20		

Notes:

\*\*\* p < .001, \*\* p < .01, \* p < .05, † p < .1

<sup>a</sup> Some missing values, respondents with no epistemic preferences were excluded from analysis.

**Table D5**

*Direct effect Model Predicting Persuasion from Political Style, Perceived Emotional Sincerity and Perceived Reasonableness (N = 370<sup>a</sup>)*

	Persuasion		
	Coeff.	se	p
<i>Political style</i>	.16	0.16	
<i>Perceived Emotional Sincerity</i>	.05	0.06	
<i>Perceived Reasonableness</i>	.91	0.11	***
<i>Political Ideology</i>	-.02	0.03	
<i>Political interest</i>	-.16	0.12	
<i>Attitude towards drugs</i>	-.06	0.02	**
<i>Religiosity</i>	.00	0.00	
<i>Gender</i>	.18	0.15	
<i>Age</i>	-.01	0.01	
<i>Education</i>	-.04	0.06	
<i>Extraversion</i>	.02	0.05	
<i>Agreeableness</i>	.09	0.07	
<i>Conscientiousness</i>	-.09	0.07	
<i>Emotional stability</i>	-.03	0.06	
<i>Openness</i>	.15	0.06	*
<i>Constant</i>	-1.02	0.77	
<i>R<sup>2</sup></i>	.22		
<i>F</i>	6.62		

Notes:

\*\*\* p < .001, \*\* p < .01, \* p < .05, † p < .1

<sup>a</sup> Some missing values

**Table D6**

*Summary of Total, Direct and Indirect Effects of Political Style (PS) via Perceived Emotional Sincerity (PES) and Perceived Reasonableness (PR)*

Total effect of Political Style on Persuasion (c)		Direct effect of Political Style on Persuasion (c')		Indirect effects of Political Style on Persuasion via Perceived Emotional Sincerity (c' + ab)					
Coeff.	se	Coeff.	se		Coeff.	se	Percentile bootstrap <sup>a</sup> 95% confidence interval		
						Lower	Higher		
-0.33*	0.16	.16	0.16	Total = $a_1b_1 + a_2b_2$	-0.31*	0.05	-0.43	-.21	
				M1 = $a_1b_1$ <sup>b</sup>	-0.01	0.01	-0.05	.02	
				M2 = $a_2b_2$ <sup>c</sup>	-0.30*	0.06	-0.42	-.20	

Notes:

\*\*\*  $p < .001$ , \*\*  $p < .01$ , \*  $p < .05$ , †  $p < .1$

<sup>a</sup> 5,000 bootstrap samples.

<sup>b</sup>  $a_1b_1$  = Political Style → PES → Persuasion

<sup>c</sup>  $a_2b_2$  = Political Style → PR → Persuasion

**Table D7**

*Simple Moderation Model predicting Perceived Reasonableness from Political Style and its interaction with Political Ideology (N = 370<sup>a</sup>)*

	Perceived Reasonableness***		
	Coeff.	se	p
<i>Political Style</i>	-.52	0.08	***
<i>Political Ideology</i>	-.05	0.02	*
<i>Political Style * Political Ideology</i>	.06	0.03	*
<i>Attitude towards drugs</i>	.02	0.01	
<i>Political interest</i>	.00	0.06	
<i>Religiosity</i>	.00	0.00	
<i>Gender</i>	-.12	0.08	
<i>Age</i>	.00	0.00	
<i>Education</i>	.05	0.03	†
<i>Extraversion</i>	-.01	0.02	
<i>Agreeableness</i>	-.06	0.04	
<i>Conscientiousness</i>	.05	0.04	
<i>Emotional Stability</i>	.00	0.03	
<i>Openness</i>	-.09	0.03	*
<i>Constant</i>	3.02	0.33	
<i>R<sup>2</sup></i>	.20		
<i>F</i>	6.38		

Note:

\*\*\* p < .001, \*\* p < .01, \* p < .05, † p < .1

<sup>a</sup> Some missing values

**Table D8**

*Conditional effects of Political Style on Perceived Reasonableness at different levels of Political Ideology (N = 370<sup>a</sup>)*

Political Ideology <sup>b</sup>	Perceived Reasonableness			
	Coeff.	se	Percentile bootstrap <sup>c</sup> 95% confidence interval	
			Lower	Higher
Left (- 2.89)	- 0.70***	0.11	- 0.92	- 0.49
Centre (0.000)	- 0.52***	0.08	- 0.67	- 0.36
Right (2.89)	- 0.33**	0.11	- 0.55	- 0.11

Notes:

\*\*\* p < 0.001, \*\* p < 0.01, \* p < 0.05, † p < .1

<sup>a</sup> Some missing values

<sup>b</sup> Different levels of political ideology are examined at 1 SD below/above its mean

<sup>c</sup> 5,000 bootstrap samples.