

Supplementary Information (SI)

A. Facebook experimental A/B test settings

The following were details of the Facebook ad campaign, including the settings used following recommendations in past research^{33,49}.

A.1. Cities and Dates

- Birmingham: 18 January 2023 – 24 January 2023
- Cardiff: 2 February 2023 – 9 February 2023
- Oxford: 24 February 2023 – 1 March 2023

A.2. Facebook ad settings

Campaign Settings

- Special Ad Categories: Social issues, election or politics
- Country: United Kingdom
- Identity: Confirmed with authorisation to run issue, electoral or political ads

Campaign Details

- Buying type: Auction
- Campaign Objective: Traffic
- Campaign spending limit: None added (Ad set spending limits were introduced, instead)
- A/B test: On
- Advantage campaign budget +: Off
- When you are charged: Impression
- Delivery type: Standard
- Dynamic Creative: Setting not used
- Ad Set Settings / Conversion
 - Conversion location: website (send traffic to your website i.e., using link clicks)
 - Performance goal: Maximise number of link clicks
 - Cost per result goal: None selected
- Budget scheduling:

- Increase budget during specific time periods: off
- Ad scheduling: Run ads all the time
- Audience:
 - Location: Talk location $\pm$ 30km
 - Gender: All
 - Detailed targeting: No options added
 - Languages: All languages
- Placements:
 - Advantage+ Placements: off
- Manual Placements: on
- Devices: All devices

Placements:

- Feeds
 - Facebook feed
 - Facebook marketplace
 - Facebook video feeds
 - Facebook right column
 - Facebook business explore
- Stories and reels: Off
- In-stream ads for videos and reels: Facebook in-stream videos
- Search results: Facebook search results
- Apps and sites: Off
- Instagram advertising: Off

Specific mobile devices and operating systems:

- Devices: all
- Only when connected to Wi-Fi: no
- Exclude skippable ads: Skippable ads are included

Other

- Inventory filter: Moderate inventory (exclude moderately sensitive content)
- Block Lists: none selected
- Content type exclusions: none selected
- Topic exclusions for Facebook in-stream videos: none selected

A.3. Key variable definitions

- Reach: The number of account centre accounts exposed to the message during an ad campaign.
- Link clicks: Clicks 'book now' on the advert, leading to a tracked Eventbrite page.

Source:

Reach: <https://www.facebook.com/business/help/710746785663278>

Link clicks:

<https://www.facebook.com/business/help/674769555983979?id=1794272243992044>

A.4. Facebook Experiment (A/B Test) Results

Location	Ad Set	Cost per result
Birmingham	Exhortation	£0.26*
	Request	£0.40
Cardiff	Exhortation	£0.42*
	Request	£0.49
Oxford	Exhortation	£0.49*
	Request	£0.57

*Note: * Winning Ad Set. Meta's A/B testing ensures the audiences do not overlap and are not shown both sets of ads considered in the experiment.*

A.5. Registration for talks: Results as per number of registrations recorded by ad set

Location	Ad Set	Sign-Ups	Total
Birmingham	Exhortation	1	2
	Request	1	
Cardiff	Exhortation	1	3
	Request	2	
Oxford	Exhortation	5	7
	Request	2	

Note: Results extracted from Eventbrite pages pertaining to the climate talk. Registration was marked as free and was not mandatory for attendance, to minimise barriers to entry. All information pertaining to each local talk was available.

A.5. Photo credits

Protest



Figure 1: - Pics.io. Permission granted by Extinction Rebellion.



Figure 2 - Pics.io. Permission granted by Extinction Rebellion.



Figure 3 - Pics.io. Permission granted by Extinction Rebellion.

Impact



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Figure 5 – Wikimedia. Creative Commons,



Figure 6 - Wikimedia. Creative Commons.

Diversity



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B. Tables and figures

Table B 1: Number of observations by treatment group and gender

Treatment	Gender			Total
	Male	Female	Other/ND	
Protest + Exhortation	32,974	27,612	932	61,518
Impact + Exhortation	43,659	22,386	891	66,936
Diversity + Exhortation	18,528	28,381	454	47,363
Protest + Request	21,717	20,917	517	43,151
Impact + Request	50,656	36,203	733	87,592
Diversity + Request	19,025	27,976	437	47,438
Total	186,559	163,475	3,964	353,998

Note: Kruskal-Wallis equality of populations rank test results are $\text{Chi}^2(5) = 8533.288$, $\text{Prob} = 0.0001$, $\text{Chi}^2(5)$ with ties = 11300.126, $\text{Prob} < 0.01$. Other/Not Disclosed (ND) encompasses those with non-binary gender identity or preferred non-disclosure; further disaggregation in this category was not available from Meta.

Table B 2: Number of observations by treatment group and age

Treatment	Age bracket in years						Total
	18-24	25-34	35-44	45-54	55-64	65+	
Protest + Exhortation	1,178	5,903	5,242	5,772	11,248	32,175	61,518
Impact + Exhortation	898	5,920	7,935	12,836	18,448	20,899	66,936
Diversity + Exhortation	518	2,534	2,305	3,420	8,112	30,474	47,363
Protest + Request	651	2,833	2,963	4,194	9,150	23,360	43,151
Impact + Request	2,014	13,128	12,431	12,363	17,748	29,908	87,592
Diversity + Request	679	3,108	3,360	4,991	9,260	26,040	47,438
Total	5,938	33,426	34,236	43,576	73,996	162,856	353,998

Note: Kruskal-Wallis equality of populations rank tests results are $\text{Chi}^2(5) = 18842.037$, $\text{Prob} = 0.0001$, $\text{Chi}^2(5)$ with ties = 21173.323, $\text{Prob} = 0.0001$.

Table B 3: Number of observations by gender and by location

Location	Gender			
	Male	Female	Unknown	Total
Birmingham	78,425	60,114	1,355	139,894
Oxford	52,884	44,978	1,593	99,455
Cardiff	55,250	58,383	1,016	114,649
Total	186,559	163,475	3,964	353,998

Table B 4: Number of observations by age groups and by location

Location	Age bracket in years						Total
	18-24	25-34	35-44	45-54	55-64	65+	
Birmingham	1,192	6,742	9,955	15,617	29,807	76,581	139,894
Oxford	2,972	16,037	13,634	14,473	18,978	33,361	99,455
Cardiff	1,774	10,647	10,647	13,486	25,181	52,914	114,649
Total	5,938	33,426	34,236	43,576	73,966	162,856	353,998

Table B 5: Linear Probability Models (LPM): Direct effects (Pooled sample)

Models	1		2	
Variables	Coefficient	T-statistic	Coefficient	T-statistic
Impact	0.00223***	4.18	0.00438***	7.95
Diversity	-0.000279	-0.49	-0.000740	-1.29
Request	-0.00541***	-12.10	-0.00500***	-11.22
25-34			0.000636	0.49
35-44			0.000547	0.42
45-54			0.00400**	3.07
55-64			0.00696***	5.48
65+			0.0135***	10.76
Female			-0.000891**	-1.97
Other Gender/ND			-0.00372**	-1.98
Oxford			-0.00277***	-5.02
Cardiff			-0.00334***	-6.32
F-stat	50.56		66.83	
p	0.0000		0.0000	
No: Observations	353,998		353,998	

Note: Linear probability regression models with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables and model 2 includes covariates age (18-24=omitted category), gender (Male=omitted category) and location (All; for pooled sample; Birmingham=omitted category). ND: Not disclosed.

Table B 6: Linear Probability Models (LPM): Interaction effects (Pooled sample)

Models	1		2	
Variables	Coefficient	T-statistic	Coefficient	T-statistic
Impact	0.00909***	11.47	0.0112***	13.71
Diversity	-0.000414	-0.54	-0.00140*	-1.81
Request	0.000827	1.03	0.000716	0.89
Impact x Request	-0.0138***	-12.83	-0.0134***	-12.36
Diversity x Request	-0.000830	-0.73	0.000307	0.27
25-34			0.000769	0.60
35-44			0.000249	0.19
45-54			0.00307**	2.36
55-64			0.00610***	4.81
65+			0.0131***	10.48
Female			-0.000660	-1.46
Other Gender/ND			-0.00385**	-2.05
Oxford			-0.00264***	-4.79
Cardiff			-0.00356***	-6.71
F stat	66.90		67.71	
p	0.0000		0.0000	
No: observations	353,998		353,998	

Note: Linear probability regression models with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category), gender (Male=omitted category) and location (All; for pooled sample; Birmingham=omitted category). ND: Not disclosed.

Table B 7: Linear Probability Models (LPM). Birmingham, Direct Effects.

Model	1		2	
Variables	Coefficient	T-statistic	Coefficient	T-statistic
Impact	0.00519***	5.72	0.00820***	8.53
Diversity	0.000785	0.82	0.00141	1.45
Request	-0.00715***	-9.29	-0.00642***	-8.32
25-34			-0.00326	-0.86
35-44			-0.00391	-1.06
45-54			0.000574	0.16
55-64			0.00455	1.25
65+			0.0102**	2.82
Female			-0.00270***	-3.38
Other Gender/ND			-0.00845***	-2.75
F stat	32.21		25.14	
p	0.0000		0.0000	
No: observations	139,894		139,894	

Note: Linear probability regression models for Birmingham with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.

Table B 8: Linear Probability Models (LPM). Birmingham, Interaction Effects.

Models	1		2	
Variables	Coefficient	T-statistic	Coefficient	T-statistic
Impact	0.0136***	10.21	0.0173***	12.44
Diversity	-0.00148	-1.19	-0.000992	-0.78
Request	-0.000309	-0.24	0.000803	0.61
Impact x Request	-0.0177***	-9.79	-0.0188***	-10.33
Diversity x Request	0.00309	1.59	0.00323	1.67
25-34			-0.00325	-0.86
35-44			-0.00473	-1.28
45-54			-0.00131	-0.36
55-64			0.00312	0.86
65+			0.00974***	2.71
Female			-0.00258***	-3.23
Other gender/ND			-0.00862***	-2.81
F stat	42.20		31.15	
p	0.0000		0.0000	
No: observations	139,894		139,894	

Note: Linear probability regression models for Birmingham with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category), and gender (Male=omitted category). ND: Not disclosed.

Table B 9: Linear Probability Models (LPM). Oxford, Direct Effects.

Models	1		2	
Variables	Coefficient	T-statistic	Coefficient	T-statistic
Impact	0.00545***	5.79	0.00513***	5.40
Diversity	0.00237**	2.47	-0.000397	-0.40
Request	-0.00432***	-5.31	-0.00388***	-4.78
25-34			0.00133	0.82
35-44			0.00150	0.90
45-54			0.00491***	2.84
55-64			0.00701***	4.11
65+			0.0149***	8.82
Female			-0.000738	-0.93
Other gender/ND			-0.0000757	-0.02
F stat	14.21		22.84	
p	0.0000		0.0000	
No: observations	99,455		99,455	

*Note: Linear probability regression models for Oxford with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.*

Table B 10: Linear Probability Models (LPM). Oxford, Interaction Effects.

Models	1		2	
Variables	Coefficient	T-statistic	Coefficient	T-statistic
Impact	0.0155***	10.81	0.0136***	9.41
Diversity	0.00357***	2.86	-0.000565	-0.44
Request	0.00527***	3.98	0.00301**	2.26
Impact x Request	-0.199***	-10.34	-0.0161***	-8.29
Diversity x Request	-0.00484**	-2.48	-0.00104	-0.53
25-34			0.00169	1.04
35-44			0.00125	0.75
45-54			0.00369	2.14
55-64			0.00537***	3.14
65+			0.0136***	8.07
Female			-0.000211	-0.27
Other gender/ND			-0.000218	-0.07
F stat	27.08		23.16	
p	0.0000		0.0000	
No: observations	99,455		99,455	

Note: Linear probability regression models for Oxford with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.

Table B 11: Linear Probability Models (LPM). Cardiff, Direct Effects.

Models	1		2	
Variables	Coefficient	T-statistic	Coefficient	T-statistic
Impact	-0.00433***	-4.49	-0.00162	-1.64
Diversity	-0.00409***	-3.91	-0.00458***	-4.36
Request	-0.00422***	-5.71	-0.00456***	-6.16
25-34			0.00229	1.06
35-44			0.00199	0.93
45-54			0.00429**	1.99
55-64			0.00657***	3.15
65+			0.0135***	6.56
Female			0.00111	1.48
Other gender/ND			-0.00320	-0.90
F stat	19.00		22.84	
p	0.0000		0.0000	
No: observations	114,649		114,649	

Note: Linear probability regression models for Cardiff with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.

Table B 12: Linear Probability Models (LPM). Cardiff, Interaction Effects.

Models	1		2	
Variables	Coefficient	T-statistic	Coefficient	T-statistic
Impact	-0.00306**	-2.07	0.000189	0.13
Diversity	-0.00419***	-2.69	-0.00476***	-3.05
Request	-0.00319**	-1.96	-0.00314*	-1.93
Impact x Request	-0.00236	-1.21	-0.00332*	-1.71
Diversity x Request	0.000215	0.10	0.000363	0.17
25-34			0.00227	1.05
35-44			0.00196	0.91
45-54			0.00420*	1.95
55-64			0.00653***	3.13
65+			0.0136***	6.58
Female			0.00118	1.56
Other gender/ND			-0.00321	-0.90
F stat	12.67		19.50	
p	0.0000		0.0000	
No: observations	114,649		114,649	

Note: Linear probability regression models for Cardiff with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category), and gender (Male=omitted category). ND: Not disclosed.

Table B 13: Probit Models: Direct effects (Pooled sample)

Models	1		2	
Variables	Coefficient	Z-statistic	Coefficient	Z-statistic
Impact	0.0494***	3.94	0.101***	7.82
Diversity	-0.00783	-0.56	-0.0165	-1.15
Request	-0.128***	-12.05	-0.117***	-10.93
25-34			0.0381	0.68
35-44			0.0378	0.67
45-54			0.154***	2.82
55-64			0.232***	4.32
65+			0.377***	7.11
Female			-0.0199*	-1.84
Other gender/ND			-0.0955*	-1.79
Oxford			-0.0680***	-5.09
Cardiff			-0.0760***	-6.15
LR Chi ² (3)	151.60		739.29	
p	0.0000		0.0000	
No: Observations	353,998		353,998	

Note: Probit models with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables and model 2 includes covariates age (18-24=omitted category), gender (Male=omitted category) and location (All; for pooled sample; Birmingham=omitted category). ND: Not disclosed.

Table B 14: Probit Models: Interaction effects (Pooled sample)

Models	1		2	
Variables	Coefficient	Z-statistic	Coefficient	Z-statistic
Impact	0.184***	11.34	0.235***	14.05
Diversity	-0.0103	-0.54	-0.0301	-1.54
Request	0.0200	1.03	0.0192	0.98
Impact x Request	-0.312***	-12.54	-0.303***	-12.06
Diversity x Request	-0.0201	-0.71	0.00565	0.20
25-34			0.0409	0.72
35-44			0.0301	0.53
45-54			0.131**	2.39
55-64			0.211***	3.91
65+			0.368***	6.92
Female			-0.0144	-1.33
Other gender/ND			-0.100*	-1.87
Oxford			-0.0675***	-5.04
Cardiff			-0.0795***	-6.40
LR Chi ² (3)	384.96		949.94	
p	0.0000		0.0000	
No: Observations	353,998		353,998	

Note: Probit models with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category), gender (Male=omitted category) and location (All; for pooled sample; Birmingham=omitted category). ND: Not disclosed.

Table B 15: Probit Models. Birmingham, Direct Effects.

Models	1		2	
Variables	Coefficient	Z-statistic	Coefficient	Z-statistic
Impact	0.102***	5.50	0.164***	8.40
Diversity	0.0165	0.78	0.0308	1.42
Request	-0.146***	-9.11	-0.133***	-8.16
25-34			-0.0886	-0.86
35-44			-0.111	-1.11
45-54			0.0120	0.12
55-64			0.0998	1.05
65+			0.215**	2.28
Female			-0.0537***	-3.25
Other gender/ND			-0.207**	-2.19
LR Chi ² (3)	96.38		228.25	
p	0.0000		0.0000	
No: Observations	139,894		139,894	

Note: Probit models for Birmingham with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables terms and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.

Table B 16: Probit Models, Birmingham, Interaction Effects.

Models	1		2	
Variables	Coefficient	Z-statistic	Coefficient	Z-statistic
Impact	0.235***	10.20	0.311***	12.89
Diversity	-0.0339	-1.18	-0.0242	-0.83
Request	-0.00687	-0.24	0.0138	0.47
Impact x Request	-0.337***	-9.02	-0.359***	-9.54
Diversity x Request	0.0685	1.59	0.0753*	1.74
25-34			-0.0853	-0.83
35-44			-0.123	-1.23
45-54			-0.0226	-0.23
55-64			0.0747	0.78
65+			0.210**	2.22
Female			-0.0500***	-3.01
Other gender/ND			-0.214**	-2.25
LR Chi ² (3)	258.67		410.23	
p	0.0000		0.0000	
No: Observations	139,894		139,894	

Note: Probit models for Birmingham with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.

Table B 17: Probit Models. Oxford, Direct Effects.

Models	1		2	
Variables	Coefficient	Z-statistic	Coefficient	Z-statistic
Impact	0.146***	5.80	0.131***	5.03
Diversity	0.0680	2.38	0.00834	-0.28
Request	-0.114***	-5.41	-0.0964***	-4.46
25-34			0.0836	0.96
35-44			0.0923	1.05
45-54			0.216	2.50
55-64			0.278***	3.27
65+			0.463***	5.56
Female			-0.0177	-0.81
Other gender/ND			-0.00874	-0.11
LR Chi ² (3)	42.79		234.40	
p	0.0000		0.0000	
No: Observations	99,455		99,455	

Note: Probit models for Oxford with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.

Table B 18: Probit Models. Oxford, Interaction Effects.

Models	1		2	
Variables	Coefficient	Z-statistic	Coefficient	Z-statistic
Impact	0.376***	11.04	0.321***	9.18
Diversity	0.117**	2.93	-0.00423	0.10
Request	0.164***	4.14	0.0993**	2.46
Impact x Request	-0.510***	-10.15	-0.410***	-7.76
Diversity x Request	0.152***	-2.66	0.0446	-0.77
25-34			0.0906	1.03
35-44			0.0807	0.91
45-54			0.181**	2.09
55-64			0.231***	2.71
65+			0.425***	5.09
Female			-0.00325	-0.15
Other gender/ND			-0.0138	-0.17
LR Chi ² (3)	177.28		331.06	
p	0.0000		0.0000	
No: Observations	99,455		99,455	

Note: Probit models for Oxford with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.

Table B 19: Probit Models. Cardiff, Direct Effects.

	1		2	
	Coefficient	Z-statistic	Coefficient	Z-statistic
Impact	-0.106***	-4.67	-0.0358	-1.52
Diversity	-0.0989***	-3.95	-0.111***	-4.39
Request	-0.109***	-5.76	-0.118***	-6.20
25-34			0.105	0.95
35-44			0.093	0.84
45-54			0.182*	1.69
55-64			0.250**	2.37
65+			0.419***	4.01
Female			0.0288	1.48
Other gender/ND			-0.0851	-0.78
LR Chi ² (3)	60.70		218.98	
p	0.0000		0.0000	
No: Observations	114,649		114,649	

*Note: Probit models for Cardiff with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses only independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.*

Table B 20: Probit Models. Cardiff, Interaction Effects.

Models	1		2	
Variables	Coefficient	Z-statistic	Coefficient	Z-statistic
Impact	-0.0666**	-2.11	0.0171	0.52
Diversity	-0.0936***	-2.72	-0.107***	-3.09
Request	-0.0696**	-1.96	-0.0689*	-1.93
Impact x Request	-0.0822*	-1.81	-0.107**	-2.34
Diversity x Request	-0.0105	-0.21	-0.00809	-0.16
25-34			0.105	0.95
35-44			0.0925	0.84
45-54			0.179*	1.66
55-64			0.249**	2.36
65+			0.421***	4.02
Female			0.0310	1.59
Other gender/ND			-0.0849	-0.78
LR Chi ² (3)	62.04		219.11	
p	0.0000		0.0000	
No: Observations	114,649		114,649	

Note: Probit models for Cardiff with Robust Standard errors (SE). *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Outcome variable: Link click (Yes=1, No=0). Reference categories for independent variables: message type – Exhortation, imagery – Protest. Model 1 regresses independent (treatment) variables and interaction terms and model 2 includes covariates age (18-24=omitted category) and gender (Male=omitted category). ND: Not disclosed.