Appendix A

Study Designs

Study 1 (Individual Differences Moderation Study)

Design:
Study 1 used a 2 (Negative Tone: High vs. Low) × 2 (Negative Emotion: High vs. Low) between-subjects design. Each participant saw 3 headlines from one of the four conditions. In this study, we also tested for other exploratory factors like the breadth focus (i.e, how broad of an issue it is) of the topic and also the controversialness of it. The analyses combine across those factors.

Stimuli (Headlines):

- *High Tone, High Emotion*:
  - Government Betrayal Sparks Nationwide Fury as Corruption Scandal Unfolds
  - Public Outrage Explodes Over Massive Cover-Up in Political Scandal
  - Protests Erupt as Citizens Demand Justice Amid Corruption Allegations
- *Low Tone, High Emotion*:
  - Public Anxiety Mounts Over Economic Policy Impacting Families
  - Growing Fear as New Financial Regulations Spark Uncertainty
  - Citizens Express Deep Concerns Over Job Security Under New Laws
- *High Tone, Low Emotion*:
  - Lawmakers Face Harsh Criticism Over Highly Contested New Policy
  - New Government Law Faces Backlash Amid Mounting Public Discontent
  - Political Divide Deepens as Controversial Bill Gains Momentum
- *Low Tone, Low Emotion*:
  - Debate Continues Over Economic Policy as Citizens Voice Concerns
  - Experts Analyze the Long-Term Impact of Newly Proposed Financial Policies
  - Government Announces Revisions to Economic Policy Following Public Feedback

Measures and Exact Wording:

- **Likelihood of Reading**
  "Please look at the headlines below. For each of them, indicate how likely you are to read the full article associated with it."
  Scale: 1 = Very Unlikely to 5 = Very Likely
- **PANAS (Positive and Negative Affect Schedule)**
  "This scale consists of a number of words that describe different feelings and emotions. Read each item and then mark the appropriate answer in the space next to that word. Indicate to what extent you feel each particular emotion or feelings today. Use the following scale to record your answers"
  Items:
  - Interested
  - Distressed
  - Excited
  - Upset
  - Strong
  - Guilty
  - Enthusiastic
  - Irritable
  - Alert
  - Ashamed

    Scale: 1 = Very slightly or not at all to 5 = Extremely

- **Trait Neuroticism**
  "Here are a few personality traits that may or may not apply to you. Please indicate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other."
  Items:
    - I am anxious, and easily get upset
    - I am calm, and emotionally stable
      Scale: 1 = Strongly disagree to 5 = Strongly agree
- **Lay Rationalism**
  "Indicate your agreement or disagreement with the following statements:"
  Items:
    - When making decisions, I like to analyze financial costs and benefits and resist the influence of my feelings.
    - When choosing between two options, one of which makes me feel better and the other better serves the goal I want to achieve, I choose the one that makes me feel better.
    - When making decisions, I think about what I want to achieve rather than how I feel.
    - When choosing between two options, one of which is financially superior and the other "feels" better to me, I choose the one that is financially better.
    - When choosing between products, I rely on my gut feelings rather than on product specifications (numbers and objective descriptions) *(reverse coded).*
    - When making decisions, I focus on objective facts rather than subjective feelings.
      Scale: 1 = Strongly disagree to 5 = Strongly agree

Study 2 (Reader Goals × Negative Language)

Design:
Participants (N = 1,790) were randomly assigned to one of four between-subjects conditions:

1. Manipulated site label:
    - **Credibility:** Imagine you're browsing the internet, scrolling through various news websites.
      As you click through, you come across a site you recognize—one that you know delivers trustworthy and credible news. It's a source you've relied on in the past, and you trust what you read there.
      Over the next few pages, you'll see a set of headlines - imagine that they are from the credible and trustworthy news website, as mentioned above. As you go through them, imagine you're reading them from that familiar, credible context.
    - **Enjoyment:** Imagine you're browsing the internet, scrolling through various news websites.
      You land on a site that you recognize— not as a source of serious news. Instead, it's a site known for fun and entertaining stories. You don't expect hard-hitting journalism here, but it's enjoyable to read.
      Over the next few pages, you'll see a set of headlines - imagine that they are from the fun and enjoyable news website, as mentioned above. As you read them, imagine yourself scrolling through this entertainment-focused context.
2. Manipulated mindset:
    - **Credibility:** Imagine you're browsing the internet with a purpose: you want to find credible and trustworthy news. You're looking for facts and reliable reporting. You're carefully scanning websites, seeking out sources you can depend on. In the next few pages, you'll see a few headlines—imagine you're encountering them as part of your

search for credible news. Think about them with this goal in mind, that is, looking for credible and reliable information.

- **Enjoyment:** Imagine you're browsing the internet with a purpose: you want to find entertaining and fun news. You're browsing news websites that have enjoyable stories. You're carefully scanning websites, seeking out sources that can entertain you. In the next few pages, you'll see a few headlines—imagine you're encountering them as part of your search for fun news. Think about them with this goal in mind, that is, seeking the kind of news that is fun to read.

3. Self-selected site preference:
   - Imagine you're casually browsing the internet, scrolling through various news websites. Which of the two types of news websites do you think you would be more likely to read articles from? While both may be true for you in general, we'd like to know which type of site you typically lean toward when reading news online.:
     i. A news website that focuses on credible and trustworthy news
        - *Instructions if chosen:* On the last page, you indicated that, while browsing news websites, you typically prefer to find credible, trustworthy news. That is, websites where you want to look for trustworthy and reliable reporting. Imagine that you're carefully scanning websites, seeking out sources you can depend on. In the next few pages, you'll see a few headlines—imagine you're encountering them as part of your search for credible news. Think about them with this preference in mind, that is, looking for the kind of sites where content is credible and reliable.

     ii. A news website that focuses on fun and entertaining news
        - *Instructions if chosen:* On the last page, you indicated that, while browsing news websites, you typically prefer to find news that would entertain you. That is, websites where you want to look for fun and entertaining stories. Imagine that you're carefully scanning websites, seeking out sources that can entertain you. In the next few pages, you'll see a few headlines—imagine you're encountering them as part of your search for fun news. Think about them with this preference in mind, that is, looking for the kind of sites where content is fun to read.

4. Self-selected mindset:
   - Imagine you're casually browsing the internet, scrolling through various news websites. Which of the two mindsets do you think best reflects how you typically approach reading news online? While both may be true for you in general, we'd like to know which mindset you typically lean toward when reading news online.:

     i. Credibility-focused - I typically look for credible, trustworthy content.
        - *Instructions if chosen:* On the last page, you indicated that, while browsing news websites, you typically are in a credibility-focused mindset. That is, you typically look for accurate, trustworthy content. Imagine that you're carefully scanning websites, seeking out sources you can depend on. In the next few pages, you'll see a few headlines—imagine you're encountering them as part of your search for credible

news. Think about them with this goal in mind, that is, seeking out credible and reliable information.

ii. Enjoyment-focused - I typically look for entertaining, fun content.
    - *Instructions if chosen:* On the last page, you indicated that, while browsing news websites, you typically are in an enjoyment-focused mindset. That is, you typically look for entertaining, fun content. Imagine that you're carefully scanning websites, seeking out sources you can depend on. In the next few pages, you'll see a few headlines—imagine you're encountering them as part of your search for fun news. Think about them with this goal in mind, that is, seeking out entertaining and fun information.

Each participant saw 8 headlines, sampled from two topics per participant. There were a total of 16 headlines, so participants saw one of two sets of 8 headlines. Headlines varied in Negative Tone (High vs. Low) and Negative Emotion (High vs. Low). Political and local topics were also included. In this study we also tested for constructs under Fluency, which we do not use for the analyses.

Stimuli (Headlines):

Set 1

- *High Tone, High Emotion*
    - Congress Reeks of Chaos and Contempt as Budget Scrapes By Amid Rage
    - Frustration Grows Over Local Library's Underwhelming Summer Initiative
- *Low Tone, High Emotion*:
    - Tense and Emotional Vote Leaves Lawmakers Exhausted as Budget Passes
    - Parents Express Frustration Over Accessibility of Local Library's Reading Program
- *High Tone, Low Emotion*:
    - Lawmakers Brawl in Another Dysfunctional Display as Budget Squeezes Through Congress
    - Library Struggles to Attract Attention with New Kids' Reading Program
- *Low Tone, Low Emotion*:
    - Congress Passes Budget in Close Vote After Intense Discussions
    - Local Library Starts Free Summer Reading Program for Local Kids

Set 2

- *High Tone, High Emotion*
    - Tensions Explode as City Pushes Divisive Policing Reform
    - Critics Slam NASA's Reckless Mars Plan Amid Public Anxiety
- *Low Tone, High Emotion*:
    - Stress and Tension Run High as City Council Votes on Policing Changes
    - Anxiety Stirs as Americans React to Risky Mars Mission
- *High Tone, Low Emotion*:
    - City Council Forces Through Policing Reform Despite Local Backlash
    - NASA's Costly Mars Gamble Raises Eyebrows Across Nation
- *Low Tone, Low Emotion*:
    - City Council Approves New Policing Measures After Deliberation
    - NASA Details Upcoming 2028 Mission to Mars in Public Briefing

Measures and Exact Wording:

- **Likelihood of Reading**
  "Please look at the headlines below. For each of them, indicate how likely you are to read the full article associated with it."
  Scale: 1 = Very Unlikely to 5 = Very Likely

Study 3 (Adding Manipulative Intent Ratings)

Design:
Same as Study 2, except:

- The manipulated site condition was replaced with a neutral control (no site framing):
  - Imagine you're browsing the internet and come across some headlines. In the next few pages, take a look at each one and think about how you might respond if you saw it while scrolling online.
- Participants rated each headline on **perceived manipulative intent (IMI):**

Stimuli:
Identical to Study 3.

Measures and Exact Wording:

- **Likelihood of Reading**
  "Please look at the headlines below. For each of them, indicate how likely you are to read the full article associated with it."
  Scale: 1 = Very Unlikely to 5 = Very Likely
- **Perceived Manipulative Intent (IMI)**
  "For each of the headlines below, please indicate your agreement with the following statement:"
  Items:
  - The headline is trying to manipulate the audience in inappropriate ways
  - The headline is trying to be manipulative
  - The headline is attempting to unfairly persuade the audience
  - The headline seems like a trick to get people to click
  - The headline is being too pushy
  - The headline is trying to unfairly influence readers
    Scale: 1 = Completely Disagree to 5 = Completely Agree

Study 4 (Important Topics)

Design:

Conditions were identical to Study 3. Participants saw 8 headlines (4 per topic), fully crossing Negative Tone (High vs. Low) × Negative Emotion (High vs. Low), for two pre-tested topics:

1. Vaccine Safety and Public Health
2. Mental Health Awareness

Stimuli:

- *Vaccine Safety*
  - High Tone, High Emotion: "Kennedy injects fear and anxiety into CDC by appointing dangerous anti-vaccine extremists"

    - High Tone, Low Emotion: “Kennedy sparks backlash after replacing CDC members with controversial anti-vaccine figures”
    - Low Tone, High Emotion: “Emerging anxiety over CDC panel changes involving concerning anti-vaccine ideologies”
    - Low Tone, Low Emotion: “Kennedy replaces fired US CDC panel members, includes anti-vaccine proponents”
- *Mental Health Awareness*
    - High Tone, High Emotion: “U.S. colleges overwhelmed as mental health crisis triggers fear and despair among students”
    - High Tone, Low Emotion: “Colleges neglect mounting mental health crisis despite rising diagnoses”
    - Low Tone, High Emotion: “Rising student diagnoses spark deep concern and emotional distress on U.S. campuses”
    - Low Tone, Low Emotion: “Mental health diagnoses rising among U.S. college students”

Measures and Exact Wording:

- **Likelihood of Reading**
  “Please look at the headlines below. For each of them, indicate how likely you are to read the full article associated with it.”
  Scale: 1 = Very Unlikely to 5 = Very Likely

Study 5 (Affective Polarization)

Study 6 employed a **2 (Negative Tone: High vs. Low) × 2 (Negative Emotion: High vs. Low)** between-subjects design. Each participant saw two Pro-Democratic and two Pro-Republican headlines, all drawn from the same tone–emotion combination. This allowed for within-subject comparisons across political alignment, while holding linguistic features constant between subjects.

This study only used the measured mindset condition. The experiment was run in two matched batches: the first included only Democrats, and the second included only Republicans. Materials and procedures were identical across samples, and the data were combined for analysis.

The order of headline blocks (Pro-Democratic vs. Pro-Republican first) was counterbalanced. Participants rated how likely they were to read each headline, and then completed a feeling thermometer after each topic block to report their current affect toward Democrats or Republicans.

Stimuli (Headlines)

Each participant saw two headlines from each topic. The exact wording varied depending on their assigned tone and emotion condition.

Pro-Democratic Headlines (Topic: Trans Rights / Workplace Raids)

- **High Tone, High Emotion**:
    - *Devastated McBride slams the Left’s neglect and abandonment of trans people in a crushing failure*
    - *Outraged Democrats condemn ICE’s gutting of hard-won workplace protections as alarming and reckless*
- **High Tone, Low Emotion**:

    - *McBride blames strategic failures and exposes negligence in the Left's handling of trans rights*
    - *ICE dismantles protections and greenlights aggressive workplace raids*
- **Low Tone, High Emotion**:
    - *McBride calls the rollback of trans rights heartbreaking and deeply distressing*
    - *Democrats express deep concern and dismay over ICE's reversal of workplace protections*
- **Low Tone, Low Emotion**:
    - *Sarah McBride on why the Left lost on trans rights*
    - *ICE walks back limits on raids targeting farms, restaurants and hotels*

Pro-Republican Headlines (Topic: Immigration / Trans Military Service)

- **High Tone, High Emotion**:
    - *Outraged conservatives hail CBP's forceful response and reversal of disastrous, infuriating open-border failures*
    - *Outraged and disgusted, Republicans slam Democrats' reckless push to reinstate transgender troops despite readiness concerns*
- **High Tone, Low Emotion**:
    - *CBP obliterates reckless Biden-era loopholes, ending chaotic border releases*
    - *Democrats push a radical bill that would undermine military standards by reinstating transgender service*
- **Low Tone, High Emotion**:
    - *Conservatives voice anger and frustration over years of border neglect despite new CBP success*
    - *Republicans express alarm and frustration over efforts to restore transgender military access*
- **Low Tone, Low Emotion**:
    - *Zero illegal aliens released into U.S. in May by Customs and Border Protection*
    - *Senate Democrats file bill to stop ban on transgender military service*

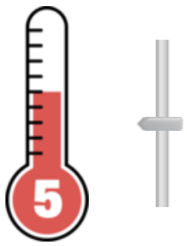
Measures and Question Wording

- **Likelihood of Reading**
  "Please look at the headlines below. For each of them, indicate how likely you are to read the full article associated with it."
  Scale: 1 = Very Unlikely to 5 = Very Likely

Feeling Thermometers

After each topic block:

> *"After reading the headlines, how warmly or coldly do you feel toward the [Democrats/Republicans] at this moment (regardless of how you feel about them in general)?"*



Scale: 0 = Very cold or unfavorable, 10 = Very warm or favorable

Appendix B

Supplemental Statistical Materials

Field Data

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Model for: Positive Tone

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Linear mixed model fit by maximum likelihood . t-tests use Satterthwaite's method
['lmerModLmerTest']

Formula: formula

   Data: data


       AIC        BIC     logLik   deviance   df.resid

-1658717.6 -1657964.0   829427.8 -1658855.6     408974


Scaled residuals:

    Min      1Q  Median      3Q     Max

-74.329  -0.105  -0.001   0.097  86.742


Random effects:

 Groups   Name        Variance Std.Dev. Corr

 host_id  (Intercept) 0.000000 0.00000

          pos_tone    0.000000 0.00000   NaN

 Residual             0.001015 0.03185

Number of obs: 409043, groups:  host_id, 389

Positive Tone Highlighted

Fixed effects:
```

	Estimate	Std. Error	df	t value	Pr(>|t|)	
(Intercept)	-1.807e-06	4.980e-05	4.090e+05	-0.036	0.971058	
pos_tone	-1.870e-04	6.083e-05	4.090e+05	-3.074	0.002110	**
reading_ease	4.597e-04	7.057e-05	4.090e+05	6.514	7.34e-11	***
common_words	1.690e-04	9.499e-05	4.090e+05	1.780	0.075148	.
numeric	6.108e-05	5.328e-05	4.090e+05	1.146	0.251644	
concrete	8.827e-05	9.220e-05	4.090e+05	0.957	0.338366	
swearing	6.049e-05	5.096e-05	4.090e+05	1.187	0.235251	
informality	1.041e-04	8.124e-05	4.090e+05	1.282	0.199900	
deliberation	-2.769e-05	7.174e-05	4.090e+05	-0.386	0.699512	
hedge	-1.571e-05	5.116e-05	4.090e+05	-0.307	0.758819	
negation	-1.028e-04	5.351e-05	4.090e+05	-1.920	0.054831	.
compare_contrast	1.602e-04	9.565e-05	4.090e+05	1.675	0.093918	.
conflict	-6.473e-05	7.259e-05	4.090e+05	-0.892	0.372566	
location	-4.536e-05	7.809e-05	4.090e+05	-0.581	0.561339	
present	1.601e-04	6.236e-05	4.090e+05	2.567	0.010256	*
past	1.799e-04	5.467e-05	4.090e+05	3.292	0.000996	***
future	4.116e-06	5.365e-05	4.090e+05	0.077	0.938845	
time_related	-3.934e-05	5.368e-05	4.090e+05	-0.733	0.463599	
questions	-1.663e-04	7.276e-05	4.090e+05	-2.286	0.022280	*
secret	8.769e-05	5.075e-05	4.090e+05	1.728	0.083987	.
curious	-1.708e-04	8.503e-05	4.090e+05	-2.009	0.044565	*
instructional	5.918e-05	6.769e-05	4.090e+05	0.874	0.382006	
second_person	-4.166e-06	5.305e-05	4.090e+05	-0.079	0.937403	
women	7.032e-05	5.420e-05	4.090e+05	1.297	0.194476	
men	5.536e-05	5.313e-05	4.090e+05	1.042	0.297369	
social_pl_fam	-1.505e-05	6.677e-05	4.090e+05	-0.225	0.821708	
social_pl_other	-1.621e-05	7.308e-05	4.090e+05	-0.222	0.824422	
authority	3.068e-05	1.151e-04	4.090e+05	0.266	0.789862	

fairness	-5.878e-05	7.169e-05	4.090e+05	-0.820	0.412272	
morality	-3.310e-05	6.953e-05	4.090e+05	-0.476	0.634045	
threat	3.266e-06	7.574e-05	4.090e+05	0.043	0.965609	
harm	-3.947e-05	7.391e-05	4.090e+05	-0.534	0.593266	
fearful	6.674e-05	8.430e-05	4.090e+05	0.792	0.428578	
safekeeping	-9.182e-05	7.196e-05	4.090e+05	-1.276	0.201958	
goals	-7.741e-05	7.096e-05	4.090e+05	-1.091	0.275288	
desire	-6.687e-05	5.118e-05	4.090e+05	-1.306	0.191384	
aesthetics	-3.354e-05	5.071e-05	4.090e+05	-0.661	0.508303	
visual_language	6.407e-05	7.132e-05	4.090e+05	0.898	0.368983	
auditory_lang	3.643e-05	6.145e-05	4.090e+05	0.593	0.553276	
cuteness	-1.286e-05	5.084e-05	4.090e+05	-0.253	0.800316	
other_senses	-1.036e-04	5.057e-05	4.090e+05	-2.048	0.040574	*
neg_tone	-3.098e-05	7.433e-05	4.090e+05	-0.417	0.676809	
emotion_intensity	2.448e-04	1.038e-04	4.090e+05	2.357	0.018403	*
pos_emotion	-7.027e-05	9.229e-05	4.090e+05	-0.761	0.446422	
neg_emotion	9.290e-05	7.637e-05	4.090e+05	1.216	0.223808	
disgusting	6.634e-07	7.134e-05	4.090e+05	0.009	0.992581	
angry	-2.275e-06	8.168e-05	4.090e+05	-0.028	0.977782	
action_words	6.090e-05	5.253e-05	4.090e+05	1.159	0.246346	
verb_categories	2.595e-04	1.047e-04	4.090e+05	2.478	0.013220	*
conjunction	3.900e-05	5.479e-05	4.090e+05	0.712	0.476505	
physical_health	-1.160e-04	6.105e-05	4.090e+05	-1.900	0.057410	.
mental_health	-5.006e-05	5.078e-05	4.090e+05	-0.986	0.324207	
drugs	-1.579e-05	5.075e-05	4.090e+05	-0.311	0.755787	
financial	-1.709e-04	8.524e-05	4.090e+05	-2.006	0.044901	*
sex	1.259e-04	7.248e-05	4.090e+05	1.738	0.082264	.
religion	-2.379e-05	6.392e-05	4.090e+05	-0.372	0.709710	
famous	1.299e-06	5.024e-05	4.090e+05	0.026	0.979367	

```
government_crime_std -1.140e-04  5.562e-05  4.090e+05  -2.050 0.040325 *
entertainment_std    -1.404e-05  5.299e-05  4.090e+05  -0.265 0.791079
business_std          1.282e-06  5.255e-05  4.090e+05   0.024 0.980543
education_std         6.487e-05  5.153e-05  4.090e+05   1.259 0.208059
news_std              5.740e-05  5.058e-05  4.090e+05   1.135 0.256429
identity_std          1.565e-05  5.082e-05  4.090e+05   0.308 0.758107
hobby_std             6.095e-05  5.453e-05  4.090e+05   1.118 0.263692
technology           -1.083e-04  6.242e-05  4.090e+05  -1.736 0.082635 .
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1
```

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Model for: Negative Tone

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```
Linear mixed model fit by maximum likelihood . t-tests use Satterthwaite's method
['lmerModLmerTest']

Formula: formula

   Data: data


      AIC        BIC     logLik   deviance   df.resid

-1660409.0 -1659655.5   830273.5 -1660547.0     408974


Scaled residuals:

    Min      1Q  Median      3Q     Max

-67.768  -0.106  -0.001   0.099  87.125


Random effects:

 Groups   Name        Variance  Std.Dev. Corr

 host_id  (Intercept) 0.0003173 0.01781

          neg_tone    0.0025213 0.05021  1.00
```

```
 Residual             0.0010056 0.03171

Number of obs: 409043, groups:  host_id, 389

Negative Tone Highlighted

Fixed effects:

                      Estimate Std. Error         df t value Pr(>|t|)

(Intercept)          1.015e-03  9.621e-04  2.196e+02   1.055  0.29274

neg_tone             2.895e-03  2.708e-03  3.215e+02   1.069  0.28600

reading_ease         4.856e-04  7.161e-05  3.418e+05   6.782 1.18e-11 ***

common_words         1.982e-04  9.515e-05  3.742e+05   2.083  0.03723 *

numeric              5.831e-05  5.323e-05  4.087e+05   1.095  0.27333

concrete             8.934e-05  9.202e-05  4.086e+05   0.971  0.33162

swearing             6.984e-05  5.088e-05  4.087e+05   1.373  0.16990

informality          1.165e-04  8.115e-05  4.088e+05   1.436  0.15100

deliberation        -3.278e-06  7.156e-05  4.084e+05  -0.046  0.96346

hedge               -1.534e-05  5.096e-05  4.087e+05  -0.301  0.76343

negation            -1.035e-04  5.332e-05  4.087e+05  -1.941  0.05231 .

compare_contrast     1.703e-04  9.539e-05  4.086e+05   1.785  0.07428 .

conflict            -7.161e-05  7.259e-05  4.086e+05  -0.986  0.32389

location            -3.975e-05  7.801e-05  4.083e+05  -0.510  0.61037

present              1.676e-04  6.216e-05  4.087e+05   2.696  0.00701 **

past                 1.781e-04  5.450e-05  4.087e+05   3.268  0.00108 **

future               5.133e-06  5.345e-05  4.086e+05   0.096  0.92349

time_related        -3.539e-05  5.351e-05  4.087e+05  -0.661  0.50841

questions           -1.752e-04  7.255e-05  4.087e+05  -2.416  0.01571 *

secret               9.010e-05  5.055e-05  4.087e+05   1.783  0.07467 .

curious             -1.609e-04  8.483e-05  4.083e+05  -1.896  0.05791 .

instructional        5.701e-05  6.741e-05  4.086e+05   0.846  0.39767

second_person       -9.754e-06  5.284e-05  4.087e+05  -0.185  0.85356

women                6.791e-05  5.417e-05  4.085e+05   1.254  0.20992
```

men	5.052e-05	5.316e-05	4.078e+05	0.950	0.34195
social_pl_fam	-1.062e-05	6.658e-05	4.087e+05	-0.160	0.87322
social_pl_other	-2.129e-05	7.280e-05	4.087e+05	-0.292	0.76990
authority	6.686e-05	1.150e-04	4.026e+05	0.581	0.56112
fairness	-5.936e-05	7.144e-05	4.086e+05	-0.831	0.40604
morality	-3.009e-05	6.947e-05	4.086e+05	-0.433	0.66496
threat	-2.514e-05	7.604e-05	4.086e+05	-0.331	0.74094
harm	-5.908e-05	7.517e-05	4.076e+05	-0.786	0.43190
fearful	7.477e-05	8.423e-05	4.087e+05	0.888	0.37473
safekeeping	-8.331e-05	7.170e-05	4.087e+05	-1.162	0.24527
goals	-7.558e-05	7.071e-05	4.087e+05	-1.069	0.28516
desire	-6.582e-05	5.099e-05	4.087e+05	-1.291	0.19672
aesthetics	-3.675e-05	5.054e-05	4.087e+05	-0.727	0.46709
visual_language	6.660e-05	7.106e-05	4.087e+05	0.937	0.34865
auditory_lang	4.072e-05	6.124e-05	4.087e+05	0.665	0.50611
cuteness	-1.517e-05	5.066e-05	4.087e+05	-0.299	0.76463
other_senses	-1.029e-04	5.044e-05	4.087e+05	-2.041	0.04128 *
pos_tone	-1.870e-04	6.062e-05	4.087e+05	-3.085	0.00203 **
emotion_intensity	2.469e-04	1.037e-04	4.086e+05	2.380	0.01732 *
pos_emotion	-7.846e-05	9.198e-05	4.084e+05	-0.853	0.39368
neg_emotion	1.099e-04	7.692e-05	4.085e+05	1.429	0.15296
disgusting	1.813e-05	7.129e-05	4.087e+05	0.254	0.79927
angry	-3.763e-05	8.163e-05	4.087e+05	-0.461	0.64482
action_words	6.413e-05	5.237e-05	4.087e+05	1.225	0.22074
verb_categories	2.531e-04	1.044e-04	4.086e+05	2.425	0.01532 *
conjunction	3.776e-05	5.471e-05	4.079e+05	0.690	0.49003
physical_health	-1.192e-04	6.093e-05	4.087e+05	-1.956	0.05045 .
mental_health	-4.716e-05	5.061e-05	4.086e+05	-0.932	0.35146
drugs	-1.870e-05	5.059e-05	4.088e+05	-0.370	0.71167

```
financial            -1.656e-04  8.495e-05  4.087e+05  -1.950  0.05120 .
sex                   1.052e-04  7.242e-05  4.087e+05   1.453  0.14631
religion             -2.506e-05  6.373e-05  4.087e+05  -0.393  0.69418
famous                1.456e-06  5.004e-05  4.086e+05   0.029  0.97679
government_crime_std -1.226e-04  5.578e-05  4.036e+05  -2.198  0.02798 *
entertainment_std    -1.278e-05  5.286e-05  4.087e+05  -0.242  0.80889
business_std          3.586e-06  5.245e-05  4.050e+05   0.068  0.94549
education_std         5.088e-05  5.134e-05  4.087e+05   0.991  0.32168
news_std              5.745e-05  5.039e-05  4.087e+05   1.140  0.25416
identity_std          1.577e-05  5.079e-05  4.074e+05   0.311  0.75615
hobby_std             6.393e-05  5.435e-05  4.087e+05   1.176  0.23952
technology           -1.090e-04  6.224e-05  4.085e+05  -1.752  0.07982 .
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1
```

==========

Model for: Intensity of Emotion

==========

```
Linear mixed model fit by maximum likelihood . t-tests use Satterthwaite's method
['lmerModLmerTest']

Formula: formula

   Data: data


      AIC        BIC     logLik   deviance   df.resid

-1658717.6 -1657964.0   829427.8 -1658855.6     408974
```

Scaled residuals:

Min	1Q	Median	3Q	Max
-74.329	-0.105	-0.001	0.097	86.742

Random effects:

Groups	Name	Variance	Std.Dev.	Corr
host_id	(Intercept)	0.000e+00	0.000e+00	
	emotion_intensity	9.554e-16	3.091e-08	NaN
Residual		1.015e-03	3.185e-02	

Number of obs: 409043, groups: host_id, 389

Intensity of Emotion Highlighted

Fixed effects:

	Estimate	Std. Error	df	t value	Pr(>|t|)	
(Intercept)	-1.807e-06	4.980e-05	4.090e+05	-0.036	0.971058	
emotion_intensity	2.448e-04	1.038e-04	4.089e+05	2.357	0.018403	*
reading_ease	4.597e-04	7.057e-05	4.090e+05	6.514	7.34e-11	***
common_words	1.690e-04	9.499e-05	4.090e+05	1.780	0.075148	.
numeric	6.108e-05	5.328e-05	4.090e+05	1.146	0.251644	
concrete	8.827e-05	9.220e-05	4.090e+05	0.957	0.338366	
swearing	6.049e-05	5.096e-05	4.090e+05	1.187	0.235251	
informality	1.041e-04	8.124e-05	4.090e+05	1.282	0.199900	
deliberation	-2.769e-05	7.174e-05	4.090e+05	-0.386	0.699512	
hedge	-1.571e-05	5.116e-05	4.090e+05	-0.307	0.758819	
negation	-1.028e-04	5.351e-05	4.090e+05	-1.920	0.054831	.
compare_contrast	1.602e-04	9.565e-05	4.090e+05	1.675	0.093918	.
conflict	-6.473e-05	7.259e-05	4.090e+05	-0.892	0.372566	
location	-4.536e-05	7.809e-05	4.090e+05	-0.581	0.561339	
present	1.601e-04	6.236e-05	4.090e+05	2.567	0.010256	*

past	1.799e-04	5.467e-05	4.090e+05	3.292	0.000996	***
future	4.116e-06	5.365e-05	4.090e+05	0.077	0.938845	
time_related	-3.934e-05	5.368e-05	4.090e+05	-0.733	0.463599	
questions	-1.663e-04	7.276e-05	4.090e+05	-2.286	0.022280	*
secret	8.769e-05	5.075e-05	4.090e+05	1.728	0.083987	.
curious	-1.708e-04	8.503e-05	4.090e+05	-2.009	0.044565	*
instructional	5.918e-05	6.769e-05	4.090e+05	0.874	0.382006	
second_person	-4.166e-06	5.305e-05	4.090e+05	-0.079	0.937403	
women	7.032e-05	5.420e-05	4.090e+05	1.297	0.194476	
men	5.536e-05	5.313e-05	4.090e+05	1.042	0.297369	
social_pl_fam	-1.505e-05	6.677e-05	4.090e+05	-0.225	0.821708	
social_pl_other	-1.621e-05	7.308e-05	4.090e+05	-0.222	0.824422	
authority	3.068e-05	1.151e-04	4.090e+05	0.266	0.789862	
fairness	-5.878e-05	7.169e-05	4.090e+05	-0.820	0.412272	
morality	-3.310e-05	6.953e-05	4.090e+05	-0.476	0.634045	
threat	3.266e-06	7.574e-05	4.090e+05	0.043	0.965609	
harm	-3.947e-05	7.391e-05	4.090e+05	-0.534	0.593266	
fearful	6.674e-05	8.430e-05	4.090e+05	0.792	0.428578	
safekeeping	-9.182e-05	7.196e-05	4.090e+05	-1.276	0.201958	
goals	-7.741e-05	7.096e-05	4.090e+05	-1.091	0.275288	
desire	-6.687e-05	5.118e-05	4.090e+05	-1.306	0.191384	
aesthetics	-3.354e-05	5.071e-05	4.090e+05	-0.661	0.508303	
visual_language	6.407e-05	7.132e-05	4.090e+05	0.898	0.368983	
auditory_lang	3.643e-05	6.145e-05	4.090e+05	0.593	0.553276	
cuteness	-1.286e-05	5.084e-05	4.090e+05	-0.253	0.800316	
other_senses	-1.036e-04	5.057e-05	4.090e+05	-2.048	0.040574	*
pos_tone	-1.870e-04	6.083e-05	4.090e+05	-3.074	0.002110	**
neg_tone	-3.098e-05	7.433e-05	4.090e+05	-0.417	0.676809	
pos_emotion	-7.027e-05	9.229e-05	4.090e+05	-0.761	0.446422	

```
neg_emotion            9.290e-05  7.637e-05  4.090e+05   1.216 0.223808
disgusting             6.634e-07  7.134e-05  4.090e+05   0.009 0.992580
angry                 -2.275e-06  8.168e-05  4.090e+05  -0.028 0.977782
action_words           6.090e-05  5.253e-05  4.090e+05   1.159 0.246346
verb_categories        2.595e-04  1.047e-04  4.090e+05   2.478 0.013220 *
conjunction            3.900e-05  5.479e-05  4.090e+05   0.712 0.476505
physical_health       -1.160e-04  6.105e-05  4.090e+05  -1.900 0.057410 .
mental_health         -5.006e-05  5.078e-05  4.090e+05  -0.986 0.324207
drugs                 -1.579e-05  5.075e-05  4.090e+05  -0.311 0.755787
financial             -1.709e-04  8.524e-05  4.090e+05  -2.006 0.044901 *
sex                    1.259e-04  7.248e-05  4.090e+05   1.738 0.082264 .
religion              -2.379e-05  6.392e-05  4.090e+05  -0.372 0.709710
famous                 1.299e-06  5.024e-05  4.090e+05   0.026 0.979367
government_crime_std -1.140e-04  5.562e-05  4.090e+05  -2.050 0.040325 *
entertainment_std    -1.404e-05  5.299e-05  4.090e+05  -0.265 0.791079
business_std           1.282e-06  5.255e-05  4.090e+05   0.024 0.980543
education_std          6.487e-05  5.153e-05  4.090e+05   1.259 0.208059
news_std               5.740e-05  5.058e-05  4.090e+05   1.135 0.256429
identity_std           1.565e-05  5.082e-05  4.090e+05   0.308 0.758107
hobby_std              6.095e-05  5.453e-05  4.090e+05   1.118 0.263692
technology            -1.083e-04  6.242e-05  4.090e+05  -1.736 0.082635 .
---
```

==========

Model for: Positive Emotion

==========

```
Linear mixed model fit by maximum likelihood . t-tests use Satterthwaite's method
['lmerModLmerTest']

Formula: formula

   Data: data
```

```
       AIC        BIC     logLik   deviance   df.resid
-1658717.6 -1657964.0   829427.8 -1658855.6     408974


Scaled residuals:
    Min      1Q  Median      3Q     Max
-74.329  -0.105  -0.001   0.097  86.742


Random effects:
 Groups    Name         Variance  Std.Dev.  Corr
 host_id   (Intercept) 0.000e+00 0.000e+00
           pos_emotion 1.837e-13 4.286e-07  NaN
 Residual              1.015e-03 3.185e-02
Number of obs: 409043, groups:  host_id, 389
Positive Emotion Highlighted
Fixed effects:
                       Estimate Std. Error         df t value Pr(>|t|)
(Intercept)          -1.807e-06  4.980e-05  4.090e+05  -0.036 0.971058
pos_emotion          -7.027e-05  9.229e-05  3.952e+05  -0.761 0.446422
reading_ease          4.597e-04  7.057e-05  4.090e+05   6.514 7.34e-11 ***
common_words          1.690e-04  9.499e-05  4.090e+05   1.780 0.075148 .
numeric               6.108e-05  5.328e-05  4.090e+05   1.146 0.251644
concrete              8.827e-05  9.220e-05  4.090e+05   0.957 0.338366
swearing              6.049e-05  5.096e-05  4.090e+05   1.187 0.235251
informality           1.041e-04  8.124e-05  4.090e+05   1.282 0.199900
deliberation         -2.769e-05  7.174e-05  4.090e+05  -0.386 0.699512
hedge                -1.571e-05  5.116e-05  4.090e+05  -0.307 0.758819
negation             -1.028e-04  5.351e-05  4.090e+05  -1.920 0.054831 .
compare_contrast      1.602e-04  9.565e-05  4.090e+05   1.675 0.093918 .
conflict             -6.473e-05  7.259e-05  4.090e+05  -0.892 0.372566
```

location	-4.536e-05	7.809e-05	4.090e+05	-0.581	0.561339
present	1.601e-04	6.236e-05	4.090e+05	2.567	0.010256 *
past	1.799e-04	5.467e-05	4.090e+05	3.292	0.000996 ***
future	4.116e-06	5.365e-05	4.090e+05	0.077	0.938845
time_related	-3.934e-05	5.368e-05	4.090e+05	-0.733	0.463599
questions	-1.663e-04	7.276e-05	4.090e+05	-2.286	0.022280 *
secret	8.769e-05	5.075e-05	4.090e+05	1.728	0.083987 .
curious	-1.708e-04	8.503e-05	4.090e+05	-2.009	0.044565 *
instructional	5.918e-05	6.769e-05	4.090e+05	0.874	0.382006
second_person	-4.166e-06	5.305e-05	4.090e+05	-0.079	0.937403
women	7.032e-05	5.420e-05	4.090e+05	1.297	0.194476
men	5.536e-05	5.313e-05	4.090e+05	1.042	0.297369
social_pl_fam	-1.505e-05	6.677e-05	4.090e+05	-0.225	0.821708
social_pl_other	-1.621e-05	7.308e-05	4.090e+05	-0.222	0.824422
authority	3.068e-05	1.151e-04	4.090e+05	0.266	0.789862
fairness	-5.878e-05	7.169e-05	4.090e+05	-0.820	0.412272
morality	-3.310e-05	6.953e-05	4.090e+05	-0.476	0.634045
threat	3.266e-06	7.574e-05	4.090e+05	0.043	0.965609
harm	-3.947e-05	7.391e-05	4.090e+05	-0.534	0.593266
fearful	6.674e-05	8.430e-05	4.090e+05	0.792	0.428578
safekeeping	-9.182e-05	7.196e-05	4.090e+05	-1.276	0.201958
goals	-7.741e-05	7.096e-05	4.090e+05	-1.091	0.275288
desire	-6.687e-05	5.118e-05	4.090e+05	-1.306	0.191384
aesthetics	-3.354e-05	5.071e-05	4.090e+05	-0.661	0.508303
visual_language	6.407e-05	7.132e-05	4.090e+05	0.898	0.368983
auditory_lang	3.643e-05	6.145e-05	4.090e+05	0.593	0.553276
cuteness	-1.286e-05	5.084e-05	4.090e+05	-0.253	0.800316
other_senses	-1.036e-04	5.057e-05	4.090e+05	-2.048	0.040574 *
pos_tone	-1.870e-04	6.083e-05	4.090e+05	-3.074	0.002110 **

```
neg_tone             -3.098e-05  7.433e-05  4.090e+05  -0.417 0.676809
emotion_intensity     2.448e-04  1.038e-04  4.090e+05   2.357 0.018403 *
neg_emotion           9.290e-05  7.637e-05  4.090e+05   1.216 0.223808
disgusting            6.634e-07  7.134e-05  4.090e+05   0.009 0.992580
angry                -2.275e-06  8.168e-05  4.090e+05  -0.028 0.977782
action_words          6.090e-05  5.253e-05  4.090e+05   1.159 0.246346
verb_categories       2.595e-04  1.047e-04  4.090e+05   2.478 0.013220 *
conjunction           3.900e-05  5.479e-05  4.090e+05   0.712 0.476505
physical_health      -1.160e-04  6.105e-05  4.090e+05  -1.900 0.057410 .
mental_health        -5.006e-05  5.078e-05  4.090e+05  -0.986 0.324207
drugs                -1.579e-05  5.075e-05  4.090e+05  -0.311 0.755787
financial            -1.709e-04  8.524e-05  4.090e+05  -2.006 0.044901 *
sex                   1.259e-04  7.248e-05  4.090e+05   1.738 0.082264 .
religion             -2.379e-05  6.392e-05  4.090e+05  -0.372 0.709710
famous                1.299e-06  5.024e-05  4.090e+05   0.026 0.979367
government_crime_std -1.140e-04  5.562e-05  4.090e+05  -2.050 0.040325 *
entertainment_std    -1.404e-05  5.299e-05  4.090e+05  -0.265 0.791079
business_std          1.282e-06  5.255e-05  4.090e+05   0.024 0.980543
education_std         6.487e-05  5.153e-05  4.090e+05   1.259 0.208059
news_std              5.740e-05  5.058e-05  4.090e+05   1.135 0.256429
identity_std          1.565e-05  5.082e-05  4.090e+05   0.308 0.758107
hobby_std             6.095e-05  5.453e-05  4.090e+05   1.118 0.263692
technology           -1.083e-04  6.242e-05  4.090e+05  -1.736 0.082635 .
---
```

==========

Model for: Negative Emotion

==========

```
Linear mixed model fit by maximum likelihood . t-tests use Satterthwaite's method
['lmerModLmerTest']

Formula: formula
```

```
   Data: data

       AIC        BIC     logLik   deviance   df.resid
-1659551.3 -1658797.7   829844.6 -1659689.3     408974

Scaled residuals:
    Min      1Q  Median      3Q     Max
-67.583  -0.106  -0.002   0.098  87.008

Random effects:
 Groups   Name        Variance Std.Dev. Corr
 host_id  (Intercept) 0.000000 0.00000
          neg_emotion 0.004450 0.06670   NaN
 Residual             0.001008 0.03175
Number of obs: 409043, groups:  host_id, 389
Negative Emotion Highlighted
Fixed effects:
                      Estimate Std. Error         df t value Pr(>|t|)
(Intercept)           9.330e-06  5.046e-05  3.707e+05   0.185  0.85332
neg_emotion           5.583e-03  3.627e-03  2.980e+02   1.539  0.12479
reading_ease          4.694e-04  7.061e-05  4.087e+05   6.648 2.97e-11 ***
common_words          1.820e-04  9.609e-05  4.084e+05   1.894  0.05821 .
numeric               6.217e-05  5.325e-05  4.087e+05   1.167  0.24304
concrete              9.264e-05  9.246e-05  4.087e+05   1.002  0.31635
swearing              5.851e-05  5.086e-05  4.087e+05   1.150  0.24997
informality           1.094e-04  8.124e-05  4.087e+05   1.347  0.17796
deliberation         -1.145e-05  7.166e-05  4.087e+05  -0.160  0.87300
hedge                -1.696e-05  5.102e-05  4.087e+05  -0.332  0.73959
negation             -1.036e-04  5.340e-05  4.086e+05  -1.940  0.05239 .
```

compare_contrast	1.637e-04	9.555e-05	4.087e+05	1.713	0.08670	.
conflict	-5.582e-05	7.242e-05	4.087e+05	-0.771	0.44082	
location	-3.864e-05	7.816e-05	4.087e+05	-0.494	0.62107	
present	1.622e-04	6.222e-05	4.087e+05	2.607	0.00914	**
past	1.766e-04	5.456e-05	4.087e+05	3.236	0.00121	**
future	6.262e-06	5.353e-05	4.087e+05	0.117	0.90688	
time_related	-2.766e-05	5.360e-05	4.087e+05	-0.516	0.60580	
questions	-1.718e-04	7.261e-05	4.086e+05	-2.367	0.01795	*
secret	8.761e-05	5.061e-05	4.086e+05	1.731	0.08343	.
curious	-1.716e-04	8.504e-05	4.087e+05	-2.017	0.04365	*
instructional	5.401e-05	6.752e-05	4.086e+05	0.800	0.42374	
second_person	-4.706e-06	5.292e-05	4.086e+05	-0.089	0.92914	
women	7.121e-05	5.411e-05	4.087e+05	1.316	0.18820	
men	5.888e-05	5.305e-05	4.087e+05	1.110	0.26705	
social_pl_fam	-1.512e-05	6.668e-05	4.087e+05	-0.227	0.82062	
social_pl_other	-1.993e-05	7.290e-05	4.086e+05	-0.273	0.78456	
authority	2.653e-05	1.153e-04	4.087e+05	0.230	0.81806	
fairness	-5.717e-05	7.149e-05	4.086e+05	-0.800	0.42391	
morality	-3.388e-05	6.939e-05	4.087e+05	-0.488	0.62535	
threat	-1.163e-05	7.561e-05	4.087e+05	-0.154	0.87773	
harm	-3.778e-05	7.394e-05	4.087e+05	-0.511	0.60942	
fearful	7.671e-05	8.429e-05	4.087e+05	0.910	0.36279	
safekeeping	-8.681e-05	7.181e-05	4.088e+05	-1.209	0.22672	
goals	-7.550e-05	7.080e-05	4.087e+05	-1.066	0.28625	
desire	-5.977e-05	5.105e-05	4.086e+05	-1.171	0.24170	
aesthetics	-3.580e-05	5.058e-05	4.086e+05	-0.708	0.47901	
visual_language	6.387e-05	7.118e-05	4.087e+05	0.897	0.36957	
auditory_lang	3.096e-05	6.130e-05	4.087e+05	0.505	0.61355	
cuteness	-1.358e-05	5.072e-05	4.087e+05	-0.268	0.78891	

other_senses	-1.066e-04	5.049e-05	4.087e+05	-2.112	0.03472 *
pos_tone	-1.888e-04	6.070e-05	4.087e+05	-3.110	0.00187 **
neg_tone	-2.898e-05	7.423e-05	4.087e+05	-0.390	0.69621
emotion_intensity	2.574e-04	1.038e-04	4.087e+05	2.481	0.01312 *
pos_emotion	-7.949e-05	9.213e-05	4.087e+05	-0.863	0.38830
disgusting	5.044e-06	7.132e-05	4.088e+05	0.071	0.94362
angry	-5.593e-06	8.161e-05	4.086e+05	-0.069	0.94536
action_words	6.226e-05	5.242e-05	4.087e+05	1.188	0.23500
verb_categories	2.463e-04	1.045e-04	4.087e+05	2.357	0.01841 *
conjunction	3.816e-05	5.469e-05	4.087e+05	0.698	0.48532
physical_health	-1.178e-04	6.095e-05	4.088e+05	-1.933	0.05320 .
mental_health	-4.752e-05	5.072e-05	4.086e+05	-0.937	0.34889
drugs	-1.644e-05	5.067e-05	4.088e+05	-0.324	0.74567
financial	-1.696e-04	8.509e-05	4.087e+05	-1.993	0.04627 *
sex	1.265e-04	7.230e-05	4.087e+05	1.750	0.08012 .
religion	-2.601e-05	6.376e-05	4.087e+05	-0.408	0.68328
famous	1.516e-06	5.012e-05	4.086e+05	0.030	0.97587
government_crime_std	-1.234e-04	5.557e-05	4.087e+05	-2.221	0.02638 *
entertainment_std	-2.012e-05	5.288e-05	4.087e+05	-0.380	0.70358
business_std	7.676e-06	5.247e-05	4.087e+05	0.146	0.88369
education_std	7.382e-05	5.143e-05	4.087e+05	1.435	0.15117
news_std	5.942e-05	5.046e-05	4.087e+05	1.177	0.23902
identity_std	1.550e-05	5.072e-05	4.086e+05	0.306	0.75986
hobby_std	6.745e-05	5.444e-05	4.087e+05	1.239	0.21538
technology	-1.104e-04	6.230e-05	4.086e+05	-1.771	0.07650 .

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Model for: Angry

==========

```
Linear mixed model fit by maximum likelihood . t-tests use Satterthwaite's method
['lmerModLmerTest']

Formula: formula

   Data: data


      AIC        BIC     logLik   deviance   df.resid

-1658903.4 -1658149.8   829520.7 -1659041.4     408974


Scaled residuals:

    Min      1Q  Median      3Q     Max

-73.528  -0.105  -0.001   0.098  86.811


Random effects:

 Groups   Name        Variance  Std.Dev.  Corr

 host_id  (Intercept) 4.604e-09 6.785e-05

          angry       5.253e-05 7.248e-03 1.00

 Residual             1.013e-03 3.183e-02

Number of obs: 409043, groups:  host_id, 389

Angry Highlighted

Fixed effects:

                      Estimate Std. Error         df t value Pr(>|t|)

(Intercept)           7.855e-06  5.060e-05  4.450e+02   0.155 0.876717

angry                 8.693e-04  5.508e-04  1.521e+02   1.578 0.116581

reading_ease          4.665e-04  7.067e-05  4.025e+05   6.601 4.09e-11 ***

common_words          1.697e-04  9.616e-05  1.020e+05   1.765 0.077608 .

numeric               5.967e-05  5.334e-05  3.919e+05   1.119 0.263213

concrete              8.142e-05  9.261e-05  3.840e+05   0.879 0.379369
```

swearing	5.121e-05	5.121e-05	3.871e+05	1.000	0.317277	
informality	9.860e-05	8.130e-05	3.900e+05	1.213	0.225173	
deliberation	-2.522e-05	7.180e-05	3.893e+05	-0.351	0.725389	
hedge	-1.569e-05	5.113e-05	4.087e+05	-0.307	0.758934	
negation	-1.034e-04	5.350e-05	4.084e+05	-1.934	0.053166	.
compare_contrast	1.713e-04	9.569e-05	4.048e+05	1.790	0.073423	.
conflict	-6.277e-05	7.257e-05	4.088e+05	-0.865	0.387066	
location	-4.672e-05	7.824e-05	3.510e+05	-0.597	0.550407	
present	1.603e-04	6.235e-05	4.074e+05	2.570	0.010162	*
past	1.822e-04	5.466e-05	4.086e+05	3.334	0.000855	***
future	5.031e-06	5.363e-05	4.045e+05	0.094	0.925265	
time_related	-3.674e-05	5.370e-05	4.062e+05	-0.684	0.493840	
questions	-1.646e-04	7.279e-05	3.850e+05	-2.262	0.023724	*
secret	8.657e-05	5.072e-05	4.088e+05	1.707	0.087833	.
curious	-1.630e-04	8.512e-05	3.939e+05	-1.915	0.055433	.
instructional	5.880e-05	6.765e-05	4.086e+05	0.869	0.384711	
second_person	-3.699e-06	5.303e-05	4.049e+05	-0.070	0.944394	
women	6.811e-05	5.421e-05	4.090e+05	1.256	0.209014	
men	5.390e-05	5.313e-05	4.084e+05	1.015	0.310320	
social_pl_fam	-1.178e-05	6.675e-05	4.089e+05	-0.177	0.859895	
social_pl_other	-1.722e-05	7.306e-05	4.064e+05	-0.236	0.813701	
authority	3.358e-05	1.156e-04	2.854e+05	0.291	0.771362	
fairness	-5.780e-05	7.165e-05	4.087e+05	-0.807	0.419821	
morality	-3.433e-05	6.953e-05	4.088e+05	-0.494	0.621509	
threat	3.683e-06	7.575e-05	4.089e+05	0.049	0.961221	
harm	-3.460e-05	7.404e-05	4.087e+05	-0.467	0.640281	
fearful	6.900e-05	8.432e-05	4.079e+05	0.818	0.413148	
safekeeping	-9.141e-05	7.193e-05	4.087e+05	-1.271	0.203764	
goals	-7.623e-05	7.093e-05	4.064e+05	-1.075	0.282521	

desire	-6.799e-05	5.117e-05	4.087e+05	-1.329	0.183934
aesthetics	-3.341e-05	5.068e-05	4.089e+05	-0.659	0.509657
visual_language	6.905e-05	7.131e-05	4.089e+05	0.968	0.332894
auditory_lang	3.669e-05	6.143e-05	4.084e+05	0.597	0.550306
cuteness	-1.251e-05	5.082e-05	4.088e+05	-0.246	0.805602
other_senses	-1.047e-04	5.055e-05	4.089e+05	-2.070	0.038417 *
pos_tone	-1.855e-04	6.082e-05	4.083e+05	-3.051	0.002283 **
neg_tone	-3.585e-05	7.463e-05	4.040e+05	-0.480	0.630997
emotion_intensity	2.448e-04	1.040e-04	3.945e+05	2.353	0.018646 *
pos_emotion	-7.440e-05	9.230e-05	4.035e+05	-0.806	0.420188
neg_emotion	8.766e-05	7.639e-05	4.063e+05	1.148	0.251164
disgusting	8.507e-06	7.140e-05	4.028e+05	0.119	0.905159
action_words	6.163e-05	5.251e-05	4.088e+05	1.174	0.240548
verb_categories	2.591e-04	1.047e-04	4.082e+05	2.475	0.013326 *
conjunction	3.661e-05	5.478e-05	4.089e+05	0.668	0.503914
physical_health	-1.167e-04	6.106e-05	3.949e+05	-1.911	0.056010 .
mental_health	-4.916e-05	5.076e-05	4.090e+05	-0.968	0.332796
drugs	-1.543e-05	5.074e-05	4.085e+05	-0.304	0.760967
financial	-1.726e-04	8.523e-05	4.025e+05	-2.025	0.042912 *
sex	1.258e-04	7.250e-05	4.089e+05	1.735	0.082674 .
religion	-2.290e-05	6.391e-05	4.089e+05	-0.358	0.720067
famous	2.443e-06	5.021e-05	4.085e+05	0.049	0.961201
government_crime_std	-1.159e-04	5.562e-05	4.086e+05	-2.084	0.037138 *
entertainment_std	-1.295e-05	5.302e-05	3.814e+05	-0.244	0.807018
business_std	1.402e-06	5.256e-05	3.939e+05	0.027	0.978716
education_std	6.767e-05	5.151e-05	4.083e+05	1.314	0.188884
news_std	5.682e-05	5.056e-05	4.087e+05	1.124	0.261086
identity_std	1.620e-05	5.080e-05	4.077e+05	0.319	0.749763
hobby_std	6.434e-05	5.452e-05	4.075e+05	1.180	0.237940

```
technology           -1.087e-04  6.241e-05  4.088e+05  -1.741 0.081654 .
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1
```

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Model for: Disgusting

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```
Linear mixed model fit by maximum likelihood . t-tests use Satterthwaite's method
['lmerModLmerTest']
Formula: formula
   Data: data

      AIC        BIC     logLik   deviance   df.resid
-1658717.6 -1657964.0   829427.8 -1658855.6     408974

Scaled residuals:
    Min      1Q  Median      3Q     Max
-74.329  -0.105  -0.001   0.097  86.742

Random effects:
 Groups   Name        Variance  Std.Dev.  Corr
 host_id  (Intercept) 0.000e+00 0.000e+00
          disgusting  1.471e-16 1.213e-08  NaN
 Residual             1.015e-03 3.185e-02
Number of obs: 409043, groups:  host_id, 389
```

Disgusting Highlighted

```
Fixed effects:
                      Estimate Std. Error         df t value Pr(>|t|)
(Intercept)          -1.807e-06  4.980e-05  4.090e+05  -0.036 0.971058
```

disgusting	6.634e-07	7.134e-05	4.090e+05	0.009	0.992581	
reading_ease	4.597e-04	7.057e-05	4.090e+05	6.514	7.34e-11	***
common_words	1.690e-04	9.499e-05	4.090e+05	1.780	0.075148	.
numeric	6.108e-05	5.328e-05	4.090e+05	1.146	0.251644	
concrete	8.827e-05	9.220e-05	4.090e+05	0.957	0.338366	
swearing	6.049e-05	5.096e-05	4.090e+05	1.187	0.235251	
informality	1.041e-04	8.124e-05	4.090e+05	1.282	0.199900	
deliberation	-2.769e-05	7.174e-05	4.090e+05	-0.386	0.699512	
hedge	-1.571e-05	5.116e-05	4.090e+05	-0.307	0.758819	
negation	-1.028e-04	5.351e-05	4.090e+05	-1.920	0.054831	.
compare_contrast	1.602e-04	9.565e-05	4.090e+05	1.675	0.093918	.
conflict	-6.473e-05	7.259e-05	4.090e+05	-0.892	0.372566	
location	-4.536e-05	7.809e-05	4.090e+05	-0.581	0.561339	
present	1.601e-04	6.236e-05	4.090e+05	2.567	0.010256	*
past	1.799e-04	5.467e-05	4.090e+05	3.292	0.000996	***
future	4.116e-06	5.365e-05	4.090e+05	0.077	0.938845	
time_related	-3.934e-05	5.368e-05	4.090e+05	-0.733	0.463599	
questions	-1.663e-04	7.276e-05	4.090e+05	-2.286	0.022280	*
secret	8.769e-05	5.075e-05	4.090e+05	1.728	0.083987	.
curious	-1.708e-04	8.503e-05	4.090e+05	-2.009	0.044565	*
instructional	5.918e-05	6.769e-05	4.090e+05	0.874	0.382006	
second_person	-4.166e-06	5.305e-05	4.090e+05	-0.079	0.937403	
women	7.032e-05	5.420e-05	4.090e+05	1.297	0.194476	
men	5.536e-05	5.313e-05	4.090e+05	1.042	0.297369	
social_pl_fam	-1.505e-05	6.677e-05	4.090e+05	-0.225	0.821708	
social_pl_other	-1.621e-05	7.308e-05	4.090e+05	-0.222	0.824422	
authority	3.068e-05	1.151e-04	4.090e+05	0.266	0.789862	
fairness	-5.878e-05	7.169e-05	4.090e+05	-0.820	0.412272	
morality	-3.310e-05	6.953e-05	4.090e+05	-0.476	0.634045	

threat	3.266e-06	7.574e-05	4.090e+05	0.043	0.965609	
harm	-3.947e-05	7.391e-05	4.090e+05	-0.534	0.593266	
fearful	6.674e-05	8.430e-05	4.090e+05	0.792	0.428578	
safekeeping	-9.182e-05	7.196e-05	4.090e+05	-1.276	0.201958	
goals	-7.741e-05	7.096e-05	4.090e+05	-1.091	0.275288	
desire	-6.687e-05	5.118e-05	4.090e+05	-1.306	0.191384	
aesthetics	-3.354e-05	5.071e-05	4.090e+05	-0.661	0.508303	
visual_language	6.407e-05	7.132e-05	4.090e+05	0.898	0.368983	
auditory_lang	3.643e-05	6.145e-05	4.090e+05	0.593	0.553276	
cuteness	-1.286e-05	5.084e-05	4.090e+05	-0.253	0.800316	
other_senses	-1.036e-04	5.057e-05	4.090e+05	-2.048	0.040574	*
pos_tone	-1.870e-04	6.083e-05	4.090e+05	-3.074	0.002110	**
neg_tone	-3.098e-05	7.433e-05	4.090e+05	-0.417	0.676809	
emotion_intensity	2.448e-04	1.038e-04	4.090e+05	2.357	0.018403	*
pos_emotion	-7.027e-05	9.229e-05	4.090e+05	-0.761	0.446422	
neg_emotion	9.290e-05	7.637e-05	4.090e+05	1.216	0.223808	
angry	-2.275e-06	8.168e-05	4.090e+05	-0.028	0.977782	
action_words	6.090e-05	5.253e-05	4.090e+05	1.159	0.246346	
verb_categories	2.595e-04	1.047e-04	4.090e+05	2.478	0.013220	*
conjunction	3.900e-05	5.479e-05	4.090e+05	0.712	0.476505	
physical_health	-1.160e-04	6.105e-05	4.090e+05	-1.900	0.057410	.
mental_health	-5.006e-05	5.078e-05	4.090e+05	-0.986	0.324207	
drugs	-1.579e-05	5.075e-05	4.090e+05	-0.311	0.755787	
financial	-1.709e-04	8.524e-05	4.090e+05	-2.006	0.044901	*
sex	1.259e-04	7.248e-05	4.090e+05	1.738	0.082264	.
religion	-2.379e-05	6.392e-05	4.090e+05	-0.372	0.709710	
famous	1.299e-06	5.024e-05	4.090e+05	0.026	0.979367	
government_crime_std	-1.140e-04	5.562e-05	4.090e+05	-2.050	0.040325	*
entertainment_std	-1.404e-05	5.299e-05	4.090e+05	-0.265	0.791079	

```
business_std          1.282e-06  5.255e-05  4.090e+05    0.024 0.980543
education_std         6.487e-05  5.153e-05  4.090e+05    1.259 0.208059
news_std              5.740e-05  5.058e-05  4.090e+05    1.135 0.256429
identity_std          1.565e-05  5.082e-05  4.090e+05    0.308 0.758107
hobby_std             6.095e-05  5.453e-05  4.090e+05    1.118 0.263692
technology           -1.083e-04  6.242e-05  4.090e+05   -1.736 0.082635 .
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1
```

Study 1

PANAS

Predictor	Coefficient	Std. Err.	t	p-value	95% CI (Lower)	95% CI (Upper)
neg_emotion	-0.028	0.217	-0.13	0.898	-0.454	0.398
neg_tone	0.484	0.217	2.23	0.026	0.059	0.909
panas_pos	0.325	0.044	7.32	0.000	0.239	0.412
panas_neg	0.100	0.062	1.62	0.104	-0.021	0.222
panas_pos × neg_emotion	-0.016	0.052	-0.31	0.754	-0.119	0.086
panas_pos × neg_tone	-0.047	0.052	-0.90	0.368	-0.149	0.055
panas_neg × neg_emotion	0.098	0.071	1.37	0.170	-0.042	0.237
panas_neg × neg_tone	-0.033	0.071	-0.47	0.638	-0.173	0.106
Intercept	1.726	0.186	9.24	0.000	1.359	2.092

Model Statistics

R^2 = 0.0785

Adj. R^2 = 0.0749

F(8, 2068) = 22.02

p (model) < 0.0001

Root MSE = 1.0611

Trait Neuroticism

Predictor	Coefficient	Std. Err.	t	p-value	95% CI (Lower)	95% CI (Upper)
neg_emotion	-0.039	0.221	-0.18	0.860	-0.471	0.394
neg_tone	0.245	0.221	1.11	0.267	-0.188	0.677
neuro_combined	-0.089	0.038	-2.36	0.018	-0.163	-0.015
neuro × neg_emotion	0.017	0.044	0.39	0.693	-0.068	0.104
neuro × neg_tone	0.013	0.044	0.29	0.775	-0.073	0.099
Intercept	3.320	0.190	17.52	0.000	2.949	3.692

Model Statistics

R^2 = 0.0253

Adj. R^2 = 0.0229

F(5, 2071) = 10.74

p (model) < 0.0001

Root MSE = 1.0905

Lay Rationalism

Predictor	Coefficient	Std. Err.	t	p-value	95% CI (Lower)	95% CI (Upper)
neg_emotion	-0.062	0.285	-0.22	0.829	-0.621	0.498
neg_tone	0.369	0.286	1.29	0.197	-0.192	0.929
lay_rationalism	0.071	0.064	1.11	0.268	-0.054	0.196
lay_rationalism × neg_emotion	0.030	0.078	0.38	0.701	-0.123	0.183
lay_rationalism × neg_tone	-0.017	0.078	-0.22	0.826	-0.170	0.136
Intercept	2.626	0.236	11.15	0.000	2.164	3.088

Model Statistics

R^2 = 0.0218
Adj. R^2 = 0.0194
F(5, 2071) = 9.22
p (model) < 0.0001
Root MSE = 1.0924

Study 2

Manipulated Site Label

Predictor	Coefficient	Std. Err.	t	p-value	95% CI (Lower)	95% CI (Upper)
neg_tone	-0.003	0.041	-0.08	0.933	-0.084	0.077
credibility	0.387	0.096	4.05	0.000	0.199	0.574
neg_tone × credibility	-0.047	0.055	-0.85	0.397	-0.154	0.061
neg_emotion	-0.078	0.040	-1.92	0.056	-0.157	0.001
neg_emotion × credibility	0.104	0.058	1.80	0.072	-0.009	0.218
headline_type = 2	-0.018	0.098	-0.18	0.855	-0.208	0.173
headline_type = 3	0.101	0.109	0.92	0.356	-0.115	0.315
headline_type = 4	0.273	0.110	2.48	0.013	0.057	0.489
Intercept	2.939	0.096	30.89	0.000	2.752	3.126

Model Statistics

R^2 = 0.0358

F(8, 430) = 5.02

p (model) < 0.0001

Root MSE = 1.2968

Manipulated Reader Goal

Predictor	Coefficient	Std. Err.	t	p-value	95% CI (Lower)	95% CI (Upper)
neg_tone	-0.048	0.043	-1.10	0.270	-0.134	0.037
credibility	0.595	0.094	6.28	0.000	0.409	0.781
neg_tone × credibility	-0.297	0.066	-4.49	0.000	-0.428	-0.167
neg_emotion	-0.101	0.048	-2.11	0.035	-0.196	-0.007
neg_emotion × credibility	-0.149	0.065	-2.27	0.024	-0.278	-0.020
headline_type = 2	0.054	0.086	0.62	0.533	-0.116	0.224
headline_type = 3	0.039	0.114	0.34	0.733	-0.186	0.264
headline_type = 4	0.288	0.110	2.61	0.009	0.071	0.505
Intercept	2.927	0.092	31.94	0.000	2.747	3.107

Model Statistics

R^2 = 0.0417
F(8, 402) = 13.46
p (model) < 0.0001
Root MSE = 1.3162

Measured Site Preference

Predictor	Coefficient	Std. Err.	t	p-value	95% CI (Lower)	95% CI (Upper)
neg_tone	0.066	0.055	1.20	0.231	-0.042	0.173
credibility_measured	0.664	0.107	6.19	0.000	0.452	0.874
neg_tone × credibility_measured	-0.352	0.066	-5.36	0.000	-0.482	-0.223
neg_emotion	-0.022	0.056	-0.39	0.693	-0.131	0.087
neg_emotion × credibility_measured	-0.257	0.066	-3.87	0.000	-0.388	-0.127
headline_type = 2	-0.274	0.069	-4.00	0.000	-0.409	-0.139
headline_type = 3	-0.013	0.090	-0.14	0.890	-0.190	0.165
headline_type = 4	-0.136	0.093	-1.47	0.141	-0.317	0.046
Intercept	3.146	0.109	28.97	0.000	2.933	3.359

Model Statistics

R^2 = 0.0411
F(8, 481) = 19.80
p (model) < 0.0001
Root MSE = 1.2445

Measured Reader Goal

Predictor	Coefficient	Std. Err.	t	p-value	95% CI (Lower)	95% CI (Upper)
neg_tone	0.020	0.070	0.29	0.770	-0.117	0.157
credibility_measured	0.629	0.118	5.35	0.000	0.398	0.860
neg_tone × credibility_measured	-0.269	0.079	-3.42	0.001	-0.425	-0.115
neg_emotion	0.032	0.059	0.55	0.582	-0.083	0.146
neg_emotion × credibility_measured	-0.272	0.067	-4.09	0.000	-0.403	-0.141
headline_type = 2	-0.229	0.067	-3.39	0.001	-0.362	-0.096
headline_type = 3	-0.093	0.092	-1.01	0.312	-0.273	0.087
headline_type = 4	-0.155	0.094	-1.66	0.098	-0.338	0.029
Intercept	3.100	0.120	25.89	0.000	2.865	3.336

Model Statistics

R^2 = 0.0319
F(8, 473) = 16.38
p (model) < 0.0001
Root MSE = 1.2454

Study 3

Regression combining all three conditions

Predictor	Coefficient	Std. Err.	t	p-value	95% CI (Lower)	95% CI (Upper)
neg_tone	-0.047	0.031	-1.52	0.130	-0.107	0.014
credibility_combined	0.778	0.058	13.47	0.000	0.665	0.892
neg_tone × credibility_combined	-0.218	0.039	-5.61	0.000	-0.294	-0.141
neg_emotion	0.021	0.032	0.66	0.513	-0.043	0.085
neg_emotion × credibility_combined	-0.203	0.039	-5.26	0.000	-0.280	-0.128
headline_type = 2	-0.245	0.044	-5.51	0.000	-0.331	-0.157
headline_type = 3	0.028	0.057	0.50	0.615	-0.082	0.138
headline_type = 4	-0.017	0.058	-0.29	0.773	-0.130	0.097
Intercept	2.968	0.060	49.20	0.000	2.850	3.087

Model Statistics

R^2 = 0.0572
F(8, 1341) = 48.62
p (model) < 0.0001
Root MSE = 1.2677

Moderated Mediation

To test whether the effect of negative tone on reading likelihood is mediated by inferences of manipulative intent (IMI), and whether this indirect effect varies depending on reader goals, we estimated a moderated mediation model corresponding to Hayes' PROCESS Model 3. In this model, negative tone serves as the independent variable, IMI is the mediator, and likelihood to read is the dependent variable. Crucially, credibility goal

(dummy-coded, with low credibility = 0 representing an enjoyment goal and high credibility = 1 representing a credibility goal) moderates the second stage of the mediation—the path from IMI to likelihood.

Manipulated Reader Goal

Negative Tone

Condition	Coefficient	Std. Err.	z	p-value	95% CI (Lower)	95% CI (Upper)
Enjoyment Goal (_bs_1)	0.0045	0.0465	0.10	0.922	-0.0867	0.0958
Credibility Goal (_bs_2)	-0.1197	0.0322	-3.71	0.000	-0.1829	-0.0566

Negative Emotion

Condition	Coefficient	Std. Err.	z	p-value	95% CI (Lower)	95% CI (Upper)
Enjoyment Goal (_bs_1)	0.0002	0.0457	0.00	0.996	-0.0893	0.0897
Credibility Goal (_bs_2)	-0.1171	0.0307	-3.81	0.000	-0.1773	-0.0569

Measured Site Preference

Negative Tone

Condition	Coefficient	Std. Err.	z	p-value	95% CI (Lower)	95% CI (Upper)
Enjoyment Goal (_bs_1)	0.1257	0.0457	2.75	0.006	0.0362	0.2153
Credibility Goal (_bs_2)	-0.0988	0.0248	-3.98	0.000	-0.1474	-0.0501

Negative Emotion

Condition	Coefficient	Std. Err.	z	p-value	95% CI (Lower)	95% CI (Upper)
Enjoyment Goal (_bs_1)	0.1216	0.0442	2.75	0.006	0.0349	0.2083
Credibility Goal (_bs_2)	-0.1077	0.0250	-4.30	0.000	-0.1568	-0.0586

Measured Reader Goal

Negative Tone

Condition	Coefficient	Std. Err.	z	p-value	95% CI (Lower)	95% CI (Upper)
Enjoyment Goal (_bs_1)	0.0881	0.0428	2.06	0.040	0.0042	0.1719
Credibility Goal (_bs_2)	−0.1000	0.0265	−3.77	0.000	−0.1519	−0.0481

Negative Emotion

Condition	Coefficient	Std. Err.	z	p-value	95% CI (Lower)	95% CI (Upper)
Enjoyment Goal (_bs_1)	0.0785	0.0402	1.96	0.051	−0.0002	0.1573
Credibility Goal (_bs_2)	−0.1028	0.0252	−4.07	0.000	−0.1522	−0.0533

Study 4

Predictor	Coef.	Std. Err.	t	p	95% CI (Lower)	95% CI (Upper)
Negative Tone	0.0297	0.0381	0.78	0.436	−0.0451	0.1045
Credibility (Combined)	0.7560	0.0958	7.89	<.001	0.5680	0.9442
Neg Tone × Credibility	−0.1436	0.0480	−2.99	0.003	−0.2378	−0.0493
Negative Emotion	−0.0438	0.0401	−1.09	0.275	−0.1225	0.0349
Neg Emotion × Credibility	−0.1373	0.0510	−2.69	0.007	−0.2375	−0.0371
Headline Type (2)	0.2353	0.0411	5.73	<.001	0.1546	0.3159
Condition (3: Measured Mindset)	0.2199	0.0994	2.21	0.027	0.0246	0.4152
Condition (4: Manipulated Mindset)	0.2575	0.0965	2.68	0.008	0.0689	0.4462
Intercept	2.5714	0.1028	25.00	<.001	2.3695	2.7734

Model Statistics

R^2 = 0.0779

F(8, 593) = 19.33

p (model) < .0001

Root MSE = 1.2444

Study 5

Affective Polarization

Predictor	Coef.	Std. Err.	t	p	95% CI (Lower)	95% CI (Upper)
Negative Tone	0.6740	0.4332	1.56	0.120	−0.1758	1.5238
Credibility (Measured)	0.8516	0.4293	1.98	0.047	0.0094	1.6938
Neg Tone × Credibility	−1.1205	0.4793	−2.34	0.020	−2.0607	−0.1803
Negative Emotion	1.1489	0.4343	2.65	0.008	0.2970	2.0007
Neg Emotion × Credibility	−0.5021	0.4802	−1.05	0.296	−1.4441	0.4399
Party (1 = Democrat)	1.1284	0.1869	6.04	<.001	0.7617	1.4952
Intercept	2.1948	0.3992	5.50	<.001	1.4118	2.9777

Model Statistics

R^2 = 0.0392

F(6, 1480) = 9.94

p (model) < .0001

Root MSE = 3.564

Feelings Towards In-Group

Predictor	Coef.	Std. Err.	t	p	95% CI (Lower)	95% CI (Upper)
Negative Tone	0.0448	0.3240	0.14	0.890	−0.5908	0.6803
Credibility (Measured)	0.7493	0.3219	2.33	0.020	0.1178	1.3807
Neg Tone × Credibility	−0.6268	0.3558	−1.76	0.078	−1.3247	0.0711
Negative Emotion	0.6877	0.3290	2.10	0.036	0.0441	1.3313
Neg Emotion × Credibility	−0.4778	0.3597	−1.33	0.184	−1.1833	0.2277
Party (1 = Democrat)	−0.4658	0.1354	−3.44	0.001	−0.7314	−0.2003
Intercept	5.9819	0.2994	19.98	<.001	5.3947	6.5691

Model Statistics

R^2 = 0.0224

F(6, 1480) = 5.55

p (model) < .0001

Root MSE = 2.5866

Feelings Towards Out-Group

Predictor	Coef.	Std. Err.	t	p	95% CI (Lower)	95% CI (Upper)
Negative Tone	−0.6293	0.2899	−2.17	0.030	−1.1979	−0.0606
Credibility (Measured)	−0.1024	0.2963	−0.35	0.730	−0.6837	0.4789
Neg Tone × Credibility	0.4937	0.3229	1.53	0.127	−0.1398	1.1272
Negative Emotion	−0.4611	0.2931	−1.57	0.116	−1.0361	0.1139
Neg Emotion × Credibility	0.0243	0.3259	0.07	0.940	−0.6150	0.6636
Party (1 = Democrat)	−1.5943	0.1283	−12.42	<.001	−1.8460	−1.3425
Intercept	3.7871	0.2757	13.73	<.001	3.2463	4.3280

Model Statistics

R^2 = 0.1038

F(6, 1480) = 30.06

p (model) < .0001

Root MSE = 2.4585

Extra Studies

Identifying Relevant Site Level Characteristics/Goals

Methods

To identify which site-level characteristics and reader goals are most psychologically salient to readers, we conducted a preregistered sorting task with 400 participants on Prolific. Participants were shown a list of news platforms, some of which were self-generated and others selected from a predefined list, and were asked to organize these platforms into meaningful groups based on their own judgments of similarity.

For each group they created, participants were prompted to respond to three open-ended questions:

- "Name this group of sites"
- "What do these sites have in common?"
- "What is your mindset or goal when reading news from this group?"

All responses were written in open-ended text fields—no rating scales or structured categories were provided. This open-ended format allowed participants to freely describe both emergent categories of site-level attributes (e.g., what defines a cluster of platforms) and the reader goals or mindsets they typically adopt when consuming content from those clusters.

To complement and validate these human-coded responses, we also conducted a parallel analysis using large-scale headline data. Specifically, we extracted 100 headlines per host (news source) from the Chartbeat dataset and input these into GPT-4o, a state-of-the-art large language model. We then prompted the model to classify the hosts into clusters based on tone, structure, and content. The exact prompt read:

> "Below are headline samples from many different news platforms. Each block represents a different host (news source). Please group these hosts into 3–5 clusters based on tone, structure, and content focus of their headlines. For each cluster, describe the shared style or characteristics, and include a few example Host IDs that belong to that cluster."

This LLM-based approach offered a scalable and systematic way to identify psychologically meaningful distinctions among news sources at the site level, based on language use alone.

Results

While the open-ended task yielded rich qualitative responses, a substantial portion lacked specificity. In particular, 65% of responses describing what the grouped sites had in common were too vague or generic to code meaningfully (e.g., "News," "I get notifications from them"). However, among the remaining responses, participants' descriptions clustered clearly and consistently into four interpretable categories:

1. Credible news sites – Platforms described as trustworthy, fact-based, or objective.
2. Enjoyable news sites – Sites that participants found entertaining, lighthearted, or easy to engage with.
3. Politically focused outlets – Platforms associated with ideological content or political commentary.
4. Sites defined by geographic relevance – Typically grouped as *local* vs. *non-local* news sources.

Responses to the question about reader mindset or goal were even sparser in terms of specificity: only 16% of participants provided responses that clearly referenced a psychological goal. However, of those, nearly all mentioned either seeking credibility (e.g., "I go here to get facts") or seeking enjoyment (e.g., "I read these to pass the time or be entertained").

The clusters generated by GPT-4o using headline language closely mirrored these categories. The LLM grouped hosts into categories such as:

- "Serious and trustworthy" – aligned with the credibility-focused cluster,
- "Lighthearted and entertaining" – mirroring the enjoyment-oriented group,
- "Political and issue-focused" – consistent with the ideologically defined category,
- "Locally grounded" – reflecting geographical relevance.

This convergence between the more interpretable subset of human-coded responses and the unsupervised GPT-based classification of headline tone and content lent strong support to our theoretical framework. Together, these two approaches suggest that credibility and enjoyment are not only prevalent site-level attributes, but also psychologically meaningful dimensions that shape how readers mentally organize and engage with online news platforms.

Credibility - Enjoyment Framework - Anger

Methods

This study followed the same basic procedure as Study 2 but focused specifically on the manipulation of **anger**. Participants were exposed to a total of **8 headlines**, each derived from one of **4 core topics**, with **two versions per topic**: a high-anger version and a low-anger version. Each participant viewed **4 headlines**, including **2 high-anger** and **2 low-anger** headlines, randomly selected.

Stimuli

Set 1:

- *City Council Blasted for Gutting Transit Services and Ignoring Public Outcry*
- *Federal Lawmakers Approve Changes to National Healthcare Policy Impacting Millions*
- *Parents Furious Over School's Inexcusable Delay in Promised Playground Project*
- *Airlines Increase Luggage Fees Ahead of Busy Travel Season*

Set 2:

- *City Council Announces Changes to Transit Budget, Impacting Some Local Routes*
- *Outrage Grows as Lawmakers Strip Critical Healthcare Protections from Millions*
- *School Postpones Playground Construction, Plans Still Under Review*
- *Upset Passengers Fume as Airlines Hike Baggage Fees Without Warning*

Results

Across all three conditions—Manipulated Reader Goal, Measured Site Preference, and Measured Reader Goal—we observed a significant interaction between anger and credibility. That is, the effect of anger on headline click likelihood was moderated by whether the platform or reader context emphasized credibility. See the table below for full model results.

Predictor	Coefficient	Std. Error	t	p	95% CI (Lower)	95% CI (Upper)
Angry (1)	0.3889	0.0853	4.56	0.000	0.2213	0.5651
Credibility Combined (1)	1.0382	0.1028	10.10	0.000	0.8362	1.2402
Angry × Credibility Combined (1×1)	−0.5836	0.1094	−5.33	0.000	−0.7985	−0.3688
Intercept	2.3500	0.0867	27.10	0.000	2.1797	2.5203