Online Supplement

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Robustness checks for the main analysis

Table 5

Robustness check for H2 for single-item measures with the overall index despite bad reliability and for each of the single-items for the domain of purity.

	M: general morality [a]			*DV: parasocial relationships* [b]		
	B	*SE B*	*p*	*B*	*SE B*	*p*
1) Index despite bad reliability						
characters' purity	0.12	0.06	.072	0.06	0.06	.248
general morality				0.59	0.05	<.001
2) "do something disgusting"						
characters' purity	0.08	0.04	.044	0.04	0.04	.236
general morality				0.59	0.05	<.001
3) "violate standards of purity and decency"						
characters' purity	0.16	0.03	<.001	0.03	0.04	.463
general morality				0.59	0.06	<.001
4) "live a healthy lifestyle (recode)"						
characters' purity	0.00	0.05	.968	0.04	0.04	.263
general morality				0.60	0.05	<.001
5) "be a smoker"						
characters' purity	-0.02	0.04	.520	0.00	0.03	.930
general morality				0.60	0.05	<.001

Notes. The item chosen for the analysis in the article was "do something disgusting." Total indirect effects are only indicated when they are significant. 5'000 bootstrapping. n = 250. Model 1: a: R^2 = .01, p < .072, F (1, 248) = 3.26. b: R^2 = .33, p < .001, F (2, 247) = 62.01. Model 2: a: R^2 = .02, p < .001, F (1, 248) = 4.10. b: R^2 = .33, p < .001, F (2, 247) = 62.06. Model 3: a: R^2 = .05, p < .001, F (1, 248) = 13.73. b: R^2 = .33, p < .001, F (2, 247) = 61.41. Indirect effect: B = .10. Model 4: a: R^2 = .00, p =.968, F (1, 248) = 0.00. b: R^2 = .33, p < .001, F (2, 247) = 61.95. Model 5: a: R^2 = .00, p =. 520, F (1, 248) = 0.41. b: R^2 = .33, p < .001, F (2, 247) = 61.01. The robustness check shows the same pattern for models 2 and 3, but the results are inconsistent over all single items and the index despite bad reliability.

Table 6

Robustness check for H3 using the indices with all items despite bad reliabilities.

	B	*SE B*	*t*	*p*	*95% CI*
Model 2a					
Viewers' Care	-0.01	0.09	-0.08	.940	[-0.189, 0.175]
Characters' Care	0.34	0.05	6.84	<.001	[0.241, 0.436]
Care Viewers * Characters	-0.04	0.08	-0.43	.671	[-0.201, 0.129]
Model 2b					
Viewers' Loyalty	0.15	0.08	1.89	.059	[-0.006, 0.312]
Characters' Loyalty	0.53	0.05	10.22	<.001	[0.427, 0.631]
Loyalty Viewers * Characters	0.06	0.08	0.75	.455	[-0.102, 0.228]
Model 2d					
Viewers' Purity	0.04	0.07	0.53	.593	[-0.100, 0.174]
Characters' Purity	0.14	0.07	2.16	.031	[0.013, 0.282]
Purity Viewers * Characters	0.08	0.08	1.06	.292	[-0.073, 0.241]
Model 2e					
Viewers' Fairness	-0.03	0.09	-0.31	.758	[-0.210, 0.153]
Characters' Fairness	0.50	0.05	11.02	<.001	[0.420, 0.596]
Fairness Viewers * Characters	0.10	0.09	1.22	.222	[-0.063, 0.271]

Notes: The robustness check shows one change in results in model 2b, as the direct effect of viewers' loyalty on PSR is no longer significant (p = .059).

Table 7

Robustness check for H3 for the domain of viewers' care with single items.

	B	*SE B*	*t*	*p*	*95% CI*
"Whether or not someone suffered emotionally"					
Viewers' Care	0.00	0.05	0.05	.962	[-0.094, 0.099]
Characters' Care	0.34	0.05	6.90	<.001	[0.241, 0.434]
Care Viewers * Characters	-0.06	0.04	-1.37	.173	[-0.140, 0.025]
"Whether or not someone cared for someone weak or vulnerable"					
Viewers' Care	-0.06	0.06	-1.06	.291	[-0.179, 0.054]
Characters' Care	0.34	0.05	6.95	<.001	[0.245, 0.439]
Care Viewers * Characters	-0.04	0.05	-0.72	.471	[-0.144, 0.067]
"Whether or not someone was cruel"					
Viewers' Care	-0.04	0.07	-0.61	.545	[-0.171, 0.090]
Characters' Care	0.33	0.05	6.80	<.001	[0.238, 0.431]
Care Viewers * Characters	0.03	0.07	0.38	.701	[-0.111, 0.165]
"Compassion for those who are suffering is the most crucial virtue"					
Viewers' Care	0.04	0.07	0.66	.512	[-0.089, 0.178]
Characters' Care	0.34	0.05	6.83	<.001	[0.239, 0.432]
Care Viewers * Characters	-0.02	0.07	0.25	.799	[-0.113, 0.146]
"One of the worst things a person could do is hurt a defenseless animal"					
Viewers' Care	0.08	0.05	1.71	.089	[-0.012, 0.174]
Characters' Care	0.33	0.05	6.81	<.001	[0.242, 0.429]
Care Viewers * Characters	-0.01	0.05	-0.30	.764	[-0.106, 0.078]
"It can never be right to kill a human being"					
Viewers' Care	-0.05	0.04	-1.05	.296	[-0.130, 0.040]
Characters' Care	0.34	0.05	6.86	<.001	[0.244, 0.441]
Care Viewers * Characters	0.01	0.04	0.31	.758	[-0.068, 0.094]

Notes: The robustness check shows no change in results. In the main data analysis, an index using four items was used.

Table 8

Robustness check for H3 for the domain of viewers' loyalty with single items.

	B	*SE B*	*t*	*p*	*95% CI*
"People should be loyal to their family members, even when they have done something wrong"					
Viewers' Loyalty	0.10	0.04	2.47	.014	[0.020, 0.175]
Characters' Loyalty	0.53	0.05	10.40	<.001	[0.433, 0.636]
Loyalty Viewers * Characters	0.05	0.04	1.32	.189	[-0.027, 0.237]
"Whether or not someone did something to betray his or her group"					
Viewers' Loyalty	-0.04	0.05	-0.79	.433	[-0.125, 0.054]
Characters' Loyalty	0.53	0.05	10.27	<.001	[0.432, 0.637]
Loyalty Viewers * Characters	0.02	0.05	0.489	.628	[-0.073, 0.121]
"Whether or not someone showed a lack of loyalty"					
Viewers' Loyalty	0.01	0.04	0.19	.846	[-0.079, 0.096]
Characters' Loyalty	0.54	0.05	10.25	<.001	[0.433, 0.639]
Loyalty Viewers * Characters	-0.00	0.05	-0.07	.943	[-0.098, 0.091]
"I am proud of my country's history"					
Viewers' Loyalty	0.16	0.04	3.62	<.001	[0.071, 0.241]
Characters' Loyalty	0.52	0.05	10.16	<.001	[0.418, 0.619]
Loyalty Viewers * Characters	0.04	0.05	0.82	.410	[-0.054, 0.133]
"Whether or not someone's action showed love for his or her country"					
Viewers' Loyalty	0.03	0.04	0.74	.458	[-0.054, 0.120]
Characters' Loyalty	0.53	0.05	10.23	<.001	[0.430, 0.637]
Loyalty Viewers * Characters	-0.04	0.05	-0.93	.356	[-0.140, 0.049]
"It is more important to be a team player than to express oneself"					
Viewers' Loyalty	-0.01	0.05	-0.12	.908	[-0.099, 0.088]
Characters' Loyalty	0.54	0.05	10.31	<.001	[0.434, 0.640]
Loyalty Viewers * Characters	0.06	0.05	1.19	.237	[-0.038, 0.151]

Notes: The item chosen for the analysis in the article was "People should be loyal to their family members, even when they have done something wrong". The robustness check shows inconsistent results. The direct effect is significant for two out of the six items.

Table 9

Robustness check for H3 for the domain of viewers' fairness with single items.

	B	*SE B*	*t*	*p*	*95% CI*
"Justice is the most important requirement for a society"					
Viewers' Fairness	-0.00	0.07	-0.03	.976	[-.0134, 0.129]
Characters' Fairness	0.51	0.05	11.22	<.001	[0.419, 0.597]
Fairness Viewers * Characters	0.12	0.07	1.70	.090	[-0.018, 0.249]
"Whether or not someone acted unfairly"					
Viewers' Fairness	0.09	0.06	1.44	.152	[-0.032, 0.204]
Characters' Fairness	0.51	0.05	11.33	<.001	[0.424, 0.602]
Fairness Viewers * Characters	0.06	0.06	1.01	.314	[-0.054, 0.167]
"Whether or not someone was denied his or her rights"					
Viewers' Fairness	-0.10	0.06	-1.64	.103	[-0.220, 0.020]
Characters' Fairness	0.51	0.05	11.27	<.001	[0.423, 0.603]
Fairness Viewers * Characters	0.02	0.06	0.26	.794	[-0.109, 0.142]
"When the government makes laws, the number one principle should be ensuring that everyone is treated fairly»					
Viewers' Fairness	-0.03	0.06	-0.43	.671	[-0.154, 0.099]
Characters' Fairness	0.51	0.05	11.15	<.001	[0.421, 0.603]
Fairness Viewers * Characters	0.03	0.07	0.47	.642	[-0.107, 0.173]
"Whether or not some people were treated differently than others"					
Viewers' Fairness	-0.05	0.05	-1.00	.321	[-0.153, 0.050]
Characters' Fairness	0.52	0.05	11.43	<.001	[0.427, 0.604]
Fairness Viewers * Characters	0.05	0.05	1.08	.280	[-0.041, 0.141]
"I think it's morally wrong that rich children inherit a lot of money while poor children inherit nothing"					
Viewers' Fairness	0.01	0.04	0.21	.831	[-0.062, 0.077]
Characters' Fairness	0.51	0.05	11.20	<.001	[0.423, 0.604]
Fairness Viewers * Characters	0.01	0.03	0.27	.786	[-0.059, 0.077]

Notes: The item chosen for the analysis in the article was "Justice is the most important requirement for a society." The robustness check shows no change in results.