

Online Appendix

A. Correlation matrix of PK scales and determinants

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1 Recognition	1.00	0.18***	0.12**	0.28***	-0.08*	-0.12**	-0.01	0.04	0.09*	0.19***	0.08	-0.01	-0.03	0.04	0.05
2 Intent		1.00	0.38***	0.33***	0.08*	-0.06	0.30***	0.03	0.05	0.12**	0.12**	-0.05	0.13**	0.07	-0.06
3 Tactics			1.00	0.13**	0.05	0.16***	0.36***	0.31***	0.24***	0.18***	0.10*	-0.07	0.10*	0.03	0.05
4 Source				1.00	0.05	-0.13**	0.01	-0.01	0.05	0.18***	0.02	-0.03	0.05	-0.01	0.00
5 Economic					1.00	0.12**	0.08*	-0.18***	-0.16***	-0.14**	0.06	0.00	0.07	0.01	0.05
6 Self						1.00	0.50***	-0.27***	-0.34***	-0.45***	-0.02	0.14***	-0.14***	0.06	0.00
7 Other							1.00	-0.03***	-0.09*	-0.17***	0.10*	0.03	-0.02	0.06	0.00
8 Scepticism								1.00	0.82***	0.57***	0.10*	-0.18***	-0.01	-0.03	0.16***
9 Appr									1.00	0.69***	0.13**	-0.13**	0.05	0.02	0.14***
10 Liking										1.00	0.10*	-0.17***	0.10*	-0.02	0.11**
11 NFC											1.00	0.01	0.04	-0.09*	0.21***
12 Media use												1.00	-0.12**	0.01	-0.07
13 Age groups													1.00	0.10*	0.03
14 Female														1.00	0.04
15 Education															1.00

Note. *** $p < .001$. ** $p < .01$. * $p < .05$. Recognition = Recognition of sponsored content; Intent = Understanding of persuasive and selling intent; Tactics = Understanding of persuasive tactics; Source = Recognition of commercial source; Economic = Understanding of economic model; Self = Self-reflective awareness of effect on self; Other = Self-reflective awareness of effect on others; Appr = Appropriateness; NFC = Need For Cognition; Medium usage = light, moderate, heavy; Age groups = 19-29; 30-39; 40-49, 50+ years old.

B. Outcomes of exploratory cluster analysis with all seven conceptual components of the PKS-SC and scepticism as attitudinal component.

Clusters

Input (Predictor) Importance
 1,0 0,8 0,6 0,4 0,2 0,0

Cluster	1	4	2	3
Label				
Description				
Size	34,4% (211)	23,1% (142)	21,3% (131)	21,2% (130)
Inputs	skep_re 3,35	self 1,89	intent 5,03	tactic 6,33
	eco 4,55	other 4,23	tactic 4,81	other 6,27
	intent 6,41	SOURCE 6,56	SOURCE 4,92	intent 6,68
	other 5,69	eco 3,20	other 4,85	sum_adrec 2,78
	self 3,97	skep_re 4,89	sum_adrec 1,83	skep_re 5,16
	SOURCE 6,26	intent 6,31	self 3,60	SOURCE 6,56
	tactic 5,36	tactic 5,28	eco 3,79	self 3,91
	sum_adrec 2,31	sum_adrec 2,45	skep_re 4,32	eco 3,51

Note. Inputs sorted at within-cluster importance. The four clusters have poor cluster quality (silhouette measure of cohesion and separation = 0.2) and a good ratio of sizes (ratio of sizes = 1.62).