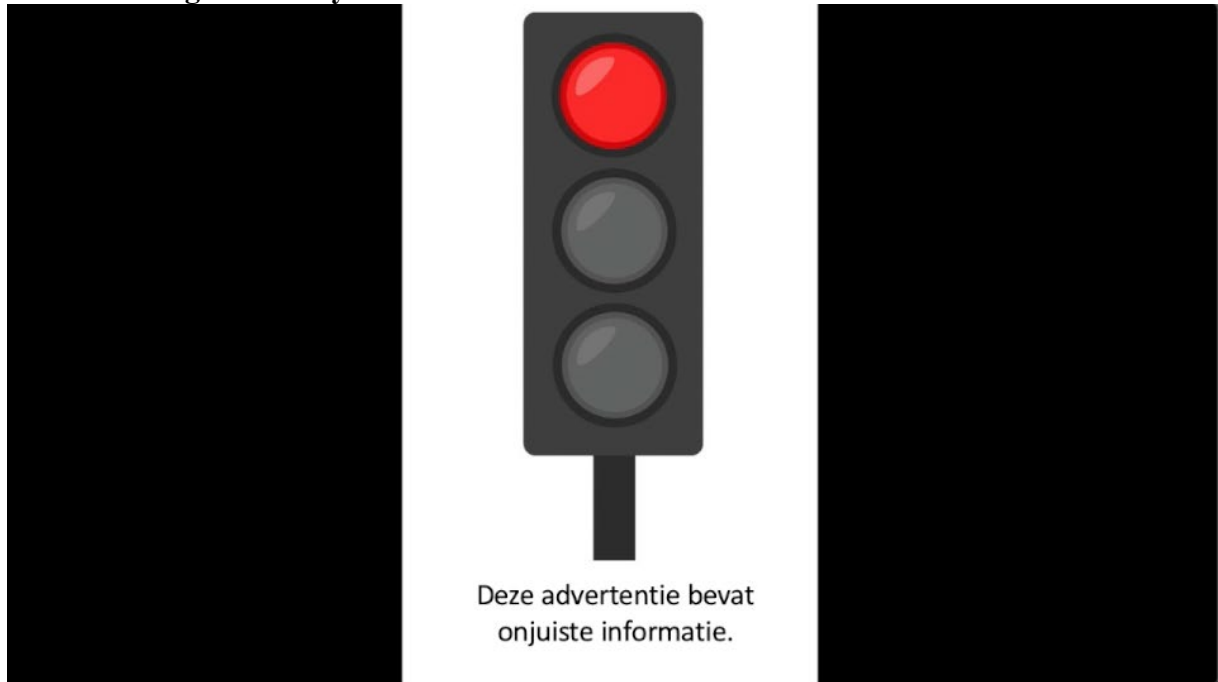


Appendix A. Screenshots of the TL veracity labels.

A1. Traffic light veracity label red before video starts.



Translation: "This advertisement contains false information."

A2. Traffic light veracity label orange concurrent with video



Translation: "This advertisement contains partly false information."

Appendix B

Table B1. Regression Results: Source Credibility (ATE – all participants)

	<i>Dependent variable:</i>	
	Source Credibility	
	(1C)	(2C)
Age	0.001 (0.003)	0.001 (0.003)
Gender [female]	0.30*** (0.08)	0.29*** (0.08)
Political Interest	0.18*** (0.03)	0.18*** (0.03)
Condition: Green [Start]		0.09 (0.16)
Condition: Green [During]		-0.06 (0.15)
Condition: Orange [Start]		-0.15 (0.16)
Condition: Orange [During]		-0.60*** (0.16)
Condition: Red [Start]		-0.17 (0.16)
Condition: Red [During]		-0.25

		(0.15)
Condition: Not rated yet		-0.001
		(0.16)
Constant	3.88 ^{***}	4.03 ^{***}
	(0.20)	(0.22)
Observations	1,054	1,054
Adjusted R ²	0.04	0.06
F Statistic	17.01 ^{***}	7.86 ^{***}
	(df=3; 1050)	(df=10; 1043)
<i>Note:</i>	*p<0.05; **p<0.01; ***p<0.001	

Table B2. Regression Results for Message Credibility: ATE – all participants)

	<i>Dependent variable:</i>	
	Message Credibility	
	(3C)	(4C)
Age	-0.01 [*]	-0.01 [*]
	(0.003)	(0.003)
Gender [female]	0.20 [*]	0.19 [*]
	(0.09)	(0.09)
Political Interest	0.21 ^{***}	0.21 ^{***}
	(0.03)	(0.03)
Condition: Green [Start]		0.05

		(0.18)
Condition: Green [During]		-0.19
		(0.18)
Condition: Orange [Start]		-0.27
		(0.18)
Condition: Orange [During]		-0.69***
		(0.18)
Condition: Red [Start]		-0.05
		(0.18)
Condition: Red [During]		-0.41*
		(0.18)
Condition: Not rated yet		-0.20
		(0.19)
Constant	3.69***	3.91***
	(0.23)	(0.26)
<hr/>		
Observations	1,054	1,054
Adjusted R ²	0.04	0.06
F Statistic	16.75*** (df=3; 1050)	7.62*** (df=10; 1043)

Note: *p<0.05; **p<0.01; ***p<0.001

Appendix C

Table C1. Regression results for both Model 1 and 2 on source credibility (ATT – participants who noticed the traffic light; $N = 710$)

<i>Dependent variable:</i>		
	Source Credibility	
	(1)	(2)
Age	-0.001 (0.004)	0.0002 (0.004)
Gender [female]	0.32** (0.10)	0.32*** (0.10)
Political Interest	0.19*** (0.03)	0.18*** (0.03)
Condition: Green [Start]		0.03 (0.19)
Condition: Green [During]		-0.03 (0.21)

Condition:
 Orange -0.13
 [Start] (0.17)

Condition:
 Orange -0.61***
 [During] (0.17)

Condition:
 Red [Start] -0.15
 (0.16)

Condition:
 Red -0.55**
 [During] (0.17)

Condition:
 Not rated yet -0.09
 (0.19)

Constant 3.85*** 4.06***
 (0.24) (0.25)

Observations 710 710

Adjusted R² 0.04 0.07

F Statistic	12.04 ^{***}	6.08 ^{***}
	(df=3; 706)	(df=10; 699)

Note. ^{***} $p < 0.001$; ^{**} $p < 0.01$; ^{*} $p < 0.05$

Table C2. Regression results for both Model 3 and 4 on message credibility (ATT – participants who noticed the traffic light; $N = 710$)

	<i>Dependent variable:</i>	
	Message Credibility	
	(3)	(4)
Age		-0.01 [*]
		(0.004)
Gender [female]		0.25 [*]
		(0.11)
Political Interest		0.23 ^{***}
		(0.04)
Condition: Green [Start]	-0.05	-0.04
	(0.22)	(0.22)
Condition: Green [During]	-0.10	-0.19
	(0.25)	(0.25)
Condition: Orange [Start]	-0.23	-0.30
	(0.20)	(0.19)
Condition: Orange [During]	-0.84 ^{***}	-0.76 ^{***}

	(0.21)	(0.20)
Condition: Red [Start]	-0.07	-0.09
	(0.20)	(0.19)
Condition: Red [During]	-0.77 ^{***}	-0.79 ^{***}
	(0.21)	(0.20)
Condition: Not rated yet	-0.33	-0.35
	(0.23)	(0.22)
Constant	4.60 ^{***}	3.89 ^{***}
	(0.13)	(0.30)
<hr/>		
Observations	710	710
Adjusted R ²	0.03	0.08
F Statistic	4.43 ^{***} (df=7; 702)	7.31 ^{***} (df=10; 699)

Note. ^{***} $p < 0.001$; ^{**} $p < 0.01$; ^{*} $p < 0.05$