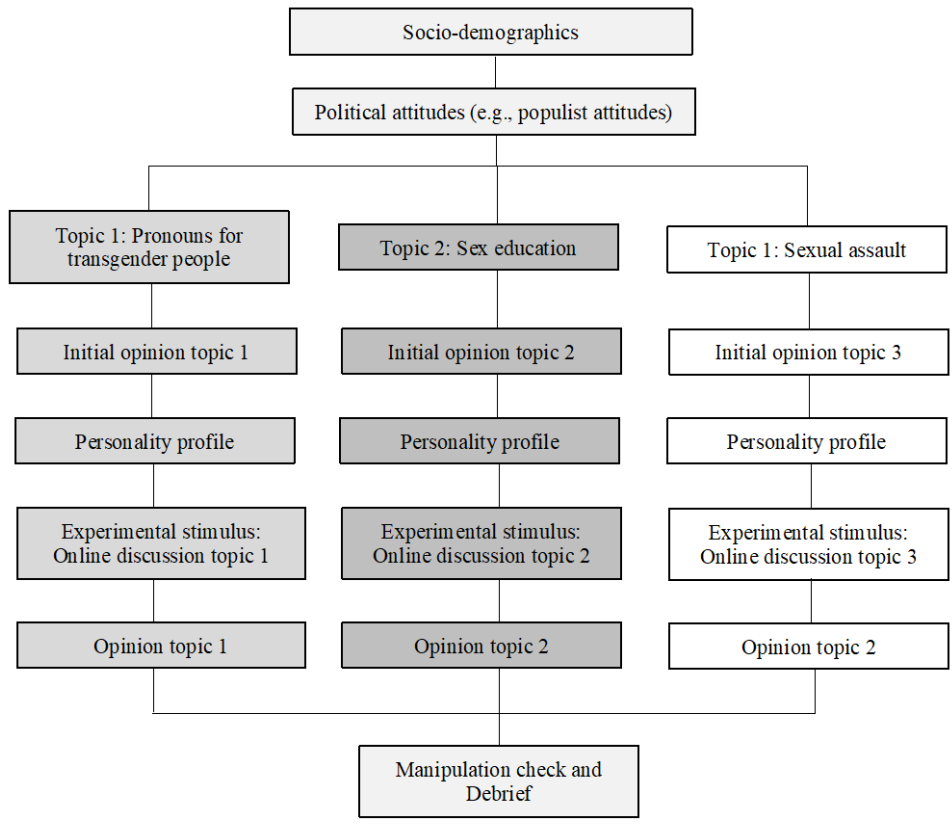


Appendix A

Survey Flow Study 1

FIGURE A1. Survey flow.



Stimulus Material Study 1

TABLE A1. Stimulus Material for Topic 1: Pronouns for Transgender People (translated from German).

	Pro	Contra
Civil	<p>Participant 1 (citizen): I think one should get a fine for willfully ignoring a person's preferred pronoun.</p> <p>Participant 2 (politician; replies to participant 1): Exactly! I understand that people might have different views, but I cannot agree. The right to be spoken to as one wishes should always take precedence over the right of freedom of speech.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): I can understand the arguments of the opponents, but they do not convince me completely. Moreover, these laws have already proven their worth in other countries.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>	<p>Participant 1 (citizen): I don't think you should get a fine for willfully ignoring a person's preferred pronoun.</p> <p>Participant 2 (politician; replies to participant 1): Exactly! I understand that people might have different views, but I cannot agree. Just because someone feels offended by another person's words, the freedom of speech should not be restricted.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): I can understand the arguments of the opponents, but they do not convince me completely. Even if someone finds it offensive, it should definitely not be classified as a crime.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>
Uncivil	<p>Participant 1 (citizen): I think one should get a fine for willfully ignoring a person's preferred pronoun.</p> <p>Participant 2 (politician; replies to participant 1): I totally agree, this is insane!!! The right to be spoken to as one wishes should always take precedence over the right to freedom of speech.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): Exactly, everything else is complete bullshit!!! Moreover, these laws have already proven their worth in other countries.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>	<p>Participant 1 (citizen): I don't think you should get a fine for willfully ignoring a person's preferred pronoun.</p> <p>Participant 2 (politician); replies to participant 1: I totally agree, this is insane!!! Just because someone feels offended by another person's words, the freedom of speech should not be restricted.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): Exactly, everything else is complete bullshit!!! Even if someone finds it offensive, it should definitely not be classified as a crime.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>

TABLE A2. Stimulus Material for Topic 2: Sexual Education (translated from German).

	Pro	Contra
Civil	<p>Participant 1 (citizen): I think pornography should be shown in sex education classes at the secondary level.</p> <p>Participant 2 (politician; replies to participant 1): Exactly! I understand that people might have different views, but I cannot agree. Students come into contact with pornography at this age anyway, so at least they have some guidance.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): I can understand the arguments of the opponents, but they do not convince me completely. Furthermore, pornography can be useful in educating students about consent and respect during sex.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>	<p>Participant 1 (citizen): I don't think pornography should be shown in sex education classes at the secondary level.</p> <p>Participant 2 (politician; replies to participant 1): Exactly! I understand that people might have different views, but I cannot agree. Pornography is for adults and not for teenagers. At this age they are too young to understand the difference between sex and pornography.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): I can understand the arguments of the opponents, but they do not convince me completely. Furthermore, the long-term psychological consequences of pornography are not yet known.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>
Uncivil	<p>Participant 1 (citizen): I think pornography should be shown in sex education classes at the secondary level.</p> <p>Participant 2 (politician; replies to participant 1): I totally agree, this is insane!!! Students come into contact with pornography at this age anyway, so at least they have some guidance.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): Exactly, everything else is complete bullshit!!! Furthermore, pornography can be useful in educating students about consent and respect during sex.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>	<p>Participant 1 (citizen): I don't think pornography should be shown in sex education classes at the secondary level.</p> <p>Participant 2 (politician; replies to participant 1): I totally agree, this is insane!!! Pornography is for adults and not for teenagers. At this age they are too young to understand the difference between sex and pornography.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): Exactly, everything else is complete bullshit!!! Furthermore, the long-term psychological consequences of pornography are not yet known.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>

TABLE A3. Stimulus Material for Topic 3: Sexual Assaults (translated from German).

	Pro	Contra
Civil	<p>Participant 1 (citizen): I think the burden of proof should be on the defense: any person charged with sexual assault should generally be presumed guilty until proven innocent.</p> <p>Participant 2 (politician; replies to participant 1): Exactly! I understand that people might have different views, but I cannot agree. Victims of sex crimes are already hesitant to file a report with the police. The presumption of innocence only makes it more difficult to get justice.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): I can understand the arguments of the opponents, but they do not convince me completely. Besides, sexual violence is such a terrible crime that you should always believe the victim first.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>	<p>Participant 1 (citizen): I think the burden of proof should be on the prosecution: any person charged with sexual assault should generally be presumed innocent until proven guilty.</p> <p>Participant 2 (politician; replies to participant 1): Exactly! I understand that people might have different views, but I cannot agree. Rape allegations can destroy a person's reputation forever, so they must absolutely meet the highest standards of proof.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): I can understand the arguments of the opponents, but they do not convince me completely. Besides, such accusations can be easily invented. We should not just automatically believe the accusation.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>
Uncivil	<p>Participant 1 (citizen): I think the burden of proof should be on the defense: any person charged with a sex crime should generally be presumed guilty until proven innocent.</p> <p>Participant 2 (politician; replies to participant 1): I totally agree, this is insane!!! Victims of sex crimes are already hesitant to file a report with the police. The presumption of innocence only makes it more difficult to get justice.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): Exactly, everything else is complete bullshit!!! Besides, sexual violence is such a terrible crime that you should always believe the victim first.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>	<p>Participant 1 (citizen): I think the burden of proof should be on the prosecution: any person charged with sexual assault should generally be presumed innocent until proven guilty.</p> <p>Participant 2 (politician; replies to participant 1): I totally agree, this is insane!!! Rape allegations can destroy a person's reputation forever, so they must absolutely meet the highest standards of proof.</p> <p>Participant 3 (citizen; replies to participant 2): “Likes”</p> <p>Participant 4 (citizen; replies to participant 2): Good point!</p> <p>Participant 5 (politician; replies to participant 1): Exactly, everything else is complete bullshit!!! Besides, such accusations can be easily invented. We should not just automatically believe the accusation.</p> <p>Participant 6 (citizen; replies to participant 5): I couldn't say it any better!</p>

FIGURE A2. Example Discussion Forum.

The screenshot shows a forum thread on the ZODiskutiert platform. The header includes the site name, language options (DE, FR), social media icons, and user profile icons. The main content consists of six posts by different users, each with a profile picture, name, title, and timestamp. The posts discuss the inclusion of pornography in secondary school sex education. The first post by Lukas Schmid (41 minutes ago) has 123 likes and 7 dislikes. Marco Ackermann (29 minutes ago) has 56 likes and 2 dislikes. Nicole Camenzind (11 minutes ago) has 3 likes and 0 dislikes. Lars Hofer (posted just now) has 1 like and 0 dislikes. Andrea Meier (18 minutes ago) has 63 likes and 1 dislike. Karin Bächli (4 minutes ago) has 1 like and 0 dislikes. Each post includes a 'Kommentieren' (comment) icon and a 'Teilen' (share) icon.

ZODiskutiert/ DE | FR

23'277 Mitglieder

Home / Beliebt / Thema ● 201 Gerade aktiv Diskutiert innerhalb 4 km

Lukas Schmid
Kaufmännischer Angestellter vor 41 Minuten

Ich finde, dass man Pornografie im Sexualkunde-Unterricht auf Sekundarstufe zeigen sollte. 123 7

Kommentieren Teilen

Marco Ackermann
Gemeinderatskandidat vor 29 Minuten

Ich stimme völlig zu! Leute mit anderen Ansichten spinnen doch! Pornografie kann nützlich sein, um Schüler und Schülerinnen über das Einvernehmen und Respekt beim Sex aufzuklären. 56 2

Kommentieren Teilen

Nicole Camenzind
Detailhandelsangestellte vor 11 Minuten

3

Kommentieren Teilen

Lars Hofer
Krankenpfleger Gerade eben

Guter Punkt! 1

Kommentieren Teilen

Andrea Meier
Gemeinderatskandidatin vor 18 Minuten

Genau! Alles andere ist völliger Scheiss, wie beschränkt kann man nur sein?? Ausserdem kommen Schüler und Schülerinnen in diesem Alter sowieso mit Pornografie in Kontakt und haben so wenigstens eine Orientierungshilfe. 63 1

Kommentieren Teilen

Karin Bächli
Lehrerin vor 4 Minuten

Ich könnte es nicht besser sagen! 1

Kommentieren Teilen

Full Tables Study 1

TABLE A4. Moderating role of populism.

	All messages			Incongruent messages			Congruent messages		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	0.01	(0.07)		0.02	(0.08)		0.02	(0.08)	
Female	-0.10	(0.17)		-0.00	(0.21)		-0.00	(0.21)	
Education	-0.43	(0.14)	**	-0.29	(0.18)		-0.29	(0.18)	
Issue importance	-0.05	(0.09)		-0.16	(0.11)		-0.16	(0.11)	
Issue knowledge	-0.06	(0.08)		-0.06	(0.10)		-0.06	(0.10)	
Initial opinion	-0.09	(0.17)		1.76	(0.21)	***	1.76	(0.21)	***
Opinion extremity	-0.05	(0.05)		0.53	(0.06)	***	0.53	(0.06)	***
Uncivil message (U)	0.75	(0.73)		1.03	(0.92)		1.03	(0.92)	
Populist attitudes (POPUL)	0.07	(0.12)		0.16	(0.15)		0.16	(0.15)	
U * POPUL	-0.22	(0.18)		-0.20	(0.22)		-0.20	(0.22)	
Constant	1.69	(0.73)	*	-0.42	(0.93)		-0.42	(0.93)	
Observations	1,264			622			622		
R-squared	0.01			0.18			0.18		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE A5. Moderating role of personality traits, all messages (part 1).

	Openness			Conscientiousness			Extraversion			Agreeableness		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	0.01	(0.07)		0.01	(0.07)		0.01	(0.07)		0.01	(0.07)	
Female	-0.08	(0.17)		-0.07	(0.17)		-0.08	(0.17)		-0.12	(0.17)	
Education	-0.42	(0.14)	**	-0.42	(0.14)	**	-0.40	(0.14)	**	-0.42	(0.14)	**
Issue importance	-0.05	(0.09)		-0.05	(0.09)		-0.05	(0.09)		-0.06	(0.09)	
Issue knowledge	-0.06	(0.08)		-0.06	(0.08)		-0.05	(0.08)		-0.06	(0.08)	
Initial opinion	-0.08	(0.17)		-0.08	(0.17)		-0.08	(0.17)		-0.08	(0.17)	
Opinion extremity	-0.05	(0.05)		-0.04	(0.05)		-0.04	(0.05)		-0.05	(0.05)	
Uncivil message (U)	0.28	(0.65)		0.13	(0.72)		-0.55	(0.57)		-0.91	(0.81)	
Openness (OPEN)	0.35	(0.74)										
Conscient. (CONSC)				-0.09	(0.71)							
Extraversion (EXTRA)							-1.02	(0.72)				
Agreeableness (AGREE)										0.01	(0.81)	
U * OPEN	-0.70	(1.04)										
U * CONSC				-0.40	(1.01)							
U * EXTRA							0.76	(1.02)				
U * AGREE										1.09	(1.13)	
Constant	1.78	(0.63)	**	2.01	(0.67)	**	2.44	(0.60)	***	2.00	(0.74)	**
Observations	1,264			1,264			1,264			1,264		
R-squared	0.01			0.01			0.01			0.01		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE A6. Moderating role of personality traits, all messages (part 2).

	Neuroticism			Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	0.01	(0.07)		0.00	(0.07)		0.01	(0.07)		0.02	(0.07)	
Female	-0.09	(0.17)		-0.08	(0.17)		-0.09	(0.17)		-0.05	(0.17)	
Education	-0.41	(0.14)	**	-0.41	(0.14)	**	-0.42	(0.14)	**	-0.42	(0.14)	**
Issue importance	-0.05	(0.09)		-0.05	(0.09)		-0.05	(0.09)		-0.05	(0.09)	
Issue knowledge	-0.06	(0.08)		-0.06	(0.08)		-0.05	(0.08)		-0.06	(0.08)	
Initial opinion	-0.07	(0.17)		-0.08	(0.17)		-0.08	(0.17)		-0.09	(0.17)	
Opinion extremity	-0.04	(0.05)		-0.05	(0.05)		-0.05	(0.05)		-0.04	(0.05)	
Uncivil message (U)	0.32	(0.41)		-0.40	(0.33)		-0.52	(0.28)	†	-0.33	(0.24)	
Neuroticism (NEURO)	0.82	(0.67)										
Narcissism (NARCIS)				-0.51	(0.57)							
Psychopathy (PSYCHO)							-0.91	(0.66)				
Machiav. (MACH)										-0.08	(0.60)	
U * NEURO	-1.16	(0.94)										
U * NARCIS				0.69	(0.79)							
U * PSYCHO							1.49	(0.90)	†			
U * MACH										0.88	(0.84)	
Constant	1.61	(0.59)	**	2.16	(0.54)	***	2.19	(0.53)	***	1.93	(0.53)	***
Observations	1,264			1,264			1,264			1,264		
R-squared	0.01			0.01			0.01			0.01		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE A7. Moderating role of personality traits, incongruent messages (part 1).

	Openness			Conscientiousness			Extraversion			Agreeableness		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	0.03	(0.08)		0.02	(0.09)		0.02	(0.08)		0.03	(0.08)	
Female	-0.01	(0.21)		-0.01	(0.21)		-0.01	(0.21)		-0.01	(0.21)	
Education	-0.31	(0.18)	†	-0.32	(0.18)	†	-0.30	(0.18)	†	-0.31	(0.18)	†
Issue importance	-0.16	(0.11)		-0.16	(0.11)		-0.16	(0.11)		-0.16	(0.11)	
Issue knowledge	-0.06	(0.10)		-0.06	(0.10)		-0.07	(0.10)		-0.06	(0.10)	
Initial opinion	1.78	(0.21)	***	1.79	(0.21)	***	1.80	(0.21)	***	1.79	(0.21)	***
Opinion extremity	0.54	(0.06)	***	0.53	(0.06)	***	0.54	(0.06)	***	0.54	(0.06)	***
Uncivil message (U)	0.85	(0.80)		0.55	(0.88)		-0.42	(0.70)		0.68	(1.01)	
Openness (OPEN)	0.28	(0.89)										
Conscient. (CONSC)				0.51	(0.88)							
Extraversion (EXTRA)							-0.50	(0.91)				
Agreeableness (AGREE)										0.51	(0.99)	
U * OPEN	-1.05	(1.30)										
U * CONSC				-0.47	(1.25)							
U * EXTRA							1.21	(1.26)				
U * AGREE										-0.66	(1.42)	
Constant	0.06	(0.78)		-0.08	(0.84)		0.47	(0.76)		-0.13	(0.94)	
Observations	622			622			622			622		
R-squared	0.18			0.18			0.18			0.18		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE A8. Moderating role of personality traits, incongruent messages (part 2).

	Neuroticism			Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	0.02	(0.08)		0.03	(0.08)		0.04	(0.08)		0.06	(0.08)	
Female	-0.01	(0.21)		0.02	(0.21)		0.01	(0.21)		0.07	(0.21)	
Education	-0.32	(0.18)	†	-0.30	(0.18)	†	-0.30	(0.18)	†	-0.30	(0.18)	†
Issue importance	-0.16	(0.11)		-0.17	(0.11)		-0.16	(0.11)		-0.15	(0.11)	
Issue knowledge	-0.06	(0.10)		-0.06	(0.10)		-0.06	(0.10)		-0.09	(0.10)	
Initial opinion	1.78	(0.21)	***	1.80	(0.21)	***	1.78	(0.21)	***	1.78	(0.21)	***
Opinion extremity	0.54	(0.06)	***	0.54	(0.06)	***	0.54	(0.06)	***	0.55	(0.06)	***
Uncivil message (U)	0.47	(0.51)		-0.33	(0.41)		-0.33	(0.35)		-0.21	(0.30)	
Neuroticism (NEURO)	0.25	(0.82)										
Narcissism (NARCIS)				-0.60	(0.70)							
Psychopathy (PSYCHO)							-0.83	(0.81)				
Machiav. (MACH)										-0.04	(0.71)	
U * NEURO	-0.62	(1.15)										
U * NARCIS				1.55	(0.99)							
U * PSYCHO							2.15	(1.10)	†			
U * MACH										1.94	(1.00)	†
Constant	0.14	(0.74)		0.41	(0.69)		0.36	(0.66)		0.08	(0.66)	
Observations	622			622			622			622		
R-squared	0.18			0.19			0.19			0.19		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE A9. Moderating role of personality traits, congruent messages (part 1).

	Openness			Conscientiousness			Extraversion			Agreeableness		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	0.08	(0.08)		0.09	(0.08)		0.08	(0.08)		0.09	(0.08)	
Female	0.10	(0.20)		0.13	(0.20)		0.10	(0.20)		0.06	(0.20)	
Education	-0.27	(0.16)		-0.26	(0.16)		-0.23	(0.16)		-0.24	(0.16)	
Issue importance	0.16	(0.11)		0.16	(0.11)		0.17	(0.11)		0.15	(0.11)	
Issue knowledge	-0.08	(0.10)		-0.05	(0.10)		-0.04	(0.10)		-0.05	(0.10)	
Initial opinion	-1.88	(0.20)	***	-1.88	(0.20)	***	-1.87	(0.20)	***	-1.87	(0.20)	***
Opinion extremity	-0.65	(0.06)	***	-0.64	(0.06)	***	-0.65	(0.06)	***	-0.65	(0.06)	***
Uncivil message (U)	-0.25	(0.77)		0.36	(0.86)		0.23	(0.68)		-0.94	(0.95)	
Openness (OPEN)	1.13	(0.89)										
Conscient. (CONSC)				-0.24	(0.83)							
Extraversion (EXTRA)							-0.33	(0.83)				
Agreeableness (AGREE)										0.47	(0.98)	
U * OPEN	-0.27	(1.22)										
U * CONSC				-1.12	(1.20)							
U * EXTRA							-1.25	(1.21)				
U * AGREE										0.75	(1.33)	
Constant	1.93	(0.74)	**	2.61	(0.79)	***	2.59	(0.69)	***	2.20	(0.87)	*
Observations	642			642			642			642		
R-squared	0.24			0.24			0.24			0.23		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE A10. Moderating role of personality traits, congruent messages (part 2).

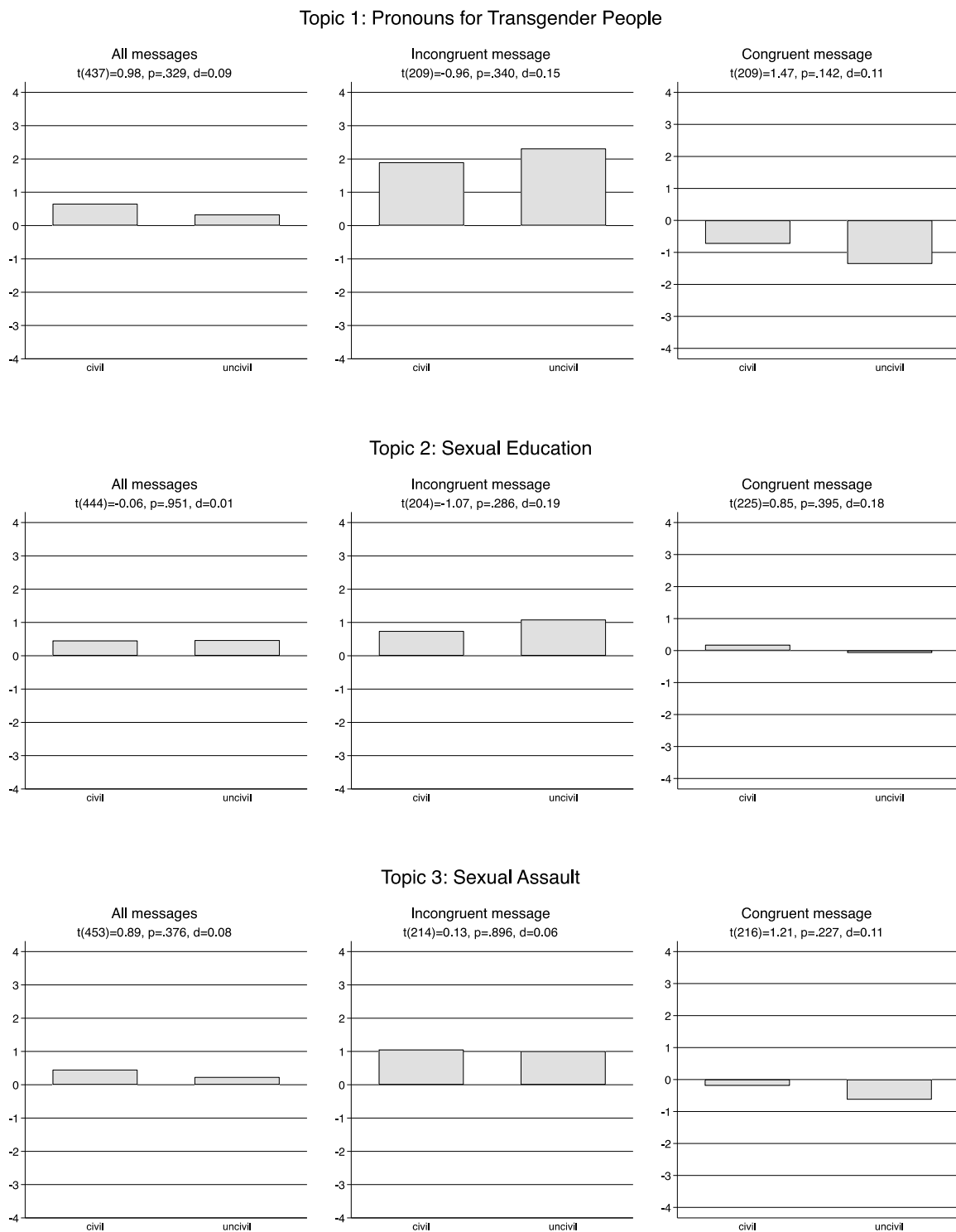
	Neuroticism			Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Age	.09	(.08)		.07	(.08)		.06	(.08)		.06	(.08)	
Female	.08	(.21)		.07	(.20)		-.03	(.21)		-.01	(.21)	
Education	-.24	(.16)		-.23	(.16)		-.26	(.16)		-.24	(.16)	
Issue importance	.16	(.11)		.17	(.11)		.13	(.11)		.14	(.11)	
Issue knowledge	-.05	(.10)		-.05	(.10)		-.04	(.09)		-.04	(.10)	
Initial opinion	-1.86	(.20)	***	-1.87	(.20)	***	-1.85	(.20)	***	-1.86	(.20)	***
Opinion extremity	-.65	(.06)	***	-.65	(.06)	***	-.65	(.06)	***	-.66	(.06)	***
Uncivil message (U)	-.32	(.48)		-.63	(.38)	†	-.65	(.32)	*	-.59	(.29)	*
Neuroticism (NEURO)	.46	(.79)										
Narcissism (NARCIS)				-.82	(.68)							
Psychopathy (PSYCHO)							-1.79	(.78)	*			
Machiav. (MACH)										-1.60	(.75)	*
U * NEURO	-.25	(1.12)										
U * NARCIS				.57	(.93)							
U * PSYCHO							.95	(1.07)				
U * MACH										.83	(1.04)	
Constant	2.28	(.69)	***	2.78	(.62)	***	3.12	(.63)	***	2.96	(.61)	***
Observations	642			642			642			642		
R-squared	.23			.23			.24			.24		

Note: Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** $p < .001$; ** $p < .01$; * $p < .05$; † $p < .1$.

Additional Analyses Study 1

FIGURE A3. Message persuasiveness by incivility, by topic.



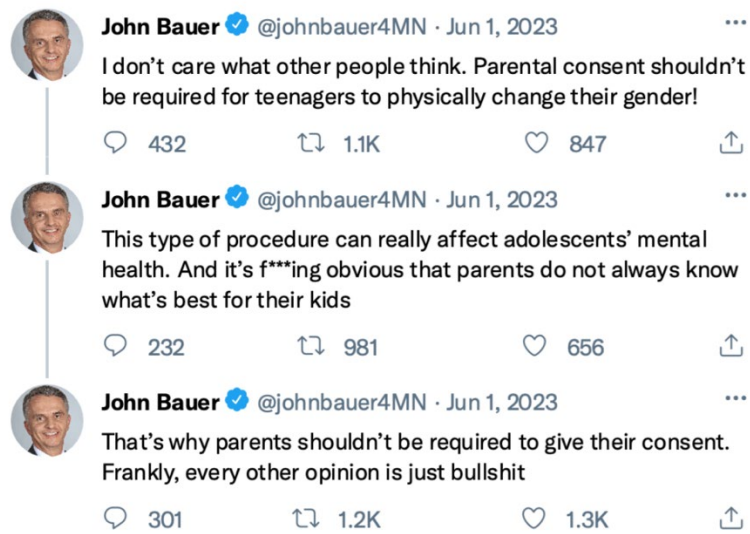
Appendix B

Stimulus Material Study 2

TABLE B1. Stimulus Material.

#	Condition	Treatment
T1	Civil, Contra	<p>Tweet 1: I know some might disagree, but as far as I'm concerned parental consent shouldn't be required for teenagers to physically change their gender</p> <p>Tweet 2: This type of procedure can really affect adolescents' mental health. And parents may not always know what's best for their kids</p> <p>Tweet 3: That's why parents shouldn't be required to give their consent. I can respect that some people may think differently, but I simply do not agree with them</p>
T2	Civil, Pro	<p>Tweet 1: I know some might disagree, but as far as I'm concerned parental consent should be required for teenagers to physically change their gender</p> <p>Tweet 2: This type of procedure can really affect adolescents' mental health. And kids may not always know what's best for them</p> <p>Tweet 3: That's why parents need to give their consent. I can respect that some people may think differently, but I simply don't agree with them</p>
T3	Uncivil, Contra	<p>Tweet 1: I don't care what other people think. Parental consent shouldn't be required for teenagers to physically change their gender!</p> <p>Tweet 2: This type of procedure can really affect adolescents' mental health. And it's f***ing obvious that parents do not always know what's best for their kids</p> <p>Tweet 3: That's why parents shouldn't be required to give their consent. Frankly, every other opinion is just bullshit</p>
T4	Uncivil, Pro	<p>Tweet 1: I don't care what other people think. Parental consent should be required for teenagers to physically change their gender!</p> <p>Tweet 2: This type of procedure can really affect adolescents' mental health. And it's f***ing obvious that kids do not always know what's best for them</p> <p>Tweet 3: That's why parents need to give their consent. Frankly, every other opinion is just bullshit</p>

FIGURE B1. Example Twitter Thread.



Full Tables Study 2

TABLE B2. Moderating role of populism.

	All messages			Incongruent messages			Congruent messages		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	-0.00	(0.00)		-0.00	(0.00)		0.00	(0.00)	
Female	0.06	(0.08)		0.14	(0.14)		0.01	(0.09)	
Education	-0.00	(0.09)		-0.10	(0.14)		0.01	(0.10)	
Issue importance	-0.00	(0.05)		0.00	(0.08)		0.00	(0.05)	
Issue knowledge	-0.02	(0.02)		-0.04	(0.03)		0.01	(0.02)	
Initial opinion	-0.12	(0.11)		-0.84	(0.18)	***	0.54	(0.12)	***
Opinion extremity	0.00	(0.03)		0.14	(0.05)	**	-0.13	(0.03)	***
Uncivil message (U)	-1.00	(0.40)	*	-1.25	(0.65)	†	-0.72	(0.44)	†
Populist attitudes (POPUL)	-0.04	(0.06)		-0.09	(0.10)		-0.03	(0.06)	
U * POPUL	0.20	(0.08)	*	0.26	(0.14)	†	0.13	(0.09)	
Constant	0.60	(0.36)	†	1.42	(0.60)	*	-0.01	(0.39)	
Observations	1,703			832			871		
R-squared	0.01			0.04			0.03		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE B3. Moderating role of personality traits, all messages (part 1).

	Openness			Conscientiousness			Extraversion			Agreeableness		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	-0.00	(0.00)		-0.00	(0.00)		-0.00	(0.00)		-0.00	(0.00)	
Female	0.07	(0.08)		0.06	(0.08)		0.06	(0.09)		0.07	(0.09)	
Education	-0.01	(0.09)		-0.01	(0.09)		-0.00	(0.09)		-0.01	(0.09)	
Issue importance	0.00	(0.05)		0.00	(0.05)		0.01	(0.05)		0.00	(0.05)	
Issue knowledge	-0.01	(0.02)		-0.02	(0.02)		-0.02	(0.02)		-0.02	(0.02)	
Initial opinion	-0.13	(0.11)		-0.11	(0.11)		-0.11	(0.11)		-0.12	(0.11)	
Opinion extremity	0.01	(0.03)		0.01	(0.03)		0.01	(0.03)		0.01	(0.03)	
Uncivil message (U)	-0.42	(0.30)		0.26	(0.31)		0.15	(0.22)		0.62	(0.33)	†
Openness (OPEN)	-0.54	(0.30)	†									
Conscient. (CONSC)				0.15	(0.30)							
Extraversion (EXTRA)							0.08	(0.30)				
Agreeableness (AGREE)										0.36	(0.33)	
U * OPEN	0.50	(0.41)										
U * CONSC				-0.47	(0.42)							
U * EXTRA							-0.45	(0.41)				
U * AGREE										-0.99	(0.46)	*
Constant	0.75	(0.31)	*	0.27	(0.29)		0.33	(0.27)		0.13	(0.31)	
Observations	1,703			1,703			1,703			1,703		
R-squared	0.00			0.00			0.00			0.00		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE B4. Moderating role of personality traits, all messages (part 2).

	Neuroticism			Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	-0.00	(0.00)		-0.00	(0.00)		-0.00	(0.00)		-0.00	(0.00)	
Female	0.05	(0.09)		0.06	(0.09)		0.05	(0.09)		0.05	(0.09)	
Education	-0.00	(0.09)		-0.01	(0.09)		-0.01	(0.09)		-0.01	(0.09)	
Issue importance	0.00	(0.05)		0.01	(0.05)		0.00	(0.05)		0.01	(0.05)	
Issue knowledge	-0.02	(0.02)		-0.02	(0.02)		-0.02	(0.02)		-0.02	(0.02)	
Initial opinion	-0.11	(0.11)		-0.11	(0.11)		-0.12	(0.11)		-0.11	(0.11)	
Opinion extremity	0.01	(0.03)		0.00	(0.03)		0.00	(0.03)		0.00	(0.03)	
Uncivil message (U)	-0.19	(0.16)		-0.15	(0.13)		-0.20	(0.13)		-0.18	(0.12)	
Neuroticism (NEURO)	0.05	(0.26)										
Narcissism (NARCIS)				-0.21	(0.26)							
Psychopathy (PSYCHO)							-0.39	(0.28)				
Machiav. (MACH)										-0.41	(0.25)	
U * NEURO	0.32	(0.35)										
U * NARCIS				0.29	(0.35)							
U * PSYCHO							0.54	(0.39)				
U * MACH										0.49	(0.35)	
Constant	0.31	(0.28)		0.45	(0.25)	†	0.52	(0.26)	*	0.51	(0.25)	*
Observations	1,703			1,703			1,703			1,703		
R-squared	0.00			0.00			0.00			0.00		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE B5. Moderating role of personality traits, incongruent messages (part 1).

	Openness			Conscientiousness			Extraversion			Agreeableness		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	-0.00	(0.00)		0.00	(0.00)		-0.00	(0.00)		0.00	(0.00)	
Female	0.14	(0.14)		0.14	(0.14)		0.13	(0.14)		0.16	(0.14)	
Education	-0.09	(0.14)		-0.11	(0.14)		-0.10	(0.14)		-0.12	(0.14)	
Issue importance	0.01	(0.08)		0.01	(0.08)		0.02	(0.08)		0.01	(0.08)	
Issue knowledge	-0.03	(0.03)		-0.04	(0.03)		-0.04	(0.03)		-0.04	(0.03)	
Initial opinion	-0.87	(0.18)	***	-0.82	(0.18)	***	-0.82	(0.18)	***	-0.83	(0.18)	***
Opinion extremity	0.14	(0.05)	**	0.14	(0.05)	**	0.14	(0.05)	**	0.14	(0.05)	**
Uncivil message (U)	-0.37	(0.47)		0.73	(0.50)		0.29	(0.35)		1.25	(0.54)	*
Openness (OPEN)	-1.04	(0.47)	*									
Conscient. (CONSC)				0.07	(0.49)							
Extraversion (EXTRA)							0.04	(0.49)				
Agreeableness (AGREE)										0.43	(0.53)	
U * OPEN	0.49	(0.65)										
U * CONSC				-1.09	(0.68)							
U * EXTRA							-0.66	(0.67)				
U * AGREE										-1.85	(0.74)	*
Constant	1.66	(0.49)	***	0.83	(0.47)	†	0.91	(0.42)	*	0.60	(0.50)	
Observations	832			832			832			832		
R-squared	0.04			0.04			0.03			0.04		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE B6. Moderating role of personality traits, incongruent messages (part 2).

	Neuroticism			Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	0.00	(0.00)		0.00	(0.00)		0.00	(0.00)		-0.00	(0.00)	
Female	0.10	(0.14)		0.18	(0.14)		0.16	(0.14)		0.15	(0.14)	
Education	-0.08	(0.14)		-0.14	(0.14)		-0.13	(0.14)		-0.11	(0.14)	
Issue importance	0.01	(0.08)		0.01	(0.08)		0.01	(0.08)		0.01	(0.08)	
Issue knowledge	-0.04	(0.03)		-0.04	(0.03)		-0.04	(0.03)		-0.04	(0.03)	
Initial opinion	-0.84	(0.18)	***	-0.87	(0.18)	***	-0.86	(0.18)	***	-0.84	(0.18)	***
Opinion extremity	0.15	(0.05)	**	0.15	(0.05)	**	0.15	(0.05)	**	0.14	(0.05)	**
Uncivil message (U)	-0.17	(0.26)		-0.25	(0.22)		-0.30	(0.21)		-0.13	(0.19)	
Neuroticism (NEURO)	0.41	(0.43)										
Narcissism (NARCIS)				0.06	(0.41)							
Psychopathy (PSYCHO)							-0.16	(0.46)				
Machiav. (MACH)										-0.14	(0.42)	
U * NEURO	0.30	(0.57)										
U * NARCIS				0.70	(0.56)							
U * PSYCHO							1.06	(0.64)	†			
U * MACH										0.41	(0.57)	
Constant	0.64	(0.44)		0.87	(0.40)	*	0.98	(0.40)	*	0.96	(0.40)	*
Observations	832			832			832			832		
R-squared	0.04			0.04			0.04			0.03		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE B7. Moderating role of personality traits, congruent messages (part 1).

	Openness			Conscientiousness			Extraversion			Agreeableness		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	-0.00	(0.00)		-0.00	(0.00)		-0.00	(0.00)		-0.00	(0.00)	
Female	0.02	(0.09)		0.01	(0.09)		0.01	(0.09)		0.01	(0.10)	
Education	-0.00	(0.09)		-0.00	(0.09)		0.00	(0.10)		0.00	(0.09)	
Issue importance	0.01	(0.05)		0.00	(0.05)		0.00	(0.05)		0.00	(0.05)	
Issue knowledge	0.00	(0.02)		0.01	(0.02)		0.01	(0.02)		0.01	(0.02)	
Initial opinion	0.56	(0.12)	***	0.54	(0.12)	***	0.54	(0.12)	***	0.55	(0.12)	***
Opinion extremity	-0.13	(0.03)	***	-0.13	(0.03)	***	-0.13	(0.03)	***	-0.13	(0.03)	***
Uncivil message (U)	-0.44	(0.33)		-0.39	(0.34)		-0.11	(0.24)		-0.15	(0.36)	
Openness (OPEN)	0.07	(0.33)										
Conscient. (CONSC)				-0.03	(0.33)							
Extraversion (EXTRA)							0.01	(0.32)				
Agreeableness (AGREE)										0.10	(0.36)	
U * OPEN	0.46	(0.45)										
U * CONSC				0.38	(0.47)							
U * EXTRA							-0.02	(0.45)				
U * AGREE										0.05	(0.51)	
Constant	-0.19	(0.34)		-0.11	(0.33)		-0.17	(0.30)		-0.21	(0.34)	
Observations	871			871			871			871		
R-squared	0.03			0.03			0.03			0.03		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

TABLE B8. Moderating role of personality traits, congruent messages (part 2).

	Neuroticism			Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig	Coef	Se	sig
Age	-0.00	(0.00)		-0.00	(0.00)		-0.00	(0.00)		-0.00	(0.00)	
Female	0.02	(0.10)		-0.00	(0.09)		-0.02	(0.10)		-0.01	(0.09)	
Education	-0.00	(0.09)		0.04	(0.10)		0.02	(0.09)		0.02	(0.09)	
Issue importance	0.00	(0.05)		0.01	(0.05)		0.00	(0.05)		0.01	(0.05)	
Issue knowledge	0.01	(0.02)		0.01	(0.02)		0.01	(0.02)		0.01	(0.02)	
Initial opinion	0.54	(0.12)	***	0.57	(0.12)	***	0.56	(0.12)	***	0.56	(0.12)	***
Opinion extremity	-0.13	(0.03)	***	-0.13	(0.03)	***	-0.13	(0.03)	***	-0.13	(0.03)	***
Uncivil message (U)	-0.10	(0.18)		-0.08	(0.14)		-0.12	(0.14)		-0.23	(0.13)	†
Neuroticism (NEURO)	-0.06	(0.28)										
Narcissism (NARCIS)				-0.42	(0.29)							
Psychopathy (PSYCHO)							-0.47	(0.31)				
Machiav. (MACH)										-0.57	(0.27)	*
U * NEURO	-0.04	(0.39)										
U * NARCIS				-0.11	(0.39)							
U * PSYCHO							0.01	(0.43)				
U * MACH										0.47	(0.39)	
Constant	-0.12	(0.31)		-0.03	(0.28)		0.03	(0.29)		0.02	(0.28)	
Observations	871			871			871			871		
R-squared	0.03			0.04			0.04			0.04		

Note. Dependent variable is message persuasiveness, ranging from -10 (full backfire) to +10 (full persuasion). Models are OLS regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1