

Appendix

Equipment and software

The experiment was setup on Tobii Pro Lab. The web-based SurveyXact was implemented within the Tobii Pro Lab environment to collect survey data. All survey questions and instructions were presented to participants in Danish. Electrodermal activity was collected in Tobii Pro Lab with Shimmer 3 sensors. A Tobii eye tracker was used to record gaze during viewing, but those data are not included in this article. R studio was used to clean and analyze all data.

Skin conductance cleaning

Cleaning of the skin conductance data was carried out by plotting each subjects' signal individually, visually identifying noise, and substituting the noisy data with blanks. Unlike repeated measures ANOVA, the multilevel modeling strategy we used to analyze the data is robust to missing data.

There were repeated technical issues with the equipment, possibly an unstable Bluetooth connection. The EDA signal was completely dropped for 7 subjects (12.5%) and another 13 subjects (23% of the sample) showed partial signal loss. Whenever the signal was lost within a video, the entire series for that video for that participant was removed from the final dataset. Because the manipulation of interest (i.e., type of storytelling structure) was both within-video and within-subject and all stimuli were randomized by the computer, the loss of data was random and should not systematically affect the question under study.

Stimuli

Because of proprietary reasons, the stimuli was not made publicly available. However, any researchers interested in seeing them can contact directly the authors of the paper. In the table below we give information regarding the length of each video (differentiating by condition), and the general topic of the video.

TV Station	Video name in dataset	Topic	Version	Length
DR	<i>Arctic</i>	Melting of the ice cap in Greenland	Flow TV	10m46s
			BAS	10m46s
	<i>Organ</i>	Mother of young lung organ donor meets the recipient	Flow TV	13m5s
			BAS	13m6s
	<i>Psykovold</i>	Mentally vulnerable citizen commits violence against the police	Flow TV	8m15s
			BAS	8m9s
TV2 Fyn	<i>Viking</i>	Weightlifter tries to break the world record	Flow TV	3m1s
			BAS	3m24s
	<i>Penicillin</i>	Many Danes mistakenly believe they have an allergy to penicillin	Flow TV	3m20s
			BAS	3m55s
	<i>Vandtarn</i>	Volunteers welcome visitors to the community water tower	Flow TV	2m29s
			BAS	2m45s

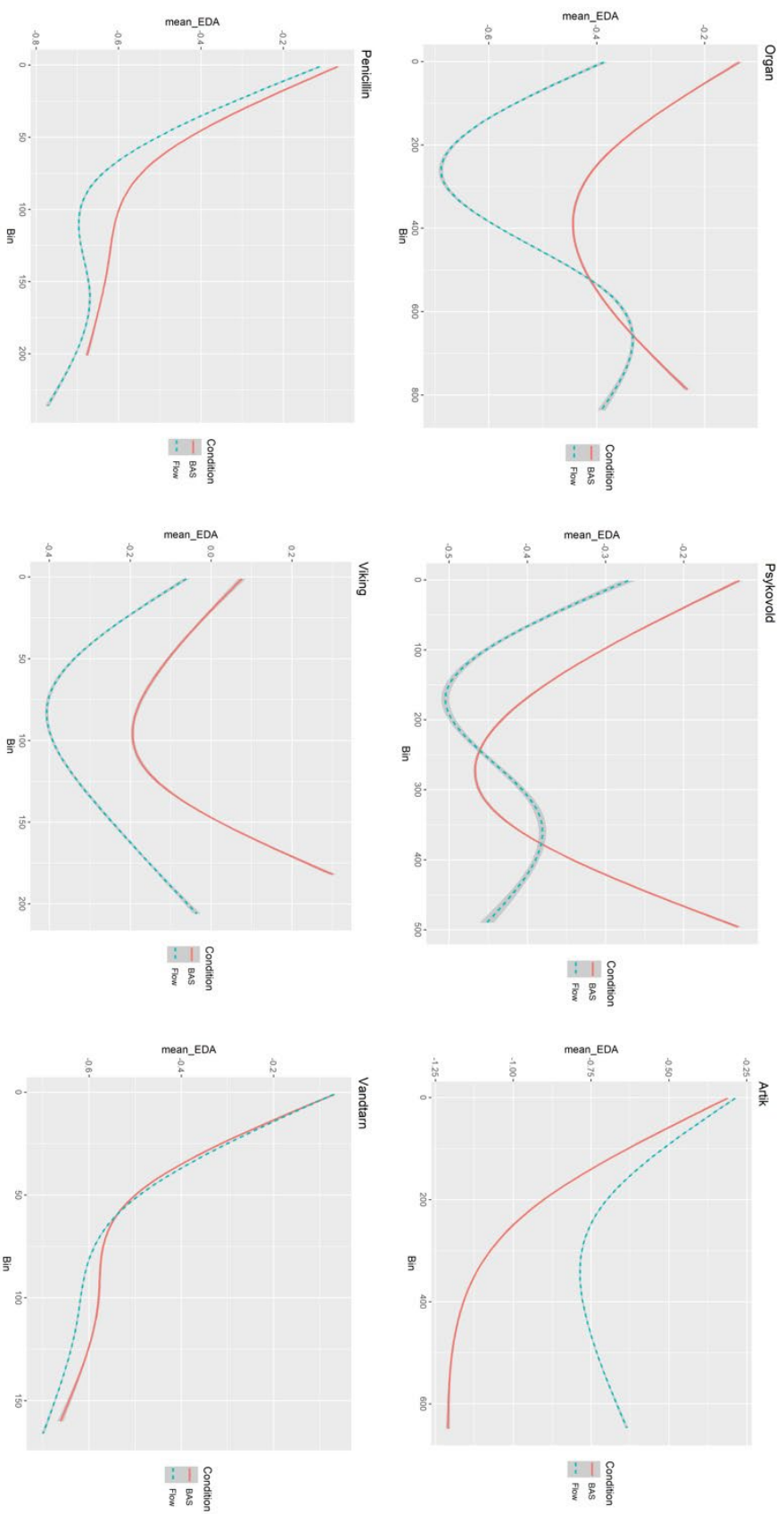


Figure 1 Separate graphs for the individual videos. The x-axis ("Bin") is time of the message in seconds, and the y-axis ("mean_EDA") is the mean skin conductance level in change-scores

