**Appendix**

Table 1. Moderated mediation analysis results for Study 2.

|  |  |
| --- | --- |
|  | Dependent Variables |
| Regression 1Unpleasant feelings |  | Regression 2Attitudes toward the campaign |
| *B* | *t* | *p* | *B* | *t* | *p* |
| Intercept | 2.4130 | 8.9581 | < 0.0001 | 4.9586 | 23.5452 |  < 0.0001  |
| Appeal type [X] | 0.4758 | 1.2981 | 0.1958 | −0.1727 | −0.8294 |  0.4079 |
| Processing fluency [W] | 0.4270 | 1.1439 | 0.2541 |  |  |  |
| X × W | −1.2946 | −2.4816 | 0.0139 |  |  |  |
| Unpleasant feelings [M] |  |  |  | 0.0921 | 1.6307 | 0.1046 |
|  |  |  |  |  |  |  |
| Regression model | *F*(3, 193) = 2.4362, *p* = .0660*R*2 = 0.0365 |  | *F*(2, 194) = 1.7316, *p* = 0.1797*R*2 = 0.0175 |