

The Impact of Regulatory Focus on Adolescents' Response to Antismoking Advertising Campaigns

GUANGZHI ZHAO and CORNELIA PECHMANN

WEB APPENDIXES

Web Appendix A

EXPERIMENT 1: OMNIBUS ANOVA AND LOGISTIC REGRESSION RESULTS

Dependent variables	Statistics and degrees of freedom	Message's regulatory focus main effect (A)	Message frame main effect (B)	Viewers' regulatory focus main effect (C)	A × B	A × C	B × C	A × B × C
Ad stressed social approval	-2LL (1)	125.03**	.06	.98	.00	.00	1.78	.01
Ad stressed social disapproval	-2LL (1)	136.87**	.02	.41	.65	.79	.88	1.27
Ad was positive	-2LL (1)	.91	236.44**	.41	.14	.17	.27	.00
Ad was negative	-2LL (1)	.04	260.12**	.01	.37	.08	.01	.52
Message accessibility	F(1, 320)	.86	.17	.10	22.45**	2.97	13.49**	.25
Message diagnosticity	F(1, 334)	.32	.52	6.83**	24.64**	12.81**	15.09**	5.03**
Intention not to smoke	F(1, 334)	1.50	.26	.32	10.45**	6.77**	9.47**	4.39*

* $p < .05$.

** $p < .01$.

Web Appendix B

EXPERIMENT 1: CELL MEANS AND STANDARD DEVIATIONS

Dependent variables	Promotion-focused viewers					Prevention-focused viewers				
	Control	Promotion-focused message		Prevention-focused message		Control	Promotion-focused message		Prevention-focused message	
		Positively framed message	Negatively framed message	Positively framed message	Negatively framed message		Positively framed message	Negatively framed message	Positively framed message	Negatively framed message
Ad stressed social approval [†]	n/a	.84* (.48)	.93* (.60)	.47 (.04)	.36 (.19)	n/a	.89* (.55)	.91* (.58)	.45 (.07)	.30 (.28)
Ad stressed social disapproval [†]	n/a	.43 (.10)	.30 (.28)	.97* (.67)	.94* (.62)	n/a	.38 (.17)	.31 (.27)	.90* (.56)	.94* (.62)
Ad was positive [†]	n/a	.94* (.62)	.10 (.57)	.98* (.68)	.19 (.44)	n/a	.98 (.68)	.08 (.59)	.92 (.59)	.20 (.42)
Ad was negative [†]	n/a	.06 (.62)	.94* (.62)	.03 (.67)	.88* (.54)	n/a	.02 (.68)	.90* (.56)	.06 (.62)	.87* (.52)
Message accessibility	n/a	6.35* (.87)	5.35 (1.17)	5.43 (1.22)	5.57 (1.24)	n/a	5.74 (1.16)	5.59 (1.39)	5.15 (1.49)	6.40* (.88)
Message diagnosticity	n/a	4.27* (.77)	3.67 (.86)	3.69 (1.07)	3.67 (1.06)	n/a	3.43 (1.03)	3.21 (1.03)	3.16 (.92)	4.36* (.71)
Intention not to smoke	4.01 (.91)	4.52* (.69)	4.08 (.77)	4.06 (.85)	3.88 (.90)	3.83 (.75)	4.20 (.83)	3.99 (.90)	3.88 (1.00)	4.61* (.67)

Notes: [†] Cell numbers are proportions. Numbers in parentheses are standard deviations. An asterisk indicates that this mean is significantly different from the means without an asterisk within the indicated level of the youth regulatory focus, $p < .05$.

Web Appendix C

EXPERIMENT 2: OMNIBUS ANOVA AND LOGISTIC REGRESSION RESULTS

Dependent variables	Statistic and degrees of freedom	Message's regulatory focus main effect (A)	Message frame main effect (B)	Viewers' regulatory focus main effect (C)	A × B	A × C	B × C	A × B × C
Ad stressed social approval	-2LL (1)	65.56**	2.32	.00	.41	.83	1.05	1.48
Ad stressed social disapproval	-2LL (1)	110.63**	.00	.87	1.81	.03	.03	.62
Ad was positive	-2LL (1)	1.87	322.54**	.49	.01	.02	.21	1.12
Ad was negative	-2LL (1)	.23	318.52**	.01	.01	1.35	1.28	.52
Happy-sad emotion	F(1, 491)	4.14*	.24	6.88**	.00	.09	.00	.03
Anxious-relieved emotion	F(1, 491)	3.97	.23	6.69**	.08	.69	.06	2.33
Message accessibility	F(1, 453)	1.77	.06	.59	28.16**	2.57	7.26**	2.19
Message diagnosticity	F(1, 528)	.59	.00	7.48**	29.49**	21.24**	26.96**	5.46*
Intention not to smoke	F(1, 526)	.04	.00	.00	21.98**	15.73**	18.06**	4.03*

* $p < .05$.

** $p < .01$.

Web Appendix D

EXPERIMENT 2: CELL MEANS AND STANDARD DEVIATIONS

Dependent variables	Promotion-focused viewers				Prevention-focused viewers					
	Control	Promotion-focused message		Prevention-focused message		Control	Promotion-focused message		Prevention-focused message	
		Positively framed message	Negatively framed message	Positively framed message	Negatively framed message		Positively framed message	Negatively framed message	Positively framed message	Negatively framed message
Ad stressed social approval [†]	n/a	.84* (.48)	.82* (.45)	.52 (.02)	.65 (.21)	n/a	.88* (.54)	.89* (.54)	.51 (.01)	.49 (.02)
Ad stressed social disapproval [†]	n/a	.59 (.13)	.51 (.01)	.94* (.62)	.89* (.55)	n/a	.51 (.01)	.46 (.06)	.92* (.60)	.91* (.58)
Ad was positive [†]	n/a	.93* (.61)	.21 (.41)	.96* (.64)	.25 (.36)	n/a	.90* (.56)	.20 (.43)	.91* (.58)	.15 (.49)
Ad was negative [†]	n/a	.08 (.59)	.82* (.45)	.06 (.62)	.79* (.40)	n/a	.09 (.58)	.77* (.38)	.12 (.53)	.86* (.51)
Happy-sad emotion	n/a	1.33 (1.15)	1.30 (1.12)	1.18 (1.31)	1.10 (1.14)	n/a	1.11 (1.03)	1.05 (1.22)	.86 (1.03)	.83 (1.07)
Anxious-relieved emotion	n/a	.79 (1.04)	.84 (1.14)	1.20 (1.19)	1.00 (1.04)	n/a	1.26 (1.02)	1.05 (1.16)	1.20 (1.16)	1.35 (1.18)
Message accessibility	n/a	6.32 (1.04)	5.49 (1.40)	5.81 (1.27)	5.92 (1.63)	n/a	5.87 (1.32)	5.35 (1.44)	5.41 (1.35)	6.53* (.85)
Message diagnosticity	n/a	4.33* (.82)	3.71 (.93)	3.70 (.93)	3.54 (1.06)	n/a	3.98 (.82)	3.78 (.87)	3.68 (.88)	4.65* (.51)
Intention not to smoke	3.98 (.89)	4.55* (.60)	4.10 (.79)	4.13 (.82)	4.06 (.81)	3.88 (.82)	4.14 (.79)	3.98 (.86)	3.97 (.82)	4.69* (.51)

Notes: [†]Cell numbers are proportions. Numbers in parentheses are standard deviations. An asterisk indicates that this mean is significantly different from the means without an asterisk within the indicated level of the youth regulatory focus, $p < .05$