



Different Perceptions of Humour in Advertising from Different National Cultures

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Abstract

Purpose: The goal of the current research is to understand how different national cultures react to humour in advertising and, consequently, to help companies tailoring ads to target audiences of different national cultures and correctly convey the advertising message using humour.

Methodological Approach: This dissertation comprises an experimental quantitative methodology through the means of an online questionnaire.

Findings: The present study illustrates that distinct national cultures classified through ‘Communicating’, ‘Evaluating’ and ‘Trusting’ dimensions of ‘The Culture Map’ of Erin Meyer (2014) react differently to humour in advertising.

Limitations: Only four of the eight dimensions of ‘The Culture Map’ by Erin Meyer (2014) were analysed. Additionally, it was not analysed how the dissimilar attitudes towards the ad are translated to the perception of the brand and to the intention of purchase of the customer.

Originality/Value: Besides better knowledge, there are findings regarding humour, advertising and different national cultures, nonetheless, only a few studies correlate these three dimensions.

Keywords: marketing, advertisement, communication, humour, national culture.

Resumo

Objetivo: O propósito desta investigação é compreender como as diferentes culturas nacionais reagem ao humor na publicidade e, conseqüentemente, ajudar as empresas a adaptar os anúncios a públicos-alvo de diferentes culturas e a transmitir corretamente a mensagem publicitária usando o humor.

Abordagem Metodológica: Esta dissertação compreende uma metodologia quantitativa experimental através da partilha de um questionário disponível *online*.

Resultados: O presente estudo ilustra que as diferentes culturas nacionais classificadas através das dimensões ‘*Communicating*’, ‘*Evaluating*’, ‘*Trusting*’ e ‘*Scheduling*’ do ‘*The Culture Map*’ de Erin Meyer (2014) reagem de forma diferente ao humor na publicidade.

Limitações: Apenas quatro das oito dimensões do ‘*The Culture Map*’ de Erin Meyer (2014) foram analisadas. Adicionalmente, não foi analisada a forma como as diferentes atitudes perante os anúncios se traduzem na percepção da marca e na intenção de compra do cliente.

Originalidade/Valor: Segundo o conhecimento atual, existem estudos sobre o humor, a publicidade e as diferentes culturas nacionais, no entanto, é reduzido o número de investigações que correlacionam estas três dimensões.

Palavras-chave: marketing, publicidade, comunicação, humor, cultura nacional.

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1. Introduction

This research aims to understand how different national cultures react to humour in communication, specifically in advertising.

The transmission of a message is a more complex mechanism than it usually seems. During its journey from the transmitter to the receiver, a message passes through a process of encoding and decoding. Some noise can be introduced while ‘walking these paths’, so the result can be entirely different from expected.

All the influent factors must be analysed and controlled for this process to be efficient. This means that communicating a message does not depend only on the content but also on other variables, such as the context, the mean used to diffuse the information and the target audience.

The study of this influence is critical for organisations to efficiently transmit messages about their brand and the product/services they sell to customers – Marketing Communication. Particularly, this research focuses on advertising, a paid and cost-effective Marketing Communication tool to diffuse a message (Kotler & Keller, 2012).

Therefore, to reach the intended perception and attitude towards an ad, marketers shall analyse various factors and apply the correct tools and concepts in the ad to cause the expected reactions in the recipient. To achieve this goal, it is important to reduce the noise introduced during the code and decode of the message. For instance, even if one is not aware, slight differences in the communication patterns or deviations in what is perceived as common sense from one country to another significantly impact the interpretation of a message (Meyer, 2014). This phenomenon happens because culture is introducing noise in the communication process.

Since we live in a globalised world, the influence of culture is increasingly important, and it is crucial to consider the broad audience we can face as a company and the noise that culture can introduce in the advertising process. Citing Erin Meyer in her book from 2014, we need to know how to decode the other cultures and prevent falling into cultural traps since it is easy to reach conflicts and misunderstandings (Meyer, 2014). For instance, the same outdoor may not fit as perfectly in Asia as in Europe. Contrarily to what Friedman assumed in 2005, the world is not flat and cultural boundaries shall not be neglected (Friedman, 2005). Thus, this paper focuses on different national cultures and their reactions to different contents.

Getting back to our initial topic: communication, there are different ways to transmit a message. When the purpose is to advertise, the most appropriate tools shall be triggered to succeed in the communication. In the literature, there is a consensus regarding the benefits of humour in advertising. It is considered a positive emotional appeal that communicators use to attract attention and raise involvement with an ad (Kotler & Keller, 2012; Schwarz et al., 2015). Knowing that consumers are exposed to about 3.000 advertisement messages per day (Kim et al., 2001), humour is an important weapon that companies use worldwide (Schwarz et al., 2015). Nevertheless, it can easily “detract from comprehension, wear out their welcome fast, and overshadow the product” (Kotler & Keller, 2012, p. 485). Moreover, one challenge is figuring out how to “break through the clutter” and transmit the predetermined message (Kotler & Keller, 2012, p. 485).

To sum up, the influence of both dimensions: culture and humour, in advertising requires the study of the target audience and the evaluation of the expected reactions of people from different cultures to ads that include various types of humour – a variable that has been neglected in humour research lately (Schwarz et al., 2015).

There are many studies about humour, advertising and different national cultures in the literature. However, only a few studies correlate these three dimensions¹, besides better knowledge.

This research allows companies to communicate more effectively with each of the national cultures while using humour. This reduces the misinterpretations that are likely to happen when humour is not appropriately applied or when the national culture of the target audience is not considered.

To study and address the different national cultures, we use the approach presented by Erin Meyer (2014). For the dimension of humour, this research follows the approach defined by Paul Surgi Speck in 1990, defining humour processes and humour types.

To understand how different national cultures react to humour in advertising, inquiries were made to individuals from all over the world, using examples of ads to evaluate their attitude and perception.

¹ Research done in the databases *Scopus* and *Web of Science*, where were found 13 articles.

2. Literature Review

To answer the question 'how different national cultures react to humour in communication, specifically in advertising?', it is essential first to understand the inherent concepts.

Moreover, the notions of Marketing Communication and advertising will be described so that the dimensions of culture and humour can be added and analysed.

2.1. Marketing Communication

The concept of Marketing Communication was defined by Kayode in 2014 as a targeted interaction with customers by sharing information, concepts and meanings about products, services and the company that is selling them.

This notion is part of an approach defined primarily by Jerome McCarthy in 1960: the Marketing Mix, a theory that defines the four essential P's in Marketing: product, place, price and promotion. The last concept, promotion, is where Marketing Communication is inserted.

One of the ways to communicate with the customers and promote the product or service is using advertising, which includes a cost-effective transmission of a message. The communication can include different objectives, whether to remind, reinforce, inform, or persuade the public (Kotler & Keller, 2012).

In any kind of Marketing Communication, the organisation aims to attract consumers' attention to the message and transmit it correctly to get the expected interpretations. This intention imposes a previous study of the target audience - this analysis may include, besides other factors, age, gender and culture. Otherwise, the company is likely to get to a wrong interpretation of the message and, in some cases, apart from the incorrect transmission of the message, it can even lead to a deterioration of the brand image.

2.2. National Cultures

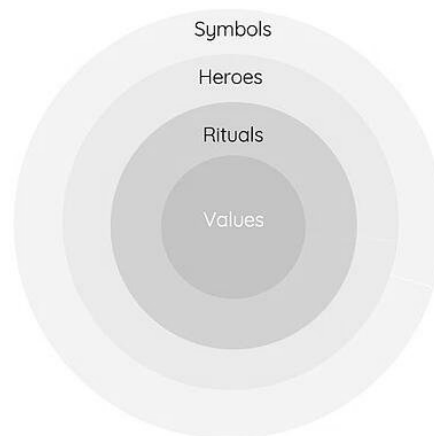
Ever since birth, a person is confronted with varied cultures, which will influence the way a human's character is built. Indeed, each person is different since it results from the influence of many different cultures (Hofstede, 1991).

To define this concept, the approach of Hofstede will be followed. The author defined culture as the software of the human mind, by which groups are distinguished from each

other. It is acquired from the environment and is always a collective phenomenon (Hofstede, 1991).

Additionally, Hofstede characterised culture as ‘the onion model’, represented in Figure 1, since it is composed of three layers (rituals, heroes and symbols) positioned around a core (values) (Hofstede, 1991).

Figure 1. 'The Onion Model', by Geert Hofstede



Note: From Hofstede Insights, available on <https://news.hofstede-insights.com/news/what-do-we-mean-by-culture>

Starting from the core, it considers the values of a culture that are intrinsically present in a person. They usually do not change over time and sometimes they might seem outdated, but they may still play a role subconsciously in the individual's life (Jász, 2018). Immediately after the core, the first layer includes rituals, which are recurring events that unconsciously shape the mind (Hofstede Insights, 2020). The second layer consists of heroes, people who have shown behaviours considered as examples (Hofstede Insights, 2020). The outer layer relates to symbols with emotions attached; however, their change does not have a substantial emotional impact (Hofstede Insights, 2020). Symbol examples are (non-exhaustively) colours, flags and eating habits.

In practice, culture is a phenomenon that can be found in everything that is done. Knowing today's globalised economy, this research focuses on the national culture, which relates to a group of individuals brought up within a specific country. Compared to others, these people are more likely to share particular expectations and values – indeed, this national culture is a group phenomenon that can only be measured in comparison (Hofstede Insights, 2020).

Applying this concept in reality, for instance, a Portuguese person can easily communicate and do business with a Japanese - both can meet somewhere or even negotiate through the mobile phone, even if they are located on the opposite sides of the world. However, the hardest part is figuring out how to conduct yourself in a different culture to achieve success and to not be lost in translation. In fact, words say a lot, but the whole interpretation of a message does not depend only on that. For example, an important 'rule' for Chinese culture is knowing when to speak and be quiet (Meyer, 2014).

The way a person from culture A perceives another one from culture B, may be different from how a person from culture C perceives the individual from culture B (Meyer, 2014). This happens because countries are not the extremes of 2 dimensions; for example, one culture does not exactly need to follow hierarchical leadership in its maximum. In practice, each country may be positioned in different places across a spectrum that ranges from one extreme to another.

For this reason, 'The Culture Map' structured by Erin Meyer presents a very useful tool to compare distinct cultures. It was designed recently but has already led to very positive results in big corporations around the globe (Meyer, 2014).

Other methodologies approach the different national cultures by identifying and analysing different variables and then characterising a culture as X or Y. However, the 'The Culture Map' proposal is to place each culture in a spectrum that connects the two extremes of one dimension. This means that the description of a culture does not take only two opposite options: it can be located in any place through that range. The approach defines eight dimensions and, thus, creates eight spectrums to place each culture in its proper position inside those eight ranges. By doing this exercise and analysing the positioning of each culture, the result is a map of the common features associated with each of them that helps understanding the differences and, thus, work more effectively to reduce cultural (invisible) boundaries.

The eight dimensions, in which each culture is evaluated on a scale that separates two opposite or competing positions, are summarised in Table 1.

Table 1. The Eight Dimensions of 'The Culture Map'

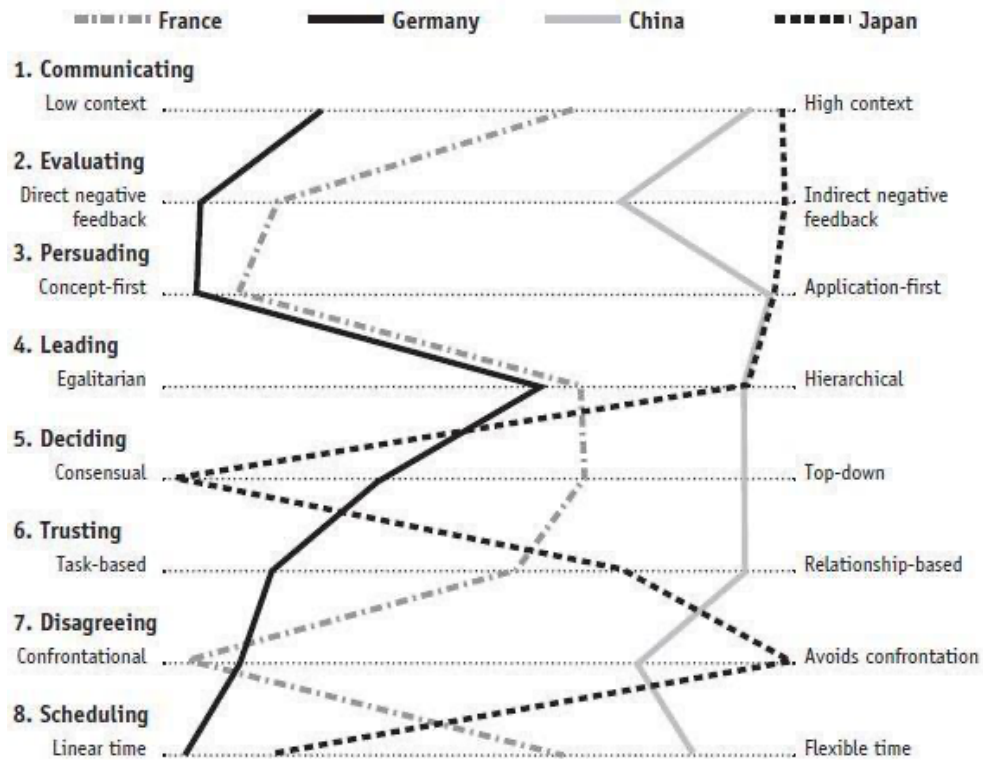
The Eight Dimensions of 'The Culture Map'		
Communicating	Low-Context	Precise communication, with clear and explicit meanings
	High-Context	Sophisticated, layered and nuanced communication, using implicit meanings, and 'reading between the lines'
Evaluating	Direct Negative Feedback	Negative feedback is provided honestly, without the softening of positive messages; criticism can be made in front of the entire group
	Indirect Negative Feedback	Negative feedback is delivered subtly and diplomatically, using positive messages to wrap the other ones; criticism is given only in private
Persuading	Principles First	People begin with facts and opinions, and theoretical discussions are avoided
	Applications First	Individuals prefer to develop the theory and the concepts firstly
Leading	Egalitarian	The distance between the hierarchical levels is low, and organisational structures are usually flat
	Hierarchical	There is a considerable distance between the subordinate and the boss, organisations are multi-layered, and status is important
Deciding	Consensual	Decisions are made in group through unanimous agreement

Trusting	Top-Down	Decisions are made by individuals (usually the boss)
	Task-Based	Trust is built based on business-related tasks
	Relationship-Based	Trust is built based on personal relations (e.g., sharing meals or evening drinks)
Disagreeing	Confrontational	Open confrontation is appropriate, and disagreement and debate are positive
	Avoiding Confrontation	Open confrontation will negatively impact the relationship, and disagreement and debate are avoided
Scheduling	Linear Time	Project tasks are approached sequentially, one at a time, and with no interruptions, sticking to the schedule
	Flexible Time	Projects are approached fluidly, and the focus is on adaptability and flexibility

Note: Created based on *The Culture Map*, by Erin Meyer, published in 2014.

To understand ‘The Culture Map’, Figure 2 shows an application of Erin Meyer’s approach to the cultures of France, Germany, China and Japan. By analysing this scheme, one can conclude the main differences and similarities between each culture.

Figure 2. Example of 'The Culture Map' applied to the cultures of France, Germany, China and Japan



Note: From *The Culture Map*, by Erin Meyer, published in 2014.

China and Japan are physically near located countries, but we can clearly see that they heavily differ in the dimensions of 'Deciding' and 'Scheduling'. In Chinese companies, decisions tend to be made individually (usually by the boss), whereas, in Japan, teams prefer to discuss in group and decide through unanimous agreement. Regarding the dimension of 'Scheduling', projects in Japanese organisations are approached sequentially, doing 'one thing at a time', with no interruptions, but in China, projects are done fluidly and with flexibility, by changing tasks when opportunities arise (Meyer, 2014).

2.3. Humour

Having recognised the importance of studying the different cultures and after presenting the approach that is followed in this evaluation, it is time to get into the dimension of humour, figure out its advantages and deeply understand the different types recognised in the literature.

By definition, humour is an ironic overlap on human life, that takes meaning from and gives meaning to the ordinary world (Speck, 1990). The purpose of this tool is to provoke laugh and to interrupt boredom and monotony, in order to relax the audience (English Literature, n.d.). According to Speck (1990), humour is used to express serious messages by pretending we are playing and not referring to the real world.

In fact, there is a consensus in the literature regarding the positive emotions that humorous messages applied to advertisement foster in the recipients and in their attitude, when compared to other communication tools (Gelb & Pickett, 1983). According to Homer (1990), this results in a positive attitude toward the brand.

However, the type of humour also influences the consumers' response towards humorous ads (Weinberger & Gulas, 1992).

According to the researchers, the classification of humour types can follow two different approaches: (i) a technical-oriented classification, that, as the name says, differentiates humour giving the techniques used in the ad, namely understatement or pun (Kelly & Solomon, 1975), and (ii) a categorisation oriented for the theory, that considers three fundamental processes that induce the perception of humour: arousal-safety, incongruity-resolution and humorous disparagement (Freud, 1905; Speck, 1990). In the current research, the latter approach is used, since it is the most recent and the one that better relates to the use of humour in advertising. In particular, Speck's humorous taxonomy is applied, since it is considered as an evolution of Freud's approach – Speck contemplates an additional humour process.

According to Speck (1990), we can consider two-dimensional divisions of humour: relating with the underlying process, there is the basic dimensionality; on the opposite side, there is the combinational dimensionality, which, as the name says, respects various combinations of the procedures.

Therefore, the first one, basic dimensionality, includes the fundamental blocks of humour: arousal-safety, incongruity-resolution, and humorous disparagement (Speck, 1990).

These three are characterised as humour processes (HP). Each one faces the issue on a different level, demands a unique processing pattern and creates a different effect (Speck, 1990).

As to combinational dimensionality, it represents a merger of the underlying humour processes defined in the basic dimensionality, which happens in a particular case of humour (Speck, 1990). This combination results in five humour types (HT): comic wit, sentimental humour, satire, sentimental comedy and full comedy.

These concepts are consolidated in Table 2, which also shows the humour processes that can be found in each type of humour, according to Speck's approach.

Table 2. Speck's Humorous Taxonomy

	HP1. Arousal-Safety	HP2. Incongruity- Resolution	HP3. Humorous Disparagement
HT1. Comic Wit		✓	
HT2. Sentimental Humour	✓		
HT3. Satire		✓	✓
HT4. Sentimental Comedy	✓	✓	
HT5. Full Comedy	✓	✓	✓

Note: From *The Humorous Message Taxonomy: A Framework for the Study of Humorous Ads*, from Paul Surgi Speck, published in 1990.

The first humour process is arousal-safety (HP1). These ads start by evoking negative emotions to end with a joyful idea (Schwarz et al., 2015). Furthermore, its effect is mainly affective, since it usually generates responses that involve an expression of feelings or goodwill for humans (or other beings or personified creatures) that are contemplated as familiar, warm, friendly and cute (Speck, 1990). In a deep definition, this humour process involves (i) arousal, due to the discomforting behaviour of another person, (ii) a play signal, (iii) affective uncertainty and (iv) a safety judgement, that, then, leads to the relief from anxiety (Speck, 1990).

The second one is incongruity-resolution, that happens when two or more components in a stimulus range cannot be integrated using one unique processing scheme, or even when the whole stimulus event does not link with one's expectation about it. This process compels (i) an initial play manipulation, (ii) collateral excitement, (iii) cognitive uncertainty and (iv) schematic resolution. Incongruity-resolution involves the interpretation of the humorous text and, therefore, its effect is mainly cognitive (Speck, 1990).

The last one is humorous disparagement, which effect is mainly conative, since it allows a person to express depreciating feelings. In this humour process, there are always three elements: a joke-teller that attacks a victim (that may not be present) and a joke-hearer, that is asked to overlook the attack – humour is the compensation for the complicity (Speck, 1990).

Moreover, combining these humour processes results in five identified humour types that can appear isolated or combined with the others.

Starting with comic wit, it is based only on incongruity-resolution: it encompasses incongruent features that deviate the recipient from expectations, that, in turn, will have to participate in a problem-solving procedure to solve that incongruity (Schwarz et al., 2015; Speck, 1990).

Sentimental humour is the other humour type that, together with comic wit, represents only one humour process, which, in this case, is arousal-safety. This is also the only humour type that is not built on incongruity-resolution (Schwarz, 2015). As the name indicates, this ad appeals to feelings and succeeds when empathy is created between the viewer and the ad (Speck, 1990).

Regarding satire, this is a humour type that combines incongruity-resolution with humorous disparagement. Using irony, these ads commonly show socially unacceptable behaviours or appearances intending to allow the recipient to feel superior at the expense of others. Simultaneously, these types of ads get laughs from having solved incongruity information (Schwarz et al., 2015; Speck, 1990).

As to sentimental comedy ads, they are based on arousal-safety and incongruity-resolution. This means that there is an initial idea that promotes negative feelings, tension raises, but, in the end, positive feelings are shown and the tension relieves, the reason why recipients laugh (Schwarz et al., 2015; Speck, 1990).

Finally, there is the full comedy, which encompasses a mix of the three humour processes.

2.4. National Culture and Humour

Overall, humans like to laugh and have the propensity to share within their network contents they find funny (Bonnet, 2021). However, it is important to note that humour transmits cultural messages, and, although some might consider this a universal tool, humour's impact and interpretation will depend on the audience's cultural context (Alden et al., 1993). If a brand succeeds with a funny campaign, it will be remembered and the outputs are likely to be positive.

Nevertheless, many relevant and well-known companies in the world have had humorous ads that did not result as planned, not only due to poor translations, but because they were not relevant for the culture where they were presented (Bonnet, 2021). Contrarily to planned, these brands might be seen as amateurs and offensive, and the loyalty of the customer might be damaged (Bonnet, 2021).

Based on this, the research aims to understand how different cultures react to different types of humour to help companies communicate more effectively by using humorous advertisements with each of the national cultures.

3. Methodology

In this investigation, the previously presented approach by Erin Meyer and Paul Surgi Speck are followed regarding the mapping of the national cultures and the definition of humour types, respectively.

To understand how these two variables influence the attitude towards an ad, it is relevant to know and apply the methodology that best fits the scope of this research.

3.1. Experimental Quantitative Methodology

This project conducts a quantitative research on the impact of the country where the individuals spent most of their childhood and youth on their attitude towards ads with different types of humour. Therefore, the objective is to quantify the data collected and generalize the results of the sample (Malhotra, 2011). To be able to conclude this generalization, the sample must have a representative size (in this case, the minimum was $n=30$) and the data collected shall be analysed statistically, in order to conclude with useful recommendations (Malhotra, 2011).

At the end, it is expected to find an interaction between the national culture of the target audience and the attitude towards the humour type used in the ad. To establish the cause-effect relationship in which a change in a Marketing variable produces an alteration in another one (Malhotra, 2011), casual research is applied. To follow this approach, one or more independent variables are measured and manipulated, while the influence of external variables is controlled – experimentation technique (Malhotra, 2011).

3.2. Theoretical Model

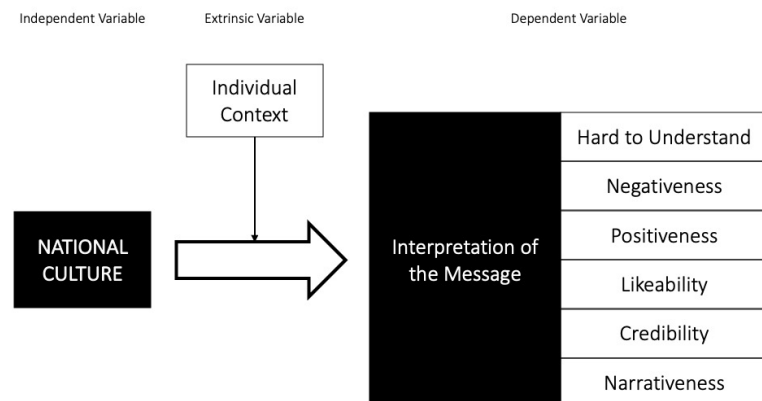
The execution of an experimental method includes, non-exhaustively, independent, dependent and extrinsic variables².

Humorous ads were presented in a questionnaire to respondents that spent their childhood and youth in various countries all over the world. In this research, it is predicted that different national cultures influence the individual's interpretation of humour and impact one's attitude.

² Following Malhotra's (2011) terminology.

Nonetheless, it was already mentioned that one person's attitude might be influenced by other extrinsic variables (Malhotra, 2011), that, in this case, can be described as age, gender, educational background (University attendance) and financial sufficiency. These are factors that cannot be excluded and whose effects shall be controlled during the study, because they can affect and confuse the results.

Figure 3. Theoretical Model



To study the mentioned variables, the research must include test units (Malhotra, 2011), which, in particular, are the individuals that were asked to fill a questionnaire and whose answers are treated and analysed in the study. It was randomly attributed to each respondent one ad, that will be presented in section 4.3., that could be humorous or with no humour.

3.3. Hypotheses Conceptualisation

Following 'The Culture Map', we can classify a national culture considering the eight dimensions presented in chapter 2.2: 'Communicating', 'Evaluating', 'Persuading', 'Leading', 'Deciding', 'Trusting', 'Disagreeing' and 'Scheduling' (Meyer, 2014).

The aim of this study is to ask the respondents the country where they spent most of their childhood and youth and to group the answers in two clusters:

- Culture 1: Societies that are positioned below the average;
- Culture 2: Societies that are positioned above the average.

Figure 4. Division of 'The Culture Map'

Culture 1	AVERAGE	Culture 2
Low-context	COMMUNICATING	High-context
Direct Negative Feedback	EVALUATING	Indirect Negative Feedback
Egalitarian	LEADING	Hierarchical
Consensual	DECIDING	Top-down
Task-based	TRUSTING	Relationship-based
Confrontational	DISAGREEING	Avoids Confrontation
Linear-time	SCHEDULING	Flexible-time
Principles First	PERSUADING	Applications First

Note: Adapted from *The Country Mapping Tool*, by Erin Meyer, available on <https://erinmeyer.com/tools/culture-map-premium/>.

In this research model, the 'Persuading' dimension will be excluded, since Meyer's Map does not comprise this classification to all the countries. Additionally, it was decided not to contemplate 'Leading' and 'Deciding' as well, because this questionnaire is not framed in a corporate scope.

Knowing how to group and analyse the national culture, it is time to include humour in this conceptualisation. To conduct this research, only two of the five humour types were chosen: satire and full comedy. The latter was chosen because it is the category that encompasses the three humour processes, and, thus, it is expected to be the one that is easily perceived, when compared to the others. In addition, a satirical ad was included in the questionnaire, since it comprises incongruity-resolution, which is extensively accepted as dominant in humour generation (Alden et al., 1993). By showing socially unacceptable behaviours, this is a humour type that can easily be subject to misinterpretations and, hence, it shall be used carefully.

Finally, covering the six selected dimensions of 'The Culture Map' in the context of the two humour types, the hypotheses that this research aims to verify are hereby presented.

Communicating

High-Context societies (Culture 2) are used to speak and read between the lines, since messages are not plainly expressed (Meyer, 2014). Due to this fact, it is expected to be easier for these individuals to understand Full Comedy and Satire implicit in an ad. For the same reason, this study predicts that High-Context societies find the humorous ads more truthful and likeable and can easily perceive the narrativeness of the message. According to this, accrue the following hypotheses:

- H_{1,CF}: Low-Context and High-Context Societies **react differently** to Full Comedy
- H_{1,CS}: Low-Context and High-Context Societies **react differently** to Satire

Disagreeing

Societies that avoid confrontation (Culture 2) feel that disagreement and debate are inappropriate and negatively impact the relationship between individuals (Meyer, 2014). According to this, Culture 2 is not used to the criticism and overstatement that comes from the two humour types, reason why it is expected that they do not easily perceive their message, and do not like and trust on those ads. From this perspective, accrue the following hypotheses:

- H_{1,DF}: Confrontational Societies and the ones that Avoid Confrontation **react differently** to Full Comedy
- H_{1,DS}: Confrontational Societies and the ones that Avoid Confrontation **react differently** to Satire

Evaluating

Direct Negative Feedback Societies (Culture 1) are used to provide feedback frankly and criticism may be given in public, reason why they are expected to understand, like and trust Satire. On the opposite side, Indirect Negative Feedback Societies (Culture 2) usually give criticism indirectly, in private and positive messages are used to wrap negative ones (Meyer, 2014). Therefore, these people are predicted to perceive easier the implicit message present in a Full Comedy ad. However, they will probably dislike and do not trust in this type of advertisement. According to this, accrue the following hypotheses:

- H_{1,EF}: Direct Negative Feedback and Indirect Negative Feedback Societies **react differently** to Full Comedy
- H_{1,ES}: Direct Negative Feedback and Indirect Negative Feedback Societies **react differently** to Satire

Trusting

Task-based Societies (Culture 1) are used to focus on the practicality of the situation (Meyer, 2014), reason why they are expected to perceive easier a humorous ad and find it truthful and likeable. According to this, accrue the following hypotheses:

- $H_{1,TF}$: Task-based and Relationship-based Societies **react differently** to Full Comedy
- $H_{1,TS}$: Task-based and Relationship-based Societies **react differently** to Satire

Scheduling

Flexible-time Societies (Culture 2) are used to approach tasks fluidly, focusing on flexibility and adaptability. On the opposite side, Linear-time Societies value more promptness and good organization (Meyer, 2014), and, thus, are likely to not comprehend the implicit messages in humourous ads, as well as dislike and do not trust. According to this, accrue the following hypotheses:

- $H_{1,SF}$: Linear-time and Flexible-time Societies **react differently** to Full Comedy
- $H_{1,SS}$: Linear-time and Flexible-time Societies **react differently** to Satire

These hypotheses can be shortened in a summary table, by aggregating the dimensions of ‘The Culture Map’ considering the average, as previously mentioned – Table 3.

Table 3. Summary of the Hypotheses of the Model

Full Comedy		Satire	
$H_{0,F}$: The two types of cultures react the same way to full comedy	$H_{1,F}$: Culture 1 and Culture 2 react differently to Full Comedy	$H_{0,s}$: The two types of cultures react the same way to satire	$H_{1,s}$: Culture 1 and Culture 2 react differently to Satire

4. Questionnaire Design

To answer the main question of this quantitative research model, it is essential to collect empirical data, that will be the basis of this analysis. In order to achieve the best outputs of this data collection, it is relevant to assure internal consistency and coherence of the information (Malhotra, 2011).

A questionnaire was the mean chosen to gather the evidence required, given its easy access and comprehension. It encompasses a group of questions that the interviewees are able and predisposed to answer, and whose aim is to traduce the information needs of the researcher (Malhotra, 2011).

By using an online form, this study could reach a wide range of cultures and people from different countries all over the world. It was available in six different languages (English, Portuguese, Spanish, French, German and Polish), in order to get the best interpretation of each question from individuals that speak different idioms.

This questionnaire was constructed by the author and includes manipulated ads to simulate a fictional brand – “ABCDEFGH Fitness Center” –, so that individual preferences do not influence the answers. Given the characteristics of this type of service – it is non-branded, well-known by the population and of optional choice (i.e., it is not an essential or primary good) –, the message is expected to be of easy perception and comprehension by the respondents.

Each interviewee shall choose randomly one of three letters (B, J, R), which leads to one of the three ads. The questions that appear are, then, related only to the ad chosen. This way, the consumer watches just one of the ads and does not get influenced by the other two.

4.1. Individual Context

In the beginning of the questionnaire, the interviewees were asked some questions regarding their personal information, always maintaining the anonymity of their identity. The information collected was controlled during the analysis of the results, to make sure there are not extrinsic variables confusing the effect of the independent variables.

Age

Following the approach of Schwarz et al. (2015), the first inquiry faced by the respondent is the age. In an open answer, it is given the exact number of completed years of

life of the interviewee. After collecting these answers, they will be grouped according to their generation by Beresford Research (2022).

Table 4. Age Groups

Age
18 – 25 years
26 – 41 years
42 – 57 years
58 – 67 years
+68 years

Since the questionnaire was available only to people with 18 or more years, the majority age in all EU countries, except Scotland (European Union Agency for Fundamental Rights, 2017), the first age group was adapted and shortened to the range of 18-25 years.

Considering this questionnaire will be spread and filled online, the author decided to group people with more than 68 years in the same range, since it is not expected that the audience reaches a huge quantity of respondents above this age.

Gender

Secondly, reusing the questions from Schwarz team's research (2015), the gender of the interviewees was collected using a Nominal Primary Scale with three possible answers: 'Female', 'Male' or 'Other'.

University Attendance

Believing in the influence of the literacy and the educational background in the interpretation of an ad, it is pertinent to evaluate this extrinsic variable and its possible effect on the attitude of the respondent. Furthermore, the questionnaire contained a line inquiring if the respondent had attended or completed University, being able to answer with the following Nominal Primary Scale:

- (i) Yes, I attend University nowadays;
- (ii) Yes, I have completed University;
- (iii) No.

Financial Sufficiency

Finally, the author also found relevant to control the possible influence of the financial sufficiency of the respondents. Since a fitness center is not an essential service, the

interpretation of its advertisement might differ if respondents believe they currently have the necessary financial resources to pay bills and feel relatively wealthy or not (Brunner II, 2019).

The approach of Gordon C. Bruner II (2019) was followed, and, so, the respondents were asked to answer the following questions using a Cantril ladder:

- (i) I have enough money to buy things I want;
- (ii) I don't need to worry too much about paying my bills;
- (iii) I feel relatively wealthy these days.

4.2. National Culture

As stated in previous chapters, the national culture is the independent variable of this research. Furthermore, the questionnaire must be able to collect this information from each of the respondents.

Indeed, national culture is generally defined by one country. However, during a lifetime, humans can be exposed to the influence of a huge variety of nations: the birth country of the parents, their own birth nation, the place where they actually live, among other examples. Nonetheless, it is during childhood and youth that human beings create their personality as individuals. It is a fact that this construction is influenced by the singular life experiences of each person, but the environmental context and, in particular, the national culture, play an extremely important role as well. Thus, the behaviours of adults are likely to reflect characteristics that are associated to the country where they grew up.

Moreover, the respondents will be asked in an open question the name of the country where they spent most of their childhood and youth. After collecting all the data, the countries will be grouped according to their position (below or above the average) in the continuum of the six chosen dimensions of 'The Culture Map'.

4.3. Ads including Different Types of Humour

The "ABCDEFGH Fitness Center" is advertised in two ads with different humour types and in a humourless ad. The considered pictures with humour include real ads that were manipulated according to the objective: to understand if the respondents could identify humour in the ad. Ad J does not have any storytelling behind the transmitted message and derives from a design creation software – Canvas.

The ad we identified as “B” represents two different doors of the “ABCDEFGH Fitness Center”. This image symbolizes an incongruity to solve: “why do the doors have different sizes?” – the incongruity-resolution humour process (Speck, 1990). Indeed, it shows the idea that customers might need a larger door to enter that place, but they will be able to exit from a narrower door, meaning that the user will lose body weight/volume.

Although the marketing is joking with the person’s weight (which can result in a negative feeling), at the end it leaves a positive emotion, since the company assumes that each customer will be able to leave by the narrower door. This is an example of the humour process of arousal-safety: it comprises an initial judgment, by showing the large door, that is followed by a relief, with the image of the narrow exit (Speck, 1990).

However, this is not the only humour process we can find in this ad. The size of each door demonstrates irony and overstatement, since in the real world there is no need to have those different size accesses. These two characteristics allow the disparagement to seem humorous (Speck, 1990), furthermore, this is a clear representation of humorous disparagement.

Overall, we can find the three humour processes in this ad’s message, which, thus, means that, considering the Humorous Message Taxonomy of Speck (1990), we are looking at Full Comedy.

Figure 5. Ad “B”, including the full-comedy humour type



Note: From “20 Creative Yoga and Fitness Advertisements”, published in 2011 by deMilked, available on <https://www.demilked.com/20-creative-yoga-and-fitness-advertisements/>.

The ad “J” is the one that has no humour.

Figure 6. Ad “J”, with no humour



Note: From Poster My Wall, available on

<https://pt.postermymwall.com/index.php/art/template/bfe5d2978fa7a4ecd0af8ced62059f17/online-fitness-class-gym-advertisement-design-template#.YwJUXuzMKrd>.

The third option represents ad “R” where we can see a big billboard that is inclined and not in its normal position. At a first sight, one asks him/herself “why is it in that position?” – we have here an incongruity to solve, a feature of the humour process of incongruity resolution. However, if we look closer, we see a middle-aged man with a big belly, that curiously is positioned on the lower side.

This situation shows with irony and exaggeration that the man is so heavy that not even the billboard can maintain its normal position and goes down, acting as if it was a scale. This is a common characteristic of humorous disparagement.

After this analysis we can conclude that we are looking at a Satire ad (Speck, 1990), that uses the combination of those two humour processes to transmit a message, circumventing normal standards and probably frightening (Speck, 1990) the consumers with higher weights.

Figure 7. Ad “R”, comprising satire as the humour-type



Note: From “20 Creative Yoga and Fitness Advertisements”, published in 2011 by deMilked, available on <https://www.demilked.com/20-creative-yoga-and-fitness-advertisements/>.

4.4. Respondent’s Attitude Towards the Ad

The objective of this study is to understand the effect of the independent variables in the interpretation of an ad’s message that, in turn, influences one’s attitude towards that ad. This subchapter will focus on the inquiries related to this dependent variable.

Humour

To analyse the perception of humour and its interpretation, this research followed the article from Schwarz et al. (2015), that analyses the interpretation of ads with different humour types, and the original publication from Paul Surgi Speck (1991), deepened in section 2.3.

The questions were constructed following the characteristics of each humour type – this allocation is summarised in Table 6.

Table 5. Humour Type related questions, considering only the two HT studied in this research

	Question	Humour Process(es)	Humour Type(s) Applicable
B1	This ad is optimist	Arousal-Safety	Full Comedy
B2	This ad is aggressive	Humorous Disparagement	Satire & Full Comedy
B3	This ad is offensive	Humorous Disparagement	Satire & Full Comedy
B4	This ad is nice	Arousal-Safety	Full Comedy

B5	This ad is contradictory	Humorous Disparagement	Satire & Full Comedy
B6	This ad is disparaging	Humorous Disparagement	Satire & Full Comedy
B7	This ad is ironic	Humorous Disparagement	Satire & Full Comedy
B8	This ad is warm-hearted	Arousal-Safety	Full Comedy
B9	This ad is pessimist	Arousal-Safety	Full Comedy
B10	This ad is incongruent	Incongruity-Resolution	Satire & Full Comedy
B11	This ad is overstated	Humorous Disparagement	Satire & Full Comedy
B12	This ad is cute	Arousal-Safety	Full Comedy
B13	This ad is emotive	Arousal-Safety	Full Comedy
B14	This ad is humorous	Arousal-Safety, Incongruity-Resolution, Humorous Disparagement	Satire & Full Comedy
B15	This ad is confusing	Incongruity-Resolution	Satire & Full Comedy
B16	This ad is joyful	Arousal-Safety	Full Comedy
B17	This ad firstly evoked a feeling of discomfort, which later was released and replaced by a positive feeling	Arousal-Safety	Full Comedy

Likeability

Besides the perception of humour, it is pertinent to use other scales to analyse someone's attitude towards an ad.

The first one was called "Likeability" by the researcher, and, as the name indicates, it measures the feelings of the respondents and their perceived likeability regarding the presented ad.

Following the approaches of Chattopadhyay and Basu (1990), Homer (1990) and Schwarz et al. (2015), the undermentioned indicators were used:

- (i) This ad is enjoyable;
- (ii) This ad touched me positively;
- (iii) This ad is likeable.

Truthfulness

While analysing someone's attitude towards an ad, it is relevant to understand to what extent the person believes that the information provided is accurate (Bruner II, 2019).

To measure this truthfulness, the approach of Bruner II (2019) was followed using the subsequent questions:

- (i) This ad is generally truthful.
- (ii) This ad leaves one feeling accurately informed.
- (iii) This ad is believable.

Storytelling

According to Bruner II (2019), another relevant characteristic to investigate the attitude towards an ad includes the personal belief that the message is transmitted using a story-like design, i.e., it comprises information regarding relevant structural constituents – who, what, where and why.

To understand to what extent the person perceives the storytelling of the ad, and acting in accordance with the approach of Bruner II (2019), the following questions were asked:

- (i) The commercial tells a story.
- (ii) The commercial shows the main actors or characters in a story.
- (iii) The commercial shows a series of events unfolded in a story form.
- (iv) The commercial shows when and where things happened in a story.
- (v) The commercial shows why things happened in a story.

4.5. Measurement

Schwarz, Hoffmann and Hutter's observed in 2015 the attitude towards a humorous ad based on a 7-point Likert scale (1 = not at all applicable, 7 = very applicable). However, the variables measured by a Likert scale are ordinal ones that are often treated as scalar variables. This fact, although generally accepted by the scientific community, implies a bias in the results.

To avoid such bias, this study uses the Cantril ladder, that translates scalar variables and, therefore, leads to greater statistical correctness. The scale varies from 0 to 10, where 0 means “not at all applicable” and 10 means “totally applicable”.

4.6. Questionnaire's Final Structure

Table 6 exhibits the structure of the questionnaire that can be divided in two parts: the first one regarding the personal information, and the second where the ad is presented and analysed.

In the first one, there are two open questions (A1 and A9), two open-ended inquiries with Nominal Primary Scales (A2 and A5) and three questions to evaluate the financial sufficiency on a 11-point Cantril Ladder (A13, A14 and A15). Except from question A9, all these inquiries collect information about the extrinsic variables of the model. Answer A9 is filled with the country in analysis – the independent variable.

The second part of the survey relates with the interpretation and, consequently, the attitude towards the ad, presented in subsection 4.4.

Table 6. Questionnaire's Structure

Variable	Question	Answer Type	Source
Age (Extrinsic Variable)	A1. Age	Open question	(Schwarz et al., 2015)
Gender (Extrinsic Variable)	A2. Gender	Nominal Primary Scale	(Schwarz et al., 2015)
University Attendance (Extrinsic Variable)	A5. Are you attending or have you completed University?	Nominal Primary Scale	Own elaboration
Financial Sufficiency (Extrinsic Variable)	A13. I have enough money to buy things I want	Cantril Ladder: 0 = Not at all applicable 10 = Totally applicable	(Bruner II, 2019)
	A14. I don't need to worry too much about paying my bills		
	A15. I feel relatively wealthy these days		
National Culture (Independent Variable)	A9. Country where you spent most of your childhood and youth	Open question	Own elaboration
Attitude – Humour	B1/J1/R1. This ad is optimist	Cantril Ladder:	Adapted from Speck (1991)

(Dependent Variable)	B3/J3/R3. This ad is offensive	0 = Not at all applicable 10 = Totally applicable	
	B4/J4/R4. This ad is nice		
	B7/J7/R7. This ad is ironic		
	B9/J9/R9. This ad is pessimist		
	B10/J10/R10. This ad is incongruent		
	B11/J11/R11. This ad is overstated		
	B12/J12/R12. This ad is cute		
	B13/J13/R13. This ad is emotive		
	B15/J15/R15. This ad is confusing		
	B16/J16/R16. This ad is joyful		
	B2/J2/R2. This ad is aggressive		
	B5/J5/R5. This ad is contradictory		
	B6/J6/R6. This ad is disparaging		
	B8/J8/R8. This ad is warm-hearted		
	B14/J14/R14. This ad is humorous		
	B17/J17/R17. The ad firstly evoked a feeling of discomfort, which later was released and replaced by a positive feeling		
Attitude – Likeability (Dependent Variable)	B18/J18/R18. This ad is enjoyable	Cantril Ladder: 0 = Not at all applicable 10 = Totally applicable	Adapted from Schwarz et al. (2015) and Speck (1991) (Chattopadhyay & Basu, 1990; Homer, 1990; Schwarz et al., 2015)
	B19/J19/R19. This ad touched me positively		
	B20/J20/R20. This ad is likeable		
Attitude – Truthfulness (Dependent Variable)	B22/J22/R22. This ad is generally truthful	Cantril Ladder: 0 = Not at all applicable	(Bruner II, 2019)
	B23/J23/R23. This ad leaves one feeling accurately informed		

	B24/J24/R24. This ad is believable	10 = Totally applicable	
	B25/J25/R25. This ad tells a story		
	B26/J26/R26. This ad shows the main actors or characters in a story		
Attitude – Storytelling (Dependent Variable)	B27/J27/R27. This ad shows a series of events unfolded in a story form	Cantril Ladder: 0 = Not at all applicable 10 = Totally applicable	(Bruner II, 2019)
	B28/J28/R28. This ad shows when and where things happened in a story		
	B29/J29/R29. The ad shows why things happened in a story		

5. Data Collection

Individuals from all over the world answered the questionnaire to collect information. The sample included people from different gender, age, educational background and financial sufficiency. As previously explained, these extrinsic variables were controlled during the analysis, so that we can explore the results based only on the influence of the independent variables.

The questionnaire was open during one complete month, collecting 752 answers, comprising the 6 languages available. From this total, there were 3 responses considered as invalid, which means that the final size of the sample was 749. Table 7 shows the number of answers of the sample per country.

Table 7. Answers per Country (A9)

Country	No. of Answers				
Argentina	1	Hungary	2	Serbia	1
Andorra	1	India	9	Singapore	1
Angola	6	Iraq	1	South Africa	2
Australia	1	Ireland	3	South Korea	1
Austria	4	Italy	18	Spain	10
Azerbaijan	1	Kazakhstan	2	Sri Lanka	1
Belgium	3	Kenya	1	Sweden	4
Brazil	23	Latvia	1	Switzerland	4
Cameroon	1	Lithuania	1	Taiwan	1
Canada	3	Mexico	1	Thailand	1
China	12	Netherlands	8	Turkey	1
Czech Republic	1	Norway	1	UK	40
Denmark	2	Pakistan	1	Ukraine	2
Egypt	2	Philippines	2	United Arab Emirates	2
Estonia	2	Poland	6	USA	19
France	15	Portugal	479	Venezuela	1
Germany	35	Romania	5	Vietnam	1
Greece	1	Russia	2	TOTAL	749

After comprising all the results in a single Excel spreadsheet, the data was converted in order to be able to insert in SPSS – the main software used to conduct the statistical analysis of this research.

5.1. Exploratory Factor Analysis

The investigation of the collected data started by an Exploratory Factor Analysis (EFA), performed in SPSS, to reduce the number of questions to a set of summary variables (hereinafter called scales) and study their underlying theoretical structure. The aim of this statistical technique is to point out the structure of the relationship between the variables and the interviewee (Statistics Solutions, 2013).

The extraction method used was the Maximum Likelihood, combined with a rotation method of Varimax with Kaiser's Standardisation, converged in 5 iterations.

Firstly, the Kaiser-Meyer-Olkin Test was executed, which resulted in a KMO equal to 0.824. Having a number higher than 0.5, we can already conclude that we are facing different scales.

In order to group the questions and identify those scales, a Rotated Factor Matrix was launched, whose results are shown in Table 7.

Table 8. Rotated Factor Matrix

		Factor			
		1	2	3	4
B1.	This ad is optimist				
B2.	This ad is aggressive		.861		
B3.	This ad is offensive		.862		
B4.	This ad is nice	.701			
B5.	This ad is contradictory			.688	
B6.	This ad is disparaging		.776		
B7.	This ad is ironic				.589
B8.	This ad is warm-hearted	.715			
B9.	This ad is pessimist			.571	
B10.	This ad is incongruent			.702	
B11.	This ad is overstated		.523		
B12.	This ad is cute	.856			
B13.	This ad is emotive	.581			
B14.	This ad is humorous				.685
B15.	This ad is confusing			.518	
B16.	This ad is joyful	.725			
B17.	The ad firstly evoked a feeling of discomfort, which later was released and replaced by a positive feeling				

Analysing the values of the table above, the first conclusion is that the inquiries number B1 and B17 have a very low factor loading (lower than 0.4). Due to this fact, and following the approach of Hulland (1999), they were excluded from the study.

Knowing this, the matrix recognises the existence of four factors. However, questions B7 and B14, from the so-called factor 4, demonstrate a very low correlation, reason why they were excluded from the study as well.

Having said this, the study moved on with three factors:

- “Hard to Understand”, that included questions B5, B9, B10 and B15;
- “Negativeness”, including questions B2, B3, B6 and B11;
- “Positiveness”, comprising questions B4, B8, B12, B13 and B16.

5.2. Confirmatory Factor Analysis

After grouping the questions to measure the attitude towards the ad regarding the humour type, the succeeding step is to test the scales of the measurement theory. Conducting a Confirmatory Factor Analysis (CFA), it is possible to verify if the measured variables correctly represent the hypotheses of the model (Statistics Solutions, 2013).

Following Pinto’s approach (2016), this validation involves the analysis of four criteria:

- Individual internal consistency of the indicator, which means that the outer loading of each inquiry needs a minimum desirable value of 0.7;
- Composite internal consistency, that aims to analyse the value of composite reliability and Cronbach’s alpha, that, in turn, also need to be equal or higher than 0.7;
- Convergent validity, proved if the Average Variance Extracted (AVE) is equal or greater than 0.7 as well;
- Discriminant validity, that illustrates that the indicator loading in the construct is higher than the loading of the other constructs.

Using SmartPLS, a CFA was executed to all reflexive scales of the model:

- Hard to Understand (B5/J5/R5, B9/J9/R9; B10/J10/R10; B15/J15/R15) – named as E_HAR;
- Negativeness (B2/J2/R2, B3/J3/R3, B6/J6/R6, B11/J11/R11) – named as E_NEG;

- Positiveness (B4/J4/R4, B8/J8/R8, B12/J12/R12, B13/J13/R13, B16/J16/R16) – named as E_POS;
- Likeability (B18/J18/R18, B19/J19/R19, B20/J20/R20, B21/J21/R21) – named as E_LIK;
- Truthfulness (B22/J22/R22, B23/J23/R23, B24/J24/R24) – named as E_TRU;
- Storytelling (B25/J25/R25, B26/J26/R26, B27/J27/R27, B28/J28/R28, B29/J29/R29) – named as E_STO.

The results of the CFA are shown in Annex II. The following table shows the main conclusions of this analysis.

Table 9. Summary of Confirmatory Factor Analysis Conclusions

Ad	Conclusion
B/R	B13/R13. and B15/R15. Are not sufficiently representative of the factors, since they do not reach 0.7 of outer loading – the minimum outer loading value for CFA according to Hulland (1999). However, they were not excluded from the study to maintain the theoretical consistency of the dimension.
B	Although question A14. has an outer loading lower than 0.7, it will be considered in the study, to allow the comparison with the other two ads.
J	Even though J2. and J4. have low factorial loads, they will be kept in the study so that they can be compared to the correspondent questions in the other ads.

5.3. Factor Creation

After the CFA, the reflective factors can be created in SPSS using the method of Maximum Likelihood, which result is a distribution with average equal to zero and standard deviation equal to 1.

Table 10. Factors of the Study

Name	Code
Hard to Understand	E_HAR_B
	E_HAR_J
	E_HAR_R
Negativeness	E_NEG_B
	E_NEG_J
	E_NEG_R
Positiveness	E_POS_B

	E_POS_J
	E_POS_R
Likeability	E_LIK_B
	E_LIK_J
	E_LIK_R
Truthfulness	E_TRU_B
	E_TRU_J
	E_TRU_R
Storytelling	E_STO_B
	E_STO_J
	E_STO_R

In the case of Financial Sufficiency (E_FIN), since it is a formative variable, it was used the Principal Components Method, which objective is to find linear combinations of the initial variables that explain the variation of the data, allowing them to be described and reduced.

Since there, the scales E_FIN_G_B, E_FIN_G_J and E_FIN_G_R were created to be able to execute the hypotheses tests (given that E_FIN was a continuous variable). This step considered an average of 0 and followed the subsequent criteria:

- If the value of the distribution is lower than -0.5, the respondent is considered of having a low financial sufficiency;
- If it is between -0.5 and 0.5 (inclusive), the sufficiency is considered as standard;
- If the values are higher than 0.5, the interviewee has a high financial sufficiency.

6. Findings

This study will follow parametric tests due to their higher accuracy, whenever possible. The initial assumption for any parametric test is that the (sub)samples follow a normal distribution. According to the Central Limit Theorem, normality can be assumed if the sample has more than 30 observations. This means that each group (Cultures 1 and 2) needs to have a minimum size of 30 responses ($n \geq 30$) for each of the ads. Table 10 summarises the total number of answers reached for each ad, after grouping the countries in the correspondent cluster (below or above de average – Cultures 1 and 2, respectively).

Table 11. Summary of the Responses per Ad and Culture

	Culture 1			Culture 2		
	B	J	R	B	J	R
Communicating	41	42	52	222	159	214
Evaluating	228	174	225	35	27	41
Trusting	39	42	52	224	159	214
Disagreeing	224	173	222	39	28	44
Scheduling	42	43	54	221	158	212

6.1. Hypotheses Test

In this case, given that the extrinsic variables need to be controlled so that they do not influence or confuse the study, and since there are more than one scales of dependent variables being evaluated in each test, the statistical technique used was MANCOVA.

With a MANCOVA we obtain a sigma that was controlled by the extrinsic variables effect, which tells if the independent and the extrinsic variables affect the dependent. As a result, it is obtained estimated marginal means for each group, that were adjusted to each extrinsic variable.

Necessary conditions to execute a MANCOVA:

- The independent variable does not affect the extrinsic variable – proved by a 1-way ANOVA – results are shown in Annex III;
- The regression parameters are homogeneous – proved by an ANOVA with interaction – there is homogeneity if the value of sigma of the interaction between the independent and each extrinsic variable is higher than 0.05 – results are shown in Annex IV;

- Linearity between the dependent and the extrinsic variables – results are shown in Annex V.

However, there were some cases in which these criteria were not fulfilled. In those cases, the methods used were Mann-Whitney and Kruskal-Wallis tests – non-parametric techniques.

6.2. Hypotheses Tests Outputs

After testing the conditions presented in subsection 6.1. for the five dimensions, MANCOVAs and non-parametric tests were conducted for the ones that fulfilled and not the criteria (respectively). The results are presented in this subchapter.

The outcomes of the tests of the extrinsic variables that do not reject H_0 were omitted in sections 6.2 and 6.3. However, the completed outputs are available in Annex VI.

Communicating – Ad B (Full Comedy)

- $H_{0,CF}$: Low-Context and High-Context Societies **react equally** to Full Comedy
- $H_{1,CF}$: Low-Context and High-Context Societies **react differently** to Full Comedy

Table 12. Hypotheses Test Summarisation - Communicating (Ad B)

Type of Test	Origin	Dependent Variable	Sig.	Decision
MANCOVA	A1	E_NEG_B	.029	H_0 is rejected
		E_POS_B	<.001	H_0 is rejected
		E_LIK_B	.004	H_0 is rejected
		E_TRU_B	<.001	H_0 is rejected
	A2	E_NEG_B	.045	H_0 is rejected
		E_LIK_B	.002	H_0 is rejected
		E_TRU_B	.005	H_0 is rejected
	A9	E_HAR_B	.043	H_0 is rejected
		E_NEG_B	.745	H_0 is not rejected
		E_POS_B	.986	H_0 is not rejected
		E_LIK_B	.824	H_0 is not rejected
		E_TRU_B	.266	H_0 is not rejected
		E_STO_B	.484	H_0 is not rejected
Mann-Whitney	A9	E_HAR_B	.047	H_0 is rejected
		E_NEG_B	.542	H_0 is not rejected
		E_POS_B	.462	H_0 is not rejected
		E_LIK_B	.862	H_0 is not rejected
		E_TRU_B	.544	H_0 is not rejected
		E_STO_B	.684	H_0 is not rejected

Kruskal-Wallis	A5	E_TRU_B	.030	H ₀ is rejected
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Communicating – Ad R (Satire)

- H_{0,CS}: Low-Context and High-Context Societies **react equally** to Satire
- H_{1,CS}: Low-Context and High-Context Societies **react differently** to Satire

Table 13. Hypotheses Test Summarisation - Communicating (Ad R)

Type of Test	Origin	Dependent Variable	Sig.	Decision
MANCOVA	A2	E_NEG_R	.048	H ₀ is rejected
		E_POS_R	<.001	H ₀ is rejected
		E_LIK_R	<.001	H ₀ is rejected
		E_TRU_R	<.001	H ₀ is rejected
		E_STO_R	.021	H ₀ is rejected
	A9	E_HAR_R	.129	H ₀ is not rejected
		E_NEG_R	.430	H ₀ is not rejected
		E_POS_R	.457	H ₀ is not rejected
		E_LIK_R	.900	H ₀ is not rejected
		E_TRU_R	.153	H ₀ is not rejected
		E_STO_R	.264	H ₀ is not rejected
Mann-Whitney	A9	E_HAR_R	.155	H ₀ is not rejected
		E_NEG_R	.357	H ₀ is not rejected
		E_POS_R	.729	H ₀ is not rejected
		E_LIK_R	.985	H ₀ is not rejected
		E_TRU_R	.077	H ₀ is not rejected
Kruskal-Wallis	E_FIN_G	E_STO_R	.043	H ₀ is rejected
		E_HAR_R	.016	H ₀ is rejected
		E_STO_R	.042	H ₀ is rejected

Evaluating – Ad B (Full Comedy)

- H_{0,EF}: Direct and Indirect Negative Feedback Societies **react equally** to Full Comedy
- H_{1,EF}: Direct and Indirect Negative Feedback Societies **react differently** to Full Comedy

Table 14. Hypotheses Test Summarisation - Evaluating (Ad B)

Type of Test	Origin	Dependent Variable	Sig.	Decision
MANCOVA	A9	E_HAR_B	.295	H ₀ is not rejected
		E_NEG_B	.311	H ₀ is not rejected
		E_POS_B	.151	H ₀ is not rejected
		E_LIK_B	.443	H ₀ is not rejected
		E_TRU_B	.007	H ₀ is rejected
		E_STO_B	<.001	H ₀ is rejected
Mann-Whitney	A9	E_HAR_B	.191	H ₀ is not rejected

Kruskal-Wallis		E_NEG_B	.312	H ₀ is not rejected
		E_POS_B	.217	H ₀ is not rejected
		E_LIK_B	.451	H ₀ is not rejected
		E_TRU_B	.010	H ₀ is rejected
		E_STO_B	<.001	H ₀ is rejected
	A1	E_POS_B	.006	H ₀ is rejected
		E_LIK_B	.035	H ₀ is rejected
		E_TRU_B	.020	H ₀ is rejected
	A2	E_NEG_B	.033	H ₀ is rejected
		E_POS_B	.023	H ₀ is rejected
		E_LIK_B	<.001	H ₀ is rejected
		E_TRU_B	<.001	H ₀ is rejected
	A5	E_TRU_B	.030	H ₀ is rejected

Evaluating – Ad R (Satire)

- H_{0,ES}: Direct and Indirect Negative Feedback Societies **react equally** to Satire
- H_{1,ES}: Direct and Indirect Negative Feedback Societies **react differently** to Satire

Table 15. Hypotheses Test Summarisation - Evaluating (Ad R)

Type of Test	Origin	Dependent Variable	Sig.	Decision
MANCOVA	E_FIN	E_TRU_R	.037	H ₀ is rejected
		E_STO_R	.033	H ₀ is rejected
	A9	E_HAR_R	.165	H ₀ is not rejected
		E_NEG_R	.663	H ₀ is not rejected
		E_POS_R	.131	H ₀ is not rejected
		E_LIK_R	.330	H ₀ is not rejected
		E_TRU_R	.179	H ₀ is not rejected
		E_STO_R	.007	H ₀ is rejected
		E_HAR_R	.083	H ₀ is not rejected
Mann-Whitney	A9	E_NEG_R	.577	H ₀ is not rejected
		E_POS_R	.331	H ₀ is not rejected
		E_LIK_R	.586	H ₀ is not rejected
		E_TRU_R	.304	H ₀ is not rejected
		E_STO_R	.034	H ₀ is rejected
		E_POS_R	.001	H ₀ is rejected
Kruskal-Wallis	A2	E_LIK_R	<.001	H ₀ is rejected
		E_TRU_R	<.001	H ₀ is rejected

Trusting – Ad B (Full Comedy)

- H_{0,TF}: Task-based and Relationship-based Societies **react equally** to Full Comedy
- H_{1,TF}: Task-based and Relationship-based Societies **react differently** to Full Comedy

Table 16. Hypotheses Test Summarisation - Trusting (Ad B)

Type of Test	Origin	Dependent Variable	Sig.	Decision
MANCOVA	A1	E_NEG_B	.030	H ₀ is rejected
		E_POS_B	<.001	H ₀ is rejected
		E_LIK_B	.004	H ₀ is rejected
		E_TRU_B	<.001	H ₀ is rejected
	A2	E_NEG_B	.045	H ₀ is rejected
		E_LIK_B	.002	H ₀ is rejected
		E_TRU_B	.004	H ₀ is rejected
	A9	E_HAR_B	.037	H ₀ is rejected
		E_NEG_B	.653	H ₀ is not rejected
		E_POS_B	.970	H ₀ is not rejected
		E_LIK_B	.876	H ₀ is not rejected
		E_TRU_B	.520	H ₀ is not rejected
		E_STO_B	.492	H ₀ is not rejected
Mann-Whitney	A9	E_HAR_B	.042	H ₀ is rejected
		E_NEG_B	.467	H ₀ is not rejected
		E_POS_B	.462	H ₀ is not rejected
		E_LIK_B	.789	H ₀ is not rejected
		E_TRU_B	.890	H ₀ is not rejected
		E_STO_B	.645	H ₀ is not rejected
Kruskal-Wallis	A5	E_TRU_B	.030	H ₀ is rejected

Trusting – Ad R (Satire)

- H_{0,TS}: Task-based and Relationship-based Societies **react equally** to Satire
- H_{1,TS}: Task-based and Relationship-based Societies **react differently** to Satire

Table 17. Hypotheses Test Summarisation - Trusting (Ad R)

Type of Test	Origin	Dependent Variable	Sig.	Decision
MANCOVA	A2	E_NEG_R	.050	H ₀ is rejected
		E_POS_R	<.001	H ₀ is rejected
		E_LIK_R	<.001	H ₀ is rejected
		E_TRU_R	<.001	H ₀ is rejected
		E_STO_R	.019	H ₀ is rejected
	A9	E_HAR_R	.266	H ₀ is not rejected
		E_NEG_R	.262	H ₀ is not rejected
		E_POS_R	.399	H ₀ is not rejected
		E_LIK_R	.874	H ₀ is not rejected
		E_TRU_R	.192	H ₀ is not rejected
		E_STO_R	.126	H ₀ is not rejected
Mann-Whitney	A9	E_HAR_R	.288	H ₀ is not rejected
		E_NEG_R	.278	H ₀ is not rejected
		E_POS_R	.513	H ₀ is not rejected

Kruskal-Wallis	E_FIN_G	E_LIK_R	.793	H ₀ is not rejected
		E_TRU_R	.051	H ₀ is not rejected
		E_STO_R	.024	H ₀ is rejected
		E_HAR_R	.016	H ₀ is rejected
		E_STO_R	.042	H ₀ is rejected

Scheduling – Ad B (Full Comedy)

- H_{0,SF}: Linear-time and Flexible-time Societies **react equally** to Full Comedy
- H_{1,SF}: Linear-time and Flexible-time Societies **react differently** to Full Comedy

Table 18. Hypotheses Test Summarisation - Scheduling (Ad B)

Type of Test	Origin	Dependent Variable	Sig.	Decision
MANCOVA	A1	E_NEG_B	.030	H ₀ is rejected
		E_POS_B	<.001	H ₀ is rejected
		E_LIK_B	.004	H ₀ is rejected
		E_TRU_B	<.001	H ₀ is rejected
	A2	E_NEG_B	.044	H ₀ is rejected
		E_LIK_B	.002	H ₀ is rejected
		E_TRU_B	.005	H ₀ is rejected
	A9	E_HAR_B	.058	H ₀ is not rejected
		E_NEG_B	.652	H ₀ is not rejected
		E_POS_B	.959	H ₀ is not rejected
		E_LIK_B	.872	H ₀ is not rejected
		E_TRU_B	.323	H ₀ is not rejected
		E_STO_B	.374	H ₀ is not rejected
Mann-Whitney	A9	E_HAR_B	.059	H ₀ is not rejected
		E_NEG_B	.495	H ₀ is not rejected
		E_POS_B	.562	H ₀ is not rejected
		E_LIK_B	.881	H ₀ is not rejected
		E_TRU_B	.573	H ₀ is not rejected
		E_STO_B	.539	H ₀ is not rejected
Kruskal-Wallis	A5	E_TRU_B	.030	H ₀ is rejected

Scheduling – Ad R (Satire)

- H_{0,SS}: Linear-time and Flexible-time Societies **react equally** to Satire
- H_{1,SS}: Linear-time and Flexible-time Societies **react differently** to Satire

Table 19. Hypotheses Test Summarisation - Scheduling (Ad R)

Type of Test	Origin	Dependent Variable	Sig.	Decision
MANCOVA	A2	E_NEG_R	.046	H ₀ is rejected
		E_POS_R	<.001	H ₀ is rejected
		E_LIK_R	<.001	H ₀ is rejected

Mann-Whitney	A9	E_TRU_R	<.001	H ₀ is rejected
		E_STO_R	.021	H ₀ is rejected
		E_HAR_R	.126	H ₀ is not rejected
		E_NEG_R	.266	H ₀ is not rejected
		E_POS_R	.416	H ₀ is not rejected
		E_LIK_R	.860	H ₀ is not rejected
		E_TRU_R	.215	H ₀ is not rejected
		E_STO_R	.337	H ₀ is not rejected
	A9	E_HAR_R	.149	H ₀ is not rejected
		E_NEG_R	.243	H ₀ is not rejected
		E_POS_R	.706	H ₀ is not rejected
		E_LIK_R	.983	H ₀ is not rejected
		E_TRU_R	.113	H ₀ is not rejected
		E_STO_R	.061	H ₀ is not rejected
Kruskal-Wallis	E_FIN_G	E_HAR_R	.016	H ₀ is rejected
		E_STO_R	.042	H ₀ is rejected

6.3. Discussion

A summary of the results is presented in Table 20 and will be analysed in this section. Annex VI shows the complete tables that comprise the results of the parametric and non-parametric tests, which will be described hereby.

Table 20. Summary of all the Hypotheses Tests

	Communicating																	
	Ad B						Ad J						Ad R					
	A9 M	A9 MW	A1 M	A2 M	A5 KW	E_FIN M	A9 M	A9 MW	A1 M	A2 M	A5 M	E_FIN M	A9 M	A9 MW	A1 KW	A2 M	A5 M	E_FIN KW
E_HAR	.043	.047					.220	N/A	<001				.129	.155				.016
E_NEG	.745	.542	.029	.045			.141	N/A	.007				.430	.357		.048		
E_POS	.986	.462	<001				.268	N/A					.457	.729		<001		
E_LIK	.824	.862	.004	.002			.116	N/A					.900	.985		<001		
E_TRU	.266	.544	<001	.005	.030		.861	N/A		.039		.026	.153	.077		<001		
E_STO	.484	.684					.646	N/A	.006			.024	.264	.043		.021		.042

	Evaluating																	
	Ad B						Ad J						Ad R					
	A9 M	A9 MW	A1 KW	A2 KW	A5 KW	E_FIN M	A9 M	A9 MW	A1 M	A2 KW	A5 KW	E_FIN M	A9 M	A9 MW	A1 M	A2 KW	A5 KW	E_FIN M
E_HAR	.295	.191					.158	.338	.007				.165	.083				
E_NEG	.311	.312		.033			.119	.144					.663	.577				
E_POS	.151	.217	.006	.023			.598	.598		.043			.131	.331		.001		
E_LIK	.443	.451	.035	<001			.722	.937					.330	.586		<001		
E_TRU	.007	.010	.020	<001	.030		.651	.727				.012	.179	.304		<001		.037
E_STO	<001	<001					.701	.614	.014			.012	.007	.034				.033

	Trusting																	
	Ad B						Ad J						Ad R					
	A9 M	A9 MW	A1 M	A2 M	A5 KW	E_FIN M	A9 M	A9 MW	A1 M	A2 M	A5 MW	E_FIN M	A9 M	A9 MW	A1 MW	A2 M	A5 MW	E_FIN MW
E_HAR	.037	.042					.107	.134	.005				.266	.288				.016
E_NEG	.653	.467	.030	.045			.060	.020	.031				.262	.278		.050		
E_POS	.970	.462	<.001				.299	.259					.399	.513		<.001		
E_LIK	.876	.789	.004	.002			.100	.131					.874	.793		<.001		
E_TRU	.520	.890	<.001	.004	.030		.831	.352		.035		.026	.192	.051		<.001		
E_STO	.492	.645					.479	.291	.013			.029	.126	.024		.019		.042

	Scheduling																	
	Ad B						Ad J						Ad R					
	A9 M	A9 MW	A1 M	A2 M	A5 KW	E_FIN M	A9 M	A9 MW	A1 M	A2 M	A5 M	E_FIN M	A9 M	A9 MW	A1 KW	A2 M	A5 M	E_FIN KW
E_HAR	.058	.059					.178	N/A	<.001				.126	.149				.016
E_NEG	.652	.495	.030	.044			.151	N/A	.007				.266	.243		.046		
E_POS	.959	.562	<.001				.280	N/A					.416	.706		<.001		
E_LIK	.872	.881	.004	.002			.155	N/A					.860	.983		<.001		
E_TRU	.323	.573	<.001	.005	.030		.709	N/A		.037		.028	.215	.113		<.001		
E_STO	.374	.539					.608	N/A	.006			.024	.337	.061		.021		.042

Analysing the results, in this research it was not found statistical significance that allows the rejection of the following null hypotheses:

- $H_{0,SE}$: Linear-time and Flexible-time Societies react equally to Full Comedy;
- $H_{0,SS}$: Linear-time and Flexible-time Societies react equally to Satire.

The reason of this lack of significance could be explained because of the corporate scope in which this dimension is inserted. ‘Scheduling’ comprises the way project steps are approached – either sequentially and sticking to the scheduled or focusing on flexibility (Meyer, 2014). Although the hypotheses of this study believed this way of thinking could be transposed to the attitude towards an ad, the results show that this dimension of national culture did not influence the dependent variable in analysis.

On the other side, both Full Comedy and Satire ads illustrate that Low and High-Context societies (‘Communicating’ dimension) do not react equally to humour, which, in fact, was predicted in $H_{1,CF}$ and $H_{1,CS}$. Indeed, analysing the mean of the results for both ads, High-Context societies (Culture 2) are below the average for E_HAR_B (Hard to Understand) and E_STO_R (Storytelling) factors.

Table 21. Mean of each of the samples for the different scales for ‘Communicating’ dimension

	E_HAR_B	E_STO_R
Culture 1	.272	.176
Culture 2	-0.52	-.043

For the case of Full Comedy, this finding means that Culture 2 understands easily humorous ads, since these populations are used to read between the lines (Meyer, 2014). However, regarding Storytelling, the study shows that High-Context societies do not perceive easily that the ad tells a story. This finding is surprising and different from the projected initially, given that Culture 2 individuals were expected to understand implicit meanings (Meyer, 2014) and perceive the story beyond the ad.

Regarding the dimension of ‘Evaluating’, it is perceived the influence of national culture as well in the attitude towards a humorous ad. This is shown by ‘Truthfulness’ (ad B) and ‘Storytelling’ (ads B and R) scales, cases in which Indirect Negative Feedback societies (Culture 2) are above the average.

Table 22. Mean of each of the samples for the different scales for 'Evaluating' dimension

	E_TRU_B	E_STO_B	E_STO_R
Culture 1	-.061	-.096	-.060
Culture 2	.386	.610	.330

This means that Indirect Negative Feedback societies perceive the humorous ads as truthful and with a storytelling message, as predicted by H_{1EF} and unlike the expected from H_{1ES} . This might be explained because these individuals are used to transmit feedback softly and indirectly (Meyer, 2014), reason why they perceive the implicit humorous story of each ad as well ('Storytelling'). Also, since for Direct Negative Feedback cultures the ad's message is not explicit, it might be harder for them to find it truthful.

Considering 'Trusting' dimension, H_{1TF} and H_{1TS} are supported by the present research, since Relationship-based societies (Culture 2) perceive less difficulty in understanding a humorous ad, given that they are below the average regarding 'Hard-to-Understand' scale (E_HAR_B). However, concerning 'Storytelling' (E_STO_R), Task-based societies are above the average, showing that these individuals perceive easier the story transmitted beyond the ad.

Table 23. Mean of each of the samples for the different scales for 'Trusting' dimension

	E_HAR_B	E_STO_R
Culture 1	.288	.198
Culture 2	-.051	-.048

These two findings mean that Task-based societies perceive that there is a humorous story beyond the ad, but they cannot understand the moral of the story, unlike the expected. This might happen because these people are focused on business-related activities (Meyer, 2014) and cannot see beyond that.

The findings about ad J (with no humour), as expected, do not reject null hypotheses, except from the 'Trusting' dimension', proving extremely low influence of national culture on an ad with no humour.

Lastly, it is important to mention that these findings show the influence of the extrinsic variables in the attitude towards an ad, whose influence was controlled, namely age (A1), gender (A2), University attendance (A5) and Financial Sufficiency (E_FIN).

8. Conclusion

The purpose of the present research is to understand how different national cultures react to humour in advertising and, consequently, to help companies tailoring ads to target audiences of different national cultures and correctly convey the advertising message using humour.

With globalisation and technology development, an ad can travel around the world and face very diverse individuals – people from different ages, genders, cultures and many other features. Therefore, to attract customers attention and communicate effectively, Marketeers shall study the impact that these characteristics may have in the attitude of each client towards the ad. The focus of this study is on national culture, which was collected as the country where respondents spent most of their childhood and youth. This way, it was assumed that it represents the culture with which each respondent identifies him/herself with.

To classify the different countries of the sample, Erin Meyer's (2014) approach was followed, and countries were classified as below or above the average, considering 'The Culture Map' of the author. This methodology comprises eight dimensions, however, this study findings cover only four of them – two were excluded because they were framed in a corporate scope, and 'Leading' and 'Persuading' dimensions were not analysed given that there was not enough sample. The latter is not mapped by Meyer for all the countries, which is a limitation from the theory itself, but future research can include 'Leading', 'Deciding' and 'Disagreeing', and evaluate if these dimensions influence the attitude towards an ad.

Additionally, in order to answer the research question, the dimension of humour was involved as well. The study followed Speck's (1990) approach, who created a taxonomy with three humour processes that, when differently combined, describe five types of humour. It was chosen to use Full Comedy, since it is the most complete humour type, and Satire, which is commonly used in Marketing, but that might trigger different opinions from the respondents given the irony in the message.

For the analysis of the influence of national culture in the attitude towards humorous ads, it was chosen to perform an experimental quantitative methodology. To collect empirical data to conduct this research, online questionnaires were fulfilled by individuals from different countries around the world, in order to get the most complete and heterogeneous sample. Each survey included one picture that was randomly chosen from a group of three ads with different humorous messages and 28 questions analysing the respective image. The

options comprised (i) an ad with the Full Comedy humour type, (ii) another one with Satire, (iii) and one last one with no humour.

After one month with the form online, 749 valid answers were collected. This data was analysed in SPSS, where an Exploratory Factor Analysis was performed, and in SmartPLS, where a Confirmatory Factor Analysis was completed. These two evaluations were essential to test the hypotheses with a MANCOVA, an assessment that controls the effects of extrinsic variables that could influence the results, which, in this case, are age (A1), gender (A2), University attendance (A5) and Financial Sufficiency (E_FIN). This parametric test studied the effect of the independent variable (national culture) on the dependent one (the attitude towards the ad), however, it could only be executed when some specific criteria were fulfilled. For the cases that did not accomplish these conditions, the hypotheses were verified through Mann-Whitney and Kruskal-Wallis tests.

Surprisingly, no empirical evidence was found that Linear-time and Flexible-time societies ('Scheduling' dimension) reacted differently to humorous ads. However, findings illustrated that, indeed, there is an influence in the attitude towards a humorous ad when considering the division of cultures by the dimensions of 'Communicating', 'Evaluating' and 'Trusting'.

Therefore, after conducting this research, empirical evidence showed that Low-Context societies, such as the USA or Germany (Meyer, 2014), understand better Full Comedy and Satire, when comparing to High-Context cultures, like Portugal and China.

It was also illustrated that Direct Negative Feedback societies, like Russia and the Netherlands, find it harder to comprehend both humour types than Indirect Negative Feedback societies, as Japan and Thailand.

Lastly, findings supported that Task-based societies perceive the existence of a narrative in the ad but cannot understand the meaning of the story. On the reverse, Relationship-based cultures do not find it hard to understand the humour beyond the ad, but they cannot identify its narrativeness. From the author's point of view, the reason of this finding can be related to the focus on business-related activities of Task-based individuals (Meyer, 2014), that, for this reason, cannot see beyond that. However, it can be interesting to study this dimension further and understand the motivation for these results.

It is important to mention that this research results show the influence of the extrinsic variables in the attitude towards an ad, whose influence was controlled. For future research, it would be interesting to evaluate how age (A1), gender (A2), University attendance (A5)

and Financial Sufficiency (E_FIN) influence one's attitude towards an ad – in particular, the 'Truthfulness' scale was found to be highly influenced by several variables. This is an extremely important analysis for companies, so that their advertising message is adapted, transmitted correctly and, consequently, well perceived by the target audience, independently of its characteristics.

Additionally, it could be pertinent to study the effect of these sociodemographic variables (the four extrinsic ones of this study and national culture as well) in ads with all the different types of humour. As illustrated in chapter 2, following Speck's approach (1990), there are five types of humour, each of them with its particular characteristics. Therefore, when using humour in the transmission of a message, companies shall choose the type that is more adequate to the target audience, in order to diffuse the message effectively.

To sum up, this research concludes that distinct national cultures react differently to humour in advertising. The next step for future research would be to evaluate how these dissimilar attitudes are translated to the perception of the brand and to the intention of purchase of the customer.

Furthermore, companies that aim to target different national cultures must pay great attention to their Marketing Communication, making sure that the result of their advertising does not turn negative and damaging for the corporation. Indeed, even if the aim is not to achieve people from different cultural backgrounds, it is always important to review the communication considering this aspect.

This notice is even more imperative when humour is included in the message. What is funny, interesting and appealing for person X, might be confusing, untruthful and even offensive for person Y. Therefore, firms might take these findings in consideration, otherwise, and replicating a popular Portuguese saying, "falling into grace is worth more than being funny."

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Annexes

I. Original English Questionnaire

This questionnaire was created on the scope of a Dissertation of the Master's in Management of the School of Economics and Management from the University of Porto (FEP), and its completion should not take more than 5 minutes.

Your answer will be very helpful to evaluate different perceptions and attitudes towards the same ad. Therefore, I kindly ask you to be honest and respond according to your feelings while observing the ad which will be presented to you lately.

By filling this form, you consider yourself duly informed as to the objectives of the study. You are also guaranteed confidentiality and anonymization of the data, voluntary participation, and the possibility of withdrawing from participation at any time.

If you have any doubt or problem, feel free to contact me by e-mail to up201605708@fep.up.pt.

Thank you for your collaboration,
Bárbara Sousa

A. Personal Information (I)

Please fill the next questions with your personal information at the moment you are filling this form.

A1. Age

[open]

A2. Gender

Female

Male

Other

A5. Are you attending or have you completed University?

Yes, I attend University nowadays

Yes, I have completed University

No

A. Personal Information (II)

A9. Country where you spent most of your childhood and youth

[open]

A. Personal Information (III)

From 0 to 10, how would you describe your financial sufficiency compared to the average situation in the country where you live?

A13. I have enough money to buy things I want

0 (Not at all applicable) – 10 – Totally applicable

A14. I don't need to worry too much about paying my bills

0 (Not at all applicable) – 10 – Totally applicable

A15. I feel relatively wealthy these days

0 (Not at all applicable) – 10 – Totally applicable

Pre-Selection

B0. Please choose one of the following letters:

B

J

R

B/J/R. Ad Analysis (I)

Please watch carefully this ad from 'ABCDEFGH Fitness Center', and, then, answer the following questions according to your feelings.

[Picture of Ad B/J/R]

From 0 to 10, how much do you consider applicable each of the expressions?

B/J/R1. This ad is optimistic

0 (Not at all applicable) – 10 – Totally applicable

B/J/R2. This ad is aggressive

0 (Not at all applicable) – 10 – Totally applicable

B/J/R3. This ad is offensive

0 (Not at all applicable) – 10 – Totally applicable

B/J/R4. This ad is nice

0 (Not at all applicable) – 10 – Totally applicable

B/J/R5. This ad is contradictory

0 (Not at all applicable) – 10 – Totally applicable

B/J/R6. This ad is disparaging

0 (Not at all applicable) – 10 – Totally applicable

B/J/R7. This ad is ironic

0 (Not at all applicable) – 10 – Totally applicable

B/J/R8. This ad is warm-hearted

0 (Not at all applicable) – 10 – Totally applicable

B/J/R9. This ad is pessimistic

0 (Not at all applicable) – 10 – Totally applicable

B/J/R10. This ad is incongruent

0 (Not at all applicable) – 10 – Totally applicable

B/J/R11. This ad is overstated

0 (Not at all applicable) – 10 – Totally applicable

B/J/R12. This ad is cute

0 (Not at all applicable) – 10 – Totally applicable

B/J/R13. This ad is emotive

0 (Not at all applicable) – 10 – Totally applicable

B/J/R14. This ad is humorous

0 (Not at all applicable) – 10 – Totally applicable

B/J/R15. This ad is confusing

0 (Not at all applicable) – 10 – Totally applicable

B/J/R16. This ad is joyful

0 (Not at all applicable) – 10 – Totally applicable

B/J/R. Ad Analysis (II)

Please consider the same ad.

[Picture of Ad B/J/R]

From 0 to 10, how much would the following expressions describe your feelings while watching this ad?

B/J/R17. The ad firstly evoked a feeling of discomfort, which later was released and replaced by a positive feeling

0 (Not at all applicable) – 10 – Totally applicable

B/J/R18. This ad is enjoyable

0 (Not at all applicable) – 10 – Totally applicable

B/J/R19. This ad touched me positively

0 (Not at all applicable) – 10 – Totally applicable

B/J/R20. This ad is likeable

0 (Not at all applicable) – 10 – Totally applicable

B/J/R22. This ad is generally truthful

0 (Not at all applicable) – 10 – Totally applicable

B/J/R23. This ad leaves one feeling accurately informed

0 (Not at all applicable) – 10 – Totally applicable

B/J/R24. This ad is believable

0 (Not at all applicable) – 10 – Totally applicable

B/J/R. Ad Analysis (III)

Please consider the same ad.

[Picture of Ad B/J/R]

From 0 to 10, how much do you consider applicable each of the expressions?

B/J/R25. This ad tells a story

0 (Not at all applicable) – 10 – Totally applicable

B/J/R26. This ad shows the main actors or characters in a story

0 (Not at all applicable) – 10 – Totally applicable

B/J/R27. This ad shows a series of events unfolded in a story form

0 (Not at all applicable) – 10 – Totally applicable

B/J/R28. This ad shows when and where things happened in a story

0 (Not at all applicable) – 10 – Totally applicable

B/J/R29. The ad shows why things happened in a story

0 (Not at all applicable) – 10 – Totally applicable

Thank You!

If you have any doubt or problem, feel free to contact me by e-mail to
up201605708@fep.up.pt.

II. Confirmatory Factor Analysis Results

Ad B

Construct Reliability and Validity			
	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Hard to Understand	0.741	0.823	0.550
Negativeness	0.861	0.906	0.708
Positiveness	0.848	0.877	0.599
Financial Sufficiency	0.842	0.864	0.685
Likeability	0.913	0.945	0.851
Storytelling	0.887	0.917	0.690
Truthfulness	0.850	0.909	0.769

Discriminant Validity							
	Hard to Understand	Negativeness	Positiveness	Financial Sufficiency	Likeability	Storytelling	Truthfulness
Hard to Understand	0.742						
Negativeness	0.476	0.841					
Positiveness	-0.140	-0.436	0.774				
Financial Sufficiency				0.828			
Likeability				-0.027	0.923		
Storytelling				-0.058	0.499	0.831	
Truthfulness				-0.036	0.664	0.525	0.877

Outer Loadings							
	Hard to Understand	Negativeness	Positiveness	Financial Sufficiency	Likeability	Storytelling	Truthfulness
B10	0.937						
B11		0.739					
B12			0.847				
B13			0.440				
B15	0.494						
B16			0.853				
B2		0.844					
B3		0.873					
B4			0.895				
B5	0.762						
B6		0.900					
B8			0.744				
B9	0.705						
A13				0.969			
A14				0.649			
A15				0.833			
B18					0.913		
B19					0.936		
B20					0.918		
B22							0.849
B23							0.862
B24							0.918
B25						0.744	
B26						0.833	

B27	0.852
B28	0.856
B29	0.863

Ad J

Construct Reliability and Validity			
	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Hard to Understand	0.868	0.910	0.717
Negativeness	0.750	0.839	0.568
Positiveness	0.866	0.854	0.551
Financial Sufficiency	0.842	0.900	0.751
Likeability	0.906	0.941	0.841
Storytelling	0.912	0.934	0.740
Truthfulness	0.762	0.863	0.677

Discriminant Validity							
	Hard to Understand	Negativeness	Positiveness	Financial Sufficiency	Likeability	Storytelling	Truthfulness
Hard to Understand	0.847						
Negativeness	0.798	0.754					
Positiveness	0.303	0.227	0.742				
Financial Sufficiency				0.867			
Likeability				0.044	0.917		
Storytelling				0.107	0.435	0.860	
Truthfulness				0.082	0.518	0.354	0.823

Outer Loadings							
	Hard to Understand	Negativeness	Positiveness	Financial Sufficiency	Likeability	Storytelling	Truthfulness
J10	0.921						
J11		0.750					
J12			0.824				
J13			0.779				
J15	0.790						
J16			0.775				
J2		0.632					
J3		0.810					
J4			0.396				
J5	0.839						
J6		0.808					
J8			0.844				
J9	0.832						
A13				0.898			
A14				0.791			
A15				0.907			
J18					0.908		
J19					0.933		
J20					0.910		
J22							0.787
J23							0.821
J24							0.859
J25						0.870	
J26						0.783	
J27						0.890	
J28						0.856	
J29						0.897	

Ad R

Construct Reliability and Validity			
	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Hard to Understand	0.706	0.809	0.522
Negativeness	0.845	0.895	0.682
Positiveness	0.835	0.868	0.581
Financial Sufficiency	0.842	0.897	0.745
Likeability	0.911	0.944	0.848
Storytelling	0.899	0.925	0.714
Truthfulness	0.842	0.904	0.759

Discriminant Validity							
	Hard to Understand	Negativeness	Positiveness	Financial Sufficiency	Likeability	Storytelling	Truthfulness
Hard to Understand	0.722						
Negativeness	0.579	0.826					
Positiveness	-0.159	-0.316	0.762				
Financial Sufficiency				0.863			
Likeability				0.078	0.921		
Storytelling				0.079	0.564	0.845	
Truthfulness				0.081	0.661	0.599	0.871

Outer Loadings							
	Hard to Understand	Negativeness	Positiveness	Financial Sufficiency	Likeability	Storytelling	Truthfulness
R10	0.850						
R11		0.787					
R12			0.847				
R13			0.405				
R15	0.507						
R16			0.826				

R2		0.764																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												</
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III. One-way ANOVA Results

Communicating

Tests of Between-Subjects Effects

Dependent Variable: A1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.219 ^a	1	8.219	10.907	.001
Intercept	1112.066	1	1112.066	1,475.798	<.001
A9	8.219	1	8.219	10.907	.001
Error	549.327	729	.754		
Total	2597.000	731			
Corrected Total	557.546	730			

a. R Squared = .015 (Adjusted R Squared = .013)

Tests of Between-Subjects Effects

Dependent Variable: A2

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.066 ^a	1	.066	.299	.585
Intercept	761.434	1	761.434	3,458.167	<.001
A9	.066	1	.066	.299	.585
Error	160.514	729	.220		
Total	1403.000	731			
Corrected Total	160.580	730			

a. R Squared = .000 (Adjusted R Squared = -.001)

Tests of Between-Subjects Effects

Dependent Variable: A5

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24.888 ^a	1	24.888	56.290	<.001
Intercept	1171.815	1	1171.815	2,650.338	<.001
A9	24.888	1	24.888	56.290	<.001
Error	322.319	729	.442		
Total	2652.000	731			
Corrected Total	347.207	730			

a. R Squared = .072 (Adjusted R Squared = .070)

Tests of Between-Subjects Effects

Dependent Variable: E_FIN

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.484 ^a	1	8.484	10.149	.002
Intercept	3.345	1	3.345	4.001	.046
A9	8.484	1	8.484	10.149	.002
Error	609.404	729	.836		
Total	617.888	731			
Corrected Total	617.888	730			

a. R Squared = .014 (Adjusted R Squared = .012)

Evaluating

Tests of Between-Subjects Effects

Dependent Variable: A1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.228 ^a	1	2.228	2.925	.088
Intercept	921.265	1	921.265	1,209.403	<.001
A9	2.228	1	2.228	2.925	.088
Error	555.317	729	.762		
Total	2597.000	731			
Corrected Total	557.546	730			

a. R Squared = .004 (Adjusted R Squared = .003)

Tests of Between-Subjects Effects

Dependent Variable: A2

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.299 ^a	1	1.299	5.943	.015
Intercept	642.393	1	642.393	2,940.107	<.001
A9	1.299	1	1.299	5.943	.015
Error	159.281	729	.218		
Total	1403.000	731			
Corrected Total	160.580	730			

a. R Squared = .008 (Adjusted R Squared = .007)

Tests of Between-Subjects Effects

Dependent Variable: A5

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24.849 ^a	1	24.849	56.196	<.001
Intercept	889.594	1	889.594	2,011.787	<.001
A9	24.849	1	24.849	56.196	<.001
Error	322.357	729	.442		
Total	2652.000	731			
Corrected Total	347.207	730			

a. R Squared = .072 (Adjusted R Squared = .070)

Tests of Between-Subjects Effects

Dependent Variable: E_FIN

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.217 ^a	1	.217	.256	.613
Intercept	.112	1	.112	.132	.717
A9	.217	1	.217	.256	.613
Error	617.671	729	.847		
Total	617.888	731			
Corrected Total	617.888	730			

a. R Squared = .000 (Adjusted R Squared = -.001)

Trusting

Tests of Between-Subjects Effects

Dependent Variable: A1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.127 ^a	1	8.127	10.783	.001
Intercept	1098.348	1	1098.348	1,457.350	<.001
A9	8.127	1	8.127	10.783	.001
Error	549.419	729	.754		
Total	2597.000	731			
Corrected Total	557.546	730			

a. R Squared = .015 (Adjusted R Squared = .013)

Tests of Between-Subjects Effects

Dependent Variable: A2

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.049 ^a	1	.049	.220	.639
Intercept	751.633	1	751.633	3,413.288	<.001
A9	.049	1	.049	.220	.639
Error	160.531	729	.220		
Total	1403.000	731			
Corrected Total	160.580	730			

a. R Squared = .000 (Adjusted R Squared = -.001)

Tests of Between-Subjects Effects

Dependent Variable: A5

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24.649 ^a	1	24.649	55.707	<.001
Intercept	1156.424	1	1156.424	2,613.587	<.001
A9	24.649	1	24.649	55.707	<.001
Error	322.558	729	.442		
Total	2652.000	731			
Corrected Total	347.207	730			

a. R Squared = .071 (Adjusted R Squared = .070)

Tests of Between-Subjects Effects

Dependent Variable: E_FIN

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.799 ^a	1	7.799	9.319	.002
Intercept	3.129	1	3.129	3.739	.054
A9	7.799	1	7.799	9.319	.002
Error	610.088	729	.837		
Total	617.888	731			
Corrected Total	617.888	730			

a. R Squared = .013 (Adjusted R Squared = .011)

Scheduling

Tests of Between-Subjects Effects

Dependent Variable: A1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.959 ^a	1	8.959	11.905	<.001
Intercept	1135.296	1	1135.296	1,508.659	<.001
A9	8.959	1	8.959	11.905	<.001
Error	548.587	729	.753		
Total	2597.000	731			
Corrected Total	557.546	730			

a. R Squared = .016 (Adjusted R Squared = .015)

Tests of Between-Subjects Effects

Dependent Variable: A2

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.107 ^a	1	.107	.487	.486
Intercept	780.747	1	780.747	3,546.798	<.001
A9	.107	1	.107	.487	.486
Error	160.473	729	.220		
Total	1403.000	731			
Corrected Total	160.580	730			

a. R Squared = .001 (Adjusted R Squared = -.001)

Tests of Between-Subjects Effects

Dependent Variable: A5

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	27.303 ^a	1	27.303	62.218	<.001
Intercept	1194.280	1	1194.280	2,721.539	<.001
A9	27.303	1	27.303	62.218	<.001
Error	319.904	729	.439		
Total	2652.000	731			
Corrected Total	347.207	730			

a. R Squared = .079 (Adjusted R Squared = .077)

Tests of Between-Subjects Effects

Dependent Variable: E_FIN

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.084 ^a	1	8.084	9.664	.002
Intercept	3.077	1	3.077	3.678	.056
A9	8.084	1	8.084	9.664	.002
Error	609.804	729	.836		
Total	617.888	731			
Corrected Total	617.888	730			

a. R Squared = .013 (Adjusted R Squared = .012)

IV. Results of the Homogeneity Verification of the Regression Parameters

Communicating

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.080	3.586 ^b	6.000	249.000	.002
	Wilks' Lambda	.920	3.586 ^b	6.000	249.000	.002
	Hotelling's Trace	.086	3.586 ^b	6.000	249.000	.002
	Roy's Largest Root	.086	3.586 ^b	6.000	249.000	.002
A9	Pillai's Trace	.042	1.819 ^b	6.000	249.000	.096
	Wilks' Lambda	.958	1.819 ^b	6.000	249.000	.096
	Hotelling's Trace	.044	1.819 ^b	6.000	249.000	.096
	Roy's Largest Root	.044	1.819 ^b	6.000	249.000	.096
A1	Pillai's Trace	.028	1.191 ^b	6.000	249.000	.312
	Wilks' Lambda	.972	1.191 ^b	6.000	249.000	.312
	Hotelling's Trace	.029	1.191 ^b	6.000	249.000	.312
	Roy's Largest Root	.029	1.191 ^b	6.000	249.000	.312
A2	Pillai's Trace	.060	2.641 ^b	6.000	249.000	.017
	Wilks' Lambda	.940	2.641 ^b	6.000	249.000	.017
	Hotelling's Trace	.064	2.641 ^b	6.000	249.000	.017
	Roy's Largest Root	.064	2.641 ^b	6.000	249.000	.017
A5	Pillai's Trace	.064	2.846 ^b	6.000	249.000	.011
	Wilks' Lambda	.936	2.846 ^b	6.000	249.000	.011
	Hotelling's Trace	.069	2.846 ^b	6.000	249.000	.011
	Roy's Largest Root	.069	2.846 ^b	6.000	249.000	.011
E_FIN	Pillai's Trace	.018	.741 ^b	6.000	249.000	.617
	Wilks' Lambda	.982	.741 ^b	6.000	249.000	.617
	Hotelling's Trace	.018	.741 ^b	6.000	249.000	.617
	Roy's Largest Root	.018	.741 ^b	6.000	249.000	.617
A9 * A1	Pillai's Trace	.044	1.925 ^b	6.000	249.000	.077
	Wilks' Lambda	.956	1.925 ^b	6.000	249.000	.077
	Hotelling's Trace	.046	1.925 ^b	6.000	249.000	.077
	Roy's Largest Root	.046	1.925 ^b	6.000	249.000	.077
A9 * A2	Pillai's Trace	.045	1.952 ^b	6.000	249.000	.073
	Wilks' Lambda	.955	1.952 ^b	6.000	249.000	.073
	Hotelling's Trace	.047	1.952 ^b	6.000	249.000	.073
	Roy's Largest Root	.047	1.952 ^b	6.000	249.000	.073
A9 * A5	Pillai's Trace	.052	2.294 ^b	6.000	249.000	.036
	Wilks' Lambda	.948	2.294 ^b	6.000	249.000	.036
	Hotelling's Trace	.055	2.294 ^b	6.000	249.000	.036
	Roy's Largest Root	.055	2.294 ^b	6.000	249.000	.036
A9 * E_FIN	Pillai's Trace	.041	1.796 ^b	6.000	249.000	.100
	Wilks' Lambda	.959	1.796 ^b	6.000	249.000	.100
	Hotelling's Trace	.043	1.796 ^b	6.000	249.000	.100
	Roy's Largest Root	.043	1.796 ^b	6.000	249.000	.100

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.044	1.442 ^b	6.000	186.000	.201
	Wilks' Lambda	.956	1.442 ^b	6.000	186.000	.201
	Hotelling's Trace	.047	1.442 ^b	6.000	186.000	.201
	Roy's Largest Root	.047	1.442 ^b	6.000	186.000	.201
A9	Pillai's Trace	.039	1.269 ^b	6.000	186.000	.274
	Wilks' Lambda	.961	1.269 ^b	6.000	186.000	.274
	Hotelling's Trace	.041	1.269 ^b	6.000	186.000	.274
	Roy's Largest Root	.041	1.269 ^b	6.000	186.000	.274
A1	Pillai's Trace	.081	2.724 ^b	6.000	186.000	.015
	Wilks' Lambda	.919	2.724 ^b	6.000	186.000	.015
	Hotelling's Trace	.088	2.724 ^b	6.000	186.000	.015
	Roy's Largest Root	.088	2.724 ^b	6.000	186.000	.015
A2	Pillai's Trace	.027	.865 ^b	6.000	186.000	.522
	Wilks' Lambda	.973	.865 ^b	6.000	186.000	.522
	Hotelling's Trace	.028	.865 ^b	6.000	186.000	.522
	Roy's Largest Root	.028	.865 ^b	6.000	186.000	.522
A5	Pillai's Trace	.009	.273 ^b	6.000	186.000	.949
	Wilks' Lambda	.991	.273 ^b	6.000	186.000	.949
	Hotelling's Trace	.009	.273 ^b	6.000	186.000	.949
	Roy's Largest Root	.009	.273 ^b	6.000	186.000	.949
E_FIN	Pillai's Trace	.035	1.138 ^b	6.000	186.000	.342
	Wilks' Lambda	.965	1.138 ^b	6.000	186.000	.342
	Hotelling's Trace	.037	1.138 ^b	6.000	186.000	.342
	Roy's Largest Root	.037	1.138 ^b	6.000	186.000	.342
A9 * A1	Pillai's Trace	.027	.874 ^b	6.000	186.000	.515
	Wilks' Lambda	.973	.874 ^b	6.000	186.000	.515
	Hotelling's Trace	.028	.874 ^b	6.000	186.000	.515
	Roy's Largest Root	.028	.874 ^b	6.000	186.000	.515
A9 * A2	Pillai's Trace	.029	.928 ^b	6.000	186.000	.476
	Wilks' Lambda	.971	.928 ^b	6.000	186.000	.476
	Hotelling's Trace	.030	.928 ^b	6.000	186.000	.476
	Roy's Largest Root	.030	.928 ^b	6.000	186.000	.476
A9 * A5	Pillai's Trace	.018	.567 ^b	6.000	186.000	.756
	Wilks' Lambda	.982	.567 ^b	6.000	186.000	.756
	Hotelling's Trace	.018	.567 ^b	6.000	186.000	.756
	Roy's Largest Root	.018	.567 ^b	6.000	186.000	.756
A9 * E_FIN	Pillai's Trace	.047	1.537 ^b	6.000	186.000	.168
	Wilks' Lambda	.953	1.537 ^b	6.000	186.000	.168
	Hotelling's Trace	.050	1.537 ^b	6.000	186.000	.168
	Roy's Largest Root	.050	1.537 ^b	6.000	186.000	.168

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.036	1.542 ^b	6.000	251.000	.165
	Wilks' Lambda	.964	1.542 ^b	6.000	251.000	.165
	Hotelling's Trace	.037	1.542 ^b	6.000	251.000	.165
	Roy's Largest Root	.037	1.542 ^b	6.000	251.000	.165
A9	Pillai's Trace	.068	3.075 ^b	6.000	251.000	.006
	Wilks' Lambda	.932	3.075 ^b	6.000	251.000	.006
	Hotelling's Trace	.074	3.075 ^b	6.000	251.000	.006
	Roy's Largest Root	.074	3.075 ^b	6.000	251.000	.006
A1	Pillai's Trace	.088	4.043 ^b	6.000	251.000	<.001
	Wilks' Lambda	.912	4.043 ^b	6.000	251.000	<.001
	Hotelling's Trace	.097	4.043 ^b	6.000	251.000	<.001
	Roy's Largest Root	.097	4.043 ^b	6.000	251.000	<.001
A2	Pillai's Trace	.087	3.972 ^b	6.000	251.000	<.001
	Wilks' Lambda	.913	3.972 ^b	6.000	251.000	<.001
	Hotelling's Trace	.095	3.972 ^b	6.000	251.000	<.001
	Roy's Largest Root	.095	3.972 ^b	6.000	251.000	<.001
A5	Pillai's Trace	.036	1.550 ^b	6.000	251.000	.162
	Wilks' Lambda	.964	1.550 ^b	6.000	251.000	.162
	Hotelling's Trace	.037	1.550 ^b	6.000	251.000	.162
	Roy's Largest Root	.037	1.550 ^b	6.000	251.000	.162
E_FIN	Pillai's Trace	.033	1.430 ^b	6.000	251.000	.204
	Wilks' Lambda	.967	1.430 ^b	6.000	251.000	.204
	Hotelling's Trace	.034	1.430 ^b	6.000	251.000	.204
	Roy's Largest Root	.034	1.430 ^b	6.000	251.000	.204
A9 * A1	Pillai's Trace	.097	4.474 ^b	6.000	251.000	<.001
	Wilks' Lambda	.903	4.474 ^b	6.000	251.000	<.001
	Hotelling's Trace	.107	4.474 ^b	6.000	251.000	<.001
	Roy's Largest Root	.107	4.474 ^b	6.000	251.000	<.001
A9 * A2	Pillai's Trace	.028	1.187 ^b	6.000	251.000	.314
	Wilks' Lambda	.972	1.187 ^b	6.000	251.000	.314
	Hotelling's Trace	.028	1.187 ^b	6.000	251.000	.314
	Roy's Largest Root	.028	1.187 ^b	6.000	251.000	.314
A9 * A5	Pillai's Trace	.025	1.087 ^b	6.000	251.000	.370
	Wilks' Lambda	.975	1.087 ^b	6.000	251.000	.370
	Hotelling's Trace	.026	1.087 ^b	6.000	251.000	.370
	Roy's Largest Root	.026	1.087 ^b	6.000	251.000	.370
A9 * E_FIN	Pillai's Trace	.056	2.462 ^b	6.000	251.000	.025
	Wilks' Lambda	.944	2.462 ^b	6.000	251.000	.025
	Hotelling's Trace	.059	2.462 ^b	6.000	251.000	.025
	Roy's Largest Root	.059	2.462 ^b	6.000	251.000	.025

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Evaluating

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.024	1.027 ^b	6.000	249.000	.408
	Wilks' Lambda	.976	1.027 ^b	6.000	249.000	.408
	Hotelling's Trace	.025	1.027 ^b	6.000	249.000	.408
	Roy's Largest Root	.025	1.027 ^b	6.000	249.000	.408
A9	Pillai's Trace	.018	.753 ^b	6.000	249.000	.608
	Wilks' Lambda	.982	.753 ^b	6.000	249.000	.608
	Hotelling's Trace	.018	.753 ^b	6.000	249.000	.608
	Roy's Largest Root	.018	.753 ^b	6.000	249.000	.608
A1	Pillai's Trace	.032	1.366 ^b	6.000	249.000	.229
	Wilks' Lambda	.968	1.366 ^b	6.000	249.000	.229
	Hotelling's Trace	.033	1.366 ^b	6.000	249.000	.229
	Roy's Largest Root	.033	1.366 ^b	6.000	249.000	.229
A2	Pillai's Trace	.057	2.523 ^b	6.000	249.000	.022
	Wilks' Lambda	.943	2.523 ^b	6.000	249.000	.022
	Hotelling's Trace	.061	2.523 ^b	6.000	249.000	.022
	Roy's Largest Root	.061	2.523 ^b	6.000	249.000	.022
A5	Pillai's Trace	.008	.324 ^b	6.000	249.000	.924
	Wilks' Lambda	.992	.324 ^b	6.000	249.000	.924
	Hotelling's Trace	.008	.324 ^b	6.000	249.000	.924
	Roy's Largest Root	.008	.324 ^b	6.000	249.000	.924
E_FIN	Pillai's Trace	.016	.654 ^b	6.000	249.000	.687
	Wilks' Lambda	.984	.654 ^b	6.000	249.000	.687
	Hotelling's Trace	.016	.654 ^b	6.000	249.000	.687
	Roy's Largest Root	.016	.654 ^b	6.000	249.000	.687
A9 * A1	Pillai's Trace	.071	3.170 ^b	6.000	249.000	.005
	Wilks' Lambda	.929	3.170 ^b	6.000	249.000	.005
	Hotelling's Trace	.076	3.170 ^b	6.000	249.000	.005
	Roy's Largest Root	.076	3.170 ^b	6.000	249.000	.005
A9 * A2	Pillai's Trace	.023	.964 ^b	6.000	249.000	.450
	Wilks' Lambda	.977	.964 ^b	6.000	249.000	.450
	Hotelling's Trace	.023	.964 ^b	6.000	249.000	.450
	Roy's Largest Root	.023	.964 ^b	6.000	249.000	.450
A9 * A5	Pillai's Trace	.010	.408 ^b	6.000	249.000	.873
	Wilks' Lambda	.990	.408 ^b	6.000	249.000	.873
	Hotelling's Trace	.010	.408 ^b	6.000	249.000	.873
	Roy's Largest Root	.010	.408 ^b	6.000	249.000	.873
A9 * E_FIN	Pillai's Trace	.030	1.281 ^b	6.000	249.000	.266
	Wilks' Lambda	.970	1.281 ^b	6.000	249.000	.266
	Hotelling's Trace	.031	1.281 ^b	6.000	249.000	.266
	Roy's Largest Root	.031	1.281 ^b	6.000	249.000	.266

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.012	.388 ^b	6.000	186.000	.886
	Wilks' Lambda	.988	.388 ^b	6.000	186.000	.886
	Hotelling's Trace	.013	.388 ^b	6.000	186.000	.886
	Roy's Largest Root	.013	.388 ^b	6.000	186.000	.886
A9	Pillai's Trace	.022	.685 ^b	6.000	186.000	.662
	Wilks' Lambda	.978	.685 ^b	6.000	186.000	.662
	Hotelling's Trace	.022	.685 ^b	6.000	186.000	.662
	Roy's Largest Root	.022	.685 ^b	6.000	186.000	.662
A1	Pillai's Trace	.053	1.739 ^b	6.000	186.000	.114
	Wilks' Lambda	.947	1.739 ^b	6.000	186.000	.114
	Hotelling's Trace	.056	1.739 ^b	6.000	186.000	.114
	Roy's Largest Root	.056	1.739 ^b	6.000	186.000	.114
A2	Pillai's Trace	.012	.385 ^b	6.000	186.000	.888
	Wilks' Lambda	.988	.385 ^b	6.000	186.000	.888
	Hotelling's Trace	.012	.385 ^b	6.000	186.000	.888
	Roy's Largest Root	.012	.385 ^b	6.000	186.000	.888
A5	Pillai's Trace	.012	.382 ^b	6.000	186.000	.890
	Wilks' Lambda	.988	.382 ^b	6.000	186.000	.890
	Hotelling's Trace	.012	.382 ^b	6.000	186.000	.890
	Roy's Largest Root	.012	.382 ^b	6.000	186.000	.890
E_FIN	Pillai's Trace	.031	.994 ^b	6.000	186.000	.431
	Wilks' Lambda	.969	.994 ^b	6.000	186.000	.431
	Hotelling's Trace	.032	.994 ^b	6.000	186.000	.431
	Roy's Largest Root	.032	.994 ^b	6.000	186.000	.431
A9 * A1	Pillai's Trace	.023	.730 ^b	6.000	186.000	.626
	Wilks' Lambda	.977	.730 ^b	6.000	186.000	.626
	Hotelling's Trace	.024	.730 ^b	6.000	186.000	.626
	Roy's Largest Root	.024	.730 ^b	6.000	186.000	.626
A9 * A2	Pillai's Trace	.010	.314 ^b	6.000	186.000	.929
	Wilks' Lambda	.990	.314 ^b	6.000	186.000	.929
	Hotelling's Trace	.010	.314 ^b	6.000	186.000	.929
	Roy's Largest Root	.010	.314 ^b	6.000	186.000	.929
A9 * A5	Pillai's Trace	.034	1.084 ^b	6.000	186.000	.373
	Wilks' Lambda	.966	1.084 ^b	6.000	186.000	.373
	Hotelling's Trace	.035	1.084 ^b	6.000	186.000	.373
	Roy's Largest Root	.035	1.084 ^b	6.000	186.000	.373
A9 * E_FIN	Pillai's Trace	.020	.624 ^b	6.000	186.000	.711
	Wilks' Lambda	.980	.624 ^b	6.000	186.000	.711
	Hotelling's Trace	.020	.624 ^b	6.000	186.000	.711
	Roy's Largest Root	.020	.624 ^b	6.000	186.000	.711

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.054	2.374 ^b	6.000	251.000	.030
	Wilks' Lambda	.946	2.374 ^b	6.000	251.000	.030
	Hotelling's Trace	.057	2.374 ^b	6.000	251.000	.030
	Roy's Largest Root	.057	2.374 ^b	6.000	251.000	.030
A9	Pillai's Trace	.037	1.612 ^b	6.000	251.000	.144
	Wilks' Lambda	.963	1.612 ^b	6.000	251.000	.144
	Hotelling's Trace	.039	1.612 ^b	6.000	251.000	.144
	Roy's Largest Root	.039	1.612 ^b	6.000	251.000	.144
A1	Pillai's Trace	.023	.965 ^b	6.000	251.000	.449
	Wilks' Lambda	.977	.965 ^b	6.000	251.000	.449
	Hotelling's Trace	.023	.965 ^b	6.000	251.000	.449
	Roy's Largest Root	.023	.965 ^b	6.000	251.000	.449
A2	Pillai's Trace	.049	2.169 ^b	6.000	251.000	.047
	Wilks' Lambda	.951	2.169 ^b	6.000	251.000	.047
	Hotelling's Trace	.052	2.169 ^b	6.000	251.000	.047
	Roy's Largest Root	.052	2.169 ^b	6.000	251.000	.047
A5	Pillai's Trace	.013	.562 ^b	6.000	251.000	.760
	Wilks' Lambda	.987	.562 ^b	6.000	251.000	.760
	Hotelling's Trace	.013	.562 ^b	6.000	251.000	.760
	Roy's Largest Root	.013	.562 ^b	6.000	251.000	.760
E_FIN	Pillai's Trace	.026	1.099 ^b	6.000	251.000	.363
	Wilks' Lambda	.974	1.099 ^b	6.000	251.000	.363
	Hotelling's Trace	.026	1.099 ^b	6.000	251.000	.363
	Roy's Largest Root	.026	1.099 ^b	6.000	251.000	.363
A9 * A1	Pillai's Trace	.023	.970 ^b	6.000	251.000	.446
	Wilks' Lambda	.977	.970 ^b	6.000	251.000	.446
	Hotelling's Trace	.023	.970 ^b	6.000	251.000	.446
	Roy's Largest Root	.023	.970 ^b	6.000	251.000	.446
A9 * A2	Pillai's Trace	.011	.469 ^b	6.000	251.000	.831
	Wilks' Lambda	.989	.469 ^b	6.000	251.000	.831
	Hotelling's Trace	.011	.469 ^b	6.000	251.000	.831
	Roy's Largest Root	.011	.469 ^b	6.000	251.000	.831
A9 * A5	Pillai's Trace	.021	.919 ^b	6.000	251.000	.482
	Wilks' Lambda	.979	.919 ^b	6.000	251.000	.482
	Hotelling's Trace	.022	.919 ^b	6.000	251.000	.482
	Roy's Largest Root	.022	.919 ^b	6.000	251.000	.482
A9 * E_FIN	Pillai's Trace	.016	.683 ^b	6.000	251.000	.664
	Wilks' Lambda	.984	.683 ^b	6.000	251.000	.664
	Hotelling's Trace	.016	.683 ^b	6.000	251.000	.664
	Roy's Largest Root	.016	.683 ^b	6.000	251.000	.664

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Trusting

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.064	2.819 ^b	6.000	249.000	.011
	Wilks' Lambda	.936	2.819 ^b	6.000	249.000	.011
	Hotelling's Trace	.068	2.819 ^b	6.000	249.000	.011
	Roy's Largest Root	.068	2.819 ^b	6.000	249.000	.011
A9	Pillai's Trace	.019	.789 ^b	6.000	249.000	.579
	Wilks' Lambda	.981	.789 ^b	6.000	249.000	.579
	Hotelling's Trace	.019	.789 ^b	6.000	249.000	.579
	Roy's Largest Root	.019	.789 ^b	6.000	249.000	.579
A1	Pillai's Trace	.031	1.342 ^b	6.000	249.000	.239
	Wilks' Lambda	.969	1.342 ^b	6.000	249.000	.239
	Hotelling's Trace	.032	1.342 ^b	6.000	249.000	.239
	Roy's Largest Root	.032	1.342 ^b	6.000	249.000	.239
A2	Pillai's Trace	.052	2.272 ^b	6.000	249.000	.037
	Wilks' Lambda	.948	2.272 ^b	6.000	249.000	.037
	Hotelling's Trace	.055	2.272 ^b	6.000	249.000	.037
	Roy's Largest Root	.055	2.272 ^b	6.000	249.000	.037
A5	Pillai's Trace	.052	2.261 ^b	6.000	249.000	.038
	Wilks' Lambda	.948	2.261 ^b	6.000	249.000	.038
	Hotelling's Trace	.054	2.261 ^b	6.000	249.000	.038
	Roy's Largest Root	.054	2.261 ^b	6.000	249.000	.038
E_FIN	Pillai's Trace	.016	.663 ^b	6.000	249.000	.680
	Wilks' Lambda	.984	.663 ^b	6.000	249.000	.680
	Hotelling's Trace	.016	.663 ^b	6.000	249.000	.680
	Roy's Largest Root	.016	.663 ^b	6.000	249.000	.680
A9 * A1	Pillai's Trace	.047	2.056 ^b	6.000	249.000	.059
	Wilks' Lambda	.953	2.056 ^b	6.000	249.000	.059
	Hotelling's Trace	.050	2.056 ^b	6.000	249.000	.059
	Roy's Largest Root	.050	2.056 ^b	6.000	249.000	.059
A9 * A2	Pillai's Trace	.026	1.112 ^b	6.000	249.000	.356
	Wilks' Lambda	.974	1.112 ^b	6.000	249.000	.356
	Hotelling's Trace	.027	1.112 ^b	6.000	249.000	.356
	Roy's Largest Root	.027	1.112 ^b	6.000	249.000	.356
A9 * A5	Pillai's Trace	.041	1.794 ^b	6.000	249.000	.101
	Wilks' Lambda	.959	1.794 ^b	6.000	249.000	.101
	Hotelling's Trace	.043	1.794 ^b	6.000	249.000	.101
	Roy's Largest Root	.043	1.794 ^b	6.000	249.000	.101
A9 * E_FIN	Pillai's Trace	.031	1.310 ^b	6.000	249.000	.253
	Wilks' Lambda	.969	1.310 ^b	6.000	249.000	.253
	Hotelling's Trace	.032	1.310 ^b	6.000	249.000	.253
	Roy's Largest Root	.032	1.310 ^b	6.000	249.000	.253

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.044	1.442 ^b	6.000	186.000	.201
	Wilks' Lambda	.956	1.442 ^b	6.000	186.000	.201
	Hotelling's Trace	.047	1.442 ^b	6.000	186.000	.201
	Roy's Largest Root	.047	1.442 ^b	6.000	186.000	.201
A9	Pillai's Trace	.039	1.269 ^b	6.000	186.000	.274
	Wilks' Lambda	.961	1.269 ^b	6.000	186.000	.274
	Hotelling's Trace	.041	1.269 ^b	6.000	186.000	.274
	Roy's Largest Root	.041	1.269 ^b	6.000	186.000	.274
A1	Pillai's Trace	.081	2.724 ^b	6.000	186.000	.015
	Wilks' Lambda	.919	2.724 ^b	6.000	186.000	.015
	Hotelling's Trace	.088	2.724 ^b	6.000	186.000	.015
	Roy's Largest Root	.088	2.724 ^b	6.000	186.000	.015
A2	Pillai's Trace	.027	.865 ^b	6.000	186.000	.522
	Wilks' Lambda	.973	.865 ^b	6.000	186.000	.522
	Hotelling's Trace	.028	.865 ^b	6.000	186.000	.522
	Roy's Largest Root	.028	.865 ^b	6.000	186.000	.522
A5	Pillai's Trace	.009	.273 ^b	6.000	186.000	.949
	Wilks' Lambda	.991	.273 ^b	6.000	186.000	.949
	Hotelling's Trace	.009	.273 ^b	6.000	186.000	.949
	Roy's Largest Root	.009	.273 ^b	6.000	186.000	.949
E_FIN	Pillai's Trace	.035	1.138 ^b	6.000	186.000	.342
	Wilks' Lambda	.965	1.138 ^b	6.000	186.000	.342
	Hotelling's Trace	.037	1.138 ^b	6.000	186.000	.342
	Roy's Largest Root	.037	1.138 ^b	6.000	186.000	.342
A9 * A1	Pillai's Trace	.027	.874 ^b	6.000	186.000	.515
	Wilks' Lambda	.973	.874 ^b	6.000	186.000	.515
	Hotelling's Trace	.028	.874 ^b	6.000	186.000	.515
	Roy's Largest Root	.028	.874 ^b	6.000	186.000	.515
A9 * A2	Pillai's Trace	.029	.928 ^b	6.000	186.000	.476
	Wilks' Lambda	.971	.928 ^b	6.000	186.000	.476
	Hotelling's Trace	.030	.928 ^b	6.000	186.000	.476
	Roy's Largest Root	.030	.928 ^b	6.000	186.000	.476
A9 * A5	Pillai's Trace	.018	.567 ^b	6.000	186.000	.756
	Wilks' Lambda	.982	.567 ^b	6.000	186.000	.756
	Hotelling's Trace	.018	.567 ^b	6.000	186.000	.756
	Roy's Largest Root	.018	.567 ^b	6.000	186.000	.756
A9 * E_FIN	Pillai's Trace	.047	1.537 ^b	6.000	186.000	.168
	Wilks' Lambda	.953	1.537 ^b	6.000	186.000	.168
	Hotelling's Trace	.050	1.537 ^b	6.000	186.000	.168
	Roy's Largest Root	.050	1.537 ^b	6.000	186.000	.168

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.036	1.552 ^b	6.000	251.000	.162
	Wilks' Lambda	.964	1.552 ^b	6.000	251.000	.162
	Hotelling's Trace	.037	1.552 ^b	6.000	251.000	.162
	Roy's Largest Root	.037	1.552 ^b	6.000	251.000	.162
A9	Pillai's Trace	.071	3.177 ^b	6.000	251.000	.005
	Wilks' Lambda	.929	3.177 ^b	6.000	251.000	.005
	Hotelling's Trace	.076	3.177 ^b	6.000	251.000	.005
	Roy's Largest Root	.076	3.177 ^b	6.000	251.000	.005
A1	Pillai's Trace	.087	4.011 ^b	6.000	251.000	<.001
	Wilks' Lambda	.913	4.011 ^b	6.000	251.000	<.001
	Hotelling's Trace	.096	4.011 ^b	6.000	251.000	<.001
	Roy's Largest Root	.096	4.011 ^b	6.000	251.000	<.001
A2	Pillai's Trace	.092	4.226 ^b	6.000	251.000	<.001
	Wilks' Lambda	.908	4.226 ^b	6.000	251.000	<.001
	Hotelling's Trace	.101	4.226 ^b	6.000	251.000	<.001
	Roy's Largest Root	.101	4.226 ^b	6.000	251.000	<.001
A5	Pillai's Trace	.037	1.624 ^b	6.000	251.000	.141
	Wilks' Lambda	.963	1.624 ^b	6.000	251.000	.141
	Hotelling's Trace	.039	1.624 ^b	6.000	251.000	.141
	Roy's Largest Root	.039	1.624 ^b	6.000	251.000	.141
E_FIN	Pillai's Trace	.035	1.510 ^b	6.000	251.000	.175
	Wilks' Lambda	.965	1.510 ^b	6.000	251.000	.175
	Hotelling's Trace	.036	1.510 ^b	6.000	251.000	.175
	Roy's Largest Root	.036	1.510 ^b	6.000	251.000	.175
A9 * A1	Pillai's Trace	.101	4.724 ^b	6.000	251.000	<.001
	Wilks' Lambda	.899	4.724 ^b	6.000	251.000	<.001
	Hotelling's Trace	.113	4.724 ^b	6.000	251.000	<.001
	Roy's Largest Root	.113	4.724 ^b	6.000	251.000	<.001
A9 * A2	Pillai's Trace	.022	.926 ^b	6.000	251.000	.477
	Wilks' Lambda	.978	.926 ^b	6.000	251.000	.477
	Hotelling's Trace	.022	.926 ^b	6.000	251.000	.477
	Roy's Largest Root	.022	.926 ^b	6.000	251.000	.477
A9 * A5	Pillai's Trace	.029	1.253 ^b	6.000	251.000	.280
	Wilks' Lambda	.971	1.253 ^b	6.000	251.000	.280
	Hotelling's Trace	.030	1.253 ^b	6.000	251.000	.280
	Roy's Largest Root	.030	1.253 ^b	6.000	251.000	.280
A9 * E_FIN	Pillai's Trace	.054	2.365 ^b	6.000	251.000	.031
	Wilks' Lambda	.946	2.365 ^b	6.000	251.000	.031
	Hotelling's Trace	.057	2.365 ^b	6.000	251.000	.031
	Roy's Largest Root	.057	2.365 ^b	6.000	251.000	.031

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Scheduling

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.076	3.407 ^b	6.000	249.000	.003
	Wilks' Lambda	.924	3.407 ^b	6.000	249.000	.003
	Hotelling's Trace	.082	3.407 ^b	6.000	249.000	.003
	Roy's Largest Root	.082	3.407 ^b	6.000	249.000	.003
A9	Pillai's Trace	.042	1.809 ^b	6.000	249.000	.098
	Wilks' Lambda	.958	1.809 ^b	6.000	249.000	.098
	Hotelling's Trace	.044	1.809 ^b	6.000	249.000	.098
	Roy's Largest Root	.044	1.809 ^b	6.000	249.000	.098
A1	Pillai's Trace	.025	1.075 ^b	6.000	249.000	.378
	Wilks' Lambda	.975	1.075 ^b	6.000	249.000	.378
	Hotelling's Trace	.026	1.075 ^b	6.000	249.000	.378
	Roy's Largest Root	.026	1.075 ^b	6.000	249.000	.378
A2	Pillai's Trace	.056	2.455 ^b	6.000	249.000	.025
	Wilks' Lambda	.944	2.455 ^b	6.000	249.000	.025
	Hotelling's Trace	.059	2.455 ^b	6.000	249.000	.025
	Roy's Largest Root	.059	2.455 ^b	6.000	249.000	.025
A5	Pillai's Trace	.067	2.964 ^b	6.000	249.000	.008
	Wilks' Lambda	.933	2.964 ^b	6.000	249.000	.008
	Hotelling's Trace	.071	2.964 ^b	6.000	249.000	.008
	Roy's Largest Root	.071	2.964 ^b	6.000	249.000	.008
E_FIN	Pillai's Trace	.018	.741 ^b	6.000	249.000	.617
	Wilks' Lambda	.982	.741 ^b	6.000	249.000	.617
	Hotelling's Trace	.018	.741 ^b	6.000	249.000	.617
	Roy's Largest Root	.018	.741 ^b	6.000	249.000	.617
A9 * A1	Pillai's Trace	.039	1.685 ^b	6.000	249.000	.125
	Wilks' Lambda	.961	1.685 ^b	6.000	249.000	.125
	Hotelling's Trace	.041	1.685 ^b	6.000	249.000	.125
	Roy's Largest Root	.041	1.685 ^b	6.000	249.000	.125
A9 * A2	Pillai's Trace	.045	1.972 ^b	6.000	249.000	.070
	Wilks' Lambda	.955	1.972 ^b	6.000	249.000	.070
	Hotelling's Trace	.048	1.972 ^b	6.000	249.000	.070
	Roy's Largest Root	.048	1.972 ^b	6.000	249.000	.070
A9 * A5	Pillai's Trace	.052	2.290 ^b	6.000	249.000	.036
	Wilks' Lambda	.948	2.290 ^b	6.000	249.000	.036
	Hotelling's Trace	.055	2.290 ^b	6.000	249.000	.036
	Roy's Largest Root	.055	2.290 ^b	6.000	249.000	.036
A9 * E_FIN	Pillai's Trace	.042	1.815 ^b	6.000	249.000	.097
	Wilks' Lambda	.958	1.815 ^b	6.000	249.000	.097
	Hotelling's Trace	.044	1.815 ^b	6.000	249.000	.097
	Roy's Largest Root	.044	1.815 ^b	6.000	249.000	.097

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.044	1.423 ^b	6.000	186.000	.208
	Wilks' Lambda	.956	1.423 ^b	6.000	186.000	.208
	Hotelling's Trace	.046	1.423 ^b	6.000	186.000	.208
	Roy's Largest Root	.046	1.423 ^b	6.000	186.000	.208
A9	Pillai's Trace	.040	1.276 ^b	6.000	186.000	.270
	Wilks' Lambda	.960	1.276 ^b	6.000	186.000	.270
	Hotelling's Trace	.041	1.276 ^b	6.000	186.000	.270
	Roy's Largest Root	.041	1.276 ^b	6.000	186.000	.270
A1	Pillai's Trace	.081	2.722 ^b	6.000	186.000	.015
	Wilks' Lambda	.919	2.722 ^b	6.000	186.000	.015
	Hotelling's Trace	.088	2.722 ^b	6.000	186.000	.015
	Roy's Largest Root	.088	2.722 ^b	6.000	186.000	.015
A2	Pillai's Trace	.027	.853 ^b	6.000	186.000	.531
	Wilks' Lambda	.973	.853 ^b	6.000	186.000	.531
	Hotelling's Trace	.028	.853 ^b	6.000	186.000	.531
	Roy's Largest Root	.028	.853 ^b	6.000	186.000	.531
A5	Pillai's Trace	.009	.268 ^b	6.000	186.000	.951
	Wilks' Lambda	.991	.268 ^b	6.000	186.000	.951
	Hotelling's Trace	.009	.268 ^b	6.000	186.000	.951
	Roy's Largest Root	.009	.268 ^b	6.000	186.000	.951
E_FIN	Pillai's Trace	.036	1.142 ^b	6.000	186.000	.340
	Wilks' Lambda	.964	1.142 ^b	6.000	186.000	.340
	Hotelling's Trace	.037	1.142 ^b	6.000	186.000	.340
	Roy's Largest Root	.037	1.142 ^b	6.000	186.000	.340
A9 * A1	Pillai's Trace	.027	.855 ^b	6.000	186.000	.530
	Wilks' Lambda	.973	.855 ^b	6.000	186.000	.530
	Hotelling's Trace	.028	.855 ^b	6.000	186.000	.530
	Roy's Largest Root	.028	.855 ^b	6.000	186.000	.530
A9 * A2	Pillai's Trace	.032	1.024 ^b	6.000	186.000	.411
	Wilks' Lambda	.968	1.024 ^b	6.000	186.000	.411
	Hotelling's Trace	.033	1.024 ^b	6.000	186.000	.411
	Roy's Largest Root	.033	1.024 ^b	6.000	186.000	.411
A9 * A5	Pillai's Trace	.018	.575 ^b	6.000	186.000	.750
	Wilks' Lambda	.982	.575 ^b	6.000	186.000	.750
	Hotelling's Trace	.019	.575 ^b	6.000	186.000	.750
	Roy's Largest Root	.019	.575 ^b	6.000	186.000	.750
A9 * E_FIN	Pillai's Trace	.049	1.604 ^b	6.000	186.000	.148
	Wilks' Lambda	.951	1.604 ^b	6.000	186.000	.148
	Hotelling's Trace	.052	1.604 ^b	6.000	186.000	.148
	Roy's Largest Root	.052	1.604 ^b	6.000	186.000	.148

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

b. Exact statistic

Multivariate Tests^a

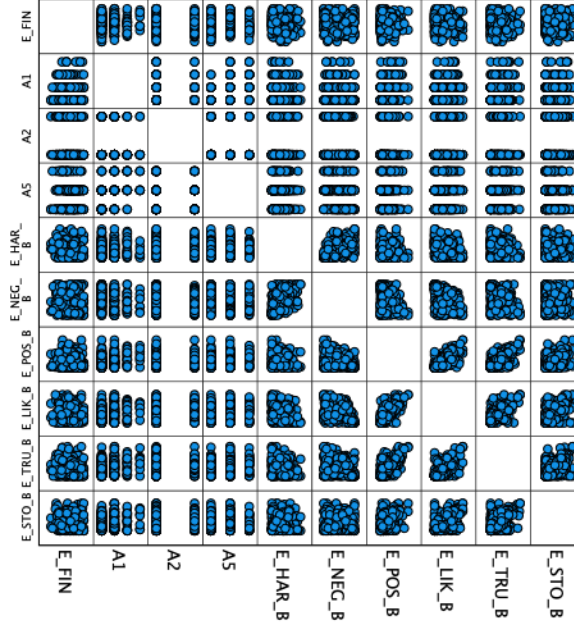
Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.040	1.741 ^b	6.000	251.000	.112
	Wilks' Lambda	.960	1.741 ^b	6.000	251.000	.112
	Hotelling's Trace	.042	1.741 ^b	6.000	251.000	.112
	Roy's Largest Root	.042	1.741 ^b	6.000	251.000	.112
A9	Pillai's Trace	.072	3.231 ^b	6.000	251.000	.004
	Wilks' Lambda	.928	3.231 ^b	6.000	251.000	.004
	Hotelling's Trace	.077	3.231 ^b	6.000	251.000	.004
	Roy's Largest Root	.077	3.231 ^b	6.000	251.000	.004
A1	Pillai's Trace	.090	4.119 ^b	6.000	251.000	<.001
	Wilks' Lambda	.910	4.119 ^b	6.000	251.000	<.001
	Hotelling's Trace	.098	4.119 ^b	6.000	251.000	<.001
	Roy's Largest Root	.098	4.119 ^b	6.000	251.000	<.001
A2	Pillai's Trace	.091	4.194 ^b	6.000	251.000	<.001
	Wilks' Lambda	.909	4.194 ^b	6.000	251.000	<.001
	Hotelling's Trace	.100	4.194 ^b	6.000	251.000	<.001
	Roy's Largest Root	.100	4.194 ^b	6.000	251.000	<.001
A5	Pillai's Trace	.037	1.614 ^b	6.000	251.000	.144
	Wilks' Lambda	.963	1.614 ^b	6.000	251.000	.144
	Hotelling's Trace	.039	1.614 ^b	6.000	251.000	.144
	Roy's Largest Root	.039	1.614 ^b	6.000	251.000	.144
E_FIN	Pillai's Trace	.031	1.335 ^b	6.000	251.000	.242
	Wilks' Lambda	.969	1.335 ^b	6.000	251.000	.242
	Hotelling's Trace	.032	1.335 ^b	6.000	251.000	.242
	Roy's Largest Root	.032	1.335 ^b	6.000	251.000	.242
A9 * A1	Pillai's Trace	.099	4.595 ^b	6.000	251.000	<.001
	Wilks' Lambda	.901	4.595 ^b	6.000	251.000	<.001
	Hotelling's Trace	.110	4.595 ^b	6.000	251.000	<.001
	Roy's Largest Root	.110	4.595 ^b	6.000	251.000	<.001
A9 * A2	Pillai's Trace	.029	1.249 ^b	6.000	251.000	.282
	Wilks' Lambda	.971	1.249 ^b	6.000	251.000	.282
	Hotelling's Trace	.030	1.249 ^b	6.000	251.000	.282
	Roy's Largest Root	.030	1.249 ^b	6.000	251.000	.282
A9 * A5	Pillai's Trace	.028	1.212 ^b	6.000	251.000	.300
	Wilks' Lambda	.972	1.212 ^b	6.000	251.000	.300
	Hotelling's Trace	.029	1.212 ^b	6.000	251.000	.300
	Roy's Largest Root	.029	1.212 ^b	6.000	251.000	.300
A9 * E_FIN	Pillai's Trace	.053	2.364 ^b	6.000	251.000	.031
	Wilks' Lambda	.947	2.364 ^b	6.000	251.000	.031
	Hotelling's Trace	.057	2.364 ^b	6.000	251.000	.031
	Roy's Largest Root	.057	2.364 ^b	6.000	251.000	.031

a. Design: Intercept + A9 + A1 + A2 + A5 + E_FIN + A9 * A1 + A9 * A2 + A9 * A5 + A9 * E_FIN

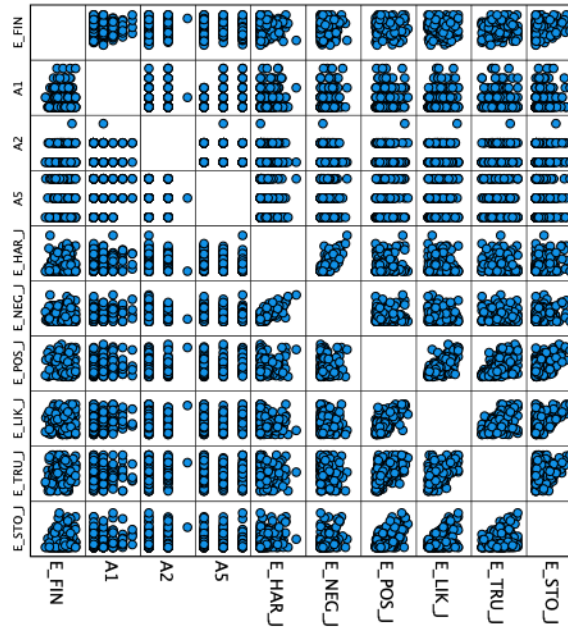
b. Exact statistic

V. Linearity Tests

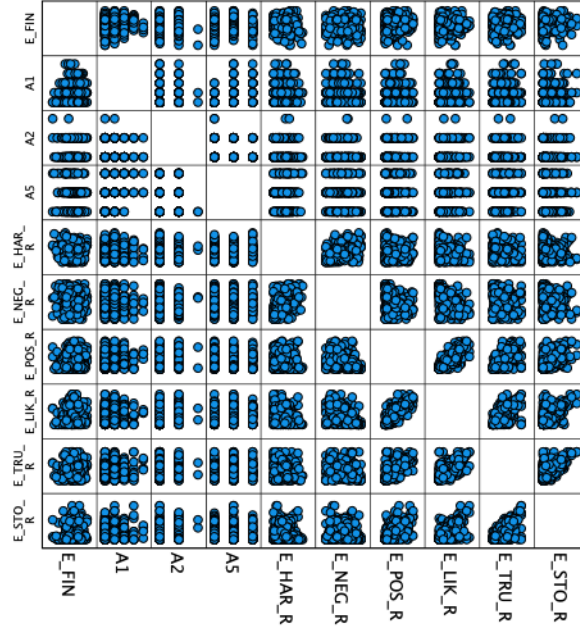
Communicating – Ad B (Full Comedy)



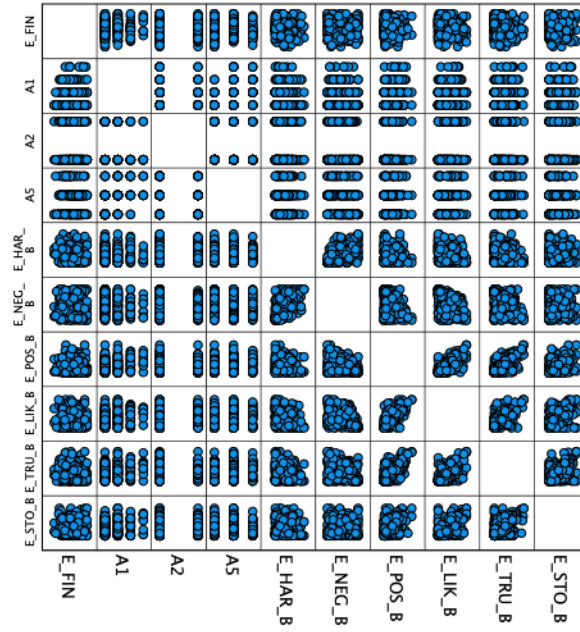
Communicating – Ad J (No Humour)



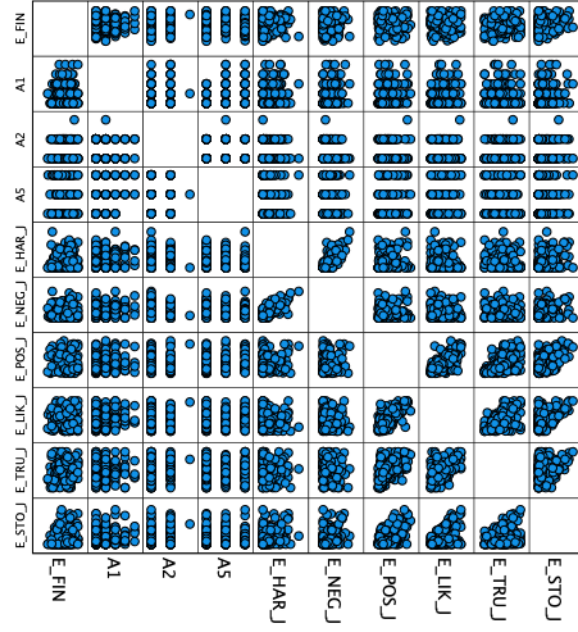
Communicating – Ad R (Satire)



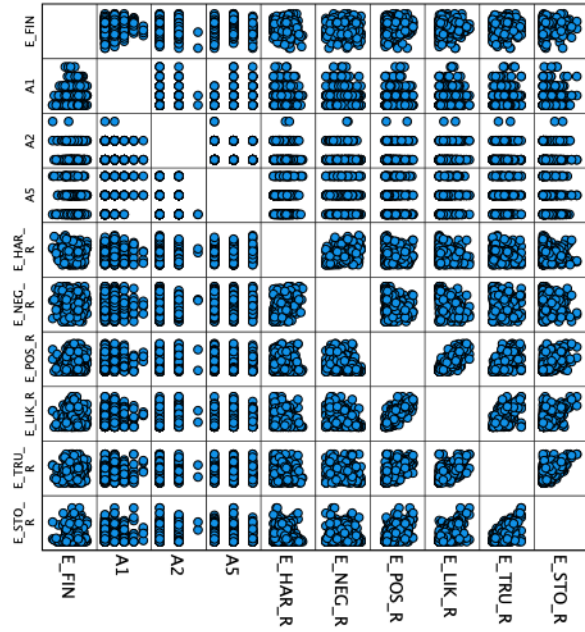
Evaluating – Ad B (Full Comedy)



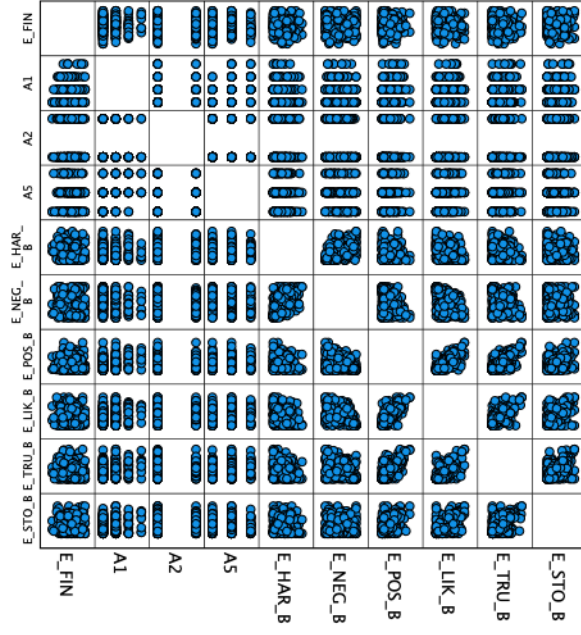
Evaluating – Ad J (No Humour)



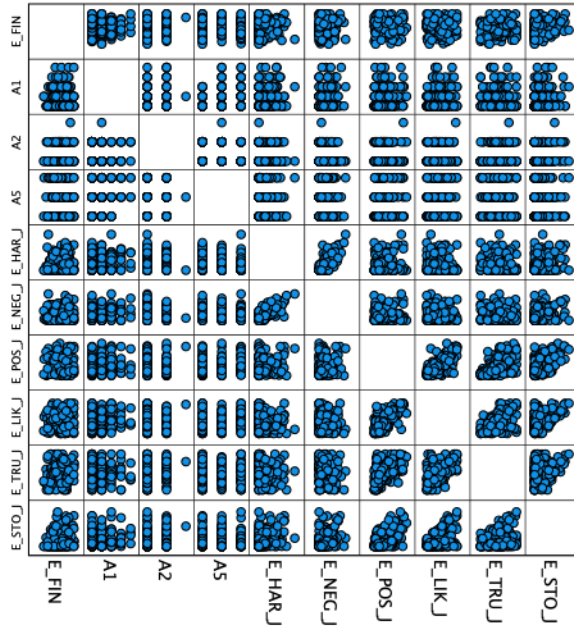
Evaluating – Ad R (Satire)



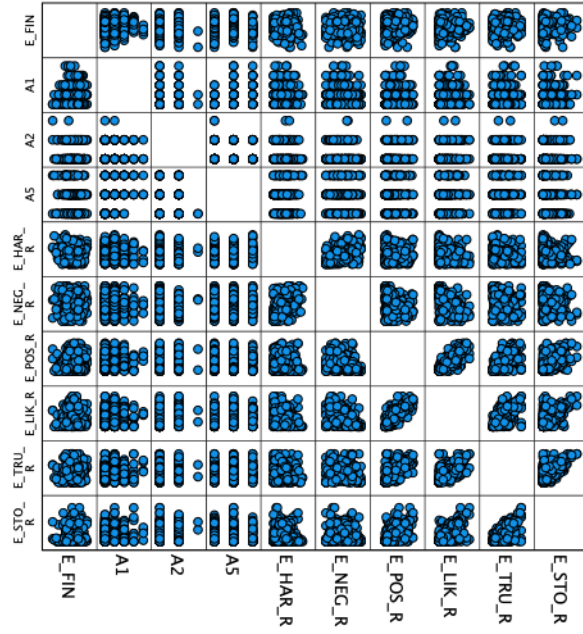
Trusting – Ad B (Full Comedy)



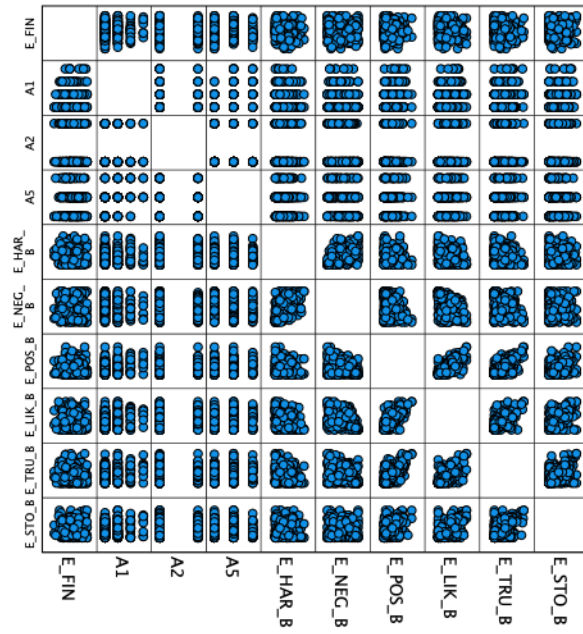
Trusting – Ad J (No Humour)



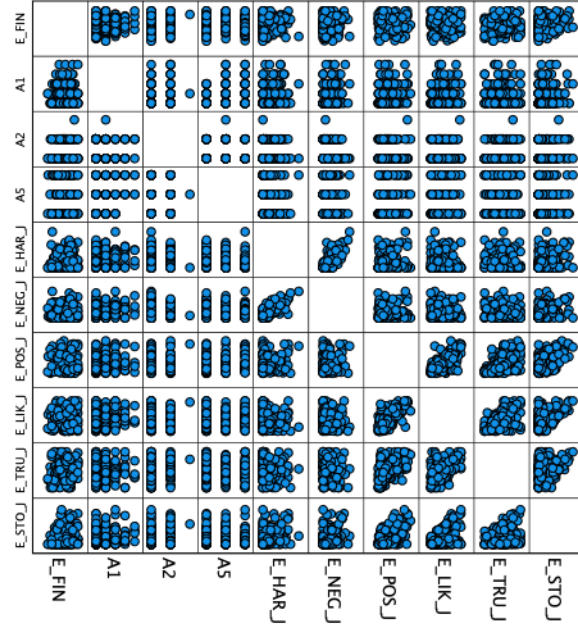
Trusting – Ad R (Satire)



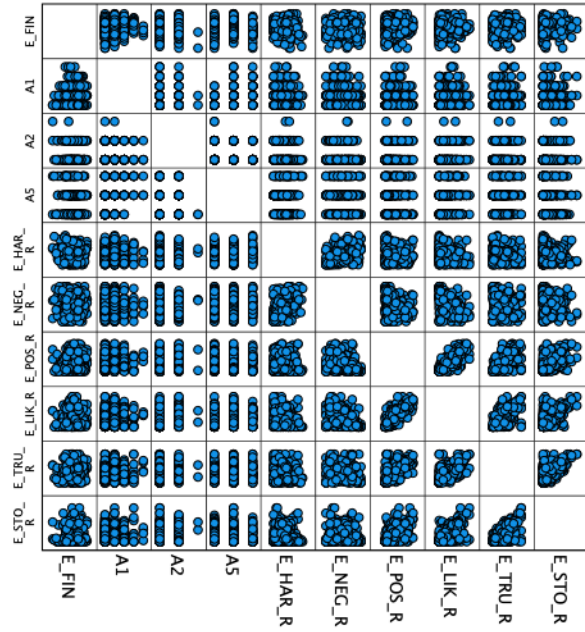
Scheduling – Ad B (Full Comedy)



Scheduling – Ad J (No Humour)



Scheduling – Ad R (Satire)



VI. Hypotheses Tests Results

Communicating – Ad B (Full Comedy)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_B	3.920 ^a	4	.980	1.182	.319
	E_NEG_B	8.675 ^b	4	2.169	2.461	.046
	E_POS_B	14.382 ^c	4	3.596	4.272	.002
	E_LIK_B	17.034 ^d	4	4.259	4.917	<.001
	E_TRU_B	18.353 ^e	4	4.588	5.577	<.001
	E_STO_B	4.348 ^f	4	1.087	1.201	.311
Intercept	E_HAR_B	.078	1	.078	.095	.759
	E_NEG_B	7.501	1	7.501	8.511	.004
	E_POS_B	9.871	1	9.871	11.728	<.001
	E_LIK_B	14.343	1	14.343	16.560	<.001
	E_TRU_B	12.713	1	12.713	15.453	<.001
	E_STO_B	.988	1	.988	1.092	.297
A1	E_HAR_B	.044	1	.044	.053	.818
	E_NEG_B	4.258	1	4.258	4.832	.029
	E_POS_B	10.872	1	10.872	12.917	<.001
	E_LIK_B	7.414	1	7.414	8.560	.004
	E_TRU_B	9.752	1	9.752	11.853	<.001
	E_STO_B	3.070	1	3.070	3.392	.067
A2	E_HAR_B	.168	1	.168	.203	.653
	E_NEG_B	3.560	1	3.560	4.039	.045
	E_POS_B	2.534	1	2.534	3.010	.084
	E_LIK_B	8.484	1	8.484	9.796	.002
	E_TRU_B	6.757	1	6.757	8.213	.005
	E_STO_B	.040	1	.040	.044	.834
E_FIN	E_HAR_B	.007	1	.007	.009	.925
	E_NEG_B	.088	1	.088	.100	.753
	E_POS_B	.140	1	.140	.166	.684
	E_LIK_B	.289	1	.289	.334	.564
	E_TRU_B	.696	1	.696	.845	.359
	E_STO_B	1.035	1	1.035	1.144	.286
A9	E_HAR_B	3.442	1	3.442	4.152	.043
	E_NEG_B	.094	1	.094	.106	.745
	E_POS_B	.000	1	.000	.000	.986
	E_LIK_B	.043	1	.043	.050	.824
	E_TRU_B	1.024	1	1.024	1.244	.266
	E_STO_B	.445	1	.445	.492	.484
Error	E_HAR_B	214.733	259	.829		
	E_NEG_B	228.259	259	.881		
	E_POS_B	217.993	259	.842		
	E_LIK_B	224.322	259	.866		
	E_TRU_B	213.088	259	.823		
	E_STO_B	234.404	259	.905		
Total	E_HAR_B	218.653	264			
	E_NEG_B	236.933	264			
	E_POS_B	232.375	264			
	E_LIK_B	241.356	264			
	E_TRU_B	231.441	264			
	E_STO_B	238.752	264			
Corrected Total	E_HAR_B	218.653	263			
	E_NEG_B	236.933	263			
	E_POS_B	232.375	263			
	E_LIK_B	241.356	263			
	E_TRU_B	231.441	263			
	E_STO_B	238.752	263			

a. R Squared = .018 (Adjusted R Squared = .003)

b. R Squared = .037 (Adjusted R Squared = .022)

c. R Squared = .062 (Adjusted R Squared = .047)

d. R Squared = .071 (Adjusted R Squared = .056)

e. R Squared = .079 (Adjusted R Squared = .065)

f. R Squared = .018 (Adjusted R Squared = .003)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.047	Reject the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.542	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.462	Retain the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.862	Retain the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.544	Retain the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.684	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.548	Retain the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.070	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.079	Retain the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.497	Retain the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.030	Reject the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.577	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_B	0	.2723889	.97674569	42
	1	-.0515330	.89197475	222
	Total	.0000000	.91180029	264
E_NEG_B	0	.0840008	.95842493	42
	1	-.0158920	.94872909	222
	Total	.0000000	.94915079	264
E_POS_B	0	-.0708897	.96701241	42
	1	.0134116	.93640363	222
	Total	.0000000	.93997587	264
E_LIK_B	0	-.0225373	1.01023105	42
	1	.0042638	.95008402	222
	Total	.0000000	.95796915	264
E_TRU_B	0	.0814578	.97512867	42
	1	-.0154109	.93238377	222
	Total	.0000000	.93808589	264
E_STO_B	0	.0528400	.96476804	42
	1	-.0099967	.95237511	222
	Total	.0000000	.95278735	264

Communicating – Ad J (No Humour)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_J	12.189 ^a	5	2.438	2.763	.020
	E_NEG_J	10.733 ^b	5	2.147	2.953	.014
	E_POS_J	6.696 ^c	5	1.339	1.549	.176
	E_LIK_J	6.369 ^d	5	1.274	1.414	.221
	E_TRU_J	8.816 ^e	5	1.763	2.363	.041
	E_STO_J	13.942 ^f	5	2.788	3.186	.009
Intercept	E_HAR_J	.306	1	.306	.347	.557
	E_NEG_J	.008	1	.008	.010	.919
	E_POS_J	3.565	1	3.565	4.125	.044
	E_LIK_J	2.502	1	2.502	2.776	.097
	E_TRU_J	.615	1	.615	.825	.365
	E_STO_J	1.169	1	1.169	1.336	.249
A1	E_HAR_J	9.911	1	9.911	11.231	<.001
	E_NEG_J	5.491	1	5.491	7.554	.007
	E_POS_J	2.083	1	2.083	2.410	.122
	E_LIK_J	.243	1	.243	.270	.604
	E_TRU_J	.615	1	.615	.825	.365
	E_STO_J	6.702	1	6.702	7.659	.006
A2	E_HAR_J	.336	1	.336	.381	.538
	E_NEG_J	.021	1	.021	.029	.866
	E_POS_J	2.452	1	2.452	2.837	.094
	E_LIK_J	1.766	1	1.766	1.960	.163
	E_TRU_J	3.232	1	3.232	4.331	.039
	E_STO_J	.745	1	.745	.851	.357
A5	E_HAR_J	2.809	1	2.809	3.183	.076
	E_NEG_J	2.638	1	2.638	3.629	.058
	E_POS_J	.188	1	.188	.218	.641
	E_LIK_J	.029	1	.029	.032	.858
	E_TRU_J	.019	1	.019	.025	.875
	E_STO_J	1.158	1	1.158	1.323	.251
E_FIN	E_HAR_J	.005	1	.005	.006	.940
	E_NEG_J	1.448	1	1.448	1.993	.160
	E_POS_J	.106	1	.106	.123	.726
	E_LIK_J	1.588	1	1.588	1.762	.186
	E_TRU_J	3.765	1	3.765	5.046	.026
	E_STO_J	4.524	1	4.524	5.170	.024
A9	E_HAR_J	1.335	1	1.335	1.512	.220
	E_NEG_J	1.588	1	1.588	2.184	.141
	E_POS_J	1.068	1	1.068	1.236	.268
	E_LIK_J	2.245	1	2.245	2.492	.116
	E_TRU_J	.023	1	.023	.031	.861
	E_STO_J	.185	1	.185	.211	.646
Error	E_HAR_J	172.077	195	.882		
	E_NEG_J	141.752	195	.727		
	E_POS_J	168.535	195	.864		
	E_LIK_J	175.723	195	.901		
	E_TRU_J	145.522	195	.746		
	E_STO_J	170.645	195	.875		
Total	E_HAR_J	184.266	201			
	E_NEG_J	152.485	201			
	E_POS_J	175.231	201			
	E_LIK_J	182.092	201			
	E_TRU_J	154.338	201			
	E_STO_J	184.587	201			
Corrected Total	E_HAR_J	184.266	200			
	E_NEG_J	152.485	200			
	E_POS_J	175.231	200			
	E_LIK_J	182.092	200			
	E_TRU_J	154.338	200			
	E_STO_J	184.587	200			

a. R Squared = ,066 (Adjusted R Squared = ,042)

b. R Squared = ,070 (Adjusted R Squared = ,047)

c. R Squared = ,038 (Adjusted R Squared = ,014)

d. R Squared = ,035 (Adjusted R Squared = ,010)

e. R Squared = ,057 (Adjusted R Squared = ,033)

f. R Squared = ,076 (Adjusted R Squared = ,052)

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_J	0	.1595647	.93860425	42
	1	-.0421492	.96388551	159
	Total	.0000000	.95985889	201
E_NEG_J	0	.2330651	.83131427	42
	1	-.0615644	.87607633	159
	Total	.0000000	.87316954	201
E_POS_J	0	.1108013	.92140063	42
	1	-.0292683	.94054454	159
	Total	.0000000	.93603039	201
E_LIK_J	0	-.1988720	.87975830	42
	1	.0525322	.96868460	159
	Total	.0000000	.95418060	201
E_TRU_J	0	.0973979	.82293847	42
	1	-.0257277	.89325201	159
	Total	.0000000	.87845909	201
E_STO_J	0	.1154157	1.03107762	42
	1	-.0304872	.94229652	159
	Total	.0000000	.96069510	201

Communicating – Ad R (Satire)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_R	2.486 ^a	3	.829	1.042	.375
	E_NEG_R	4.149 ^b	3	1.383	1.617	.186
	E_POS_R	11.937 ^c	3	3.979	4.762	.003
	E_LIK_R	18.186 ^d	3	6.062	6.965	<.001
	E_TRU_R	12.127 ^e	3	4.042	4.856	.003
	E_STO_R	7.395 ^f	3	2.465	2.698	.046
Intercept	E_HAR_R	.324	1	.324	.407	.524
	E_NEG_R	2.925	1	2.925	3.420	.066
	E_POS_R	7.259	1	7.259	8.688	.003
	E_LIK_R	11.738	1	11.738	13.486	<.001
	E_TRU_R	6.779	1	6.779	8.145	.005
	E_STO_R	.872	1	.872	.955	.329
A2	E_HAR_R	.710	1	.710	.892	.346
	E_NEG_R	3.376	1	3.376	3.947	.048
	E_POS_R	11.132	1	11.132	13.323	<.001
	E_LIK_R	17.829	1	17.829	20.485	<.001
	E_TRU_R	9.870	1	9.870	11.858	<.001
	E_STO_R	4.915	1	4.915	5.380	.021
A5	E_HAR_R	.178	1	.178	.223	.637
	E_NEG_R	.210	1	.210	.245	.621
	E_POS_R	.669	1	.669	.800	.372
	E_LIK_R	.698	1	.698	.802	.371
	E_TRU_R	1.145	1	1.145	1.376	.242
	E_STO_R	.310	1	.310	.339	.561
A9	E_HAR_R	1.848	1	1.848	2.323	.129
	E_NEG_R	.535	1	.535	.625	.430
	E_POS_R	.463	1	.463	.554	.457
	E_LIK_R	.014	1	.014	.016	.900
	E_TRU_R	1.707	1	1.707	2.051	.153
	E_STO_R	1.146	1	1.146	1.254	.264
Error	E_HAR_R	208.464	262	.796		
	E_NEG_R	224.105	262	.855		
	E_POS_R	218.919	262	.836		
	E_LIK_R	228.028	262	.870		
	E_TRU_R	218.072	262	.832		
	E_STO_R	239.360	262	.914		
Total	E_HAR_R	210.951	266			
	E_NEG_R	228.254	266			
	E_POS_R	230.856	266			
	E_LIK_R	246.215	266			
	E_TRU_R	230.198	266			
	E_STO_R	246.755	266			
Corrected Total	E_HAR_R	210.951	265			
	E_NEG_R	228.254	265			
	E_POS_R	230.856	265			
	E_LIK_R	246.215	265			
	E_TRU_R	230.198	265			
	E_STO_R	246.755	265			

a. R Squared = ,012 (Adjusted R Squared = ,000)

b. R Squared = ,018 (Adjusted R Squared = ,007)

c. R Squared = ,052 (Adjusted R Squared = ,041)

d. R Squared = ,074 (Adjusted R Squared = ,063)

e. R Squared = ,053 (Adjusted R Squared = ,042)

f. R Squared = ,030 (Adjusted R Squared = ,019)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.155	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.357	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.729	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.985	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.077	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.043	Reject the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.461	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.855	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.121	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.301	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.372	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.897	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.016	Reject the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.936	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.278	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.264	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.245	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.042	Reject the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_R	0	.1550558	.85884189	52
	1	-.0376771	.89803809	214
	Total	.0000000	.89221092	266
E_NEG_R	0	.1002306	.85663509	52
	1	-.0243551	.94491273	214
	Total	.0000000	.92808087	266
E_POS_R	0	.0802029	1.03147757	52
	1	-.0194886	.90946650	214
	Total	.0000000	.93335579	266
E_LIK_R	0	.0122430	1.01752294	52
	1	-.0029749	.95288500	214
	Total	.0000000	.96390425	266
E_TRU_R	0	.1506838	.85705265	52
	1	-.0366147	.94761651	214
	Total	.0000000	.93202600	266
E_STO_R	0	.1762047	.97670313	52
	1	-.0428161	.95950098	214
	Total	.0000000	.96496159	266

Evaluating – Ad B (Full Comedy)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_B	.947 ^a	2	.473	.568	.568
	E_NEG_B	1.002 ^b	2	.501	.554	.575
	E_POS_B	1.958 ^c	2	.979	1.109	.332
	E_LIK_B	.755 ^d	2	.377	.409	.664
	E_TRU_B	6.940 ^e	2	3.470	4.034	.019
	E_STO_B	16.925 ^f	2	8.462	9.957	<.001
Intercept	E_HAR_B	.488	1	.488	.586	.445
	E_NEG_B	.497	1	.497	.550	.459
	E_POS_B	.957	1	.957	1.084	.299
	E_LIK_B	.281	1	.281	.305	.581
	E_TRU_B	3.342	1	3.342	3.885	.050
	E_STO_B	8.334	1	8.334	9.806	.002
E_FIN	E_HAR_B	.017	1	.017	.020	.888
	E_NEG_B	.050	1	.050	.055	.815
	E_POS_B	.177	1	.177	.201	.655
	E_LIK_B	.242	1	.242	.262	.609
	E_TRU_B	.733	1	.733	.852	.357
	E_STO_B	1.410	1	1.410	1.659	.199
A9	E_HAR_B	.918	1	.918	1.100	.295
	E_NEG_B	.931	1	.931	1.030	.311
	E_POS_B	1.827	1	1.827	2.069	.151
	E_LIK_B	.544	1	.544	.590	.443
	E_TRU_B	6.385	1	6.385	7.423	.007
	E_STO_B	15.901	1	15.901	18.709	<.001
Error	E_HAR_B	217.706	261	.834		
	E_NEG_B	235.932	261	.904		
	E_POS_B	230.417	261	.883		
	E_LIK_B	240.601	261	.922		
	E_TRU_B	224.501	261	.860		
	E_STO_B	221.828	261	.850		
Total	E_HAR_B	218.653	264			
	E_NEG_B	236.933	264			
	E_POS_B	232.375	264			
	E_LIK_B	241.356	264			
	E_TRU_B	231.441	264			
	E_STO_B	238.752	264			
Corrected Total	E_HAR_B	218.653	263			
	E_NEG_B	236.933	263			
	E_POS_B	232.375	263			
	E_LIK_B	241.356	263			
	E_TRU_B	231.441	263			
	E_STO_B	238.752	263			

a. R Squared = .004 (Adjusted R Squared = -.003)

b. R Squared = .004 (Adjusted R Squared = -.003)

c. R Squared = .008 (Adjusted R Squared = .001)

d. R Squared = .003 (Adjusted R Squared = -.005)

e. R Squared = .030 (Adjusted R Squared = .023)

f. R Squared = .071 (Adjusted R Squared = .064)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.191	Retain the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.312	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.217	Retain the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.451	Retain the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.010	Reject the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	<.001	Reject the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.100	Retain the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.105	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.006	Reject the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.035	Reject the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.020	Reject the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.415	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.718	Retain the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.033	Reject the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.023	Reject the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	<.001	Reject the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	<.001	Reject the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.708	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.548	Retain the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.070	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.079	Retain the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.497	Retain the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.030	Reject the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.577	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_B	0	-.0235889	.91726434	228
	1	.1493964	.87391813	36
	Total	.0000000	.91180029	264
E_NEG_B	0	-.0238634	.96310054	228
	1	.1511350	.85229895	36
	Total	.0000000	.94915079	264
E_POS_B	0	-.0326328	.92163286	228
	1	.2066742	1.03894098	36
	Total	.0000000	.93997587	264
E_LIK_B	0	-.0175166	.95289663	228
	1	.1109386	.99605856	36
	Total	.0000000	.95796915	264
E_TRU_B	0	-.0609288	.91547536	228
	1	.3858823	.99981088	36
	Total	.0000000	.93808589	264
E_STO_B	0	-.0963291	.90490560	228
	1	.6100840	1.03313004	36
	Total	.0000000	.95278735	264

Evaluating – Ad J (No Humour)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_J	8.369 ^a	3	2.790	3.124	.027
	E_NEG_J	7.200 ^b	3	2.400	3.254	.023
	E_POS_J	3.633 ^c	3	1.211	1.390	.247
	E_LIK_J	2.031 ^d	3	.677	.741	.529
	E_TRU_J	5.622 ^e	3	1.874	2.482	.062
	E_STO_J	11.571 ^f	3	3.857	4.392	.005
Intercept	E_HAR_J	1.885	1	1.885	2.111	.148
	E_NEG_J	.550	1	.550	.746	.389
	E_POS_J	1.198	1	1.198	1.376	.242
	E_LIK_J	.321	1	.321	.351	.554
	E_TRU_J	.612	1	.612	.810	.369
	E_STO_J	3.011	1	3.011	3.428	.066
A1	E_HAR_J	6.611	1	6.611	7.404	.007
	E_NEG_J	2.851	1	2.851	3.865	.051
	E_POS_J	2.780	1	2.780	3.192	.076
	E_LIK_J	.770	1	.770	.843	.360
	E_TRU_J	.787	1	.787	1.043	.308
	E_STO_J	5.370	1	5.370	6.114	.014
E_FIN	E_HAR_J	.073	1	.073	.082	.775
	E_NEG_J	2.508	1	2.508	3.400	.067
	E_POS_J	.552	1	.552	.634	.427
	E_LIK_J	1.092	1	1.092	1.195	.276
	E_TRU_J	4.855	1	4.855	6.431	.012
	E_STO_J	5.651	1	5.651	6.434	.012
A9	E_HAR_J	1.798	1	1.798	2.013	.158
	E_NEG_J	1.805	1	1.805	2.447	.119
	E_POS_J	.243	1	.243	.280	.598
	E_LIK_J	.116	1	.116	.127	.722
	E_TRU_J	.155	1	.155	.206	.651
	E_STO_J	.130	1	.130	.148	.701
Error	E_HAR_J	175.897	197	.893		
	E_NEG_J	145.285	197	.737		
	E_POS_J	171.597	197	.871		
	E_LIK_J	180.061	197	.914		
	E_TRU_J	148.716	197	.755		
	E_STO_J	173.016	197	.878		
Total	E_HAR_J	184.266	201			
	E_NEG_J	152.485	201			
	E_POS_J	175.231	201			
	E_LIK_J	182.092	201			
	E_TRU_J	154.338	201			
	E_STO_J	184.587	201			
Corrected Total	E_HAR_J	184.266	200			
	E_NEG_J	152.485	200			
	E_POS_J	175.231	200			
	E_LIK_J	182.092	200			
	E_TRU_J	154.338	200			
	E_STO_J	184.587	200			

a. R Squared = ,045 (Adjusted R Squared = ,031)

b. R Squared = ,047 (Adjusted R Squared = ,033)

c. R Squared = ,021 (Adjusted R Squared = ,006)

d. R Squared = ,011 (Adjusted R Squared = -,004)

e. R Squared = ,036 (Adjusted R Squared = ,022)

f. R Squared = ,063 (Adjusted R Squared = ,048)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.338	Retain the null hypothesis.
2	The distribution of E_NEG_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.144	Retain the null hypothesis.
3	The distribution of E_POS_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.598	Retain the null hypothesis.
4	The distribution of E_LIK_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.937	Retain the null hypothesis.
5	The distribution of E_TRU_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.727	Retain the null hypothesis.
6	The distribution of E_STO_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.614	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_J is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.144	Retain the null hypothesis.
2	The distribution of E_NEG_J is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.508	Retain the null hypothesis.
3	The distribution of E_POS_J is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.043	Reject the null hypothesis.
4	The distribution of E_LIK_J is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.098	Retain the null hypothesis.
5	The distribution of E_TRU_J is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.075	Retain the null hypothesis.
6	The distribution of E_STO_J is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.236	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.359	Retain the null hypothesis.
2	The distribution of E_NEG_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.296	Retain the null hypothesis.
3	The distribution of E_POS_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.161	Retain the null hypothesis.
4	The distribution of E_LIK_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.203	Retain the null hypothesis.
5	The distribution of E_TRU_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.717	Retain the null hypothesis.
6	The distribution of E_STO_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.832	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_J	0	-.0345406	.92945164	175
	1	.2324846	1.13730519	26
	Total	.0000000	.95985889	201
E_NEG_J	0	-.0344453	.86216234	175
	1	.2318433	.92825606	26
	Total	.0000000	.87316954	201
E_POS_J	0	-.0118347	.93425479	175
	1	.0796567	.96266961	26
	Total	.0000000	.93603039	201
E_LIK_J	0	-.0080342	.93432389	175
	1	.0540760	1.09744360	26
	Total	.0000000	.95418060	201
E_TRU_J	0	-.0100283	.88656498	175
	1	.0674985	.83518764	26
	Total	.0000000	.87845909	201
E_STO_J	0	-.0068088	.96060607	175
	1	.0458287	.97904758	26
	Total	.0000000	.96069510	201

Evaluating – Ad R (Satire)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_R	4.881 ^a	3	1.627	2.068	.105
	E_NEG_R	.832 ^b	3	.277	.320	.811
	E_POS_R	6.054 ^c	3	2.018	2.352	.073
	E_LIK_R	3.986 ^d	3	1.329	1.437	.232
	E_TRU_R	7.017 ^e	3	2.339	2.746	.043
	E_STO_R	11.218 ^f	3	3.739	4.159	.007
Intercept	E_HAR_R	1.838	1	1.838	2.337	.128
	E_NEG_R	.473	1	.473	.545	.461
	E_POS_R	.438	1	.438	.510	.476
	E_LIK_R	.162	1	.162	.175	.676
	E_TRU_R	.443	1	.443	.520	.472
	E_STO_R	.007	1	.007	.008	.930
A1	E_HAR_R	1.063	1	1.063	1.352	.246
	E_NEG_R	.394	1	.394	.453	.501
	E_POS_R	2.386	1	2.386	2.781	.097
	E_LIK_R	1.002	1	1.002	1.084	.299
	E_TRU_R	2.193	1	2.193	2.575	.110
	E_STO_R	1.605	1	1.605	1.785	.183
E_FIN	E_HAR_R	1.590	1	1.590	2.022	.156
	E_NEG_R	.158	1	.158	.182	.670
	E_POS_R	2.231	1	2.231	2.600	.108
	E_LIK_R	2.359	1	2.359	2.551	.111
	E_TRU_R	3.733	1	3.733	4.382	.037
	E_STO_R	4.127	1	4.127	4.591	.033
A9	E_HAR_R	1.523	1	1.523	1.937	.165
	E_NEG_R	.165	1	.165	.190	.663
	E_POS_R	1.967	1	1.967	2.292	.131
	E_LIK_R	.879	1	.879	.951	.330
	E_TRU_R	1.544	1	1.544	1.812	.179
	E_STO_R	6.646	1	6.646	7.392	.007
Error	E_HAR_R	206.070	262	.787		
	E_NEG_R	227.421	262	.868		
	E_POS_R	224.802	262	.858		
	E_LIK_R	242.229	262	.925		
	E_TRU_R	223.181	262	.852		
	E_STO_R	235.537	262	.899		
Total	E_HAR_R	210.951	266			
	E_NEG_R	228.254	266			
	E_POS_R	230.856	266			
	E_LIK_R	246.215	266			
	E_TRU_R	230.198	266			
	E_STO_R	246.755	266			
Corrected Total	E_HAR_R	210.951	265			
	E_NEG_R	228.254	265			
	E_POS_R	230.856	265			
	E_LIK_R	246.215	265			
	E_TRU_R	230.198	265			
	E_STO_R	246.755	265			

a. R Squared = ,023 (Adjusted R Squared = ,012)

b. R Squared = ,004 (Adjusted R Squared = -,008)

c. R Squared = ,026 (Adjusted R Squared = ,015)

d. R Squared = ,016 (Adjusted R Squared = ,005)

e. R Squared = ,030 (Adjusted R Squared = ,019)

f. R Squared = ,045 (Adjusted R Squared = ,035)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.083	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.577	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.331	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.586	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.304	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.034	Reject the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.398	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.066	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.001	Reject the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	<.001	Reject the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	<.001	Reject the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A2.	Independent-Samples Kruskal-Wallis Test	.061	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.185	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.724	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.487	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.714	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.390	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.104	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_R	0	-.0382031	.88905879	225
	1	.2096511	.89113540	41
	Total	.0000000	.89221092	266
E_NEG_R	0	-.0133959	.93760353	225
	1	.0735139	.88137821	41
	Total	.0000000	.92808087	266
E_POS_R	0	-.0294408	.90994985	225
	1	.1615652	1.05019452	41
	Total	.0000000	.93335579	266
E_LIK_R	0	-.0186887	.94933194	225
	1	.1025602	1.04676763	41
	Total	.0000000	.96390425	266
E_TRU_R	0	-.0245168	.92965397	225
	1	.1345436	.94508363	41
	Total	.0000000	.93202600	266
E_STO_R	0	-.0602165	.91903097	225
	1	.3304562	1.14310389	41
	Total	.0000000	.96496159	266

Trusting – Ad B (Full Comedy)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_B	4.134 ^a	4	1.034	1.248	.291
	E_NEG_B	8.760 ^b	4	2.190	2.486	.044
	E_POS_B	14.383 ^c	4	3.596	4.272	.002
	E_LIK_B	17.013 ^d	4	4.253	4.910	<.001
	E_TRU_B	17.671 ^e	4	4.418	5.353	<.001
	E_STO_B	4.331 ^f	4	1.083	1.196	.313
Intercept	E_HAR_B	.089	1	.089	.107	.743
	E_NEG_B	7.623	1	7.623	8.652	.004
	E_POS_B	9.879	1	9.879	11.738	<.001
	E_LIK_B	14.408	1	14.408	16.634	<.001
	E_TRU_B	13.276	1	13.276	16.085	<.001
	E_STO_B	.987	1	.987	1.090	.297
A1	E_HAR_B	.041	1	.041	.049	.825
	E_NEG_B	4.185	1	4.185	4.750	.030
	E_POS_B	10.854	1	10.854	12.896	<.001
	E_LIK_B	7.363	1	7.363	8.500	.004
	E_TRU_B	9.346	1	9.346	11.323	<.001
	E_STO_B	3.062	1	3.062	3.383	.067
A2	E_HAR_B	.182	1	.182	.219	.640
	E_NEG_B	3.561	1	3.561	4.042	.045
	E_POS_B	2.536	1	2.536	3.013	.084
	E_LIK_B	8.507	1	8.507	9.822	.002
	E_TRU_B	6.858	1	6.858	8.309	.004
	E_STO_B	.042	1	.042	.047	.829
E_FIN	E_HAR_B	.012	1	.012	.014	.906
	E_NEG_B	.089	1	.089	.101	.751
	E_POS_B	.140	1	.140	.166	.684
	E_LIK_B	.285	1	.285	.329	.567
	E_TRU_B	.661	1	.661	.801	.372
	E_STO_B	1.018	1	1.018	1.125	.290
A9	E_HAR_B	3.657	1	3.657	4.415	.037
	E_NEG_B	.179	1	.179	.203	.653
	E_POS_B	.001	1	.001	.001	.970
	E_LIK_B	.021	1	.021	.024	.876
	E_TRU_B	.342	1	.342	.414	.520
	E_STO_B	.428	1	.428	.473	.492
Error	E_HAR_B	214.518	259	.828		
	E_NEG_B	228.174	259	.881		
	E_POS_B	217.992	259	.842		
	E_LIK_B	224.344	259	.866		
	E_TRU_B	213.770	259	.825		
	E_STO_B	234.421	259	.905		
Total	E_HAR_B	218.653	264			
	E_NEG_B	236.933	264			
	E_POS_B	232.375	264			
	E_LIK_B	241.356	264			
	E_TRU_B	231.441	264			
	E_STO_B	238.752	264			
Corrected Total	E_HAR_B	218.653	263			
	E_NEG_B	236.933	263			
	E_POS_B	232.375	263			
	E_LIK_B	241.356	263			
	E_TRU_B	231.441	263			
	E_STO_B	238.752	263			

a. R Squared = ,019 (Adjusted R Squared = ,004)

b. R Squared = ,037 (Adjusted R Squared = ,022)

c. R Squared = ,062 (Adjusted R Squared = ,047)

d. R Squared = ,070 (Adjusted R Squared = ,056)

e. R Squared = ,076 (Adjusted R Squared = ,062)

f. R Squared = ,018 (Adjusted R Squared = ,003)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.042	Reject the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.467	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.462	Retain the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.789	Retain the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.890	Retain the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.645	Retain the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.548	Retain the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.070	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.079	Retain the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.497	Retain the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.030	Reject the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.577	Retain the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_B	0	.2877984	.96667210	40
	1	-.0513926	.89418749	224
	Total	.0000000	.91180029	264
E_NEG_B	0	.1053948	.93293901	40
	1	-.0188205	.95284572	224
	Total	.0000000	.94915079	264
E_POS_B	0	-.0772040	.96062378	40
	1	.0137864	.93775983	224
	Total	.0000000	.93997587	264
E_LIK_B	0	-.0352620	1.01472226	40
	1	.0062968	.94972496	224
	Total	.0000000	.95796915	264
E_TRU_B	0	.0201698	.95850047	40
	1	-.0036017	.93653299	224
	Total	.0000000	.93808589	264
E_STO_B	0	.0540579	.95315483	40
	1	-.0096532	.95453357	224
	Total	.0000000	.95278735	264

Trusting – Ad J (No Humour)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_J	9.380 ^a	4	2.345	2.628	.036
	E_NEG_J	8.095 ^b	4	2.024	2.747	.030
	E_POS_J	6.507 ^c	4	1.627	1.890	.114
	E_LIK_J	6.340 ^d	4	1.585	1.768	.137
	E_TRU_J	8.797 ^e	4	2.199	2.962	.021
	E_STO_J	12.785 ^f	4	3.196	3.646	.007
Intercept	E_HAR_J	2.959	1	2.959	3.316	.070
	E_NEG_J	.862	1	.862	1.171	.281
	E_POS_J	3.847	1	3.847	4.469	.036
	E_LIK_J	3.118	1	3.118	3.478	.064
	E_TRU_J	1.033	1	1.033	1.391	.240
	E_STO_J	3.860	1	3.860	4.404	.037
A1	E_HAR_J	7.366	1	7.366	8.255	.005
	E_NEG_J	3.477	1	3.477	4.720	.031
	E_POS_J	3.029	1	3.029	3.519	.062
	E_LIK_J	.365	1	.365	.406	.524
	E_TRU_J	.819	1	.819	1.103	.295
	E_STO_J	5.554	1	5.554	6.336	.013
A2	E_HAR_J	.586	1	.586	.656	.419
	E_NEG_J	.103	1	.103	.140	.709
	E_POS_J	2.335	1	2.335	2.712	.101
	E_LIK_J	1.738	1	1.738	1.938	.165
	E_TRU_J	3.324	1	3.324	4.476	.036
	E_STO_J	.970	1	.970	1.106	.294
E_FIN	E_HAR_J	.037	1	.037	.041	.840
	E_NEG_J	1.187	1	1.187	1.612	.206
	E_POS_J	.128	1	.128	.149	.700
	E_LIK_J	1.627	1	1.627	1.814	.180
	E_TRU_J	3.747	1	3.747	5.046	.026
	E_STO_J	4.223	1	4.223	4.818	.029
A9	E_HAR_J	2.340	1	2.340	2.623	.107
	E_NEG_J	2.644	1	2.644	3.590	.060
	E_POS_J	.932	1	.932	1.082	.299
	E_LIK_J	2.453	1	2.453	2.736	.100
	E_TRU_J	.034	1	.034	.045	.831
	E_STO_J	.441	1	.441	.503	.479
Error	E_HAR_J	174.885	196	.892		
	E_NEG_J	144.390	196	.737		
	E_POS_J	168.723	196	.861		
	E_LIK_J	175.752	196	.897		
	E_TRU_J	145.541	196	.743		
	E_STO_J	171.802	196	.877		
Total	E_HAR_J	184.266	201			
	E_NEG_J	152.485	201			
	E_POS_J	175.231	201			
	E_LIK_J	182.092	201			
	E_TRU_J	154.338	201			
	E_STO_J	184.587	201			
Corrected Total	E_HAR_J	184.266	200			
	E_NEG_J	152.485	200			
	E_POS_J	175.231	200			
	E_LIK_J	182.092	200			
	E_TRU_J	154.338	200			
	E_STO_J	184.587	200			

a. R Squared = ,051 (Adjusted R Squared = ,032)

b. R Squared = ,053 (Adjusted R Squared = ,034)

c. R Squared = ,037 (Adjusted R Squared = ,017)

d. R Squared = ,035 (Adjusted R Squared = ,015)

e. R Squared = ,057 (Adjusted R Squared = ,038)

f. R Squared = ,069 (Adjusted R Squared = ,050)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.134	Retain the null hypothesis.
2	The distribution of E_NEG_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.020	Reject the null hypothesis.
3	The distribution of E_POS_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.259	Retain the null hypothesis.
4	The distribution of E_LIK_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.131	Retain the null hypothesis.
5	The distribution of E_TRU_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.352	Retain the null hypothesis.
6	The distribution of E_STO_J is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.291	Retain the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.359	Retain the null hypothesis.
2	The distribution of E_NEG_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.296	Retain the null hypothesis.
3	The distribution of E_POS_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.161	Retain the null hypothesis.
4	The distribution of E_LIK_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.203	Retain the null hypothesis.
5	The distribution of E_TRU_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.717	Retain the null hypothesis.
6	The distribution of E_STO_J is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.832	Retain the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_J	0	.1595647	.93860425	42
	1	-.0421492	.96388551	159
	Total	.0000000	.95985889	201
E_NEG_J	0	.2330651	.83131427	42
	1	-.0615644	.87607633	159
	Total	.0000000	.87316954	201
E_POS_J	0	.1108013	.92140063	42
	1	-.0292683	.94054454	159
	Total	.0000000	.93603039	201
E_LIK_J	0	-.1988720	.87975830	42
	1	.0525322	.96868460	159
	Total	.0000000	.95418060	201
E_TRU_J	0	.0973979	.82293847	42
	1	-.0257277	.89325201	159
	Total	.0000000	.87845909	201
E_STO_J	0	.1154157	1.03107762	42
	1	-.0304872	.94229652	159
	Total	.0000000	.96069510	201

Trusting – Ad R (Satire)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_R	1.625 ^a	2	.812	1.021	.362
	E_NEG_R	4.196 ^b	2	2.098	2.463	.087
	E_POS_R	11.649 ^c	2	5.825	6.988	.001
	E_LIK_R	17.492 ^d	2	8.746	10.057	<.001
	E_TRU_R	11.323 ^e	2	5.661	6.803	.001
	E_STO_R	7.567 ^f	2	3.784	4.160	.017
Intercept	E_HAR_R	1.029	1	1.029	1.293	.257
	E_NEG_R	3.590	1	3.590	4.214	.041
	E_POS_R	7.548	1	7.548	9.055	.003
	E_LIK_R	13.694	1	13.694	15.746	<.001
	E_TRU_R	6.055	1	6.055	7.276	.007
	E_STO_R	2.707	1	2.707	2.977	.086
A2	E_HAR_R	.726	1	.726	.912	.340
	E_NEG_R	3.317	1	3.317	3.893	.050
	E_POS_R	10.740	1	10.740	12.886	<.001
	E_LIK_R	17.349	1	17.349	19.949	<.001
	E_TRU_R	9.461	1	9.461	11.369	<.001
	E_STO_R	5.034	1	5.034	5.535	.019
A9	E_HAR_R	.987	1	.987	1.240	.266
	E_NEG_R	1.076	1	1.076	1.263	.262
	E_POS_R	.594	1	.594	.713	.399
	E_LIK_R	.022	1	.022	.025	.874
	E_TRU_R	1.421	1	1.421	1.707	.192
	E_STO_R	2.146	1	2.146	2.360	.126
Error	E_HAR_R	209.326	263	.796		
	E_NEG_R	224.057	263	.852		
	E_POS_R	219.206	263	.833		
	E_LIK_R	228.722	263	.870		
	E_TRU_R	218.875	263	.832		
	E_STO_R	239.188	263	.909		
Total	E_HAR_R	210.951	266			
	E_NEG_R	228.254	266			
	E_POS_R	230.856	266			
	E_LIK_R	246.215	266			
	E_TRU_R	230.198	266			
	E_STO_R	246.755	266			
Corrected Total	E_HAR_R	210.951	265			
	E_NEG_R	228.254	265			
	E_POS_R	230.856	265			
	E_LIK_R	246.215	265			
	E_TRU_R	230.198	265			
	E_STO_R	246.755	265			

a. R Squared = .008 (Adjusted R Squared = .000)

b. R Squared = .018 (Adjusted R Squared = .011)

c. R Squared = .050 (Adjusted R Squared = .043)

d. R Squared = .071 (Adjusted R Squared = .064)

e. R Squared = .049 (Adjusted R Squared = .042)

f. R Squared = .031 (Adjusted R Squared = .023)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.288	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.278	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.513	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.793	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.051	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.024	Reject the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.461	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.855	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.121	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.301	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.372	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.897	Retain the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.185	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.724	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.487	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.714	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.390	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.104	Retain the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.016	Reject the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.936	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.278	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.264	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.245	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.042	Reject the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_R	0	.1179077	.85721994	52
	1	-.0286505	.90011993	214
	Total	.0000000	.89221092	266
E_NEG_R	0	.1166533	.84637063	52
	1	-.0283457	.94655410	214
	Total	.0000000	.92808087	266
E_POS_R	0	.1185916	1.04303876	52
	1	-.0288166	.90502536	214
	Total	.0000000	.93335579	266
E_LIK_R	0	.0471171	1.04114058	52
	1	-.0114490	.94642488	214
	Total	.0000000	.96390425	266
E_TRU_R	0	.1697003	.83715008	52
	1	-.0412356	.95089526	214
	Total	.0000000	.93202600	266
E_STO_R	0	.1979530	.96617865	52
	1	-.0481007	.96076470	214
	Total	.0000000	.96496159	266

Scheduling – Ad B (Full Comedy)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_B	3.488 ^a	4	.872	1.050	.382
	E_NEG_B	8.761 ^b	4	2.190	2.486	.044
	E_POS_B	14.384 ^c	4	3.596	4.273	.002
	E_LIK_B	17.014 ^d	4	4.253	4.911	<.001
	E_TRU_B	18.139 ^e	4	4.535	5.506	<.001
	E_STO_B	4.619 ^f	4	1.155	1.277	.279
Intercept	E_HAR_B	.075	1	.075	.091	.764
	E_NEG_B	7.620	1	7.620	8.649	.004
	E_POS_B	9.750	1	9.750	11.584	<.001
	E_LIK_B	14.355	1	14.355	16.572	<.001
	E_TRU_B	12.748	1	12.748	15.480	<.001
	E_STO_B	.900	1	.900	.995	.319
A1	E_HAR_B	.057	1	.057	.069	.793
	E_NEG_B	4.201	1	4.201	4.769	.030
	E_POS_B	10.954	1	10.954	13.015	<.001
	E_LIK_B	7.375	1	7.375	8.514	.004
	E_TRU_B	9.628	1	9.628	11.691	<.001
	E_STO_B	3.155	1	3.155	3.490	.063
A2	E_HAR_B	.149	1	.149	.179	.672
	E_NEG_B	3.595	1	3.595	4.081	.044
	E_POS_B	2.522	1	2.522	2.996	.085
	E_LIK_B	8.470	1	8.470	9.778	.002
	E_TRU_B	6.692	1	6.692	8.126	.005
	E_STO_B	.032	1	.032	.036	.850
E_FIN	E_HAR_B	.009	1	.009	.011	.917
	E_NEG_B	.086	1	.086	.098	.755
	E_POS_B	.141	1	.141	.168	.683
	E_LIK_B	.286	1	.286	.331	.566
	E_TRU_B	.685	1	.685	.832	.363
	E_STO_B	1.042	1	1.042	1.153	.284
A9	E_HAR_B	3.010	1	3.010	3.623	.058
	E_NEG_B	.180	1	.180	.204	.652
	E_POS_B	.002	1	.002	.003	.959
	E_LIK_B	.023	1	.023	.026	.872
	E_TRU_B	.809	1	.809	.982	.323
	E_STO_B	.716	1	.716	.792	.374
Error	E_HAR_B	215.165	259	.831		
	E_NEG_B	228.172	259	.881		
	E_POS_B	217.991	259	.842		
	E_LIK_B	224.342	259	.866		
	E_TRU_B	213.303	259	.824		
	E_STO_B	234.134	259	.904		
Total	E_HAR_B	218.653	264			
	E_NEG_B	236.933	264			
	E_POS_B	232.375	264			
	E_LIK_B	241.356	264			
	E_TRU_B	231.441	264			
	E_STO_B	238.752	264			
Corrected Total	E_HAR_B	218.653	263			
	E_NEG_B	236.933	263			
	E_POS_B	232.375	263			
	E_LIK_B	241.356	263			
	E_TRU_B	231.441	263			
	E_STO_B	238.752	263			

a. R Squared = ,016 (Adjusted R Squared = ,001)

b. R Squared = ,037 (Adjusted R Squared = ,022)

c. R Squared = ,062 (Adjusted R Squared = ,047)

d. R Squared = ,070 (Adjusted R Squared = ,056)

e. R Squared = ,078 (Adjusted R Squared = ,064)

f. R Squared = ,019 (Adjusted R Squared = ,004)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.059	Retain the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.495	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.562	Retain the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.881	Retain the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.573	Retain the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.539	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.548	Retain the null hypothesis.
2	The distribution of E_NEG_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.070	Retain the null hypothesis.
3	The distribution of E_POS_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.079	Retain the null hypothesis.
4	The distribution of E_LIK_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.497	Retain the null hypothesis.
5	The distribution of E_TRU_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.030	Reject the null hypothesis.
6	The distribution of E_STO_B is the same across categories of A5.	Independent-Samples Kruskal-Wallis Test	.577	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_B	0	.2526513	.97368820	43
	1	-.0491584	.89329607	221
	Total	.0000000	.91180029	264
E_NEG_B	0	.0928486	.94872213	43
	1	-.0180656	.95032870	221
	Total	.0000000	.94915079	264
E_POS_B	0	-.0543918	.96153631	43
	1	.0105830	.93757840	221
	Total	.0000000	.93997587	264
E_LIK_B	0	-.0208175	.99819575	43
	1	.0040505	.95223552	221
	Total	.0000000	.95796915	264
E_TRU_B	0	.0738561	.96473872	43
	1	-.0143702	.93437118	221
	Total	.0000000	.93808589	264
E_STO_B	0	.0791841	.96874077	43
	1	-.0154069	.95111189	221
	Total	.0000000	.95278735	264

Scheduling – Ad J (No Humour)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_J	12.466 ^a	5	2.493	2.830	.017
	E_NEG_J	10.658 ^b	5	2.132	2.931	.014
	E_POS_J	6.641 ^c	5	1.328	1.536	.180
	E_LIK_J	5.963 ^d	5	1.193	1.320	.257
	E_TRU_J	8.897 ^e	5	1.779	2.386	.040
	E_STO_J	13.989 ^f	5	2.798	3.198	.008
Intercept	E_HAR_J	.336	1	.336	.382	.537
	E_NEG_J	.004	1	.004	.006	.940
	E_POS_J	3.633	1	3.633	4.202	.042
	E_LIK_J	2.426	1	2.426	2.686	.103
	E_TRU_J	.631	1	.631	.845	.359
	E_STO_J	1.191	1	1.191	1.361	.245
A1	E_HAR_J	9.968	1	9.968	11.314	<.001
	E_NEG_J	5.499	1	5.499	7.561	.007
	E_POS_J	2.087	1	2.087	2.414	.122
	E_LIK_J	.246	1	.246	.273	.602
	E_TRU_J	.600	1	.600	.805	.371
	E_STO_J	6.721	1	6.721	7.683	.006
A2	E_HAR_J	.359	1	.359	.407	.524
	E_NEG_J	.023	1	.023	.032	.858
	E_POS_J	2.470	1	2.470	2.857	.093
	E_LIK_J	1.761	1	1.761	1.950	.164
	E_TRU_J	3.283	1	3.283	4.402	.037
	E_STO_J	.757	1	.757	.866	.353
A5	E_HAR_J	2.676	1	2.676	3.037	.083
	E_NEG_J	2.605	1	2.605	3.582	.060
	E_POS_J	.192	1	.192	.222	.638
	E_LIK_J	.034	1	.034	.038	.846
	E_TRU_J	.010	1	.010	.013	.910
	E_STO_J	1.120	1	1.120	1.280	.259
E_FIN	E_HAR_J	.007	1	.007	.008	.928
	E_NEG_J	1.509	1	1.509	2.075	.151
	E_POS_J	.119	1	.119	.137	.711
	E_LIK_J	1.469	1	1.469	1.627	.204
	E_TRU_J	3.634	1	3.634	4.872	.028
	E_STO_J	4.518	1	4.518	5.164	.024
A9	E_HAR_J	1.611	1	1.611	1.829	.178
	E_NEG_J	1.513	1	1.513	2.080	.151
	E_POS_J	1.014	1	1.014	1.173	.280
	E_LIK_J	1.839	1	1.839	2.036	.155
	E_TRU_J	.104	1	.104	.139	.709
	E_STO_J	.232	1	.232	.265	.608
Error	E_HAR_J	171.800	195	.881		
	E_NEG_J	141.827	195	.727		
	E_POS_J	168.589	195	.865		
	E_LIK_J	176.129	195	.903		
	E_TRU_J	145.441	195	.746		
	E_STO_J	170.598	195	.875		
Total	E_HAR_J	184.266	201			
	E_NEG_J	152.485	201			
	E_POS_J	175.231	201			
	E_LIK_J	182.092	201			
	E_TRU_J	154.338	201			
	E_STO_J	184.587	201			
Corrected Total	E_HAR_J	184.266	200			
	E_NEG_J	152.485	200			
	E_POS_J	175.231	200			
	E_LIK_J	182.092	200			
	E_TRU_J	154.338	200			
	E_STO_J	184.587	200			

a. R Squared = ,068 (Adjusted R Squared = ,044)

b. R Squared = ,070 (Adjusted R Squared = ,046)

c. R Squared = ,038 (Adjusted R Squared = ,013)

d. R Squared = ,033 (Adjusted R Squared = ,008)

e. R Squared = ,058 (Adjusted R Squared = ,033)

f. R Squared = ,076 (Adjusted R Squared = ,052)

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_J	0	.1703985	.93008025	43
	1	-.0463743	.96547215	158
	Total	.0000000	.95985889	201
E_NEG_J	0	.2236271	.82368645	43
	1	-.0608605	.87881686	158
	Total	.0000000	.87316954	201
E_POS_J	0	.1009426	.91265802	43
	1	-.0274717	.94326143	158
	Total	.0000000	.93603039	201
E_LIK_J	0	-.1823800	.87592357	43
	1	.0496351	.97107339	158
	Total	.0000000	.95418060	201
E_TRU_J	0	.1134143	.81983774	43
	1	-.0308659	.89373197	158
	Total	.0000000	.87845909	201
E_STO_J	0	.1143808	1.01875154	43
	1	-.0311290	.94525784	158
	Total	.0000000	.96069510	201

Scheduling – Ad R (Satire)

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	E_HAR_R	2.514 ^a	3	.838	1.053	.369
	E_NEG_R	4.674 ^b	3	1.558	1.826	.143
	E_POS_R	12.028 ^c	3	4.009	4.801	.003
	E_LIK_R	18.200 ^d	3	6.067	6.971	<.001
	E_TRU_R	11.706 ^e	3	3.902	4.679	.003
	E_STO_R	7.096 ^f	3	2.365	2.586	.054
Intercept	E_HAR_R	.303	1	.303	.381	.538
	E_NEG_R	2.909	1	2.909	3.409	.066
	E_POS_R	7.309	1	7.309	8.751	.003
	E_LIK_R	11.751	1	11.751	13.502	<.001
	E_TRU_R	6.892	1	6.892	8.264	.004
	E_STO_R	.905	1	.905	.990	.321
A2	E_HAR_R	.726	1	.726	.913	.340
	E_NEG_R	3.440	1	3.440	4.031	.046
	E_POS_R	11.077	1	11.077	13.263	<.001
	E_LIK_R	17.795	1	17.795	20.448	<.001
	E_TRU_R	9.855	1	9.855	11.817	<.001
	E_STO_R	4.909	1	4.909	5.366	.021
A5	E_HAR_R	.199	1	.199	.251	.617
	E_NEG_R	.123	1	.123	.144	.705
	E_POS_R	.714	1	.714	.855	.356
	E_LIK_R	.719	1	.719	.826	.364
	E_TRU_R	1.070	1	1.070	1.283	.258
	E_STO_R	.338	1	.338	.369	.544
A9	E_HAR_R	1.876	1	1.876	2.358	.126
	E_NEG_R	1.060	1	1.060	1.242	.266
	E_POS_R	.554	1	.554	.664	.416
	E_LIK_R	.027	1	.027	.031	.860
	E_TRU_R	1.286	1	1.286	1.542	.215
	E_STO_R	.848	1	.848	.927	.337
Error	E_HAR_R	208.437	262	.796		
	E_NEG_R	223.580	262	.853		
	E_POS_R	218.827	262	.835		
	E_LIK_R	228.015	262	.870		
	E_TRU_R	218.492	262	.834		
	E_STO_R	239.658	262	.915		
Total	E_HAR_R	210.951	266			
	E_NEG_R	228.254	266			
	E_POS_R	230.856	266			
	E_LIK_R	246.215	266			
	E_TRU_R	230.198	266			
	E_STO_R	246.755	266			
Corrected Total	E_HAR_R	210.951	265			
	E_NEG_R	228.254	265			
	E_POS_R	230.856	265			
	E_LIK_R	246.215	265			
	E_TRU_R	230.198	265			
	E_STO_R	246.755	265			

a. R Squared = ,012 (Adjusted R Squared = ,001)

b. R Squared = ,020 (Adjusted R Squared = ,009)

c. R Squared = ,052 (Adjusted R Squared = ,041)

d. R Squared = ,074 (Adjusted R Squared = ,063)

e. R Squared = ,051 (Adjusted R Squared = ,040)

f. R Squared = ,029 (Adjusted R Squared = ,018)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.149	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.243	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.706	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.983	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.113	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A9.	Independent-Samples Mann-Whitney U Test	.061	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.461	Retain the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.855	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.121	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.301	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.372	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of A1.	Independent-Samples Kruskal-Wallis Test	.897	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of E_HAR_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.016	Reject the null hypothesis.
2	The distribution of E_NEG_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.936	Retain the null hypothesis.
3	The distribution of E_POS_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.278	Retain the null hypothesis.
4	The distribution of E_LIK_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.264	Retain the null hypothesis.
5	The distribution of E_TRU_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.245	Retain the null hypothesis.
6	The distribution of E_STO_R is the same across categories of E_FIN_G.	Independent-Samples Kruskal-Wallis Test	.042	Reject the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Descriptive Statistics

	A9	Mean	Std. Deviation	N
E_HAR_R	0	.1509338	.85826750	54
	1	-.0384454	.89856691	212
	Total	.0000000	.89221092	266
E_NEG_R	0	.1315519	.87460233	54
	1	-.0335085	.94025240	212
	Total	.0000000	.92808087	266
E_POS_R	0	.0870215	1.03635581	54
	1	-.0221659	.90658125	212
	Total	.0000000	.93335579	266
E_LIK_R	0	.0195291	1.03577578	54
	1	-.0049744	.94725498	212
	Total	.0000000	.96390425	266
E_TRU_R	0	.1278658	.85028303	54
	1	-.0325696	.95086000	212
	Total	.0000000	.93202600	266
E_STO_R	0	.1579690	.96989321	54
	1	-.0402374	.96184927	212
	Total	.0000000	.96496159	266