

Reading expectations

Supplementary Materials

Supplementary Materials 5.A Full statistical model outputs, per-pixel-width analyses, Experiment 1

All data were log-transformed to better fit a Gaussian distribution. Significant results are given in **bold** in the tables; * signifies $p < .05$, ** signifies $p < .01$, *** signifies $p < .001$. A colon denotes an interaction, and p -values were generated using Satterthwaite approximation.

Per pixel-width measures were used as they are more precise for the experimental design in Chapter 5, but per character measures are reported in Supplementary Materials 5.B so that results can be compared to other studies. In Experiment 1, no differences in significance were found between per pixel-width and per character measures.

Table SA5.A1. Full statistical model output: Total reading times/pw on lines of text
Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	-0.07758	0.03172	5432	-2.446	.014491	*
Last two lines	-0.12867	0.03686	5433	-3.491	.000485	***
Controversial topic	0.05994	0.04215	314	1.422	.155960	
Strong opinion	0.01198	0.03499	5101	0.342	.732156	
Middle lines: Controversial topic	-0.03052	0.04424	5432	-0.690	.490299	
Last two lines: Controversial topic	-0.08433	0.05125	5432	-1.645	.099953	.
Middle lines: Strong opinion	0.03224	0.04088	5432	0.789	.430407	
Last two lines: Strong opinion	-0.16842	0.04747	5432	-3.548	.000392	***
Controversial topic: Strong opinion	-0.02808	0.04810	5456	-0.584	.559368	
Middle lines: Controversial topic: Strong opinion	-0.01848	0.05720	5433	-0.323	.746660	
Last two lines: Controversial topic: Strong opinion	0.07218	0.06635	5432	1.088	.276680	

Table SA5.A2. Full statistical model output: Total reading times/pw on words
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-1.404e-03	2.786e-04	4.470e+04	-5.041	4.66e-07	***
Controversial topic	3.695e-02	2.768e-02	1.090e+02	1.335	.18466	
Strong opinion	8.200e-02	1.964e-02	3.333e+04	4.174	3.00e-05	***
Word number: Controversial topic	-5.095e-04	3.867e-04	4.470e+04	-1.317	.18770	
Word number: Strong opinion	-1.800e-03	3.579e-04	4.469e+04	-5.029	4.95e-07	***
Controversial topic: Strong opinion	-6.795e-02	2.703e-02	3.962e+04	-2.514	.01194	*
Word number: Controversial topic: Strong opinion	1.326e-03	5.005e-04	4.469e+04	2.650	.00806	**

Table SA5.A3. Full statistical model output: First-pass reading times/pw on lines of text
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	7.427e-01	8.878e-02	5.433e+03	8.366	< 2e-16	***
Last two lines	6.963e-01	1.032e-01	5.433e+03	6.750	1.63e-11	***
Controversial topic	-1.047e-02	1.031e-01	1.401e+03	-0.102	.919	
Strong opinion	-7.986e-03	9.579e-02	3.078e+03	-0.083	.934	
Middle lines: Controversial topic	-1.098e-01	1.238e-01	5.434e+03	-0.887	.375	
Last two lines: Controversial topic	1.533e-01	1.435e-01	5.433e+03	1.069	.285	
Middle lines: Strong opinion	-2.639e-02	1.144e-01	5.433e+03	-0.231	.818	
Last two lines: Strong opinion	-5.372e-02	1.329e-01	5.433e+03	-0.404	.686	
Controversial topic: Strong opinion	1.217e-02	1.324e-01	4.831e+03	0.092	.927	
Middle lines: Controversial topic: Strong opinion	-9.356e-03	1.601e-01	5.434e+03	-0.058	.953	
Last two lines: Controversial topic: Strong opinion	-1.959e-02	1.857e-01	5.432e+03	-0.106	.916	

Table SA5.A4. Full statistical model output: First-pass reading times/pw on words
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-1.415e-03	2.599e-04	4.472e+04	-5.443	5.26e-08	***
Controversial topic	-7.136e-03	1.967e-02	1.073e+03	-0.363	.717	
Strong opinion	1.773e-02	1.818e-02	1.583e+04	0.975	.329	
Word number: Controversial topic	4.105e-04	3.607e-04	4.471e+04	1.138	.255	
Word number: Strong opinion	-3.747e-04	3.339e-04	4.471e+04	-1.122	.262	
Controversial topic: Strong opinion	1.355e-04	2.480e-02	2.113e+04	0.005	.996	
Word number: Controversial topic: Strong opinion	-1.551e-04	4.669e-04	4.471e+04	-0.332	.740	

Supplementary Materials 5.B Full statistical model outputs, per-character analyses, Experiment 1

All data were log-transformed to better fit a Gaussian distribution. Significant results are given in **bold** in the tables; * signifies $p < .05$, ** signifies $p < .01$, *** signifies $p < .001$. A colon denotes an interaction, and p -values were generated using Satterthwaite approximation.

Table SA5.B1. Full statistical model output: Total reading times/character on lines of text
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	-0.06620	0.03166	5432	-2.091	.036572	*
Last two lines	-0.11262	0.03679	5433	-3.061	.002216	**
Controversial topic	0.06035	0.04211	308	1.433	.152864	
Strong opinion	0.01422	0.03493	5106	0.407	.683961	
Middle lines: Controversial topic	-0.03250	0.04415	5432	-0.736	.461678	
Last two lines: Controversial topic	-0.08388	0.05116	5432	-1.640	.101155	
Middle lines: Strong opinion	0.02215	0.04081	5432	0.543	.587298	
Last two lines: Strong opinion	-0.15882	0.04739	5432	-3.352	.000808	***
Controversial topic: Strong opinion	-0.03002	0.04801	5457	-0.625	.531849	
Middle lines: Controversial topic: Strong opinion	-0.01404	0.05709	5433	-0.246	.805705	
Last two lines: Controversial topic: Strong opinion	0.07309	0.06623	5432	1.104	.269785	

Table SA5.B2. Full statistical model output: Total reading times/character on words
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-1.528e-03	2.891e-04	4.470e+04	-5.286	1.26e-07	***
Controversial topic	3.662e-02	2.853e-02	1.070e+02	1.284	.20200	
Strong opinion	8.022e-02	2.037e-02	3.298e+04	3.938	8.23e-05	***
Word number: Controversial topic	-5.252e-04	4.013e-04	4.470e+04	-1.309	.19063	
Word number: Strong opinion	-1.806e-03	3.714e-04	4.469e+04	-4.861	1.17e-06	***
Controversial topic: Strong opinion	-6.816e-02	2.804e-02	3.906e+04	-2.431	.01507	*
Word number: Controversial topic: Strong opinion	1.364e-03	5.194e-04	4.469e+04	2.626	.00865	**

Table SA5.B3. Full statistical model output: First-pass reading times/character on lines of text
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	7.542e-01	8.891e-02	5.432e+03	8.482	<2e-16	***
Last two lines	7.124e-01	1.033e-01	5.433e+03	6.896	5.96e-12	***
Controversial topic	-1.065e-02	1.032e-01	1.412e+03	-0.103	.918	
Strong opinion	-1.132e-02	9.579e-02	3.089e+03	-0.118	.906	
Middle lines: Controversial topic	-1.115e-01	1.240e-01	5.434e+03	-0.899	.369	
Last two lines: Controversial topic	1.539e-01	1.437e-01	5.433e+03	1.071	.284	
Middle lines: Strong opinion	-3.640e-02	1.146e-01	5.433e+03	-0.318	.751	
Last two lines: Strong opinion	-4.415e-02	1.331e-01	5.432e+03	-0.332	.740	
Controversial topic: Strong opinion	1.150e-02	1.325e-01	4.756e+03	0.087	.931	
Middle lines: Controversial topic: Strong opinion	-5.446e-03	1.603e-01	5.434e+03	-0.034	.973	
Last two lines: Controversial topic: Strong opinion	-1.875e-02	1.860e-01	5.432e+03	-0.101	.920	

Table SA5.B4. Full statistical model output: First-pass reading times/character on words
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-1.539e-03	2.761e-04	4.472e+04	-5.574	2.5e-08	***
Controversial topic	-6.883e-03	2.073e-02	1.287e+03	-0.332	.740	
Strong opinion	1.699e-02	1.931e-02	1.530e+04	0.880	.379	
Word number: Controversial topic	3.951e-04	3.833e-04	4.471e+04	1.031	.303	
Word number: Strong opinion	-3.792e-04	3.547e-04	4.471e+04	-1.069	.285	
Controversial topic: Strong opinion	-1.178e-03	2.631e-02	1.998e+04	-0.045	.964	
Word number: Controversial topic: Strong opinion	-1.187e-04	4.960e-04	4.471e+04	-0.239	.811	

Supplementary Materials 5.C Full statistical model outputs, per-pixel-width analyses, Experiment 2

All data were log-transformed to better fit a Gaussian distribution. Significant results are given in **bold** in the tables; * signifies $p < .05$, ** signifies $p < .01$, *** signifies $p < .001$. A colon denotes an interaction, and p -values were generated using Satterthwaite approximation.

Per pixel-width measures were used as they were more precise for the experimental design in Chapter 5, but per character measures are reported in Supplementary Materials 5.D so that results can be compared to other studies. In Experiment 2, differences were found in two cases: first-pass reading times on lines (*Middle lines: Strong opinion* per pixel-width reported $p = .0584$ and per character reported $p = .0471$) and first-pass reading times on lines of as a function of openness (*Last two lines: Strong opinion* per pixel-width reported $p = .0480$ and per-character reported $p = .0508$).

Table SA5.C1. Full statistical model output: Total reading times/pw on lines of text
Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	-0.05850	0.05068	3693.00	-1.154	.2484	
Last two lines	-0.27315	0.05609	3685.00	-4.870	1.16e-06	***
Disagrees with headline	0.02469	0.06707	199.00	0.368	.7131	
Strong opinion	-0.07607	0.05361	2164.00	-1.419	.1560	
Middle lines: Disagrees with headline	0.01300	0.07737	3693.00	0.168	.8666	
Last two lines: Disagrees with headline	-0.06410	0.08590	3696.00	-0.746	.4556	
Middle lines: Strong opinion	0.10320	0.06423	3689.00	1.607	.1082	
Last two lines: Strong opinion	0.13847	0.07104	3684.00	1.949	.0514	.
Disagrees with headline: Strong opinion	0.01417	0.07698	1641.00	0.184	.8539	
Middle lines: Disagrees with headline: Strong opinion	-0.08575	0.09474	3692.00	-0.905	.3655	
Last two lines: Disagrees with headline: Strong opinion	0.02039	0.10497	3691.00	0.194	.8460	

Table SA5.C2. Full statistical model output: Total reading times/pw on words
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-2.048e-03	3.817e-04	2.953e+04	-5.364	8.19e-08	***
Disagrees with headline	-7.248e-03	3.397e-02	2.400e+02	-0.213	.831231	
Strong opinion	-8.922e-02	2.627e-02	4.779e+03	-3.396	.000688	***
Word number: Disagrees with headline	1.148e-04	5.801e-04	2.933e+04	0.198	.843068	
Word number: Strong opinion	1.043e-03	4.798e-04	2.954e+04	2.174	.029736	*
Disagrees with headline: Strong opinion	4.582e-03	3.762e-02	3.736e+03	0.122	.903065	
Word number: Disagrees with headline: Strong opinion	-2.237e-04	7.072e-04	2.952e+04	-0.316	.751720	

Table SA5.C3. Full statistical model output: First-pass reading times/pw on lines of text
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	0.21142	0.05891	4303.00	3.589	.000336	***
Last two lines	0.09190	0.06839	4326.00	1.344	.179092	
Disagrees with headline	0.02859	0.07188	1129.00	0.398	.690836	
Strong opinion	0.05093	0.06113	2912.00	0.833	.404862	
Middle lines: Disagrees with headline	-0.12693	0.08971	4312.00	-1.415	.157187	
Last two lines: Disagrees with headline	-0.04719	0.10532	4348.00	-0.448	.654116	
Middle lines: Strong opinion	-0.14336	0.07572	4306.00	-1.893	.058386	.
Last two lines: Strong opinion	-0.11667	0.08830	4321.00	-1.321	.186514	
Disagrees with headline: Strong opinion	0.03661	0.08871	4081.00	0.413	.679851	
Middle lines: Disagrees with headline: Strong opinion	0.05602	0.11261	4311.00	0.497	.618897	
Last two lines: Disagrees with headline: Strong opinion	-0.11696	0.13171	4329.00	-0.888	.374593	

Table SA5.C4. Full statistical model output: First-pass reading times/pw on words
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-7.163e-04	3.360e-04	3.243e+04	-2.132	.033	*
Disagrees with headline	2.698e-02	2.488e-02	6.468e+03	1.084	.278	
Strong opinion	6.181e-03	2.152e-02	1.600e+04	0.287	.774	
Word number: Disagrees with headline	-5.821e-04	5.122e-04	3.250e+04	-1.137	.256	
Word number: Strong opinion	3.834e-05	4.282e-04	3.252e+04	0.090	.929	
Disagrees with headline: Strong opinion	-3.235e-02	3.107e-02	3.132e+04	-1.041	.298	
Word number: Disagrees with headline: Strong opinion	3.453e-04	6.391e-04	3.254e+04	0.540	.589	

Table SA5.C5. Full statistical model output: Total reading times/pw on lines of text as a function of openness
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	-0.14671	0.33859	3674.00	-0.433	.664833	
Last two lines	-0.12092	0.37434	3670.00	-0.323	.746706	
Disagrees with headline	0.42795	0.45915	1005.00	0.932	.351543	
Strong opinion	0.37778	0.35699	3653.00	1.058	.290017	
Openness	0.01640	0.06354	118.00	0.258	.796741	
Middle lines: Disagrees with headline	-0.12396	0.54901	3677.00	-0.226	.821375	
Last two lines: Disagrees with headline	-2.10305	0.60868	3671.00	-3.455	.000556	***
Middle lines: Strong opinion	-0.18001	0.44798	3674.00	-0.402	.687840	
Last two lines: Strong opinion	-0.77865	0.49200	3670.00	-1.583	.113595	
Disagrees with headline: Strong opinion	-0.90828	0.54649	3647.00	-1.662	.096592	.
Middle lines: Openness	0.01297	0.04900	3674.00	0.265	.791178	
Last two lines: Openness	-0.02218	0.05395	3669.00	-0.411	.681007	
Disagrees with headline: Openness	-0.05917	0.06662	977.00	-0.888	.374664	
Strong opinion: Openness	-0.06792	0.05206	3667.00	-1.305	.192121	
Middle lines: Disagrees with headline: Strong opinion	0.95330	0.68591	3676.00	1.390	.164667	
Last two lines: Disagrees with headline: Strong opinion	2.31174	0.75620	3671.00	3.057	.002251	**
Middle lines: Disagrees with headline: Openness	0.02007	0.07977	3676.00	0.252	.801368	
Last two lines: Disagrees with headline: Openness	0.29930	0.08827	3671.00	3.391	.000705	***
Middle lines: Strong opinion: Openness	0.04264	0.06551	3674.00	0.651	.515167	
Last two lines: Strong opinion: Openness	0.13669	0.07178	3670.00	1.904	.056963	.
Disagrees with headline: Strong opinion: Openness	0.13680	0.07997	3658.00	1.711	.087234	.
Middle lines: Disagrees with headline: Strong opinion: Openness	-0.15506	0.10041	3676.00	-1.544	.122591	
Last two lines: Disagrees with headline: Strong opinion: Openness	-0.33727	0.11054	3671.00	-3.051	.002297	**

Table SA5.C6. Full statistical model output: Total reading times/pw on words as a function of openness, dividing texts into three equal groups

Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle 30 words	-1.310e-01	1.553e-01	3.021e+04	-0.843	.398980	
Last 30 words	2.195e-01	1.573e-01	3.024e+04	1.396	.162795	
Disagrees with headline	1.698e-01	2.015e-01	5.700e+02	0.843	.399811	
Strong opinion	2.229e-01	1.490e-01	1.986e+04	1.496	.134574	
Openness	1.595e-02	3.593e-02	8.100e+01	0.444	.658297	
Middle 30 words: Disagrees with headline	1.448e-01	2.516e-01	3.023e+04	0.576	.564879	
Last 30 words: Disagrees with headline	-8.338e-01	2.575e-01	3.025e+04	-3.238	.001207	**
Middle 30 words: Strong opinion	-1.563e-01	2.022e-01	3.022e+04	-0.773	.439733	
Last 30 words: Strong opinion	-7.970e-01	2.066e-01	3.023e+04	-3.858	.000114	***
Disagrees with headline: Strong opinion	-5.542e-01	2.272e-01	2.035e+04	-2.440	.014703	*
Middle 30 words: Openness	9.791e-03	2.247e-02	3.021e+04	0.436	.663007	
Last 30 words: Openness	-4.712e-02	2.274e-02	3.024e+04	-2.072	.038244	*
Disagrees with headline: Openness	-2.772e-02	2.932e-02	5.570e+02	-0.946	.344798	
Strong opinion: Openness	-4.399e-02	2.178e-02	2.128e+04	-2.020	.043399	*
Middle 30 words: Disagrees with headline: Strong opinion	3.596e-01	3.097e-01	3.022e+04	1.161	.245650	
Last 30 words: Disagrees with headline: Strong opinion	1.234e+00	3.185e-01	3.023e+04	3.875	.000107	***
Middle 30 words: Disagrees with headline: Openness	-1.470e-02	3.659e-02	3.022e+04	-0.402	.687862	
Last 30 words: Disagrees with headline: Openness	1.222e-01	3.722e-02	3.025e+04	3.282	.001032	**
Middle 30 words: Strong opinion: Openness	2.788e-02	3.037e-02	2.949e+04	0.918	.358743	
Last 30 words: Strong opinion: Openness	1.137e-01	3.106e-02	2.950e+04	3.662	.000251	***
Disagrees with headline: Strong opinion: Openness	8.961e-02	3.422e-02	1.880e+04	2.619	.008832	**
Middle 30 words: Disagrees with headline: Strong opinion: Openness	-4.999e-02	4.658e-02	2.949e+04	-1.073	.283157	
Last 30 words: Disagrees with headline: Strong opinion: Openness	-1.575e-01	4.776e-02	2.950e+04	-3.297	.000978	***

Table SA5.C7. Full statistical model output: Total reading times/pw on words as a function of openness
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	3.138e-03	2.496e-03	3.025e+04	1.257	.208595	
Disagrees with headline	5.739e-01	2.292e-01	9.410e+02	2.504	.012448	*
Strong opinion	4.861e-01	1.732e-01	2.326e+04	2.807	.005004	**
Openness	3.762e-02	3.728e-02	9.300e+01	1.009	.315490	
Word number: Disagrees with headline	-1.392e-02	4.056e-03	3.026e+04	-3.433	.000598	***
Word number: Strong opinion	-1.274e-02	3.275e-03	3.024e+04	-3.891	.000100	***
Disagrees with headline: Strong opinion	-8.954e-01	2.641e-01	2.418e+04	-3.391	.000698	***
Word number: Openness	-7.421e-04	3.604e-04	3.025e+04	-2.059	.039502	*
Disagrees with headline: Openness	-8.438e-02	3.330e-02	9.130e+02	-2.534	.011436	*
Strong opinion: Openness	-8.471e-02	2.531e-02	2.428e+04	-3.347	.000818	***
Word number: Disagrees with headline: Strong opinion	1.928e-02	5.022e-03	3.024e+04	3.838	.000124	***
Word number: Disagrees with headline: Openness	2.034e-03	5.856e-04	3.026e+04	3.473	.000516	***
Word number: Strong opinion: Openness	2.020e-03	4.782e-04	3.024e+04	4.225	2.39e-05	***
Disagrees with headline: Strong opinion: Openness	1.319e-01	3.866e-02	2.465e+04	3.411	.000647	***
Word number: Disagrees with headline: Strong opinion: Openness	-2.824e-03	7.315e-04	3.024e+04	-3.861	.000113	***

Table SA5.C8. Full statistical model output: First-pass reading times/pw on lines of text as a function of openness

Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	-0.01709	0.41538	4294.00	-0.041	.9672	
Last two lines	0.36669	0.47424	4309.00	0.773	.4394	
Disagrees with headline	0.64163	0.53323	1502.00	1.203	.2291	
Strong opinion	0.81034	0.43817	4312.00	1.849	.0645	.
Openness	-0.00984	0.08607	100.00	-0.114	.9092	
Middle lines: Disagrees with headline	-0.86486	0.66508	4299.00	-1.300	.1935	
Last two lines: Disagrees with headline	-1.51819	0.77468	4324.00	-1.960	.0501	.
Middle lines: Strong opinion	-0.81903	0.55597	4295.00	-1.473	.1408	
Last two lines: Strong opinion	-1.26162	0.63786	4305.00	-1.978	.0480	*
Disagrees with headline: Strong opinion	-1.53309	0.66632	4217.00	-2.301	.0215	*
Middle lines: Openness	0.03358	0.06017	4295.00	0.558	.5768	
Last two lines: Openness	-0.04011	0.06855	4311.00	-0.585	.5585	
Disagrees with headline: Openness	-0.08924	0.07693	1472.00	-1.160	.2463	
Strong opinion: Openness	-0.11347	0.06386	4322.00	-1.777	.0757	.
Middle lines: Disagrees with headline: Strong opinion	1.83512	0.84798	4298.00	2.164	.0305	*
Last two lines: Disagrees with headline: Strong opinion	2.06324	0.98182	4307.00	2.101	.0357	*
Middle lines: Disagrees with headline: Openness	0.10691	0.09604	4299.00	1.113	.2657	
Last two lines: Disagrees with headline: Openness	0.21488	0.11218	4327.00	1.916	.0555	.
Middle lines: Strong opinion: Openness	0.10119	0.08124	4295.00	1.246	.2130	
Last two lines: Strong opinion: Openness	0.17011	0.09340	4305.00	1.821	.0686	.
Disagrees with headline: Strong opinion: Openness	0.23191	0.09705	4237.00	2.390	.0169	*
Middle lines: Disagrees with headline: Strong opinion: Openness	-0.26207	0.12350	4298.00	-2.122	.0339	*
Last two lines: Disagrees with headline: Strong opinion: Openness	-0.32064	0.14350	4308.00	-2.234	.0255	*

Table SA5.C9. Full statistical model output: First-pass reading times/pw on words as a function of openness, dividing texts into three equal groups

No statistically significant results were found. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle 30 words	-4.942e-02	1.331e-01	3.323e+04	-0.371	.710	
Last 30 words	6.094e-02	1.424e-01	3.317e+04	0.428	.669	
Disagrees with headline	7.380e-02	1.524e-01	2.984e+04	0.484	.628	
Strong opinion	3.884e-02	1.271e-01	3.109e+04	0.306	.760	
Openness	-1.237e-02	2.726e-02	9.200e+01	-0.454	.651	
Middle 30 words: Disagrees with headline	1.024e-01	2.124e-01	3.323e+04	0.482	.630	
Last 30 words: Disagrees with headline	-1.380e-01	2.302e-01	3.322e+04	-0.599	.549	
Middle 30 words: Strong opinion	-5.059e-02	1.756e-01	3.323e+04	-0.288	.773	
Last 30 words: Strong opinion	-2.610e-01	1.908e-01	3.321e+04	-1.368	.171	
Disagrees with headline: Strong opinion	-1.892e-01	1.925e-01	3.319e+04	-0.983	.326	
Middle 30 words: Openness	8.662e-03	1.928e-02	3.323e+04	0.449	.653	
Last 30 words: Openness	-1.406e-02	2.069e-02	3.316e+04	-0.679	.497	
Disagrees with headline: Openness	-7.056e-03	2.204e-02	2.978e+04	-0.320	.749	
Strong opinion: Openness	-1.920e-03	1.857e-02	3.153e+04	-0.103	.918	
Middle 30 words: Disagrees with headline: Strong opinion	2.038e-02	2.685e-01	3.323e+04	0.076	.940	
Last 30 words: Disagrees with headline: Strong opinion	1.120e-01	2.933e-01	3.324e+04	0.382	.703	
Middle 30 words: Disagrees with headline: Openness	-1.972e-02	3.067e-02	3.323e+04	-0.643	.520	
Last 30 words: Disagrees with headline: Openness	1.539e-02	3.328e-02	3.323e+04	0.463	.644	
Middle 30 words: Strong opinion: Openness	1.798e-03	2.567e-02	3.323e+04	0.070	.944	
Last 30 words: Strong opinion: Openness	3.503e-02	2.801e-02	3.321e+04	1.250	.211	
Disagrees with headline: Strong opinion: Openness	2.275e-02	2.811e-02	3.319e+04	0.810	.418	
Middle 30 words: Disagrees with headline: Strong opinion: Openness	-8.771e-05	3.912e-02	3.323e+04	-0.002	.998	
Last 30 words: Disagrees with headline: Strong opinion: Openness	-1.138e-02	4.282e-02	3.324e+04	-0.266	.790	

Table SA5.C10. Full statistical model output: First-pass reading times/pw on words as a function of openness
 No statistically significant results were found. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-1.227e-04	2.283e-03	3.316e+04	-0.054	.957	
Disagrees with headline	2.152e-01	1.816e-01	3.070e+04	1.185	.236	
Strong opinion	1.228e-01	1.513e-01	3.204e+04	0.812	.417	
Openness	-8.904e-03	2.879e-02	1.130e+02	-0.309	.758	
Word number: Disagrees with headline	-3.379e-03	3.663e-03	3.324e+04	-0.923	.356	
Word number: Strong opinion	-4.079e-03	3.047e-03	3.322e+04	-1.339	.181	
Disagrees with headline: Strong opinion	-3.072e-01	2.297e-01	3.325e+04	-1.337	.181	
Word number: Openness	-9.161e-05	3.316e-04	3.315e+04	-0.276	.782	
Disagrees with headline: Openness	-2.829e-02	2.626e-02	3.062e+04	-1.077	.281	
Strong opinion: Openness	-1.785e-02	2.214e-02	3.222e+04	-0.807	.420	
Word number: Disagrees with headline: Strong opinion	3.783e-03	4.666e-03	3.325e+04	0.811	.418	
Word number: Disagrees with headline: Openness	4.355e-04	5.296e-04	3.324e+04	0.822	.411	
Word number: Strong opinion: Openness	6.163e-04	4.474e-04	3.322e+04	1.378	.168	
Disagrees with headline: Strong opinion: Openness	4.157e-02	3.355e-02	3.325e+04	1.239	.215	
Word number: Disagrees with headline: Strong opinion: Openness	-5.343e-04	6.818e-04	3.325e+04	-0.784	.433	

Supplementary Materials 5.D Full statistical model outputs, per-character analyses, Experiment 2

All data were log-transformed to better fit a Gaussian distribution. Significant results are given in **bold** in the tables; * signifies $p < .05$, ** signifies $p < .01$, *** signifies $p < .001$. A colon denotes an interaction, and p -values were generated using Satterthwaite approximation.

In Experiment 2, differences were found in two cases between the per-pixel-width and per-character-analyses: first-pass reading times on lines (*Middle lines: Strong opinion* per pixel-width reported $p = .0584$ and per character reported $p = .0471$) and first-pass reading times on lines of as a function of openness (*Last two lines: Strong opinion* per pixel-width reported $p = .0480$ and per-character reported $p = .0508$). These changes are noted by a † in the tables below.

Table SA5.D1. Full statistical model output: Total reading times/character on lines of text
Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	-0.03724	0.05079	3693	-0.733	.4635	
Last two lines	-0.26260	0.05621	3685	-4.672	3.09e-06	***
Disagrees with headline	0.02458	0.06731	194	0.365	.7154	
Strong opinion	-0.07072	0.05372	2193	-1.316	.1882	
Middle lines: Disagrees with headline	0.01234	0.07753	3694	0.159	.8735	
Last two lines: Disagrees with headline	-0.06227	0.08608	3696	-0.723	.4695	
Middle lines: Strong opinion	0.09521	0.06437	3689	1.479	.1392	
Last two lines: Strong opinion	0.13441	0.07119	3685	1.888	.0591	
Disagrees with headline: Strong opinion	0.01536	0.07718	1657	0.199	.8423	
Middle lines: Disagrees with headline: Strong opinion	-0.08672	0.09494	3692	-0.913	.3611	
Last two lines: Disagrees with headline: Strong opinion	0.01611	0.10519	3691	0.153	.8783	

Table SA5.D2. Full statistical model output: Total reading times/character on words
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-1.993e-03	3.820e-04	2.953e+04	-5.219	1.81e-07	***
Disagrees with headline	-8.840e-03	3.402e-02	2.350e+02	-0.260	.795204	
Strong opinion	-8.861e-02	2.627e-02	4.600e+03	-3.374	.000748	***
Word number: Disagrees with headline	1.208e-04	5.805e-04	2.932e+04	0.208	.835080	
Word number: Strong opinion	1.040e-03	4.801e-04	2.954e+04	2.167	.030211	*
Disagrees with headline: Strong opinion	7.394e-03	3.764e-02	3.780e+03	0.196	.844282	
Word number: Disagrees with headline: Strong opinion	-2.632e-04	7.077e-04	2.952e+04	-0.372	.709909	

Table SA5.D3. Full statistical model output: First-pass reading times/character on lines of text
 Statistically significant results in **bold**. A colon denotes an interaction. † denotes differences between per-pixel-width and per character-analyses (result turned from trending towards significance to significant).

	Estimate	SE	df	t-value	p-value	
Middle lines	3.7321	0.9294	4304	4.016	6.03e-05	***
Last two lines	1.4870	1.0790	4326	1.378	.1682	
Disagrees with headline	0.4075	1.1378	968	0.358	.7203	
Strong opinion	0.7757	0.9623	2904	0.806	.4203	
Middle lines: Disagrees with headline	-2.0235	1.4155	4312	-1.429	.1529	
Last two lines: Disagrees with headline	-0.5618	1.6618	4348	-0.338	.7353	
Middle lines: Strong opinion	-2.3728	1.1946	4306	-1.986	.0471	*†
Last two lines: Strong opinion	-1.7492	1.3932	4321	-1.255	.2094	
Disagrees with headline: Strong opinion	0.6831	1.3997	4096	0.488	.6255	
Middle lines: Disagrees with headline: Strong opinion	0.8194	1.7767	4311	0.461	.6447	
Last two lines: Disagrees with headline: Strong opinion	-2.0482	2.0781	4329	-0.986	.3244	

Table SA5.D4. Full statistical model output: First-pass reading times/character on words
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-6.674e-04	3.354e-04	3.242e+04	-1.990	.0466	*
Disagrees with headline	1.787e-02	2.488e-02	5.123e+03	0.718	.4725	
Strong opinion	5.197e-03	2.143e-02	1.454e+04	0.242	.8084	
Word number: Disagrees with headline	-2.717e-04	5.119e-04	3.250e+04	-0.531	.5956	
Word number: Strong opinion	1.489e-04	4.273e-04	3.251e+04	0.349	.7274	
Disagrees with headline: Strong opinion	-1.877e-02	3.102e-02	3.135e+04	-0.605	.5450	
Word number: Disagrees with headline: Strong opinion	-8.411e-05	6.383e-04	3.253e+04	-0.132	.8952	

Table SA5.D5. Full statistical model output: Total reading times/character on lines of text as a function of openness

Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle lines	-0.12043	0.33932	3674	-0.355	.722675	
Last two lines	-0.11124	0.37515	3670	-0.297	.766854	
Disagrees with headline	0.41451	0.46016	1003	0.901	.367918	
Strong opinion	0.38642	0.35777	3655	1.080	.280188	
Openness	0.01649	0.06356	118	0.259	.795761	
Middle lines: Disagrees with headline	-0.10766	0.55020	3677	-0.196	.844881	
Last two lines: Disagrees with headline	-2.09244	0.61000	3671	-3.430	.000610	***
Middle lines: Strong opinion	-0.19503	0.44895	3674	-0.434	.664024	
Last two lines: Strong opinion	-0.79146	0.49307	3670	-1.605	.108538	
Disagrees with headline: Strong opinion	-0.90097	0.54769	3646	-1.645	.100050	
Middle lines: Openness	0.01224	0.04910	3674	0.249	.803225	
Last two lines: Openness	-0.02205	0.05407	3669	-0.408	.683379	
Disagrees with headline: Openness	-0.05722	0.06676	976	-0.857	.391645	
Strong opinion: Openness	-0.06842	0.05218	3669	-1.311	.189855	
Middle lines: Disagrees with headline: Strong opinion	0.93844	0.68740	3676	1.365	.172274	
Last two lines: Disagrees with headline: Strong opinion	2.32224	0.75784	3671	3.064	.002198	**
Middle lines: Disagrees with headline: Openness	0.01758	0.07994	3676	0.220	.825961	
Last two lines: Disagrees with headline: Openness	0.29801	0.08846	3671	3.369	.000763	***
Middle lines: Strong opinion: Openness	0.04368	0.06566	3674	0.665	.505903	
Last two lines: Strong opinion: Openness	0.13800	0.07194	3670	1.918	.055145	.
Disagrees with headline: Strong opinion: Openness	0.13592	0.08014	3658	1.696	.089971	.
Middle lines: Disagrees with headline: Strong opinion: Openness	-0.15303	0.10063	3676	-1.521	.128391	
Last two lines: Disagrees with headline: Strong opinion: Openness	-0.33950	0.11078	3671	-3.065	.002196	**

Table SA5.D6. Full statistical model output: Total reading times/character on words as a function of openness
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle 30 words	-1.143e-01	1.554e-01	3.022e+04	-0.736	.46201	
Last 30 words	2.255e-01	1.574e-01	3.024e+04	1.433	.15193	
Disagrees with headline	1.695e-01	2.014e-01	5.720e+02	0.842	.40031	
Strong opinion	2.339e-01	1.490e-01	1.965e+04	1.569	.11661	
Openness	1.605e-02	3.590e-02	8.100e+01	0.447	.65610	
Middle 30 words: Disagrees with headline	1.414e-01	2.518e-01	3.023e+04	0.561	.57446	
Last 30 words: Disagrees with headline	-8.382e-01	2.577e-01	3.025e+04	-3.253	.00114	**
Middle 30 words: Strong opinion	-1.507e-01	2.024e-01	3.022e+04	-0.745	.45657	
Last 30 words: Strong opinion	-8.142e-01	2.067e-01	3.023e+04	-3.938	8.22e-05	***
Disagrees with headline: Strong opinion	-5.921e-01	2.273e-01	2.027e+04	-2.605	.00920	**
Middle 30 words: Openness	8.829e-03	2.248e-02	3.021e+04	0.393	.69454	
Last 30 words: Openness	-4.642e-02	2.275e-02	3.024e+04	-2.040	.04134	*
Disagrees with headline: Openness	-2.802e-02	2.931e-02	5.590e+02	-0.956	.33951	
Strong opinion: Openness	-4.567e-02	2.179e-02	2.111e+04	-2.096	.03610	*
Middle 30 words: Disagrees with headline: Strong opinion	3.909e-01	3.100e-01	3.022e+04	1.261	.20722	
Last 30 words: Disagrees with headline: Strong opinion	1.294e+00	3.188e-01	3.023e+04	4.058	4.95e-05	***
Middle 30 words: Disagrees with headline: Openness	-1.341e-02	3.662e-02	3.022e+04	-0.366	.71412	
Last 30 words: Disagrees with headline: Openness	1.226e-01	3.725e-02	3.025e+04	3.291	.00100	**
Middle 30 words: Strong opinion: Openness	3.064e-02	2.958e-02	3.022e+04	1.036	.30021	
Last 30 words: Strong opinion: Openness	1.251e-01	3.020e-02	3.023e+04	4.144	3.42e-05	***
Disagrees with headline: Strong opinion: Openness	9.113e-02	3.333e-02	2.095e+04	2.735	.00625	**
Middle 30 words: Disagrees with headline: Strong opinion: Openness	-6.909e-02	4.538e-02	3.022e+04	-1.522	.12794	
Last 30 words: Disagrees with headline: Strong opinion: Openness	-1.880e-01	4.645e-02	3.023e+04	-4.047	5.20e-05	***

Table SA5.D7. Full statistical model output: Total reading times/character on words as a function of openness
 Statistically significant results in **bold**. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	3.004e-03	2.497e-03	3.025e+04	1.203	.229036	
Disagrees with headline	5.624e-01	2.292e-01	9.430e+02	2.454	.014323	*
Strong opinion	4.991e-01	1.733e-01	2.307e+04	2.881	.003973	**
Openness	3.642e-02	3.726e-02	9.300e+01	0.977	.330932	
Word number: Disagrees with headline	-1.372e-02	4.058e-03	3.026e+04	-3.380	.000726	***
Word number: Strong opinion	-1.286e-02	3.277e-03	3.025e+04	-3.926	8.66e-05	***
Disagrees with headline: Strong opinion	-9.323e-01	2.642e-01	2.412e+04	-3.528	.000419	***
Word number: Openness	-7.147e-04	3.607e-04	3.025e+04	-1.982	.047540	*
Disagrees with headline: Openness	-8.290e-02	3.330e-02	9.140e+02	-2.490	.012961	*
Strong opinion: Openness	-8.651e-02	2.532e-02	2.413e+04	-3.416	.000635	***
Word number: Disagrees with headline: Strong opinion	1.993e-02	5.025e-03	3.024e+04	3.966	7.33e-05	***
Word number: Disagrees with headline: Openness	2.005e-03	5.860e-04	3.026e+04	3.422	.000622	***
Word number: Strong opinion: Openness	2.039e-03	4.785e-04	3.025e+04	4.261	2.04e-05	***
Disagrees with headline: Strong opinion: Openness	1.377e-01	3.868e-02	2.459e+04	3.561	.000370	***
Word number: Disagrees with headline: Strong opinion: Openness	-2.928e-03	7.320e-04	3.024e+04	-4.000	6.36e-05	***

Table SA5.D8. Full statistical model output: First-pass reading times/character on lines of text as a function of openness

Statistically significant results in **bold**. A colon denotes an interaction. † denotes differences between per-pixel-width and per character-analyses (result turned from significant to trending towards significance).

	Estimate	SE	df	t-value	p-value	
Middle lines	0.5003	6.5543	4295	0.076	.9392	
Last two lines	5.6039	7.4830	4309	0.749	.4540	
Disagrees with headline	9.7103	8.4185	1494	1.153	.2489	
Strong opinion	12.6843	6.9125	4312	1.835	.0666	.
Openness	-0.1578	1.3578	100	-0.116	.9077	
Middle lines: Disagrees with headline	-13.6228	10.4944	4299	-1.298	.1943	
Last two lines: Disagrees with headline	-22.9981	12.2240	4324	-1.881	.0600	.
Middle lines: Strong opinion	-13.3678	8.7726	4295	-1.524	.1276	
Last two lines: Strong opinion	-19.6635	10.0646	4305	-1.954	.0508	.†
Disagrees with headline: Strong opinion	-23.8392	10.5147	4221	-2.267	.0234	*
Middle lines: Openness	0.4748	0.9493	4295	0.500	.6170	
Last two lines: Openness	-0.6009	1.0816	4311	-0.556	.5786	
Disagrees with headline: Openness	-1.3539	1.2146	1464	-1.115	.2651	
Strong opinion: Openness	-1.7791	1.0074	4322	-1.766	.0775	.
Middle lines: Disagrees with headline: Strong opinion	28.8944	13.3803	4298	2.159	.0309	*
Last two lines: Disagrees with headline: Strong opinion	32.1402	15.4923	4307	2.075	.0381	*
Middle lines: Disagrees with headline: Openness	1.6812	1.5155	4299	1.109	.2674	
Last two lines: Disagrees with headline: Openness	3.2775	1.7701	4327	1.852	.0642	.
Middle lines: Strong opinion: Openness	1.6456	1.2819	4295	1.284	.1993	
Last two lines: Strong opinion: Openness	2.6624	1.4738	4305	1.806	.0709	.
Disagrees with headline: Strong opinion: Openness	3.6235	1.5315	4240	2.366	.0180	*
Middle lines: Disagrees with headline: Strong opinion: Openness	-4.1363	1.9487	4298	-2.123	.0338	*
Last two lines: Disagrees with headline: Strong opinion: Openness	-5.0303	2.2643	4308	-2.222	.0264	*

Table SA5.D9. Full statistical model output: First-pass reading times/character on words as a function of openness

No statistically significant results were found. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Middle 30 words	-5.133e-02	1.329e-01	3.323e+04	-0.386	.699	
Last 30 words	5.336e-02	1.421e-01	3.317e+04	0.375	.707	
Disagrees with headline	7.204e-02	1.521e-01	3.214e+04	0.474	.636	
Strong opinion	2.725e-02	1.269e-01	3.089e+04	0.215	.830	
Openness	-1.366e-02	2.716e-02	9.200e+01	-0.503	.616	
Middle 30 words: Disagrees with headline	1.056e-01	2.121e-01	3.323e+04	0.498	.619	
Last 30 words: Disagrees with headline	-1.353e-01	2.299e-01	3.322e+04	-0.588	.556	
Middle 30 words: Strong opinion	-9.149e-03	1.754e-01	3.323e+04	-0.052	.958	
Last 30 words: Strong opinion	-2.481e-01	1.905e-01	3.321e+04	-1.302	.193	
Disagrees with headline: Strong opinion	-2.128e-01	1.922e-01	3.318e+04	-1.107	.268	
Middle 30 words: Openness	1.059e-02	1.925e-02	3.323e+04	0.550	.582	
Last 30 words: Openness	-1.162e-02	2.066e-02	3.316e+04	-0.563	.574	
Disagrees with headline: Openness	-6.979e-03	2.200e-02	3.216e+04	-0.317	.751	
Strong opinion: Openness	-2.986e-04	1.854e-02	3.141e+04	-0.016	.987	
Middle 30 words: Disagrees with headline: Strong opinion	3.261e-02	2.681e-01	3.323e+04	0.122	.903	
Last 30 words: Disagrees with headline: Strong opinion	1.517e-01	2.928e-01	3.324e+04	0.518	.604	
Middle 30 words: Disagrees with headline: Openness	-1.976e-02	3.063e-02	3.323e+04	-0.645	.519	
Last 30 words: Disagrees with headline: Openness	1.551e-02	3.323e-02	3.323e+04	0.467	.641	
Middle 30 words: Strong opinion: Openness	-3.337e-03	2.563e-02	3.323e+04	-0.130	.896	
Last 30 words: Strong opinion: Openness	3.313e-02	2.797e-02	3.321e+04	1.184	.236	
Disagrees with headline: Strong opinion: Openness	2.663e-02	2.806e-02	3.318e+04	0.949	.343	
Middle 30 words: Disagrees with headline: Strong opinion: Openness	-2.992e-03	3.906e-02	3.323e+04	-0.077	.939	
Last 30 words: Disagrees with headline: Strong opinion: Openness	-1.765e-02	4.276e-02	3.324e+04	-0.413	.680	

Table SA5.D10. Full statistical model output: First-pass reading times/character on words as a function of openness

No statistically significant results were found. A colon denotes an interaction.

	Estimate	SE	df	t-value	p-value	
Word number	-3.593e-04	2.279e-03	3.316e+04	-0.158	.875	
Disagrees with headline	2.028e-01	1.812e-01	3.210e+04	1.119	.263	
Strong opinion	1.116e-01	1.510e-01	3.195e+04	0.739	.460	
Openness	-1.060e-02	2.871e-02	1.130e+02	-0.369	.713	
Word number: Disagrees with headline	-3.081e-03	3.657e-03	3.324e+04	-0.843	.399	
Word number: Strong opinion	-3.653e-03	3.043e-03	3.322e+04	-1.201	.230	
Disagrees with headline: Strong opinion	-3.222e-01	2.294e-01	3.325e+04	-1.405	.160	
Word number: Openness	-4.983e-05	3.311e-04	3.315e+04	-0.151	.880	
Disagrees with headline: Openness	-2.701e-02	2.622e-02	3.208e+04	-1.030	.303	
Strong opinion: Openness	-1.631e-02	2.210e-02	3.216e+04	-0.738	.460	
Word number: Disagrees with headline: Strong opinion	3.955e-03	4.660e-03	3.325e+04	0.849	.396	
Word number: Disagrees with headline: Openness	4.075e-04	5.288e-04	3.324e+04	0.770	.441	
Word number: Strong opinion: Openness	5.633e-04	4.467e-04	3.322e+04	1.261	.207	
Disagrees with headline: Strong opinion: Openness	4.449e-02	3.350e-02	3.324e+04	1.328	.184	
Word number: Disagrees with headline: Strong opinion: Openness	-5.796e-04	6.808e-04	3.325e+04	-0.851	.395	