

Dependent Variable: Picked Social Logo (0/1)

	Model 7	Model 8	Model 9	Model 10	Model 11	Model 12
Response Time	0.557** (0.183)	0.557** (0.183)	0.557** (0.183)	0.579** (0.180)	0.579** (0.180)	0.579** (0.180)
sex Male	0.034 (0.166)	0.034 (0.166)	0.034 (0.166)	0.229† (0.137)	0.229† (0.137)	0.229† (0.137)
trialcat PeriVsRest	0.112 (0.069)			0.115† (0.069)		
trialcat DomVsSub	0.216† (0.118)			0.200† (0.117)		
trialcat DomVsRest		0.052 (0.069)			0.043 (0.068)	
trialcat PeriVsSub		0.276* (0.119)			0.273* (0.118)	
trialcat SubVsRest			-0.164* (0.068)			-0.158* (0.068)
trialcat PeriVsDom			0.059 (0.120)			0.072 (0.119)
nDomAds	-0.025 (0.019)	-0.025 (0.019)	-0.025 (0.019)			
DomAdDiff	0.032* (0.016)	0.032* (0.016)	0.032* (0.016)			
nSubAds	-0.018 (0.018)	-0.018 (0.018)	-0.018 (0.018)			
SubAdDiff	0.001 (0.015)	0.001 (0.015)	0.001 (0.015)			
nHQAds	0.050* (0.024)	0.050* (0.024)	0.050* (0.024)			
HQAdDiff	0.010 (0.017)	0.010 (0.017)	0.010 (0.017)			
sex Male:trialcat PeriVsRest	-0.094 (0.099)			-0.095 (0.098)		
sex Male:trialcat DomVsSub	-0.310† (0.168)			-0.271 (0.166)		
sex Male:trialcat DomVsRest		-0.108 (0.098)			-0.088 (0.097)	
sex Male:trialcat PeriVsSub		-0.297† (0.170)			-0.277 (0.169)	
sex Male:trialcat SubVsRest			0.202* (0.097)			0.183† (0.096)
sex Male:trialcat PeriVsDom			0.014 (0.171)			-0.007 (0.169)
Intercept	0.211 (0.140)	0.211 (0.140)	0.211 (0.140)	0.090 (0.098)	0.090 (0.098)	0.090 (0.098)
Observations	886	886	886	886	886	886
Log Likelihood	-593.905	-593.905	-593.905	-597.788	-597.788	-597.788
Akaike Inf. Crit.	1,215.810	1,215.810	1,215.810	1,211.576	1,211.576	1,211.576
Bayesian Inf. Crit.	1,282.824	1,282.824	1,282.824	1,249.869	1,249.869	1,249.869

Notes: †p<0.1; \*p<0.05; \*\*p<0.01