



benevolence	N	124	124	124	123	124	124	124	124	124	124	124	124	124
ROS SCORE	Pearson corr.	-,118	-,200*	-,062	-,037	,029	,092	,412**	-,534**	-,490**	-,493**	-,407**	1	,933**
	Sign. (2-sided)	,191	,026	,492	,687	,748	,307	,000	,000	,000	,000	,000		,000
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
ROS audience design	Pearson corr.	-,123	-,163	-,069	-,035	,071	,040	,300**	-,441**	-,344**	-,442**	-,408**	,933**	1
	Sign. (2-sided)	,172	,071	,447	,702	,432	,661	,001	,000	,000	,000	,000	,000	
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
ROS evaluation	Pearson corr.	-,063	-,231**	-,006	,002	-,117	,108	,460**	-,559**	-,642**	-,446**	-,271**	,771**	,536**
	Sign. (2-sided)	,486	,010	,943	,984	,195	,234	,000	,000	,000	,000	,002	,000	,000
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
ROS subj comprehension	Pearson corr.	-,073	-,017	-,083	-,082	,160	,135	,197*	-,153	-,080	-,168	-,194*	,498**	,392**
	Sign. (2-sided)	,423	,848	,362	,367	,076	,136	,028	,089	,374	,062	,031	,000	,000
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
Coffee credibility	Pearson corr.	,158	,071	,098	,028	-,165	,079	,533**	-,432**	-,438**	-,353**	-,303**	,461**	,366**
	Sign. (2-sided)	,079	,434	,276	,756	,067	,381	,000	,000	,000	,000	,001	,000	,000
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
Cola credibility	Pearson corr.	,036	,111	,130	-,003	-,024	,088	,517**	-,431**	-,433**	-,357**	-,303**	,303**	,206*
	Sign. (2-sided)	,695	,219	,150	,972	,791	,330	,000	,000	,000	,000	,001	,001	,022
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
Light credibility	Pearson corr.	,093	,144	,149	,026	-,030	,125	,442**	-,345**	-,366**	-,300**	-,197*	,439**	,354**
	Sign. (2-sided)	,306	,111	,098	,779	,743	,168	,000	,000	,000	,001	,029	,000	,000
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
Cancer credibility	Pearson corr.	,142	,099	,052	,000	-,011	,052	,515**	-,403**	-,422**	-,327**	-,262**	,301**	,212*
	Sign. (2-sided)	,115	,273	,563	,996	,900	,563	,000	,000	,000	,000	,003	,001	,018
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
Salt credibility	Pearson corr.	,054	-,016	,031	,031	-,074	,147	,467**	-,455**	-,509**	-,373**	-,234**	,344**	,246**
	Sign. (2-sided)	,554	,863	,729	,731	,416	,104	,000	,000	,000	,000	,009	,000	,006
	N	124	124	124	123	124	124	124	124	124	124	124	124	124
Eggs credibility	Pearson corr.	,158	,056	,084	,083	-,048	-,077	,449**	-,566**	-,526**	-,485**	-,456**	,406**	,313**
	Sign. (2-sided)	,079	,537	,352	,362	,596	,395	,000	,000	,000	,000	,000	,000	,000
	N	124	124	124	123	124	124	124	124	124	124	124	124	124

Correlations										
		ROS evaluation	ROS subj comprehension	Coffee & Dementia credibility	Cola credibility	Light Beverages credibility	Cancer credibility	Salt credibility	Eggs credibility	
Geschlecht	Pearson corr.	-,063	-,073	,158	,036	,093	,142	,054	,158	
	Sign. (2-sided)	,486	,423	,079	,695	,306	,115	,554	,079	
	N	124	124	124	124	124	124	124	124	124
Alter	Pearson corr.	-,231**	-,017	,071	,111	,144	,099	-,016	,056	
	Sign. (2-sided)	,010	,848	,434	,219	,111	,273	,863	,537	
	N	124	124	124	124	124	124	124	124	124
Computernutzung	Pearson corr.	-,006	-,083	,098	,130	,149	,052	,031	,084	

	Sign. (2-sided)	,943	,362	,276	,150	,098	,563	,729	,352
	N	124	124	124	124	124	124	124	124
Internetnutzung	Pearson corr.	,002	-,082	,028	-,003	,026	,000	,031	,083
	Sign. (2-sided)	,984	,367	,756	,972	,779	,996	,731	,362
	N	123	123	123	123	123	123	123	123
Online_gesamtnutzung	Pearson corr.	-,117	,160	-,165	-,024	-,030	-,011	-,074	-,048
	Sign. (2-sided)	,195	,076	,067	,791	,743	,900	,416	,596
	N	124	124	124	124	124	124	124	124
ernaehrung_beschaeftigung	Pearson corr.	,108	,135	,079	,088	,125	,052	,147	-,077
	Sign. (2-sided)	,234	,136	,381	,330	,168	,563	,104	,395
	N	124	124	124	124	124	124	124	124
videorelevanz_gesamt	Pearson corr.	,460**	,197*	,533**	,517**	,442**	,515**	,467**	,449**
	Sign. (2-sided)	,000	,028	,000	,000	,000	,000	,000	,000
	N	124	124	124	124	124	124	124	124
METI SCORE	Pearson corr.	-,559**	-,153	-,432**	-,431**	-,345**	-,403**	-,455**	-,566**
	Sign. (2-sided)	,000	,089	,000	,000	,000	,000	,000	,000
	N	124	124	124	124	124	124	124	124
METI competence	Pearson corr.	-,642**	-,080	-,438**	-,433**	-,366**	-,422**	-,509**	-,526**
	Sign. (2-sided)	,000	,374	,000	,000	,000	,000	,000	,000
	N	124	124	124	124	124	124	124	124
METI integrity	Pearson corr.	-,446**	-,168	-,353**	-,357**	-,300**	-,327**	-,373**	-,485**
	Sign. (2-sided)	,000	,062	,000	,000	,001	,000	,000	,000
	N	124	124	124	124	124	124	124	124
METI benevolence	Pearson corr.	-,271**	-,194*	-,303**	-,303**	-,197*	-,262**	-,234**	-,456**
	Sign. (2-sided)	,002	,031	,001	,001	,029	,003	,009	,000
	N	124	124	124	124	124	124	124	124
ROS SCORE	Pearson corr.	,771**	,498**	,461**	,303**	,439**	,301**	,344**	,406**
	Sign. (2-sided)	,000	,000	,000	,001	,000	,001	,000	,000
	N	124	124	124	124	124	124	124	124
ROS audience design	Pearson corr.	,536**	,392**	,366**	,206*	,354**	,212*	,246**	,313**
	Sign. (2-sided)	,000	,000	,000	,022	,000	,018	,006	,000
	N	124	124	124	124	124	124	124	124
ROS evaluation	Pearson corr.	1	,160	,444**	,349**	,427**	,346**	,399**	,448**
	Sign. (2-sided)		,076	,000	,000	,000	,000	,000	,000
	N	124	124	124	124	124	124	124	124
ROS subj comprehension	Pearson corr.	,160	1	,266**	,178*	,225*	,148	,146	,142
	Sign. (2-sided)	,076		,003	,048	,012	,102	,105	,115
	N	124	124	124	124	124	124	124	124
Coffee & Dementia Credibility	Pearson corr.	,444**	,266**	1	,636**	,702**	,644**	,568**	,601**
	Sign. (2-sided)	,000	,003		,000	,000	,000	,000	,000
	N	124	124	124	124	124	124	124	124
Cola credibility	Pearson corr.	,349**	,178*	,636**	1	,598**	,634**	,552**	,510**
	Sign. (2-sided)	,000	,048	,000		,000	,000	,000	,000

	N	124	124	124	124	124	124	124	124
Light Beverages credibility	Pearson corr.	,427**	,225*	,702**	,598**	1	,669**	,617**	,546**
	Sign. (2-sided)	,000	,012	,000	,000		,000	,000	,000
	N	124	124	124	124	124	124	124	124
cancer credibility	Pearson corr.	,346**	,148	,644**	,634**	,669**	1	,622**	,591**
	Sign. (2-sided)	,000	,102	,000	,000	,000		,000	,000
	N	124	124	124	124	124	124	124	124
Salt credibility	Pearson corr.	,399**	,146	,568**	,552**	,617**	,622**	1	,621**
	Sign. (2-sided)	,000	,105	,000	,000	,000	,000		,000
	N	124	124	124	124	124	124	124	124
Eggs credibility	Pearson corr.	,448**	,142	,601**	,510**	,546**	,591**	,621**	1
	Sign. (2-sided)	,000	,115	,000	,000	,000	,000	,000	
	N	124	124	124	124	124	124	124	124

\*\* . The correlation is for an alpha-niveau of 0,01 (2-sided) significant.

\* . The correlation is for an alpha-niveau of 0,05 (2-sided) significant.