# Experimental Analysis and Robustness Checks

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## 1 Total Number of Unique Codes Per Treatment-Question Pair

Table 1: Multilevel Regression Results for Number of Codes Per Treatment-Question Pair

| | Number of Codes |
|---|---|
| (Intercept) | $2.34^{***}$ |
| | (0.05) |
| ModelM2 | $0.55^{***}$ |
| | (0.04) |
| PersonaP2 | $0.22^{***}$ |
| | (0.05) |
| PersonaP3 | $-0.03$ |
| | (0.05) |
| AIC | 4117.60 |
| BIC | 4149.76 |
| Log Likelihood | $-2052.80$ |
| Num. obs. | 1571 |
| Num. groups: Question | 262 |
| Var: Question (Intercept) | 0.18 |
| Var: Residual | 0.67 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

# 2 Likelihood of Code Per Treatement-Question Pair

We fit both linear probability and logistic multilevel models for each code.

## 2.1 Holm's Corrected Tables - LMP

## 2.2 Holm's Corrected Tables - Logistic

Table 2: Multilevel Regression Results for Codes 1 to 5

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 |
|---|---|---|---|---|---|---|
| (Intercept) | 0.98*** | 0.03** | 0.05** | 0.45*** | 0.09*** | 0.40*** |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.03) |
| ModelM2 | 0.01 | 0.01 | 0.08*** | 0.02 | 0.06*** | 0.04* |
| | (0.00) | (0.01) | (0.01) | (0.02) | (0.01) | (0.02) |
| PersonaP2 | −0.00 | 0.02* | 0.03 | 0.03 | 0.05** | 0.02 |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) |
| PersonaP3 | 0.00 | 0.01 | 0.05** | −0.01 | −0.01 | −0.04 |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) |
| AIC | −2662.01 | −752.65 | 862.20 | 2136.58 | 867.48 | 1786.64 |
| BIC | −2629.86 | −720.49 | 894.36 | 2168.74 | 899.64 | 1818.79 |
| Log Likelihood | 1337.01 | 382.32 | −425.10 | −1062.29 | −427.74 | −887.32 |
| Num. obs. | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 |
| Num. groups: Question | 262 | 262 | 262 | 262 | 262 | 262 |
| Var: Question (Intercept) | 0.00 | 0.02 | 0.02 | 0.06 | 0.03 | 0.11 |
| Var: Residual | 0.01 | 0.03 | 0.09 | 0.19 | 0.08 | 0.13 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 3: Multilevel Regression Results for Codes 6 to 11

| | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 | SysVar |
|---|---|---|---|---|---|---|
| (Intercept) | 0.03** | 0.00 | 0.07*** | 0.06*** | 0.18*** | 0.27*** |
| | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) | (0.02) |
| ModelM2 | 0.02* | 0.01** | 0.14*** | 0.15*** | 0.03 | −0.05* |
| | (0.01) | (0.00) | (0.01) | (0.02) | (0.02) | (0.02) |
| PersonaP2 | 0.00 | −0.00 | −0.02 | 0.04 | 0.06** | −0.05* |
| | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) | (0.02) |
| PersonaP3 | −0.00 | 0.00 | 0.00 | −0.01 | −0.02 | −0.01 |
| | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) | (0.02) |
| AIC | −869.76 | −3803.92 | 895.13 | 1017.60 | 1425.46 | 1709.36 |
| BIC | −837.61 | −3771.77 | 927.28 | 1049.76 | 1457.62 | 1741.51 |
| Log Likelihood | 440.88 | 1907.96 | −441.56 | −502.80 | −706.73 | −848.68 |
| Num. obs. | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 |
| Num. groups: Question | 262 | 262 | 262 | 262 | 262 | 262 |
| Var: Question (Intercept) | 0.01 | 0.00 | 0.02 | 0.02 | 0.05 | 0.02 |
| Var: Residual | 0.03 | 0.01 | 0.09 | 0.09 | 0.11 | 0.16 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 4: Multilevel Regression Results the Code NOTA (None of the Above)

| | NOTA |
|---|---|
| (Intercept) | $0.67^{***}$ |
| | (0.03) |
| ModelM2 | $-0.17^{***}$ |
| | (0.02) |
| PersonaP2 | $-0.08^{**}$ |
| | (0.03) |
| PersonaP3 | $-0.02$ |
| | (0.03) |
| AIC | 2197.98 |
| BIC | 2230.14 |
| Log Likelihood | $-1092.99$ |
| Num. obs. | 1571 |
| Num. groups: Question | 262 |
| Var: Question (Intercept) | 0.03 |
| Var: Residual | 0.21 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 5: Multilevel Logistic Regression Results for Codes 1 to 6

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 |
|---|---|---|---|---|---|---|
| (Intercept) | $9.23^{***}$ | $-9.29^{***}$ | $-3.57^{***}$ | $-0.29^{*}$ | $-3.60^{***}$ | $-0.71^{***}$ |
| | (1.27) | (0.90) | (0.27) | (0.14) | (0.31) | (0.19) |
| ModelM2 | $1.28^{*}$ | 0.42 | $0.94^{***}$ | 0.09 | $0.75^{***}$ | $0.28^{*}$ |
| | (0.64) | (0.35) | (0.18) | (0.12) | (0.18) | (0.13) |
| PersonaP2 | $-0.00$ | $1.06^{*}$ | $0.44^{*}$ | 0.14 | $0.61^{**}$ | 0.12 |
| | (0.73) | (0.43) | (0.22) | (0.14) | (0.21) | (0.16) |
| PersonaP3 | 0.28 | 0.39 | $0.62^{**}$ | $-0.05$ | $-0.13$ | $-0.30$ |
| | (0.75) | (0.45) | (0.22) | (0.14) | (0.23) | (0.16) |
| AIC | 154.37 | 410.39 | 1068.72 | 2021.76 | 1061.31 | 1721.41 |
| BIC | 181.17 | 437.18 | 1095.52 | 2048.56 | 1088.11 | 1748.20 |
| Log Likelihood | $-72.19$ | $-200.19$ | $-529.36$ | $-1005.88$ | $-525.66$ | $-855.70$ |
| Num. obs. | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 |
| Num. groups: Question | 262 | 262 | 262 | 262 | 262 | 262 |
| Var: Question (Intercept) | 49.30 | 45.48 | 2.12 | 1.65 | 3.74 | 5.03 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 6: Multilevel Logistic Regression Results for Codes 7 to 11 SysVar

| | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 | SysVar |
|---|---|---|---|---|---|---|
| (Intercept) | $-8.06^{***}$ | $-31.99$ | $-3.61^{***}$ | $-3.60^{***}$ | $-2.30^{***}$ | $-1.13^{***}$ |
| | (0.92) | (76.01) | (0.28) | (0.27) | (0.22) | (0.14) |
| ModelM2 | $0.92^{**}$ | 27.54 | $1.68^{***}$ | $1.70^{***}$ | 0.22 | $-0.31^{*}$ |
| | (0.35) | (76.01) | (0.20) | (0.19) | (0.15) | (0.13) |
| PersonaP2 | 0.00 | $-1.11$ | $-0.31$ | 0.38 | $0.53^{**}$ | $-0.32^{*}$ |
| | (0.41) | (1.16) | (0.22) | (0.20) | (0.18) | (0.16) |
| PersonaP3 | $-0.17$ | 0.30 | 0.02 | $-0.16$ | $-0.16$ | $-0.08$ |
| | (0.42) | (0.77) | (0.21) | (0.21) | (0.19) | (0.15) |
| AIC | 414.36 | 97.28 | 1065.69 | 1130.48 | 1420.38 | 1646.75 |
| BIC | 441.16 | 124.08 | 1092.49 | 1157.27 | 1447.17 | 1673.54 |
| Log Likelihood | $-202.18$ | $-43.64$ | $-527.85$ | $-560.24$ | $-705.19$ | $-818.37$ |
| Num. obs. | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 |
| Num. groups: Question | 262 | 262 | 262 | 262 | 262 | 262 |
| Var: Question (Intercept) | 26.33 | 0.00 | 2.57 | 2.27 | 3.20 | 0.65 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 7: Multilevel Logistic Regression Results the Code NOTA (None of the Above)

| | NOTA |
|---|---|
| (Intercept) | $0.78^{***}$ |
| | (0.12) |
| ModelM2 | $-0.81^{***}$ |
| | (0.11) |
| PersonaP2 | $-0.38^{**}$ |
| | (0.14) |
| PersonaP3 | $-0.09$ |
| | (0.14) |
| AIC | 2075.18 |
| BIC | 2101.97 |
| Log Likelihood | $-1032.59$ |
| Num. obs. | 1571 |
| Num. groups: Question | 262 |
| Var: Question (Intercept) | 0.61 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 8: Multilevel Regression Results for Codes 1 to 11

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 | SysVar |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| (Intercept) | 0.98*** | 0.03** | 0.05** | 0.45*** | 0.09*** | 0.40*** | 0.03** | 0.00 | 0.07*** | 0.06*** | 0.18*** | 0.27*** |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.03) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) | (0.02) |
| ModelM2 | 0.01 | 0.01 | 0.08*** | 0.02 | 0.06*** | 0.04* | 0.02* | 0.01** | 0.14*** | 0.15*** | 0.03 | −0.05* |
| | (0.00) | (0.01) | (0.01) | (0.02) | (0.01) | (0.02) | (0.01) | (0.00) | (0.01) | (0.02) | (0.02) | (0.02) |
| PersonaP2 | −0.00 | 0.02* | 0.03 | 0.03 | 0.05** | 0.02 | 0.00 | −0.00 | −0.02 | 0.04 | 0.06** | −0.05* |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) | (0.02) |
| PersonaP3 | 0.00 | 0.01 | 0.05** | −0.01 | −0.01 | −0.04 | −0.00 | 0.00 | 0.00 | −0.01 | −0.02 | −0.01 |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) | (0.02) |
| AIC | −2662.01 | −752.65 | 862.20 | 2136.58 | 867.48 | 1786.64 | −869.76 | −3803.92 | 895.13 | 1017.60 | 1425.46 | 1709.36 |
| BIC | −2629.86 | −720.49 | 894.36 | 2168.74 | 899.64 | 1818.79 | −837.61 | −3771.77 | 927.28 | 1049.76 | 1457.62 | 1741.51 |
| Log Likelihood | 1337.01 | 382.32 | −425.10 | −1062.29 | −427.74 | −887.32 | 440.88 | 1907.96 | −441.56 | −502.80 | −706.73 | −848.68 |
| Num. obs. | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 |
| Num. groups: Question | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 |
| Var: Question (Intercept) | 0.00 | 0.02 | 0.02 | 0.06 | 0.03 | 0.11 | 0.01 | 0.00 | 0.02 | 0.02 | 0.05 | 0.02 |
| Var: Residual | 0.01 | 0.03 | 0.09 | 0.19 | 0.08 | 0.13 | 0.03 | 0.01 | 0.09 | 0.09 | 0.11 | 0.16 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 9: Regression Results with Holmes Multiple Testing Correction on Model Effect Only

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| (Intercept) | 0.98*** | 0.03** | 0.05** | 0.45*** | 0.09*** | 0.40*** | 0.03** | 0.00 | 0.07*** | 0.06*** | 0.18*** |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.03) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |
| ModelM2 | 0.01 | 0.01 | 0.08*** | 0.02 | 0.06*** | 0.04 | 0.02 | 0.01* | 0.14*** | 0.15*** | 0.03 |
| | (0.00) | (0.01) | (0.01) | (0.02) | (0.01) | (0.02) | (0.01) | (0.00) | (0.01) | (0.02) | (0.02) |
| PersonaP2 | −0.00 | 0.02* | 0.03 | 0.03 | 0.05** | 0.02 | 0.00 | −0.00 | −0.02 | 0.04 | 0.06** |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |
| PersonaP3 | 0.00 | 0.01 | 0.05** | −0.01 | −0.01 | −0.04 | −0.00 | 0.00 | 0.00 | −0.01 | −0.02 |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 10: Regression Results with Holmes Multiple Testing Correction on Persona Effect (P2 = Survey Design Expert) Only

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| (Intercept) | $0.98^{***}$ | $0.03^{**}$ | $0.05^{**}$ | $0.45^{***}$ | $0.09^{***}$ | $0.40^{***}$ | $0.03^{**}$ | 0.00 | $0.07^{***}$ | $0.06^{***}$ | $0.18^{***}$ |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.03) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |
| ModelM2 | 0.01 | 0.01 | $0.08^{***}$ | 0.02 | $0.06^{***}$ | $0.04^{*}$ | $0.02^{*}$ | $0.01^{**}$ | $0.14^{***}$ | $0.15^{***}$ | 0.03 |
| | (0.00) | (0.01) | (0.01) | (0.02) | (0.01) | (0.02) | (0.01) | (0.00) | (0.01) | (0.02) | (0.02) |
| PersonaP2 | −0.00 | 0.02 | 0.03 | 0.03 | $0.05^{*}$ | 0.02 | 0.00 | −0.00 | −0.02 | 0.04 | $0.06^{*}$ |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |
| PersonaP3 | 0.00 | 0.01 | $0.05^{**}$ | −0.01 | −0.01 | −0.04 | −0.00 | 0.00 | 0.00 | −0.01 | −0.02 |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 11: Regression Results with Holmes Multiple Testing Correction on Persona Effect (P3 = Linguist) Only

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| (Intercept) | $0.98^{***}$ | $0.03^{**}$ | $0.05^{**}$ | $0.45^{***}$ | $0.09^{***}$ | $0.40^{***}$ | $0.03^{**}$ | 0.00 | $0.07^{***}$ | $0.06^{***}$ | $0.18^{***}$ |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.03) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |
| ModelM2 | 0.01 | 0.01 | $0.08^{***}$ | 0.02 | $0.06^{***}$ | $0.04^{*}$ | $0.02^{*}$ | $0.01^{**}$ | $0.14^{***}$ | $0.15^{***}$ | 0.03 |
| | (0.00) | (0.01) | (0.01) | (0.02) | (0.01) | (0.02) | (0.01) | (0.00) | (0.01) | (0.02) | (0.02) |
| PersonaP2 | −0.00 | $0.02^{*}$ | 0.03 | 0.03 | $0.05^{**}$ | 0.02 | 0.00 | −0.00 | −0.02 | 0.04 | $0.06^{**}$ |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |
| PersonaP3 | 0.00 | 0.01 | $0.05^{*}$ | −0.01 | −0.01 | −0.04 | −0.00 | 0.00 | 0.00 | −0.01 | −0.02 |
| | (0.01) | (0.01) | (0.02) | (0.03) | (0.02) | (0.02) | (0.01) | (0.00) | (0.02) | (0.02) | (0.02) |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 12: Logistic Regression Results with Holmes Multiple Testing Correction on Model Effect Only

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| (Intercept) | $9.23^{***}$ | $-9.29^{***}$ | $-3.57^{***}$ | $-0.29^{*}$ | $-3.60^{***}$ | $-0.71^{***}$ | $-8.06^{***}$ | $-31.99$ | $-3.61^{***}$ | $-3.60^{***}$ | $-2.30^{***}$ |
| | (1.27) | (0.90) | (0.27) | (0.14) | (0.31) | (0.19) | (0.92) | (76.01) | (0.28) | (0.27) | (0.22) |
| ModelM2 | 1.28 | 0.42 | $0.94^{***}$ | 0.09 | $0.75^{***}$ | 0.28 | 0.92 | 27.54 | $1.68^{***}$ | $1.70^{***}$ | 0.22 |
| | (0.64) | (0.35) | (0.18) | (0.12) | (0.18) | (0.13) | (0.35) | (76.01) | (0.20) | (0.19) | (0.15) |
| PersonaP2 | $-0.00$ | $1.06^{*}$ | $0.44^{*}$ | 0.14 | $0.61^{**}$ | 0.12 | 0.00 | $-1.11$ | $-0.31$ | 0.38 | $0.53^{**}$ |
| | (0.73) | (0.43) | (0.22) | (0.14) | (0.21) | (0.16) | (0.41) | (1.16) | (0.22) | (0.20) | (0.18) |
| PersonaP3 | 0.28 | 0.39 | $0.62^{**}$ | $-0.05$ | $-0.13$ | $-0.30$ | $-0.17$ | 0.30 | 0.02 | $-0.16$ | $-0.16$ |
| | (0.75) | (0.45) | (0.22) | (0.14) | (0.23) | (0.16) | (0.42) | (0.77) | (0.21) | (0.21) | (0.19) |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 13: Logistic Regression Results with Holmes Multiple Testing Correction on Persona Effect (P2 = Survey Design Expert) Only

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| (Intercept) | $9.23^{***}$ | $-9.29^{***}$ | $-3.57^{***}$ | $-0.29^{*}$ | $-3.60^{***}$ | $-0.71^{***}$ | $-8.06^{***}$ | $-31.99$ | $-3.61^{***}$ | $-3.60^{***}$ | $-2.30^{***}$ |
| | (1.27) | (0.90) | (0.27) | (0.14) | (0.31) | (0.19) | (0.92) | (76.01) | (0.28) | (0.27) | (0.22) |
| ModelM2 | $1.28^{*}$ | 0.42 | $0.94^{***}$ | 0.09 | $0.75^{***}$ | $0.28^{*}$ | $0.92^{**}$ | 27.54 | $1.68^{***}$ | $1.70^{***}$ | 0.22 |
| | (0.64) | (0.35) | (0.18) | (0.12) | (0.18) | (0.13) | (0.35) | (76.01) | (0.20) | (0.19) | (0.15) |
| PersonaP2 | $-0.00$ | 1.06 | 0.44 | 0.14 | $0.61^{*}$ | 0.12 | 0.00 | $-1.11$ | $-0.31$ | 0.38 | $0.53^{*}$ |
| | (0.73) | (0.43) | (0.22) | (0.14) | (0.21) | (0.16) | (0.41) | (1.16) | (0.22) | (0.20) | (0.18) |
| PersonaP3 | 0.28 | 0.39 | $0.62^{**}$ | $-0.05$ | $-0.13$ | $-0.30$ | $-0.17$ | 0.30 | 0.02 | $-0.16$ | $-0.16$ |
| | (0.75) | (0.45) | (0.22) | (0.14) | (0.23) | (0.16) | (0.42) | (0.77) | (0.21) | (0.21) | (0.19) |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 14: Logistic Regression Results with Holmes Multiple Testing Correction on Persona Effect (P3 = Linguist) Only

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| (Intercept) | $9.23^{***}$ | $-9.29^{***}$ | $-3.57^{***}$ | $-0.29^{*}$ | $-3.60^{***}$ | $-0.71^{***}$ | $-8.06^{***}$ | $-31.99$ | $-3.61^{***}$ | $-3.60^{***}$ | $-2.30^{***}$ |
| | (1.27) | (0.90) | (0.27) | (0.14) | (0.31) | (0.19) | (0.92) | (76.01) | (0.28) | (0.27) | (0.22) |
| ModelM2 | $1.28^{*}$ | 0.42 | $0.94^{***}$ | 0.09 | $0.75^{***}$ | $0.28^{*}$ | $0.92^{**}$ | 27.54 | $1.68^{***}$ | $1.70^{***}$ | 0.22 |
| | (0.64) | (0.35) | (0.18) | (0.12) | (0.18) | (0.13) | (0.35) | (76.01) | (0.20) | (0.19) | (0.15) |
| PersonaP2 | $-0.00$ | $1.06^{*}$ | $0.44^{*}$ | 0.14 | $0.61^{**}$ | 0.12 | 0.00 | $-1.11$ | $-0.31$ | 0.38 | $0.53^{**}$ |
| | (0.73) | (0.43) | (0.22) | (0.14) | (0.21) | (0.16) | (0.41) | (1.16) | (0.22) | (0.20) | (0.18) |
| PersonaP3 | 0.28 | 0.39 | $0.62^{*}$ | $-0.05$ | $-0.13$ | $-0.30$ | $-0.17$ | 0.30 | 0.02 | $-0.16$ | $-0.16$ |
| | (0.75) | (0.45) | (0.22) | (0.14) | (0.23) | (0.16) | (0.42) | (0.77) | (0.21) | (0.21) | (0.19) |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table 15: Logistic Multilevel Regression Results for Codes 1 to 11

| | Code 1 | Code 2 | Code 3 | Code 4 | Code 5 | Code 6 | Code 7 | Code 8 | Code 9 | Code 10 | Code 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| (Intercept) | $9.23^{***}$ | $-9.29^{***}$ | $-3.57^{***}$ | $-0.29^{*}$ | $-3.60^{***}$ | $-0.71^{***}$ | $-8.06^{***}$ | $-31.99$ | $-3.61^{***}$ | $-3.60^{***}$ | $-2.30^{***}$ |
| | (1.27) | (0.90) | (0.27) | (0.14) | (0.31) | (0.19) | (0.92) | (76.01) | (0.28) | (0.27) | (0.22) |
| ModelM2 | $1.28^{*}$ | 0.42 | $0.94^{***}$ | 0.09 | $0.75^{***}$ | $0.28^{*}$ | $0.92^{**}$ | 27.54 | $1.68^{***}$ | $1.70^{***}$ | 0.22 |
| | (0.64) | (0.35) | (0.18) | (0.12) | (0.18) | (0.13) | (0.35) | (76.01) | (0.20) | (0.19) | (0.15) |
| PersonaP2 | $-0.00$ | $1.06^{*}$ | $0.44^{*}$ | 0.14 | $0.61^{**}$ | 0.12 | 0.00 | $-1.11$ | $-0.31$ | 0.38 | $0.53^{**}$ |
| | (0.73) | (0.43) | (0.22) | (0.14) | (0.21) | (0.16) | (0.41) | (1.16) | (0.22) | (0.20) | (0.18) |
| PersonaP3 | 0.28 | 0.39 | $0.62^{**}$ | $-0.05$ | $-0.13$ | $-0.30$ | $-0.17$ | 0.30 | 0.02 | $-0.16$ | $-0.16$ |
| | (0.75) | (0.45) | (0.22) | (0.14) | (0.23) | (0.16) | (0.42) | (0.77) | (0.21) | (0.21) | (0.19) |
| AIC | 154.37 | 410.39 | 1068.72 | 2021.76 | 1061.31 | 1721.41 | 414.36 | 97.28 | 1065.69 | 1130.48 | 1420.38 |
| BIC | 181.17 | 437.18 | 1095.52 | 2048.56 | 1088.11 | 1748.20 | 441.16 | 124.08 | 1092.49 | 1157.27 | 1447.17 |
| Log Likelihood | $-72.19$ | $-200.19$ | $-529.36$ | $-1005.88$ | $-525.66$ | $-855.70$ | $-202.18$ | $-43.64$ | $-527.85$ | $-560.24$ | $-705.19$ |
| Num. obs. | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 | 1571 |
| Num. groups: Question | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 | 262 |
| Var: Question (Intercept) | 49.30 | 45.48 | 2.12 | 1.65 | 3.74 | 5.03 | 26.33 | 0.00 | 2.57 | 2.27 | 3.20 |

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$