

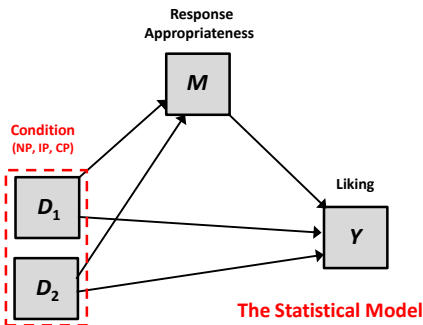
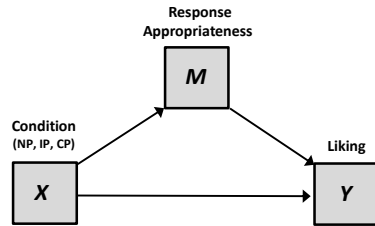
Mediation, Moderation, and Conditional Process Analysis

Andrew Hayes, Ph.D.

Upcoming Seminar:
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Mediation analysis with a multicategorical independent variable

The Conceptual Model



The Statistical Model

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Expert Tutorial

Statistical mediation analysis with a multicategorical independent variable

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Virtually all discussions and applications of statistical mediation analysis have been based on the condition that the independent variable is dichotomous or continuous, even though investigators frequently are interested in testing mediation hypotheses involving a multicategorical independent variable (such as two or more experimental conditions relative to a control group). We provide a tutorial illustrating an approach to estimation of and inference about direct, indirect, and total effects in statistical mediation analysis with a multicategorical independent variable. The approach is mathematically equivalent to analysis of (co)variance and reproduces the observed and adjusted group means while also generating effects having simple interpretations. Supplementary material available online includes extensions to this approach and Mplus, SPSS, and SAS code that implements it.

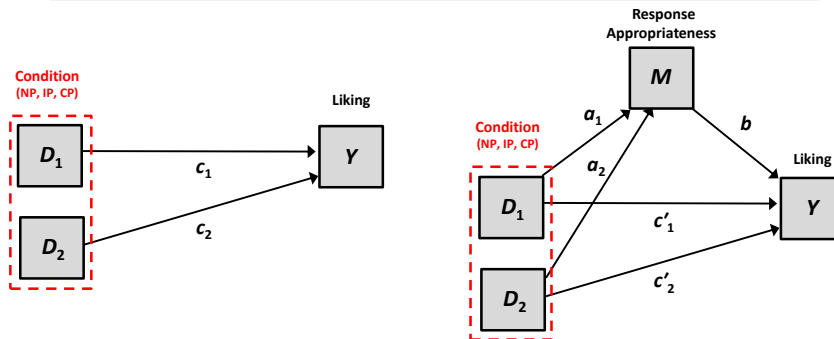
1. Introduction

Statistical mediation analysis is commonplace in psychological science (see, for example, Hayes & Schkade, 2013). This may be because the concept of mediation gets to the heart of why social scientists become scientists in the first place – because they are curious and want to understand how things work. Establishing that independent variable *X* influences dependent variable *Y* while being able to describe and quantify the mechanism responsible for that effect is a lofty scientific accomplishment. Though hard to achieve convincingly (Bullock, Green, & Ha, 2010), documenting the process by which an effect operates is an important scientific goal.

The simple mediation model, the focus of this paper, is diagrammed in Figure 1(b). This model reflects a causal sequence in which *X* affects *Y* indirectly through mediator variable *M*. In this model, *X* is postulated to affect *M*, and this effect then propagates causally to *Y*. This indirect effect represents the mechanism by which *X* transmits its effect on *Y*. According to this model, *X* can also affect *Y* directly – the direct effect of *X* – independent of *X*'s influence on *M*. Examples of such a model are found in abundance in psychological science (see Bearden, Feinberg, Feinstein, & Cohen, 2012; Johnson & Fulia, 2012). The literature on statistical mediation analysis focuses predominantly on models with a dichotomous or continuous independent variable, for this is a requirement of the

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(Relative) total, direct, and indirect effects



c_1 and c_2 : Relative total effects of experimental condition on liking

c'_1 and c'_2 : Relative direct effects of experimental condition on liking

a_1b and a_2b : Relative indirect effects of condition on liking through perceived response appropriateness.

$$c_1 = c'_1 + a_1b; \text{ therefore, } a_1b = c_1 - c'_1$$

$$c_2 = c'_2 + a_2b; \text{ therefore, } a_2b = c_2 - c'_2$$

The relative total effects partition perfectly into relative direct and relative indirect effects. The relative indirect effects are the relative total effects minus the relative direct effects.

Coding the groups

We'll use dummy codes setting the no protest condition to the reference group. Condition (variable name COND) is coded 0 (no protest condition), 1 (individual protest condition), and 2 (collective protest condition).

| Condition | D_1 | D_2 |
|-------------------|-------|-------|
| No protest | 0 | 0 |
| Individual | 1 | 0 |
| Collective | 0 | 1 |

```
compute d1 = (cond=1).
compute d2 = (cond=2).
execute.
```

```
data protest;set protest;
d1 = (cond=1);
d2 = (cond=2);
if (cond=.) then d1=.;
if (cond=.) then d2=.;
run;
```

So effects for D_1 will compare individual protest to no protest, and effects for D_2 will compare collective protest to no protest.

The total effect of experimental condition on liking (c paths)

```
regression/dep = liking/method = enter d1 d2.
```

```
proc reg data=protest;model liking=d1 d2;run;
```

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .215 ^a | .046 | .031 | 1.03324 |

a. Predictors: (Constant), d2, d1

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 6.523 | 2 | 3.262 | 3.055 | .051 ^b |
| | Residual | 134.515 | 126 | 1.068 | | |
| | Total | 141.039 | 128 | | | |

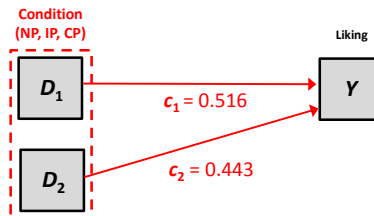
a. Dependent Variable: LIKING: liking of the target

b. Predictors: (Constant), d2, d1

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.310 | .161 | | 32.908 | .000 |
| | d1 | .516 | .226 | .233 | 2.287 | .024 |
| | d2 | .443 | .223 | .202 | 1.986 | .049 |

a. Dependent Variable: LIKING: liking of the target

We did this already!



Relative total effects

Relative to those told she did not protest, those told she individually protested liked her more on average ($c_1 = 0.516$, $p = .024$). Relative to those told she did not protest, those told she collectively protested also liked her more on average ($c_2 = 0.443$, $p = .049$).

The effect of experimental condition on perceived response appropriateness (a paths)

regression/dep = respappr/method = enter d1 d2.

proc reg data=protest;model respappr=d1 d2;run;

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .511 ^a | .261 | .249 | 1.16829 |

a. Predictors: (Constant), d2, d1

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 60.653 | 2 | 30.327 | 22.219 | .000 ^b |
| | Residual | 171.977 | 126 | 1.365 | | |
| | Total | 232.631 | 128 | | | |

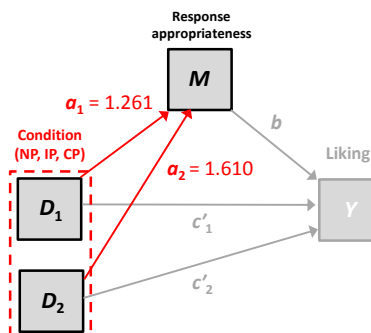
a. Dependent Variable: RESPAPPR: appropriateness of response

b. Predictors: (Constant), d2, d1

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--|--------|------|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 3.884 | .182 | | | 21.288 | .000 |
| | d1 | 1.261 | .255 | .443 | | 4.946 | .000 |
| | d2 | 1.610 | .252 | .572 | | 6.384 | .000 |

a. Dependent Variable: RESPAPPR: appropriateness of response



Relative to those told she did not protest, those told she individually protested felt her response was more appropriate on average ($a_1 = 1.261, p < .001$). Relative to those told she did not protest, those told she collectively protested felt her response was more appropriate on average ($a_2 = 1.610, p < .001$).

The direct effect of condition on liking (c' paths)

along with the effect of response appropriateness on liking (b path)

regression/dep = liking/method = enter respappr d1 d2.

proc reg data=protest;model liking=respappr d1 d2;run;

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .503 ^a | .253 | .235 | 91798 |

a. Predictors: (Constant), d2, RESPAPPR: appropriateness of response, d1

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 35.703 | 3 | 11.901 | 14.123 | .000 ^b |
| | Residual | 105.336 | 125 | .843 | | |
| | Total | 141.039 | 128 | | | |

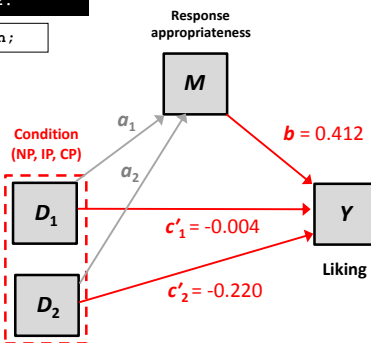
a. Dependent Variable: LIKING: liking of the target

b. Predictors: (Constant), d2, RESPAPPR: appropriateness of response, d1

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|-------|---------------------------------------|-----------------------------|------------|---------------------------|--|--------|------|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 3.710 | .307 | | | 12.071 | .000 |
| | RESPAPPR: appropriateness of response | .412 | .070 | .529 | | 5.884 | .000 |
| | d1 | -.004 | .219 | -.002 | | -.017 | .987 |
| | d2 | -.220 | .228 | -.100 | | -.966 | .336 |

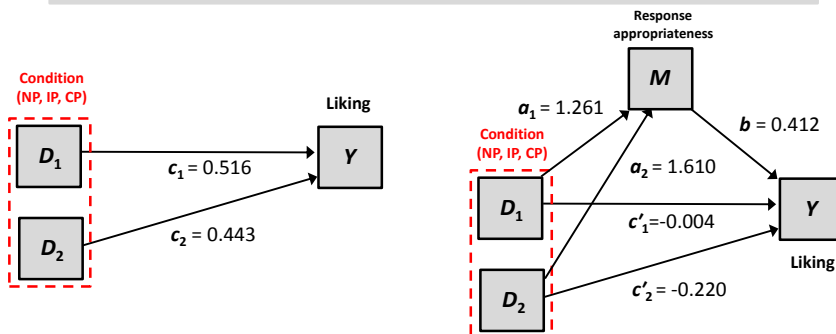
a. Dependent Variable: LIKING: liking of the target



Relative direct effects

Controlling for perceived responses appropriateness, those told she individually protested did not like her any more, on average, than those told she did not protest ($c'_1 = -0.004, p = .987$). And those told she collectively protested did not like her any more, on average, than those told she did not protest ($c'_2 = -0.220, p = .336$). Holding condition constant, those who perceived her behavior as relatively more appropriate likely her relatively more ($b = 0.412$).

(Relative) total, direct, and indirect effects



c_1 and c_2 : Relative total effects of condition on liking ($c_1 = 0.516$, $c_2 = 0.443$).

c'_1 and c'_2 : Relative direct effects of condition on liking ($c'_1 = -0.004$, $c'_2 = -0.220$).

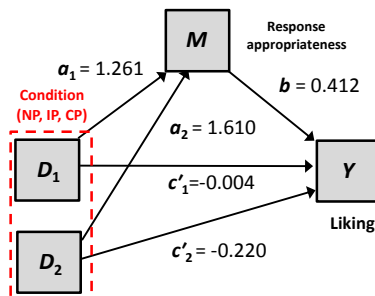
a_1b and a_2b : Relative indirect effects of condition on liking through perceived response appropriateness
 $a_1b = 1.261(0.412) = 0.520$, $a_2b = 1.610(0.412) = 0.663$

$$c_1 = c'_1 + a_1b: 0.516 = -0.004 + 1.261(0.412) = -0.004 + 0.520$$

$$c_2 = c'_2 + a_2b: 0.443 = -0.220 + 1.610(0.412) = -0.220 + 0.663$$

The relative total effects partition perfectly into relative direct and relative indirect effects. The relative indirect effects are the relative total effects minus the relative direct effects.

Relative indirect effects



a_1b and a_2b : Relative indirect effects of condition on liking through perceived response appropriateness, $a_1b = 1.261(0.412) = 0.520$, $a_2b = 1.610(0.412) = 0.663$

The relative indirect effects quantify group differences in Y that result from the effect of X on M which in turn affects Y. Inference is best based on a bootstrap confidence interval. More on this soon.

Relative total, direct, and indirect effects

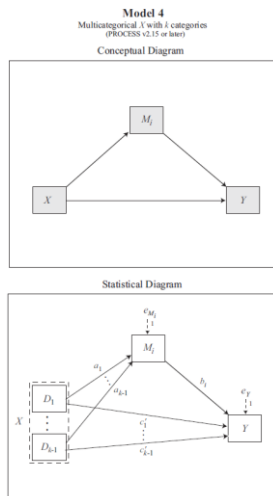
| | Perceived Response Appropriateness (M) | | Liking (Y) | | |
|-----------------------------|----------------------------------------|-------|------------|-------|-------------|
| | M | SD | Y | SD | \bar{Y}^* |
| No protest (n = 41) | 3.884 | 1.457 | 5.310 | 1.302 | 5.715 |
| Individual protest (n = 43) | 5.145 | 1.075 | 5.826 | 0.819 | 5.711 |
| Collective protest (n = 45) | 5.494 | 0.936 | 5.753 | 0.936 | 5.495 |
| All groups combined | 4.866 | 1.348 | 5.637 | 1.050 | 5.637 |

\bar{Y}^* = adjusted mean, adjusted to the sample mean of perceived response appropriateness.

$$c_1 = c'_1 + a_1 b: 0.516 = -0.004 + 1.261(0.412) = -0.004 + 0.520$$

$$c_2 = c'_2 + a_2 b: 0.443 = -0.220 + 1.610(0.412) = -0.220 + 0.663$$

Estimation using PROCESS



New to version 2.15, PROCESS has an option in model 4 for specifying X as a multicategorical variable with up to 9 categories. Four options are available for coding the groups.

“MCX=1” tells PROCESS that the focal predictor X is a multicategorical variable and to use dummy coding to represent the groups. Other coding options are available. *See the documentation addendum in your course files.*

| MCX | Coding system |
|-----|-------------------------------------------|
| 1 | Simple dummy coding |
| 2 | Sequential (“adjacent categories”) coding |
| 3 | Helmert coding |
| 4 | Effect coding |

```
process vars=liking respappr cond/y=liking/m=respappr/x=cond/model=4/mcx=1/total=1/boot=10000.
```

```
%process (data=protest,vars=liking respappr cond,y=liking,m=respappr,x=cond,model=4,mcx=1,total=1,boot=10000);
```

PROCESS output

Model = 4
 Y = liking
 X = cond
 M = respappr

Sample size
 129

Coding of categorical X variable for analysis:

| cond | D1 | D2 |
|------|------|------|
| .00 | .00 | .00 |
| 1.00 | 1.00 | .00 |
| 2.00 | .00 | 1.00 |

D1 codes individual protest, D2 codes collective protest.
 No protest is the reference group. (The group with the numerically smallest value on the categorical variable is always the reference)

Outcome: respappr

$$\hat{M} = 3.884 + 1.261D_1 + 1.610D_2$$

| Model Summary | R | R-sq | MSE | F | df1 | df2 | p |
|---------------|-------|-------|--------|---------|--------|----------|-------|
| | .5106 | .2607 | 1.3649 | 22.2190 | 2.0000 | 126.0000 | .0000 |

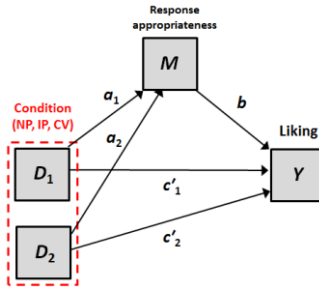
| Model | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|--------|--------|
| Constant | 3.8841 | .1825 | 21.2881 | .0000 | 3.5231 | 4.2452 |
| D1 | 1.2612 | .2550 | 4.9456 | .0000 | .7565 | 1.7659 |
| D2 | 1.6103 | .2522 | 6.3842 | .0000 | 1.1111 | 2.1095 |

Outcome: liking

$$\hat{Y} = 3.710 - 0.004D_1 - 0.220D_2 + 0.412M$$

| Model Summary | R | R-sq | MSE | F | df1 | df2 | p |
|---------------|-------|-------|-------|---------|--------|----------|-------|
| | .5031 | .2531 | .8427 | 14.1225 | 3.0000 | 125.0000 | .0000 |

| Model | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|--------|--------|
| Constant | 3.7103 | .3074 | 12.0711 | .0000 | 3.1020 | 4.3187 |
| respappr | .4119 | .0700 | 5.8844 | .0000 | .2734 | .5504 |
| D1 | -.0037 | .2190 | -.0169 | .9865 | -.4371 | .4297 |
| D2 | -.2202 | .2280 | -.9658 | .3360 | -.6715 | .2310 |



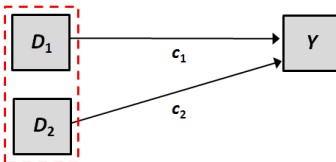
a₁ path
 a₂ path

b path
 c'₁ path
 c'₂ path

Output P

PROCESS output

Condition
 (NP, IP, CP)



***** TOTAL EFFECT MODEL *****
 Outcome: liking

| Model Summary | R | R-sq | MSE | F | df1 | df2 | p |
|---------------|-------|-------|--------|--------|--------|----------|-------|
| | .2151 | .0463 | 1.0676 | 3.0552 | 2.0000 | 126.0000 | .0506 |

| Model | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|--------|--------|
| Constant | 5.3102 | .1614 | 32.9083 | .0000 | 4.9909 | 5.6296 |
| D1 | .5158 | .2255 | 2.2870 | .0239 | .0695 | .9621 |
| D2 | .4431 | .2231 | 1.9863 | .0492 | .0016 | .8845 |

$$\hat{Y} = 5.310 + 0.516D_1 + 0.443D_2$$

c₁ path
 c₂ path

Output P

PROCESS output

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****

Relative total effects of X of Y

| | coeff | se | t | p | LLCI | ULCI |
|----|-------|-------|--------|-------|-------|-------|
| D1 | .5158 | .2255 | 2.2870 | .0239 | .0695 | .9621 |
| D2 | .4431 | .2231 | 1.9863 | .0492 | .0016 | .8845 |

Omnibus test of total effect of X on Y

| | R-sq | F | df1 | df2 | p |
|--|-------|--------|--------|----------|-------|
| | .0463 | 3.0552 | 2.0000 | 126.0000 | .0506 |

Relative direct effects of X on Y

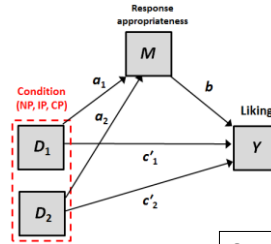
| | coeff | se | t | p | LLCI | ULCI |
|----|--------|-------|--------|-------|--------|-------|
| D1 | -.0037 | .2190 | -.0169 | .9865 | -.4371 | .4297 |
| D2 | -.2202 | .2280 | -.9658 | .3360 | -.6715 | .2310 |

Omnibus test of direct effect of X on Y

| | R-sq | F | df1 | df2 | p |
|--|-------|-------|--------|----------|-------|
| | .0087 | .7286 | 2.0000 | 125.0000 | .4846 |

Relative indirect effect(s) of X on Y through:
respappr

| | Effect | SE(boot) | LLCI | ULCI |
|---------|--------|----------|-------|--------|
| D1 | .5195 | .1490 | .2728 | .8564 |
| D2 | .6633 | .1633 | .3792 | 1.0271 |
| Omnibus | .1026 | .0349 | .0472 | .1820 |



Output P

Indirect effect a_1b with bootstrap confidence interval

Indirect effect a_2b with bootstrap confidence interval

Those told she individually protested liked her more than those told she did not protest because protesting was perceived as more appropriate than not, which in turn enhanced liking (point estimate = 0.520, 95% CI: 0.273 to 0.856). There is no direct effect of individually protesting on liking. Those told she collectively protested liked her more than those told she did not protest because protesting was perceived as more appropriate than not, which in turn enhanced liking (point estimate= 0.663, 95% CI: 0.379 to 1.027). There is no direct effect of collectively protesting on liking.

Omnibus inference

PROCESS gives us tests of the $k-1$ relative total effects. It also provides a test of equality of the k group means on Y ---the "omnibus" total effect. This is equivalent to a single-factor ANOVA.

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****

Relative total effects of X of Y

| | coeff | se | t | p | LLCI | ULCI |
|----|-------|-------|--------|-------|-------|-------|
| D1 | .5158 | .2255 | 2.2870 | .0239 | .0695 | .9621 |
| D2 | .4431 | .2231 | 1.9863 | .0492 | .0016 | .8845 |

Omnibus test of total effect of X on Y

| | R-sq | F | df1 | df2 | p |
|--|-------|--------|--------|----------|-------|
| | .0463 | 3.0552 | 2.0000 | 126.0000 | .0506 |

Relative direct effects of X on Y

| | coeff | se | t | p | LLCI | ULCI |
|----|--------|-------|--------|-------|--------|-------|
| D1 | -.0037 | .2190 | -.0169 | .9865 | -.4371 | .4297 |
| D2 | -.2202 | .2280 | -.9658 | .3360 | -.6715 | .2310 |

Omnibus test of direct effect of X on Y

| | R-sq | F | df1 | df2 | p |
|--|-------|-------|--------|----------|-------|
| | .0087 | .7286 | 2.0000 | 125.0000 | .4846 |

Relative indirect effect(s) of X on Y through:
respappr

| | Effect | SE(boot) | LLCI | ULCI |
|---------|--------|----------|-------|--------|
| D1 | .5195 | .1490 | .2728 | .8564 |
| D2 | .6633 | .1633 | .3792 | 1.0271 |
| Omnibus | .1026 | .0349 | .0472 | .1820 |

Output P

Test of the "omnibus" total effect.

The three conditions differ on average in liking of the attorney, $F(2,126) = 3.055$, $p = .051$.