*Table 1 Mean Estimates of Perceived Effects on Self, Other Males and Other Females*

|  |  |
| --- | --- |
|  | Comparison Groups |
| Samples | N | Self | Other males | Other females |
| All | 574 | 3.73(1.58) | 4.25(1.54) | 4.17(1.56) |
| Males | 355 | 3.81(1.53) | 3.99(1.54) | 4.43(1.52) |
| Females | 219 | 3.59(1.64) | 4.67(1.44) | 3.75(1.54) |

*Note*: Figures in parentheses are standard deviations. Numbers under N are sample sizes, and the rest are mean scores of perceived effects for each group.

*Table 2 Hierarchical Regression Analysis Predicting Third-Person Effect in Gender*

|  |  |
| --- | --- |
|  | Regression (*B*) |
| Independent variables |  |
| Block 1: Demographics and Control variables |  |
| Age | -.02 |
| Education | -.01 |
| Paternalism | .11\*\* |
| Internet Self-efficacy  | .21\*\* |
| Adjusted *R2* | .11 |
| Block 2:  |  |
| Gender | .13\*\*\* |
| Self -reported real exposure | -.17\*\* |
| Perceived exposure of same gender | .01 |
| Perceived exposure of opposite gender | .39\*\*\* |
| Incremental adjusted *R2* | .10 |
| Total adjusted *R2* | .21 |

*p*< .1. \**p*< .05, \*\**p*< .01. \*\*\**p*< .001

*Table 3 Mean Estimates of Perceived Positive Effects on Self, Other Males and Other Females*

|  |  |
| --- | --- |
|  | Comparison Groups |
| Samples | N | Self | Other males | Other Females |
| All | 574 | 4.42(1.65) | 4.03(1.52) | 4.35 (1.50) |
| Males | 355 | 4.47(1.68) | 4.33(1.48) | 4.49(1.54) |
| Females | 219 | 4.35(1.61) | 3.53(1.45) | 4.14(1.40) |

*Note*: Figures in parentheses are standard deviations. Numbers under N are sample sizes,

and the rest are mean scores of perceived effects for each group.