**Online Appendix**

**Mediation analysis for Study 1**

To investigate Hypothesis 3 in more detail we ran a mixed effects regression model with random intercept. Table S1 below presents the results. For testing mediation we used the Baron and Kenny (1986) approach. Model 1 displays the effect of the positive news condition. It indicates that following positive news coverage respondents are more motivated to act towards serving a public cause compared to the negative condition, which is the reference category. In model 2 we regress the positive news condition variable on the potential mediator, i.e. affect. Results show a positive significant coefficient. Hence, in a final step we include the affect variable in the original model. As shown in model 3 below the significance of the positive news condition variable vanishes while the affect variable remains weakly significant. Taken together these results point towards a weak mediation effect, i.e. affect mediates the relation between exposure to positive news and motivation to act for a good cause.

**Mediation analysis Study 1**

**Table S1.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | (1) | (2) | (3) |
|  | Motivation to act | Affect | Motivation to act |
|  |  |  |  |
| Pos. News Condition | 0.154\*\* | 2.124\*\*\* | -0.00258 |
|  | (0.0662) | (0.0847) | (0.110) |
| Affect |  |  | 0.0723\* |
|  |  |  | (0.0410) |
| Constant | 4.834\*\*\* | 2.321\*\*\* | 4.670\*\*\* |
|  | (0.0765) | (0.0599) | (0.122) |
|  |  |  |  |
| Observations | 516 | 512 | 512 |
| Number of groups | 258 | 257 | 257 |

Notes: mixed effects model; positive news condition =1 for positive news, and negative news =0. Standard errors in parentheses. \*\*\* p<0.01, \*\* p<0.05, \* p<0.1