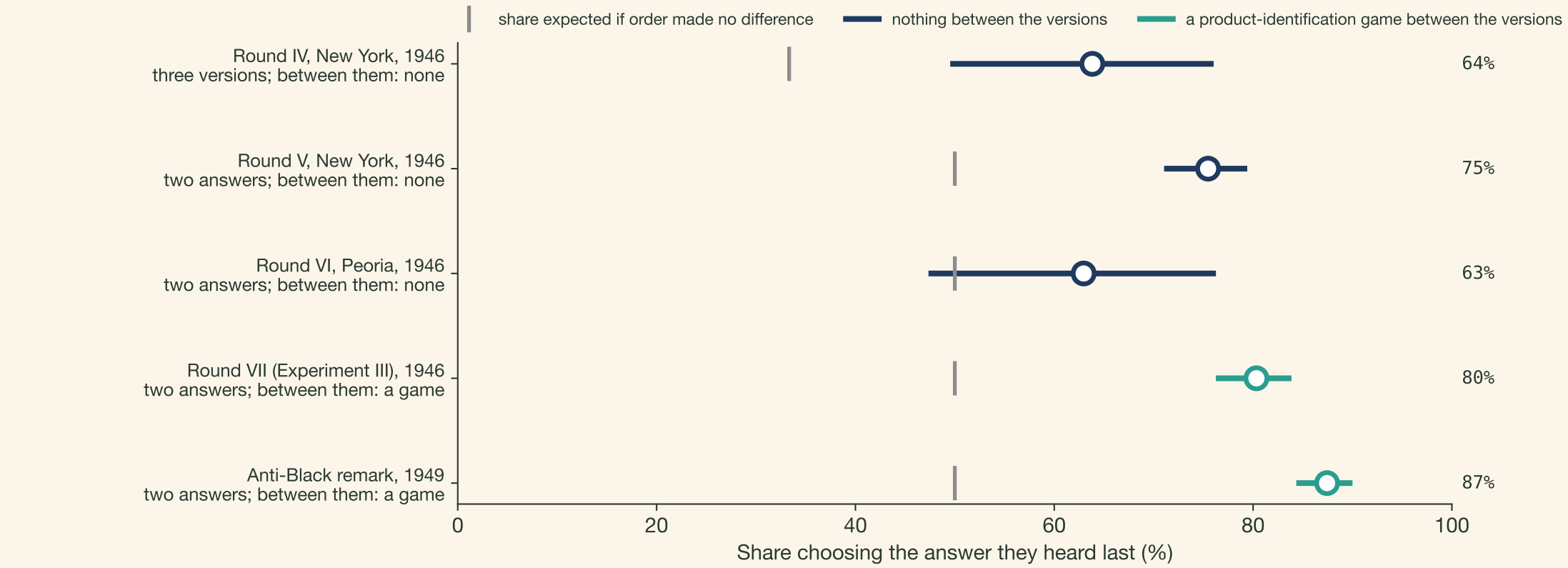


Most audiences chose whichever answer they heard last, and more so when a game separated the two

For two answers otherwise equal in tone and argument. In Round IV each audience heard three versions, so a third would choose the last by chance.



Two-answer rounds: estimated from the position term of a logistic model with tone and argument held even. Round IV: the raw share (30 of 47 interviewees), with tone and argument rotated across audiences. Bars: 95% intervals.

Re-analysis: Ron Levi and Sol Goldberg, University of Toronto (2026). Sources: Selltitz et al. (1950), Tables 4, 5, 7, 8; Harding, Citron & King (1953), Table 8.