

Multimedia Appendix 3. Posthoc tests.

Bonferroni Multiple Comparisons - Uploaders and Speakers

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Uploader_Dr	Misinfo	No Info	-0.035	0.025	0.491	-0.10	0.03
		Info	-.098*	0.026	0.000	-0.16	-0.04
	No Info	Misinfo	0.035	0.025	0.491	-0.03	0.10
		Info	-.063*	0.021	0.007	-0.11	-0.01
	Info	Misinfo	.098*	0.026	0.000	0.04	0.16
		No Info	.063*	0.021	0.007	0.01	0.11
Uploader_Other Medical Staff	Misinfo	No Info	0.001	0.016	1.000	-0.04	0.04
		Info	-.043	0.017	0.030	-0.08	0.00
	No Info	Misinfo	-0.001	0.016	1.000	-0.04	0.04
		Info	-.044*	0.013	0.003	-0.08	-0.01
	Info	Misinfo	.043	0.017	0.030	0.00	0.08
		No Info	.044*	0.013	0.003	0.01	0.08
Uploader_Association	Misinfo	No Info	-.089	0.036	0.044	-0.18	0.00
		Info	-.122*	0.037	0.003	-0.21	-0.03
	No Info	Misinfo	.089	0.036	0.044	0.00	0.18
		Info	-0.034	0.030	0.782	-0.11	0.04
	Info	Misinfo	.122*	0.037	0.003	0.03	0.21
		No Info	0.034	0.030	0.782	-0.04	0.11
Uploader_Citizen	Misinfo	No Info	.177*	0.048	0.001	0.06	0.29
		Info	.181*	0.050	0.001	0.06	0.30
	No Info	Misinfo	-.177*	0.048	0.001	-0.29	-0.06
		Info	0.004	0.040	1.000	-0.09	0.10
	Info	Misinfo	-.181*	0.050	0.001	-0.30	-0.06
		No Info	-0.004	0.040	1.000	-0.10	0.09
Uploader_Media	Misinfo	No Info	-0.055	0.047	0.743	-0.17	0.06
		Info	0.101	0.048	0.111	-0.01	0.22
	No Info	Misinfo	0.055	0.047	0.743	-0.06	0.17
		Info	.156*	0.039	0.000	0.06	0.25
	Info	Misinfo	-0.101	0.048	0.111	-0.22	0.01
		No Info	-.156*	0.039	0.000	-0.25	-0.06
Uploader_Religion	Misinfo	No Info	.115*	0.036	0.004	0.03	0.20
		Info	.180*	0.037	0.000	0.09	0.27

	No Info	Misinfo	-.115*	0.036	0.004	-0.20	-0.03
		Info	0.065	0.029	0.083	-0.01	0.14
	Info	Misinfo	-.180*	0.037	0.000	-0.27	-0.09
		No Info	-0.065	0.029	0.083	-0.14	0.01
Uploader_Edu	Misinfo	No Info	0.021	0.021	0.943	-0.03	0.07
		Info	-0.049	0.022	0.073	-0.10	0.00
	No Info	Misinfo	-0.021	0.021	0.943	-0.07	0.03
		Info	-.070*	0.017	0.000	-0.11	-0.03
	Info	Misinfo	0.049	0.022	0.073	0.00	0.10
		No Info	.070*	0.017	0.000	0.03	0.11
Speaker_Dr	Misinfo	No Info	.172*	0.053	0.004	0.04	0.30
		Info	0.077	0.054	0.472	-0.05	0.21
	No Info	Misinfo	-.172*	0.053	0.004	-0.30	-0.04
		Info	-0.095	0.044	0.088	-0.20	0.01
	Info	Misinfo	-0.077	0.054	0.472	-0.21	0.05
		No Info	0.095	0.044	0.088	-0.01	0.20
Speaker_Other Medical Staff	Misinfo	No Info	0.014	0.029	1.000	-0.06	0.08
		Info	-0.064	0.030	0.105	-0.14	0.01
	No Info	Misinfo	-0.014	0.029	1.000	-0.08	0.06
		Info	-.077*	0.024	0.004	-0.14	-0.02
	Info	Misinfo	0.064	0.030	0.105	-0.01	0.14
		No Info	.077*	0.024	0.004	0.02	0.14
Speaker_Other Patient	Misinfo	No Info	-.136*	0.038	0.001	-0.23	-0.04
		Info	-0.031	0.039	1.000	-0.12	0.06
	No Info	Misinfo	.136*	0.038	0.001	0.04	0.23
		Info	.105*	0.031	0.003	0.03	0.18
	Info	Misinfo	0.031	0.039	1.000	-0.06	0.12
		No Info	-.105*	0.031	0.003	-0.18	-0.03
Speaker_Association	Misinfo	No Info	0.045	0.048	1.000	-0.07	0.16
		Info	-0.102	0.049	0.118	-0.22	0.02
	No Info	Misinfo	-0.045	0.048	1.000	-0.16	0.07
		Info	-.147*	0.040	0.001	-0.24	-0.05
	Info	Misinfo	0.102	0.049	0.118	-0.02	0.22
		No Info	.147*	0.040	0.001	0.05	0.24
Speaker_Citizen	Misinfo	No Info	.158*	0.053	0.010	0.03	0.29
		Info	.178*	0.055	0.004	0.05	0.31
	No Info	Misinfo	-.158*	0.053	0.010	-0.29	-0.03
		Info	0.021	0.044	1.000	-0.08	0.13
	Info	Misinfo	-.178*	0.055	0.004	-0.31	-0.05
		No Info	-0.021	0.044	1.000	-0.13	0.08

Speaker_Government	Misinfo	No Info	.219*	0.047	0.000	0.11	0.33
		Info	.235*	0.048	0.000	0.12	0.35
	No Info	Misinfo	-.219*	0.047	0.000	-0.33	-0.11
		Info	0.016	0.039	1.000	-0.08	0.11
	Info	Misinfo	-.235*	0.048	0.000	-0.35	-0.12
		No Info	-0.016	0.039	1.000	-0.11	0.08
Speaker_Media	Misinfo	No Info	0.052	0.050	0.892	-0.07	0.17
		Info	.178*	0.051	0.002	0.06	0.30
	No Info	Misinfo	-0.052	0.050	0.892	-0.17	0.07
		Info	.126*	0.041	0.006	0.03	0.22
	Info	Misinfo	-.178*	0.051	0.002	-0.30	-0.06
		No Info	-.126*	0.041	0.006	-0.22	-0.03
Speaker_Religion	Misinfo	No Info	.171*	0.041	0.000	0.07	0.27
		Info	.221*	0.042	0.000	0.12	0.32
	No Info	Misinfo	-.171*	0.041	0.000	-0.27	-0.07
		Info	0.051	0.033	0.391	-0.03	0.13
	Info	Misinfo	-.221*	0.042	0.000	-0.32	-0.12
		No Info	-0.051	0.033	0.391	-0.13	0.03

*. The mean difference is significant at the 0.01 level.

Bonferroni Multiple Comparisons - Place

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Hospital	Misinfo	No Info	0.103	0.052	0.143	-0.02	0.23
		Info	.173*	0.053	0.004	0.04	0.30
	No Info	Misinfo	-0.103	0.052	0.143	-0.23	0.02
		Info	0.070	0.043	0.306	-0.03	0.17
	Info	Misinfo	-.173*	0.053	0.004	-0.30	-0.04
		No Info	-0.070	0.043	0.306	-0.17	0.03
Medical office	Misinfo	No Info	-0.030	0.027	0.809	-0.10	0.04
		Info	-.087*	0.028	0.006	-0.15	-0.02
	No Info	Misinfo	0.030	0.027	0.809	-0.04	0.10
		Info	-.057	0.022	0.034	-0.11	0.00
	Info	Misinfo	.087*	0.028	0.006	0.02	0.15
		No Info	.057	0.022	0.034	0.00	0.11
Other Closed	Misinfo	No Info	-0.034	0.053	1.000	-0.16	0.09
		Info	0.126	0.055	0.064	-0.01	0.26

Open	No Info	Misinfo	0.034	0.053	1.000	-0.09	0.16	
		Info	.161*	0.044	0.001	0.06	0.27	
	Info	Misinfo	-0.126	0.055	0.064	-0.26	0.01	
		No Info	-.161*	0.044	0.001	-0.27	-0.06	
	Unknown	Misinfo	No Info	-0.011	0.050	1.000	-0.13	0.11
			Info	0.117	0.051	0.068	-0.01	0.24
No Info		Misinfo	0.011	0.050	1.000	-0.11	0.13	
		Info	.128*	0.041	0.006	0.03	0.23	
Info		Misinfo	-0.117	0.051	0.068	-0.24	0.01	
		No Info	-.128*	0.041	0.006	-0.23	-0.03	
Hokkaido	Misinfo	No Info	0.034	0.038	1.000	-0.06	0.12	
		Info	-.123*	0.039	0.005	-0.22	-0.03	
	No Info	Misinfo	-0.034	0.038	1.000	-0.12	0.06	
		Info	-.156*	0.031	0.000	-0.23	-0.08	
	Info	Misinfo	.123*	0.039	0.005	0.03	0.22	
		No Info	.156*	0.031	0.000	0.08	0.23	

*. The mean difference is significant at the 0.01 level.

Bonferroni Multiple Comparisons – Location in Japan

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Hokkaido	Misinfo	No Info	0.001	0.016	1.000	-0.04	0.04
		Info	-.043	0.017	0.030	-0.08	0.00
	No Info	Misinfo	-0.001	0.016	1.000	-0.04	0.04
		Info	-.044*	0.013	0.003	-0.08	-0.01
	Info	Misinfo	.043	0.017	0.030	0.00	0.08
		No Info	.044*	0.013	0.003	0.01	0.08
Kyuushuu and Okinawa	Misinfo	No Info	-0.006	0.019	1.000	-0.05	0.04
		Info	-.064*	0.020	0.004	-0.11	-0.02
	No Info	Misinfo	0.006	0.019	1.000	-0.04	0.05
		Info	-.058*	0.016	0.001	-0.10	-0.02
	Info	Misinfo	.064*	0.020	0.004	0.02	0.11
		No Info	.058*	0.016	0.001	0.02	0.10

*. The mean difference is significant at the 0.01 level.

Bonferroni Multiple Comparisons - Countries

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Canada	Misinfo	No Info	.071*	0.022	0.003	0.02	0.12
		Info	.062	0.022	0.016	0.01	0.12
	No Info	Misinfo	-.071*	0.022	0.003	-0.12	-0.02
		Info	-0.009	0.018	1.000	-0.05	0.03
	Info	No Info	-.062	0.022	0.016	-0.12	-0.01
		No Info	0.009	0.018	1.000	-0.03	0.05
China	Misinfo	No Info	.215*	0.045	0.000	0.11	0.32
		Info	.365*	0.046	0.000	0.25	0.48
	No Info	Misinfo	-.215*	0.045	0.000	-0.32	-0.11
		Info	.150*	0.037	0.000	0.06	0.24
	Info	Misinfo	-.365*	0.046	0.000	-0.48	-0.25
		No Info	-.150*	0.037	0.000	-0.24	-0.06
India	Misinfo	No Info	.057*	0.017	0.002	0.02	0.10
		Info	0.038	0.017	0.077	0.00	0.08
	No Info	Misinfo	-.057*	0.017	0.002	-0.10	-0.02
		Info	-0.018	0.014	0.550	-0.05	0.01
	Info	Misinfo	-0.038	0.017	0.077	-0.08	0.00
		No Info	0.018	0.014	0.550	-0.01	0.05
Israel	Misinfo	No Info	.053*	0.017	0.005	0.01	0.09
		Info	.043	0.017	0.040	0.00	0.08
	No Info	Misinfo	-.053*	0.017	0.005	-0.09	-0.01
		Info	-0.010	0.014	1.000	-0.04	0.02
	Info	Misinfo	-.043	0.017	0.040	-0.08	0.00
		No Info	0.010	0.014	1.000	-0.02	0.04
UK	Misinfo	No Info	.083*	0.033	0.038	0.00	0.16
		Info	.107*	0.034	0.005	0.03	0.19
	No Info	Misinfo	-.083*	0.033	0.038	-0.16	0.00
		Info	0.024	0.027	1.000	-0.04	0.09
	Info	Misinfo	-.107*	0.034	0.005	-0.19	-0.03
		No Info	-0.024	0.027	1.000	-0.09	0.04
US	Misinfo	No Info	.147*	0.049	0.009	0.03	0.26
		Info	.226*	0.050	0.000	0.11	0.35
	No Info	Misinfo	-.147*	0.049	0.009	-0.26	-0.03
		Info	0.080	0.040	0.148	-0.02	0.18

	Info	Misinfo	-0.226*	0.050	0.000	-0.35	-0.11
		No Info	-0.080	0.040	0.148	-0.18	0.02

*. The mean difference is significant at the 0.01 level.

Bonferroni Multiple Comparisons – Organ Donation Information Quality (ODIQ)

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
ODIQ1_Definition	Misinfo	No Info	.072	0.026	0.020	0.01	0.14
		Info	-.077	0.027	0.014	-0.14	-0.01
	No Info	Misinfo	-.072	0.026	0.020	-0.14	-0.01
		Info	-.149*	0.022	0.000	-0.20	-0.10
	Info	Misinfo	.077	0.027	0.014	0.01	0.14
		No Info	.149*	0.022	0.000	0.10	0.20
ODIQ2_Several Definitions	Misinfo	No Info	.120*	0.035	0.002	0.03	0.21
		Info	-.267*	0.036	0.000	-0.35	-0.18
	No Info	Misinfo	-.120*	0.035	0.002	-0.21	-0.03
		Info	-.387*	0.029	0.000	-0.46	-0.32
	Info	Misinfo	.267*	0.036	0.000	0.18	0.35
		No Info	.387*	0.029	0.000	0.32	0.46
ODIQ3_Organs	Misinfo	No Info	.232*	0.038	0.000	0.14	0.32
		Info	-.189*	0.039	0.000	-0.28	-0.10
	No Info	Misinfo	-.232*	0.038	0.000	-0.32	-0.14
		Info	-.421*	0.031	0.000	-0.50	-0.35
	Info	Misinfo	.189*	0.039	0.000	0.10	0.28
		No Info	.421*	0.031	0.000	0.35	0.50
ODIQ4_Organ Donation Card	Misinfo	No Info	.088	0.035	0.037	0.00	0.17
		Info	-.329*	0.036	0.000	-0.42	-0.24
	No Info	Misinfo	-.088	0.035	0.037	-0.17	0.00
		Info	-.417*	0.029	0.000	-0.49	-0.35
	Info	Misinfo	.329*	0.036	0.000	0.24	0.42
		No Info	.417*	0.029	0.000	0.35	0.49
ODIQ5_Other Donation Statements	Misinfo	No Info	.160*	0.037	0.000	0.07	0.25
		Info	-.329*	0.038	0.000	-0.42	-0.24
	No Info	Misinfo	-.160*	0.037	0.000	-0.25	-0.07

		Info	-0.489*	0.031	0.000	-0.56	-0.42
	Info	Misinfo	.329*	0.038	0.000	0.24	0.42
		No Info	.489*	0.031	0.000	0.42	0.56
ODIQ6_Donation Process	Misinfo	No Info	0.024	0.021	0.747	-0.03	0.07
		Info	-.074*	0.021	0.002	-0.13	-0.02
	No Info	Misinfo	-0.024	0.021	0.747	-0.07	0.03
		Info	-.098*	0.017	0.000	-0.14	-0.06
	Info	Misinfo	.074*	0.021	0.002	0.02	0.13
		No Info	.098*	0.017	0.000	0.06	0.14
ODIQ Total	Misinfo	No Info	-.280	0.098	0.013	-0.51	-0.05
		Info	-2.263*	0.100	0.000	-2.50	-2.02
	No Info	Misinfo	.280	0.098	0.013	0.05	0.51
		Info	-1.983*	0.080	0.000	-2.18	-1.79
	Info	Misinfo	2.263*	0.100	0.000	2.02	2.50
		No Info	1.983*	0.080	0.000	1.79	2.18
Death definition Type_Law	Misinfo	No Info	.088*	0.031	0.015	0.01	0.16
		Info	-.155*	0.032	0.000	-0.23	-0.08
	No Info	Misinfo	-.088*	0.031	0.015	-0.16	-0.01
		Info	-.243*	0.026	0.000	-0.30	-0.18
	Info	Misinfo	.155*	0.032	0.000	0.08	0.23
		No Info	.243*	0.026	0.000	0.18	0.30
Death definition Type_Heart Death	Misinfo	No Info	0.056	0.028	0.148	-0.01	0.12
		Info	-.144*	0.029	0.000	-0.21	-0.07
	No Info	Misinfo	-0.056	0.028	0.148	-0.12	0.01
		Info	-.200*	0.023	0.000	-0.26	-0.14
	Info	Misinfo	.144*	0.029	0.000	0.07	0.21
		No Info	.200*	0.023	0.000	0.14	0.26
Donation Statement Type_Health Insurance Card	Misinfo	No Info	0.056	0.028	0.138	-0.01	0.12
		Info	-.135*	0.029	0.000	-0.20	-0.07
	No Info	Misinfo	-0.056	0.028	0.138	-0.12	0.01
		Info	-.191*	0.023	0.000	-0.25	-0.14
	Info	Misinfo	.135*	0.029	0.000	0.07	0.20
		No Info	.191*	0.023	0.000	0.14	0.25
Donation Statement Type_Driving License	Misinfo	No Info	0.064	0.028	0.069	0.00	0.13
		Info	-.123*	0.029	0.000	-0.19	-0.05
	No Info	Misinfo	-0.064	0.028	0.069	-0.13	0.00
		Info	-.187*	0.023	0.000	-0.24	-0.13

	Info	Misinfo	.123*	0.029	0.000	0.05	0.19
		No Info	.187*	0.023	0.000	0.13	0.24
Donation Statement Type_My Number Card	Misinfo	No Info	0.008	0.023	1.000	-0.05	0.06
		Info	-.124*	0.023	0.000	-0.18	-0.07
	No Info	Misinfo	-0.008	0.023	1.000	-0.06	0.05
		Info	-.132*	0.019	0.000	-0.18	-0.09
	Info	Misinfo	.124*	0.023	0.000	0.07	0.18
		No Info	.132*	0.019	0.000	0.09	0.18
Donation Statement Type_Internet	Misinfo	No Info	0.000	0.020	1.000	-0.05	0.05
		Info	-.106*	0.021	0.000	-0.16	-0.06
	No Info	Misinfo	0.000	0.020	1.000	-0.05	0.05
		Info	-.106*	0.017	0.000	-0.15	-0.07
	Info	Misinfo	.106*	0.021	0.000	0.06	0.16
		No Info	.106*	0.017	0.000	0.07	0.15
Donation Statement Type_Family Consent	Misinfo	No Info	0.072	0.031	0.063	0.00	0.15
		Info	-.183*	0.032	0.000	-0.26	-0.11
	No Info	Misinfo	-0.072	0.031	0.063	-0.15	0.00
		Info	-.255*	0.026	0.000	-0.32	-0.19
	Info	Misinfo	.183*	0.032	0.000	0.11	0.26
		No Info	.255*	0.026	0.000	0.19	0.32

*. The mean difference is significant at the 0.01 level.

Pairwise Comparisons - Video duration (seconds)

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
No Info-Info	-69.463*	16.333	-4.253	0.000	0.000
No Info-Misinfo	112.574*	19.849	5.671	0.000	0.000
Info-Misinfo	43.111	20.405	2.113	0.035	0.104

Pairwise Comparisons - Video views

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Info-No Info	53.765*	16.333	3.292	0.001	0.003
Info-Misinfo	65.734*	20.405	3.222	0.001	0.004
No Info-Misinfo	11.969	19.849	0.603	0.546	1.000

*. Ranks differences are significant at the 0.01 level.

Bonferroni Multiple Comparisons - Hyperlinks

Dependent Variable	Std. Error	Sig.	95% Confidence Interval
--------------------	------------	------	-------------------------

			Mean Difference (I-J)			Lower Bound	Upper Bound
Email	Misinfo	No Info	.100*	0.027	0.001	0.03	0.17
		Info	.142*	0.028	0.000	0.07	0.21
	Misinfo	No Info	-0.100*	0.027	0.001	-0.17	-0.03
		Info	0.043	0.023	0.173	-0.01	0.10
	Info	Misinfo	-0.142*	0.028	0.000	-0.21	-0.07
		No Info	-0.043	0.023	0.173	-0.10	0.01
SNS	Misinfo	No Info	0.015	0.053	1.000	-0.11	0.14
		Info	.189*	0.055	0.002	0.06	0.32
	No Info	Misinfo	-0.015	0.053	1.000	-0.14	0.11
		Info	.174*	0.044	0.000	0.07	0.28
	Info	Misinfo	-0.189*	0.055	0.002	-0.32	-0.06
		No Info	-0.174*	0.044	0.000	-0.28	-0.07

*. The mean difference is significant at the 0.01 level.

Bonferroni Multiple Comparisons - Narratives

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
In favor	Misinfo	No Info	-.214*	0.046	0.000	-0.32	-0.10
		Info	-.289*	0.047	0.000	-0.40	-0.18
	No Info	Misinfo	.214*	0.046	0.000	0.10	0.32
		Info	-0.075	0.038	0.141	-0.17	0.02
	Info	Misinfo	.289*	0.047	0.000	0.18	0.40
		No Info	0.075	0.038	0.141	-0.02	0.17
Economic	Misinfo	No Info	.143*	0.030	0.000	0.07	0.22
		Info	.148*	0.031	0.000	0.07	0.22
	No Info	Misinfo	-0.143*	0.030	0.000	-0.22	-0.07
		Info	0.005	0.025	1.000	-0.05	0.07
	Info	Misinfo	-0.148*	0.031	0.000	-0.22	-0.07
		No Info	-0.005	0.025	1.000	-0.07	0.05
Organ Trafficking	Misinfo	No Info	.142*	0.044	0.004	0.04	0.25
		Info	.363*	0.046	0.000	0.25	0.47
	No Info	Misinfo	-0.142*	0.044	0.004	-0.25	-0.04
		Info	.221*	0.037	0.000	0.13	0.31

1Info	Misinfo	-0.363*	0.046	0.000	-0.47	-0.25
	No Info	-0.221*	0.037	0.000	-0.31	-0.13

*. The mean difference is significant at the 0.01 level.

Bonferroni Multiple Comparisons - Religion

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Christianity	Misinfo	No Info	.054*	0.018	0.007	0.01	0.10
		Info	.055*	0.018	0.008	0.01	0.10
	No Info	Misinfo	-0.054*	0.018	0.007	-0.10	-0.01
		Info	0.001	0.015	1.000	-0.03	0.04
	Info	Misinfo	-0.055*	0.018	0.008	-0.10	-0.01
		No Info	-0.001	0.015	1.000	-0.04	0.03
Islam	Misinfo	No Info	0.071	0.030	0.053	0.00	0.14
		Info	.138*	0.031	0.000	0.06	0.21
	No Info	Misinfo	-0.071	0.030	0.053	-0.14	0.00
		Info	.067	0.025	0.019	0.01	0.13
	Info	Misinfo	-0.138*	0.031	0.000	-0.21	-0.06
		No Info	-0.067	0.025	0.019	-0.13	-0.01
New Religions	Misinfo	No Info	.127*	0.034	0.001	0.04	0.21
		Info	.218*	0.035	0.000	0.13	0.30
	No Info	Misinfo	-0.127*	0.034	0.001	-0.21	-0.04
		Info	.091*	0.028	0.004	0.02	0.16
	Info	Misinfo	-0.218*	0.035	0.000	-0.30	-0.13
		No Info	-0.091*	0.028	0.004	-0.16	-0.02

*. The mean difference is significant at the 0.01 level.