

# Estimating and Using Individual Marginal Component Effects from Conjoint Experiments

## Supplementary Material

Kirill Zhirkov

### **Table S1.** Full ethnocentrism battery

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(Preamble) Below are items that relate to different cultures and ethnic groups. Work quickly and record your first reaction to each item. There are no right or wrong answers. Please indicate the degree to which you disagree or agree with each item.

(1) In most cases, I like people from my culture more than I like others.

(2) I don't think I have any particular preference for my own cultural or ethnic group over others. (reversed)

(3) The world would be a much better place if all other cultures and ethnic groups modelled themselves on my culture.

(4) The values, way of life, and customs of most other cultures are probably just as good as those of my own. (reversed)

(5) Our culture would be much better off if we could keep people from different cultures out.

(6) I like the idea of a society in which people from completely different cultures, ethnic groups, and backgrounds mix together freely. (reversed)

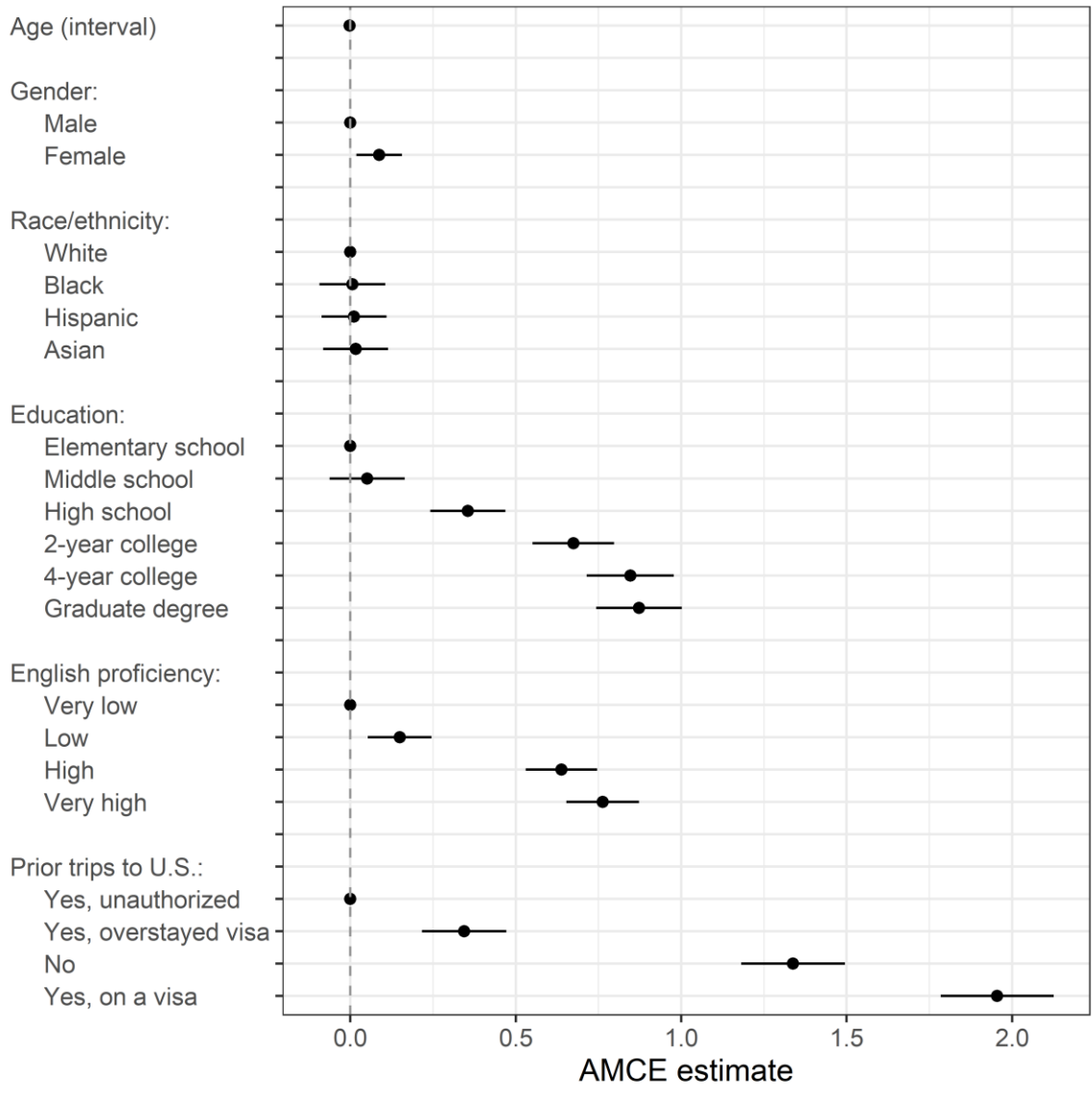
(7) We need to do what's best for our own people, and stop worrying so much about what the effect might be on other peoples.

(8) We should always show consideration for the welfare of people from other cultural or ethnic groups even if, by doing this, we may lose some advantage over them. (reversed)

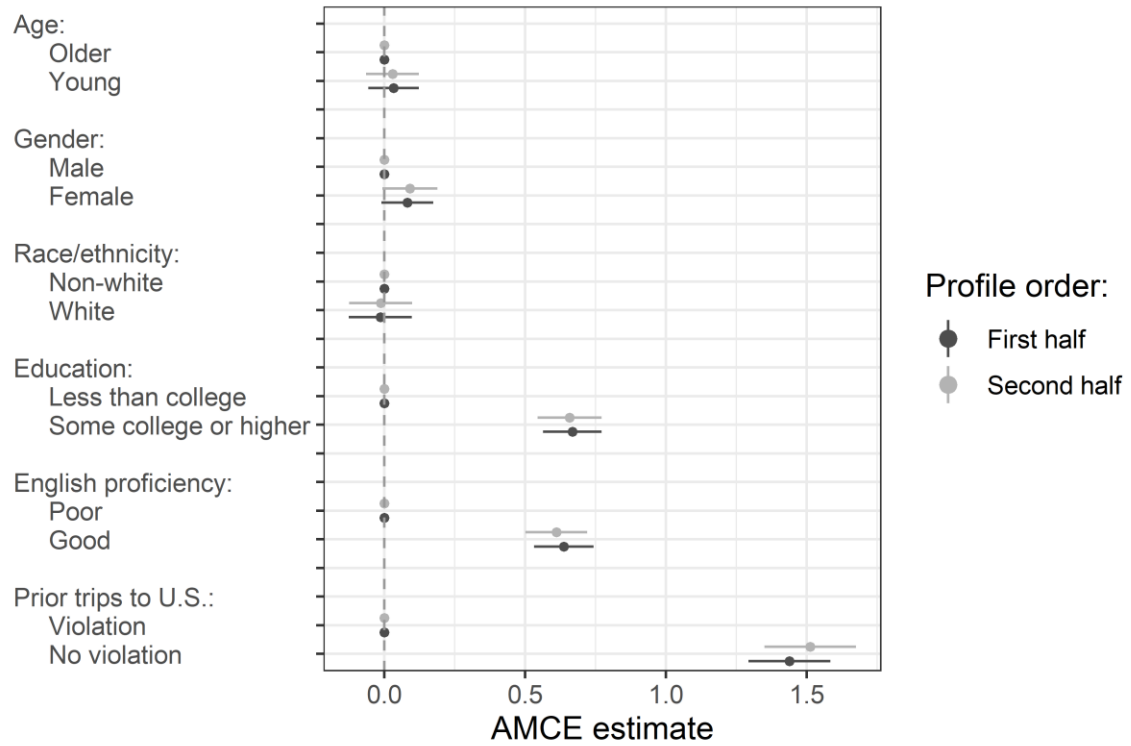
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*Note.* Respondents were randomly presented with four statements, one from each following pair:

(1) and (2), (3) and (4), (5) and (6), (7) and (8). Answers were given on a 7-point Likert-type scale from 1 = *Strongly disagree* to 7 = *Strongly agree*



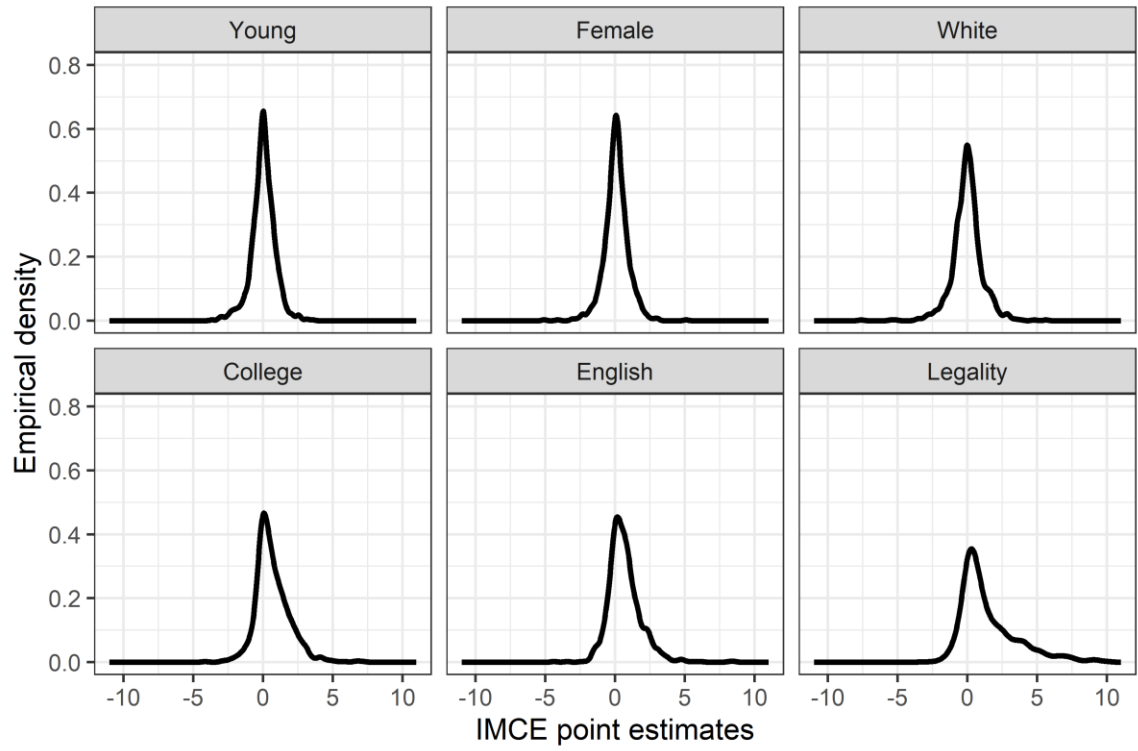
**Figure S1.** Effects of profile attributes on admission preference ratings: no dichotomization



**Figure S2.** Effects of profile attributes on admission preference ratings: early vs. late profiles

**Table S2.** IMCE interpretations

IMCE	Interpretation
Young	Relative preference for young immigrants; estimated difference in admission ratings between immigrants aged 39 years or younger vs. immigrants aged 40 years or older
Female	Relative preference for female immigrants; estimated difference in admission ratings between female immigrants vs. male immigrants
White	Relative preference for white immigrants; estimated difference in admission ratings between white immigrants vs. non-white immigrants
College	Relative preference for college-educated immigrants; estimated difference in admission ratings between immigrants with some college education vs. immigrants without college education
English	Relative preference for English-proficient immigrants; estimated difference in admission ratings between immigrants with good English vs. immigrants with poor English
Legality	Relative preference for immigrants without history of status violations; estimated difference in admission ratings between immigrants with no status violations vs. immigrants with status violations



**Figure S3.** Empirical distributions of IMCE point estimates

**Table S3.** Skewness statistics for IMCE distributions by attribute

	Skewness	<i>p</i> -value
Young	−0.25	.002
Female	−0.21	.008
White	−0.33	<.001
College	0.94	<.001
English	1.25	<.001
Legality	1.43	<.001

*Note.* *p*-values for the  $H_0$  that skewness is zero

**Reference:**

D'Agostino, R. B., A. Belanger, and R. B. D'Agostino, Jr. 1990. "A Suggestion for Using Powerful and Informative Tests of Normality." *American Statistician* 44 (4): 316–21.