**Scratch 3**

HEADLINES: First study using the webcam paradigm. As in Study 2 the ‘superordinate’ styleshared identity manipulation did not work (in this case English participants regarded English/British/ Scottish identities as equivalent?). In the scratching video condition there was moderated mediation such that strength of identification moderated the effect of Condition (IG/OG) on shared identification, which in turn mediated the effect of condition on self-reported itchiness (this result holds if we code undefined participants as IG).

*Experimental Manipulation*

This study was carried out online using Qualtrics with English participants recruited through Prolific. First they completed a questionnaire designed to make the identity as either ‘British’ (ingroup) or ‘English’ (outgroup) salient. Qualtrics then randomly assigned participants into either an ingroup, outgroup or control condition.

Participants in the ingroup and outgroup conditions then watched a video of a man identified as ‘Scottish’ either scratching (scratching condition) or not scratching (neutral condition). Participants in the control groups (scratching or neutral conditions) were given no information about the man’s identity. The videos were 1min 24sec long and showed a male actor. In the scratching video he scratched his head x3, chest x1, left arm x1, right arm x1, face x1, nose x1 (= 8 times in 84secs). In the neutral videos he did not scratch. Throughout the video the participants were recorded using their webcams for which they had given permission.

*Design*

* 3 (Ingroup/Outgroup/undefined) x 2 (Scratch/Neutral video) [participant identity salience = British/English/no information]
* Power analysis indicated a required sample of N = 74, 12.3 per condition. We decided to recruit more than this as numbers seemed small.
* N=190 (following removal of 31 participants who completed Part 1 of the survey twice in different conditions due to their re-starting the survey due to browser/Flash incompatibility.
  + 25 participants were excluded due to issues with their videos (technical glitches or not paying attention, someone else in room etc.)
  + 42 participants removed for failing one of the manipulation checks
  + (Note that some participants fell into both these categories)
  + Final sample = 123
* Video coding carried out by RA blind to experimental condition. Second RA checked 10% of these.

*Main effects of condition*

* Significant main effect of video (scratch/neutral) on:
  + Self-reported itchiness
* No significant main effects or interaction of identity (IG/OG/undefined) or video (scratch/neutral) for:
  + - Shared identity
    - Self-relevance
    - Number of scratches
    - Scratch duration
    - Time to first scratch

*Shared identity as predictor of itching/scratching*

* For the scratching video, shared identification significantly predicted self-report itchiness (controlling for Emotional ‘Contagion’ trait and Gender).
  + Non-sig for number of scratches, time to first scratch (although *p*=.07 when controlling for Emotional ‘Contagion’ which was sig), total scratch duration.

*Indirect effects*

* All indirect models (mediation, mod-med etc.) were non-significant. Some were significant without covariates, but when age and anxiety were included in the the analyses involving itchiness they became non-significant.

In the scratching video condition there was moderated mediation such that strength of identification moderated the effect of Condition (IG/OG) on shared identification, which in turn mediated the effect of condition on self-reported itchiness.