

Table 2b. Framing of personal attacks on the proponent's integrity in the arguments supporting the refutation in Experiments 3 and 4.

Argument condition	
AAH	"I've always thought you were {...}."
	"You've got a way of being {...}."
	"You have always been {...}."
	"You're the kind of person who is {...}."
IAH	"Some people really seem to be {...}."
	"Isn't someone being {...}?"
	"It's unfortunate that everyone is {...}."
	"If only people were not {...}."

Note. AAH and IAH indicate Asserted Ad Hominem and Insinuated Ad Hominem, respectively. {...} indicates where field regarding the proponent's lack of knowledge was uttered (e.g., "I've always though you were *influenced by advertisements*"); the field is specific to each context-dialogue combination.