S9 Table. Estimated causal effects in mediation analysis examining Citywide Sports PEs (Direct Effect), Twitter-inferred mood (Indirect Effect), and Per-capita log per-person lottery purchases (Outcome Variable) in Chicago (2013; Confirmatory Dataset).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | *Estimate* | *95% lower CI* | *95% upper CI* | *p-value* |
| *Average Causal Mediation Effect* | 0.0001 | 0.0000 | 0.0002 | <0.0001\* |
| *Average Direct Effect* | 0.0012 | 0.0001 | 0.0024 | 0.0400\* |
| *Total Effect* | 0.0013 | 0.0003 | 0.0025 | <0.0001\* |
| *Prop. Mediated* | 0.0746 | 0.0309 | 0.5580 | <0.0001\* |