Supplementary Appendix for "Persuading the Enemy: Estimating the Persuasive Effects of Partisan Media with the Preference-Incorporating Choice and Assignment Design"

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Appendix A: Free Choice Results

<u>Predictors of Self-Selection:</u>

To assess the motivations behind individuals' media preferences, we regress each of the stated preferences for media options in our survey using a multinomial logit regression. The results of this analysis are presented in Table A-1 in the format suggested by Alvarez and Nagler (1995), showing predicted probabilities of choosing each of the three media options rather than hard-to-interpret logit coefficients. We show these probabilities among each of several demographic groups of the sample, with a stated preference for the entertainment option in the left-hand column, a preference for Fox News in the middle column, and a preference for MSNBC in the right-hand column. We also include multinomial logit coefficients and standard errors in Table A-2. This analysis demonstrates that, unsurprisingly, partisanship and ideology predicted respondents' probability of choosing each media option. Republicans are statistically significantly more likely to prefer Fox than the entertainment option, and statistically significantly less likely to prefer MSNBC than the entertainment option. Similarly, Democrats are more likely to prefer MSNBC over entertainment. Conservatives are significantly more likely to prefer Fox, and significantly less likely to prefer MSNBC over the entertainment option, while liberals show the opposite pattern. In addition, men are significantly more likely to prefer both Fox and MSNBC over the entertainment option. Respondents' race, political knowledge, education, and income all significantly predict their media preferences as well.

Table A-1: Demographic Predictors of Media Preferences

	Probability of choosing:		
	Entertainment	Fox	MSNBC
Party ID			
Republican	0.28	0.54	0.18
	(0.001)	(0.002)	(0.002)
Democrat	0.29	0.31	0.40
	(0.001)	(0.002)	(0.002)
Difference	-0.02	0.23	-0.22
Ideology			
Conservative	0.28	0.54	0.18
	(0.001)	(0.002)	(0.002)
Liberal	0.31	0.28	0.41
	(0.002)	(0.002)	(0.002)
Difference	-0.03	0.26	-0.23
Gender			
Male	0.22	0.46	0.32
	(0.001)	(0.003)	(0.003)
Female	0.34	0.38	0.28
	(0.001)	(0.003)	(0.003)
Difference	-0.13	0.08	0.04
Race			
White alone	0.27	0.42	0.31
	(0.001)	(0.003)	(0.003)
Non-white	0.30	0.43	0.27
	(0.001)	(0.003)	(0.003)
Difference	-0.02	-0.02	0.04
Political Knowledge			
High	0.24	0.41	0.35
	(0.001)	(0.003)	(0.003)
Low	0.34	0.45	0.22
	(0.001)	(0.003)	(0.002)
Difference	-0.09	-0.04	0.13
Education			
College degree or more	0.28	0.40	0.32
	(0.001)	(0.003)	(0.003)
Less than college degree	0.28	0.44	0.28
	(0.001)	(0.003)	(0.003)
Difference	0.00	-0.04	0.04

Income

$50k or more	0.27	0.41	0.32
	(0.001)	(0.003)	(0.003)
Less than $50k	0.29	0.43	0.27
	(0.001)	(0.003)	(0.003)
Difference	-0.02	-0.02	0.05

Note: Table entries are the predicted probabilities from the multinomial logit model of media preference using the mean probability among all respondents when changing their values of the independent variable from one extreme to the other following Alvarez and Nagler (1995), along with bootstrap standard errors in parentheses.

Table A-2: Predictors of Media Preferences, Multinomial Logit Coefficients

	Dependent variable:	
	Prefer Fox over Entertainment	Prefer MSNBC over Entertainment
Republican	0.654***	-0.247*
	-0.124	-0.149
Democrat	-0.02	0.594***
	-0.124	-0.132
Conservative	0.394***	-0.541***
	-0.116	-0.137
Liberal	-0.431***	0.239*
	-0.122	-0.124
Male	0.658***	0.554***
	-0.074	-0.082
White	0.002	0.216**
	-0.084	-0.09
Political Knowledge	0.092***	0.343***
	-0.024	-0.027
Education: college degree or more	-0.146*	0.106
	-0.077	-0.084

	-0.006	0.271***
Income: 50k or more	-0.076	-0.085
Constant	-0.524***	-1.808***
	-0.136	-0.154
Akaike Inf. Crit.	9,778.30	9,778.30

Note: Table entries are multinomial logit coefficients and standard errors below them. *p<0.1; **p<0.05; ***p<0.01

In Table A-3 below, we change some of the predictors of media preference included in these models. Specifically, we include a more fine-grained measure of partisanship (with pure independents omitted) and the measure of media hostility (which ranged from 0, the least hostile, to 1, the most hostile). These results indicate that the three-category measure of partisanship may mask important heterogeneity in the preference for both Fox and MSNBC among weak partisans. Leaners (to both parties) were much more preferential of the media outlet that aligned with their partisanship than the entertainment option and much less preferential of the media outlet opposed to their partisanship. However, weak Democrats have preferences much more similar to that of pure independents: they preferred neither partisan media option more or less than the entertainment option. In addition, respondents' hostility towards the media was a statistically significant predictor of preferences: those who were more hostile towards the media were much less likely to choose either partisan media option over the entertainment option.

Table A-3: Additional Predictors of Media Preferences

	Dependent variable:	
	Prefer Fox over Entertainment	Prefer MSNBC over Entertainment
Strong Democrat	0.094	0.588***
	-0.146	-0.15
Weak Democrat	0.067	0.221
	-0.147	-0.155

Lean Democrat	-0.413**	0.411***
	-0.166	-0.158
Lean Republican	0.549***	-0.344*
	-0.157	-0.207
Weak Republican	0.473***	-0.132
	-0.139	-0.169
Strong Republican	0.896***	-0.421**
	-0.14	-0.184
Conservative	0.352***	-0.503***
	-0.117	-0.137
Liberal	-0.469***	0.161
	-0.124	-0.126
Male	0.647***	0.510***
	-0.074	-0.083
White	0.005	0.235***
	-0.084	-0.091
Political Knowledge	0.097***	0.361***
	-0.025	-0.028
Education: college degree or more	-0.129*	0.069
	-0.078	-0.086
Income: 50k or more	-0.005	0.275***
	-0.076	-0.086
Hostile Media Index	-0.305*	-1.617***
	-0.176	-0.201

Constant	-0.351**		-0.933***
	-0.165		-0.186

Akaike Inf. Crit.	9,657.73	9,657.73

Note: Table entries are multinomial logit coefficients and standard errors below them. *p<0.1; **p<0.05; ***p<0.01

<u>Match Between Stated Preferences and Revealed Preferences</u>

Respondents in the free-choice arm of our experiment allow us to further explore the match between stated preferences and revealed preferences (actual media consumption choices). We discuss this match (and discrepancy) in the main paper, but the full tabular results are presented below in Table A-4.

Table A-4: Stated Preferences and Revealed Preferences (choices)

| Revealed Preference | Stated Preference | | | |
	Entertainment	Fox	MSNBC	Total
Entertainment	809	148	103	1060
	23.7%	4.3%	3.0%	31.1%
Fox	98	1243	62	1403
	2.9%	36.4%	1.8%	41.1%
MSNBC	86	88	776	950
	2.5%	2.6%	22.7%	27.8%
Total	993	1479	941	3413
	29.1%	43.3%	27.6%	

To further explore the characteristics of respondents who differ in their stated preferences and revealed choices, we regress an indicator for whether or not the two measures are different on a number of background characteristics among respondents in the free choice arm of our experiment. The results of these linear probability model analyses are in Table A-5 below, broken down by the full sample (left column) and three subgroups of stated preferences.

Consistently across preference groups, we find that political knowledge negatively predicts the probability that stated preferences differ from revealed media choices within the context of our experiment. Respondents are between two and four percentage points less likely to differ in their preferences if they are high on political knowledge (answering all five knowledge questions correctly) rather than low in political knowledge (answering none correctly). The results are mixed for other predictors of this discrepancy.

Table A-5: Predictors of Differing Stated Preferences and Choices

| | Dependent Variable: Discrepancy between Preference/Choice | | | |
| | Subset: | | | |
	Full Sample	Prefer Entertainment	Prefer Fox	Prefer MSNBC
Democrat	0.006	-0.039	0.079*	-0.029
	-0.027	-0.051	-0.044	-0.049
Republican	0.004	0.004	0.053	-0.0001
	-0.028	-0.051	-0.042	-0.059
Conservative	-0.002	0.008	-0.03	0.074
	-0.025	-0.048	-0.036	-0.052
Liberal	-0.012	0.013	0.001	-0.021
	-0.025	-0.05	-0.04	-0.042
Male	-0.006	0.078**	-0.047**	-0.014
	-0.015	-0.031	-0.022	-0.027
White	-0.027	-0.043	-0.009	-0.015
	-0.017	-0.032	-0.026	-0.03
Political Knowledge	-0.036***	-0.025**	-0.034***	-0.037***
	-0.005	-0.01	-0.007	-0.01
Education: college degree or more	0.038**	0.046	0.053**	-0.004
	-0.015	-0.031	-0.023	-0.028

Income: 50k or more	-0.021	-0.028	-0.03	0.001
	-0.015	-0.031	-0.023	-0.029
Hostile Media Index	-0.103***	-0.195***	-0.074	0.001
	-0.035	-0.068	-0.05	-0.073
Constant	0.339***	0.351***	0.278***	0.333***
	-0.034	-0.067	-0.05	-0.074
Observations	2,662	719	1,165	778
Adjusted R2	0.03	0.024	0.049	0.036
F Statistic	9.285***	2.753***	6.985***	3.938***

Note: *p<0.1; **p<0.05; ***p<0.01

We next present tabular results among those respondents in the free choice arm of our experiment, on both our indices as well as the individual component attitudinal questions.

Table A-6: Opinions among free choice respondents. Table entries are average subgroup opinions and standard deviations in parentheses.

	Stated Preference		
DV	**Entertainment**	**Fox**	**MSNBC**
Attitudinal Index	0.351	0.442	0.283
	(0.214)	(0.225)	(0.19)
Sharing Index	0.339	0.362	0.351
	(0.297)	(0.306)	(0.293)
Addiction/crime tradeoff	0.402	0.446	0.300
	(0.276)	(0.283)	(0.238)
Legalization would make econ better	0.314	0.392	0.250
	(0.258)	(0.289)	(0.211)
Regulation not worth it	0.332	0.375	0.276

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	(0.293)	(0.307)	(0.296)
Legalization would lead to fewer serious crimes	0.411	0.513	0.376
	(0.305)	(0.336)	(0.296)
Marijuana not morally wrong	0.337	0.441	0.237
	(0.316)	(0.336)	(0.282)
Marijuana use does not increase violent crime	0.332	0.470	0.297
	(0.302)	(0.331)	(0.287)
Should be legal for medical use	0.204	0.241	0.124
	(0.251)	(0.279)	(0.21)
Not a serious problem	0.376	0.508	0.327
	(0.322)	(0.339)	(0.297)
Should be legal for recreational use	0.370	0.488	0.274
	(0.34)	(0.373)	(0.306)
Marijuana is dangerous	0.429	0.543	0.365
	(0.331)	(0.335)	(0.295)
N	809	1243	776

Note: Includes respondents for whom stated preferences were equivalent to revealed preferences (choices)

As a check of the robustness of the estimates from the free choice arm of our experiment, we can compare them to the group-level mean responses from the forced choice arm of our experiment for those respondents who were randomly assigned to read their preferred media choice. These estimates are presented in Table A-7 below. For our attitudinal index and sharing index for all preference subgroups, the difference between the free choice estimate and the estimate among forced choice respondents whose randomly assigned media option is their choice is not

statistically significant. On the individual dependent measures, only three estimates have differences that are statistically distinguishable from zero at the 90% level: "regulation worth cost" among those who prefer Fox, "marijuana use increases violent crime" among those who prefer entertainment, and "marijuana is a serious problem" among those who prefer entertainment.

Table A-7: Mean responses compared between free and forced choice equivalent:

DV	Prefer Entertainment		Prefer Fox		Prefer MSNBC	
	Free choice estimate	Forced choice = preference	Free choice estimate	Forced choice = preference	Free choice estimate	Forced choice = preference
Attitudinal index	0.351	0.357	0.442	0.454	0.283	0.291
Sharing index	0.339	0.358	0.362	0.361	0.351	0.376
Addiction/crime tradeoff	0.402	0.373	0.446	0.462	0.300	0.318
Legalization would make econ worse	0.314	0.312	0.392	0.419	0.250	0.251
Regulation worth cost	0.332	0.314	0.375	0.419	0.276	0.277
Legalization leads to fewer serious crimes	0.411	0.403	0.513	0.525	0.376	0.384
Marijuana morally wrong	0.337	0.367	0.441	0.442	0.237	0.243
Marijuana use increases violent crime	0.332	0.370	0.470	0.478	0.297	0.317
Should be legal for medical use	0.204	0.205	0.241	0.259	0.124	0.130
Marijuana is serious problem	0.376	0.417	0.508	0.509	0.327	0.333
Should be legal for recreational use	0.370	0.369	0.488	0.497	0.274	0.282
Marijuana is dangerous	0.429	0.449	0.543	0.528	0.365	0.378
N	809	350	1243	468	776	319

Appendix B: Forced Choice Results

Persuasion Effects

When examining our respondents in the aggregate, we found broad persuasion effects of reading

Fox News relative to reading MSNBC. In Table B-1 we show the mean outcomes for both our

attitudinal index and our behavioral index among respondents exposed to MSNBC (in the left-

hand column) and respondents exposed to Fox News (in the second column) in the forced-choice

arm of our experiment, along with the difference between the two groups (our treatment effect,

in the third column) and the 95% confidence interval of this difference. In the final column we

present the p-value from the significance test of this difference. These results indicate that across

the entire sample, those respondents who read the article from Fox reported attitudes that were

more conservative than those who read the article from MSNBC by 0.03 along the 0-1 scale of

our attitudinal index. In addition, those respondents who read the article from Fox were less

likely to report intending to share this content than those who read the article from MSNBC by

0.04 along the 0-1 scale.

Table B-1: Treatment estimates on summary variables, all respondents

DV		Mean [MSNBC]	Mean [Fox]	Treatment Effect (95% CI)	p-value of difference
Attitudinal index		0.352	0.386	0.034	0.000
				(0.015, 0.053)	
Sharing Index		0.380	0.338	-0.041	0.002
				(-0.068, -0.015)	
	N	1190	1111		

Note: Significance tests of the differences between groups conducted using two-tailed t-tests.

However, aggregating these effects suppresses the heterogeneity that may result from actual exposure by people with differing characteristics and preferences. Just as looking at the differences in opinions among people who self-selected into different media options presents an incomplete picture of partisan media's influence, assessing the treatment effects across an entire sample that might not encounter these media in the real world is not completely informative. Our experimental design enables us to account for underlying heterogeneity among our respondents. In the main text and below in Table B-2, we present estimates of persuasion among subgroups by media preferences, which best allow us to gauge the real-world effects of media.

Table B-2: Treatment estimates by stated preferences

Subset	DV	Mean [MSNBC]	Mean [Fox]	Treatment Effect (95% CI)	p-value of difference
Prefer Entertainment					
	Attitudinal index	0.326	0.370	0.044 (0.012, 0.076)	0.007
	Sharing Index	0.383	0.343	-0.040 (-0.087, 0.006)	0.091
	N	375	355		
Prefer Fox					
	Attitudinal index	0.419	0.454	0.035 (0.004, 0.066)	0.026
	Sharing Index	0.379	0.361	-0.017 (-0.061, 0.026)	0.435
	N	467	445		
Prefer MSNBC					
	Attitudinal index	0.291	0.309	0.018 (-0.014, 0.05)	0.278
	Sharing Index	0.376	0.302	-0.075 (-0.121, -0.029)	0.001
	N	348	311		

Note: Significance tests of the differences between groups conducted using two-tailed t-tests.

We also present our estimates of persuasion among subgroups by partisanship and by ideology below in Tables B-3 and B-4. These results are similar to our main effects disaggregating by media preferences, but with several important differences. We observe a larger persuasive effect of 0.02 on the attitudes of Democratic respondents, in contrast to the smaller effect among those who prefer MSNBC. The attitudinal effect of Fox relative to MSNBC among liberal respondents of 0.009 was even smaller than that among respondents who prefer MSNBC and statistically indistinguishable from zero. However, the effect on liberal respondents' reported sharing intentions of -0.111 was larger than the analogous effect of -0.075 among respondent who prefer MSNBC. These differences indicate that stated preference subgroups indeed differ in composition from partisan and ideological subgroups – which also differ from each other – and that these differences are substantively meaningful.

Table B-3: Treatment estimates by respondent partisanship

Subset	DV	Mean [MSNBC]	Mean [Fox]	Treatment Effect (95% CI)	p-value of difference
Democratic Respondents					
	Attitudinal index	0.292	0.314	0.022 (-0.003, 0.048)	0.087
	Sharing Index	0.419	0.348	-0.072 (-0.112, -0.031)	0.001
	N	458	417		
Republican Respondents					
	Attitudinal index	0.416	0.460	0.044 (0.014, 0.075)	0.004
	Sharing Index	0.350	0.325	-0.024 (-0.065, 0.016)	0.238
	N	426	428		

Note: Significance tests of the differences between groups conducted using two-tailed t-tests.

Table B-4: Treatment estimates by respondent ideology

Subset	DV	Mean [MSNBC]	Mean [Fox]	Treatment Effect (95% CI)	p-value of difference
Liberal Respondents					
	Attitudinal index	0.259	0.268	0.009 (-0.017, 0.035)	0.504
	Sharing Index	0.438	0.327	-0.111 (-0.157, -0.064)	0.000
	N	458	417		
Conservative Respondents					
	Attitudinal index	0.430	0.478	0.048 (0.017, 0.078)	0.002
	Sharing Index	0.360	0.339	-0.022 (-0.063, 0.019)	0.297
	N	426	428		

Note: Significance tests of the differences between groups conducted using two-tailed t-tests.

Persuasion Effects for Individual Measures

      Analyses of the individual measures that made up our summary measures were largely consistent with those on the indices. We found broad persuasion effects amongst respondents in the aggregate of watching Fox News relative to watching MSNBC. The first four rows in Table B-5 indicate that respondents report opinions that are more conservative after watching Fox News rather than MSNBC by between 0.02 and 0.07 along the 0-1 unit scale, or between 7 and 24 percent of a standard deviation in each outcome measure. These differences are statistically significant at the 90% level on six of the ten attitudinal variables cases.

Table B-5: Treatment estimates for all respondents on individual attitudinal questions

DV	Mean [MSNBC]	Mean [Fox]	Treatment Effect (95% CI)	p-value of difference
Addiction/crime tradeoff	0.387	0.401	0.014 (-0.01, 0.038)	0.264

Legalization would make econ better	0.290	0.353	0.063 (0.041, 0.086)	0.000
Regulation not worth it	0.332	0.351	0.019 (-0.006, 0.044)	0.136
Legalization would lead to fewer serious crimes	0.414	0.463	0.049 (0.022, 0.077)	0.000
Marijuana not morally wrong	0.337	0.368	0.031 (0.002, 0.059)	0.034
Marijuana use does not increase violent crime	0.381	0.403	0.022 (-0.005, 0.05)	0.115
Should be legal for medical use	0.178	0.213	0.035 (0.012, 0.058)	0.002
Not a serious problem	0.409	0.430	0.021 (-0.008, 0.05)	0.149
Should be legal for recreational use	0.355	0.400	0.045 (0.015, 0.075)	0.003
Marijuana is dangerous	0.431	0.475	0.044 (0.015, 0.074)	0.003
N	1190	1111		

Note: Significance tests of the differences between groups conducted using two-tailed t-tests.

Again, however, these differences mask the heterogeneity that may result from actual exposure by people with differing characteristics We present the estimates of persuasion on each of our individual measures among subgroups by partisanship, by ideology, and by media preferences.

Table B-6: Treatment estimates by respondent partisanship

Subset DV	Mean [MSNBC]	Mean [Fox]	Treatment Effect	p-value of difference
Democratic Respondents				
Addiction/crime tradeoff	0.333	0.336	0.004	0.846
Legalization would make econ worse	0.239	0.299	0.060	0.000
Regulation worth cost	0.287	0.290	0.003	0.878
Legalization would lead to fewer serious crimes	0.348	0.388	0.040	0.042
Marijuana morally wrong	0.266	0.285	0.018	0.381

Marijuana use increases violent crime	0.324	0.327	0.003	0.899
Should be legal for medical use	0.142	0.163	0.021	0.194
Marijuana is serious problem	0.349	0.341	-0.008	0.695
Should be legal for recreational use	0.265	0.303	0.038	0.071
Marijuana is dangerous	0.367	0.415	0.048	0.030
N	458	417		

Republican Respondents

Addiction/crime tradeoff	0.441	0.462	0.021	0.265
Legalization would make econ worse	0.334	0.411	0.077	0.000
Regulation worth cost	0.377	0.408	0.030	0.125
Legalization would lead to fewer serious crimes	0.481	0.541	0.060	0.008
Marijuana morally wrong	0.420	0.451	0.030	0.181
Marijuana use increases violent crime	0.455	0.488	0.034	0.124
Should be legal for medical use	0.212	0.262	0.049	0.009
Marijuana is serious problem	0.482	0.523	0.041	0.070
Should be legal for recreational use	0.450	0.503	0.053	0.034
Marijuana is dangerous	0.504	0.553	0.048	0.037
N	426	428		

Table B-7: Treatment estimates by respondent ideology

Subset DV	Mean [MSNBC]	Mean [Fox]	Treatment Effect	p-value of difference
Liberal Respondents				
Addiction/crime tradeoff	0.301	0.293	-0.008	0.692
Legalization would make econ worse	0.205	0.251	0.045	0.005
Regulation worth cost	0.254	0.264	0.009	0.666
Legalization would lead to fewer serious crimes	0.339	0.366	0.027	0.233
Marijuana morally wrong	0.217	0.237	0.020	0.382
Marijuana use increases violent crime	0.293	0.272	-0.021	0.354
Should be legal for medical use	0.117	0.120	0.004	0.824
Marijuana is serious problem	0.297	0.282	-0.015	0.514
Should be legal for recreational use	0.234	0.241	0.007	0.746
Marijuana is dangerous	0.328	0.353	0.025	0.290
N	353	317		
Conservative Respondents				
Addiction/crime tradeoff	0.442	0.465	0.023	0.227
Legalization would make econ worse	0.344	0.427	0.082	0.000
Regulation worth cost	0.369	0.416	0.047	0.019
Legalization would lead to fewer serious crimes	0.479	0.546	0.067	0.003
Marijuana morally wrong	0.451	0.484	0.033	0.148
Marijuana use increases violent crime	0.484	0.512	0.028	0.211
Should be legal for medical use	0.226	0.288	0.062	0.001
Marijuana is serious problem	0.512	0.543	0.031	0.162
Should be legal for recreational use	0.466	0.524	0.058	0.019
Marijuana is dangerous	0.529	0.575	0.046	0.048
N	426	432		

Table B-8: Treatment estimates by stated preferences

Subset	DV	Mean [MSNBC]	Mean [Fox]	Treatment Effect	p-value of difference
Prefer Entertainment					
	Addiction/crime tradeoff	0.378	0.408	0.031	0.148
	Legalization would make econ worse	0.268	0.322	0.054	0.007
	Regulation worth cost	0.335	0.340	0.005	0.803
	Legalization would lead to fewer serious crimes	0.383	0.427	0.045	0.058
	Marijuana morally wrong	0.304	0.363	0.060	0.019
	Marijuana use increases violent crime	0.332	0.399	0.067	0.007
	Should be legal for medical use	0.166	0.204	0.039	0.046
	Marijuana is serious problem	0.364	0.419	0.055	0.030
	Should be legal for recreational use	0.335	0.362	0.026	0.309
	Marijuana is dangerous	0.398	0.456	0.059	0.030
	N	375	355		
Prefer Fox					
	Addiction/crime tradeoff	0.448	0.462	0.014	0.486
	Legalization would make econ worse	0.338	0.419	0.081	0.000
	Regulation worth cost	0.372	0.419	0.047	0.024
	Legalization would lead to fewer serious crimes	0.462	0.525	0.063	0.007
	Marijuana morally wrong	0.438	0.442	0.004	0.849
	Marijuana use increases violent crime	0.469	0.478	0.009	0.685
	Should be legal for medical use	0.225	0.259	0.034	0.083
	Marijuana is serious problem	0.503	0.509	0.006	0.786
	Should be legal for recreational use	0.428	0.497	0.070	0.006
	Marijuana is dangerous	0.498	0.528	0.030	0.228
	N	467	445		

Prefer MSNBC

Addiction/crime tradeoff	0.318	0.310	-0.008	0.703
Legalization would make econ worse	0.251	0.296	0.045	0.016
Regulation worth cost	0.277	0.270	-0.007	0.779
Legalization would lead to fewer serious crimes	0.384	0.418	0.033	0.186
Marijuana morally wrong	0.243	0.271	0.028	0.252
Marijuana use increases violent crime	0.317	0.303	-0.014	0.574
Should be legal for medical use	0.130	0.159	0.028	0.146
Marijuana is serious problem	0.333	0.332	-0.002	0.945
Should be legal for recreational use	0.282	0.307	0.025	0.346
Marijuana is dangerous	0.378	0.422	0.044	0.086
N	348	311		

Appendix C: Full Text of News Articles

<u>Fox News Article 1 (economy frame)</u>

Marijuana Legalization: An Economic Bust?

By Nicole Wilson | Published May 20, 2017 | Economy | FOXBusiness

The U.S. Congress Joint Economic Committee has scheduled a hearing next month on the potential economic impacts of the national legalization of recreational marijuana. In states that have legalized recreational marijuana such as Colorado, The sale of the drug is already a billion-dollar industry in states such as Colorado, where recreational marijuana is legal. Last year, Colorado pulled in $200 million from taxing the drug. As the federal government begins to consider the implications of legalization, economics have been a big part of the discussion.

Opponents of legalization say that the potential tax money legalization would create is meaningless. The government would have to use the extra funds to treat problems caused by increased marijuana use. These issues include traffic accidents, medical emergencies, and the cost of regulating the drug.

One legalization opponent at a recent Washington, D.C. rally opposed the economic argument: "Marijuana is a dangerous drug. Legalization will create far more problems than it solves. The government will have to use any money it gets in taxes to pay for the damaging effects of marijuana." Some potential costs the new revenue will have to cover include increased emergency room visits and treatment for those addicted to marijuana.

At the upcoming hearing, opponents of legalization hope to highlight the monetary costs of the marijuana debate. They hope to convince the Joint Economic Committee that the financial implications of a marijuana tax cannot be ignored.

<u>MSNBC Article 1 (economy frame)</u>

Marijuana Legalization: An Economic Boom?

5/26/17 4:15 PM
By Julia Langon
The U.S. Congress Joint Economic Committee has scheduled a hearing next month on the potential economic impacts of the national legalization of recreational marijuana. In states that have legalized recreational marijuana such as Colorado, the sale of the drug is already a billion-dollar industry in states such as Colorado, where recreational marijuana is legal. Last year, Colorado pulled in $200 million from taxing the drug. As the federal government begins to consider the implications of legalization, economics have been a big part of the discussion.

Supporters of legalization say that the government cannot ignore the potential tax money

legalization would create. Given that marijuana has been shown to be safer than other intoxicants such as alcohol, the government will not have to spend very much to regulate it. Instead, the government will be able to use the extra cash to fund social programs, including education and treatment centers for those suffering from drug addiction.

 One legalization supporter at a recent Washington, D.C. rally promoted the economic argument: "Marijuana isn't a dangerous drug. Legalization will be a way for the government to get in on a market that already exists. It will be able to use that money for the public good."

 At the upcoming hearing, supporters of legalization hope to highlight the monetary benefits of the marijuana debate. They hope to convince the Joint Economic Committee that the financial implications of a marijuana tax cannot be ignored.

Fox News Article 2 (public safety frame)

Public Safety Threatened By Marijuana Legalization, Opponents Say
Published June 3, 2017
By Arthur Davidson

 The House Committee on Energy and Commerce has scheduled a series of hearings next month to explore national marijuana legalization. As the discussion gains traction in the House, public safety is a top concern for legislators. Anti-legalization advocates are working hard to promote their agendas to lawmakers. They say that legalization would make America a less safe place, as traffic accidents and other medical emergencies increase. As the hearings approach, these advocates hope to convince lawmakers of the dangers of marijuana legalization.

 Legalization opponents claim that legalizing marijuana would make the country less safe for every American. Marijuana is an intoxicant, and its use can lead to harmful, or even fatal, accidents. Research shows that where marijuana is legal, car accidents and other marijuana-related emergencies have increased significantly. Opponents like Rep. Margaret Brooke want to make this risk clear: "Marijuana users do not only cause harm to themselves. They make our roads more dangerous, and fill our hospitals. Legalization would introduce another intoxicant to this country, at a huge cost to public health and safety." Legalization would make the drug more popular and widespread, creating a more dangerous environment for everyone.

 As the hearings approach, anti-legalization groups are working hard on their case. The results of these hearings will have far-reaching consequences no matter what the committee decides.

MSNBC Article 2 (public safety frame)

Marijuana Legalization Will Improve Public Safety, Advocates Say
 6/8/17 9:00 AM
 By Brianna Jacobson

The House Committee on Energy and Commerce has scheduled a series of hearings next month to explore national marijuana legalization. As the discussion gains traction in the House, public safety is a top concern for legislators. Pro-legalization advocates are working hard to promote

their agendas to lawmakers. They say that legalization would make America a safer place, as the violent crime associated with the drug trade decreases. As the hearings approach, these advocates hope to convince lawmakers of the benefits of marijuana legalization.

Legalization advocates claim that legalizing marijuana would make the country safer for every American. Marijuana is linked to violent crime, and fuels a large black market. Research shows that marijuana is safer than alcohol - the danger comes not from the drug itself, but from the violent black market. Advocates like Rep. Margaret Brooke want to make this distinction clear: "Marijuana users only cause harm when they buy drugs on the black market. Legalization would help limit violent crime in America, at no cost to public health." Legalization would allow the government to regulate the sale of marijuana, creating a much safer environment for everyone. As the hearings approach, pro-legalization groups are working hard on their case. The results of these hearings will have far-reaching consequences no matter what the committee decides.

Fox News Article 3 (DHS/illegal drugs frame)
D.H.S. Raises Violence Concerns: Some Warn Marijuana Legalization Is Not Answer
Published June 16, 2017
By Julius Samuels

The U.S. Department of Homeland Security recently released statements about rising violence and illegal drug use in the U.S. The comments sparked another wave of debate over whether the federal government should legalize recreational marijuana. While marijuana is not the only drug sold illegally, it is the most commonly used illicit drug in the country. Opponents of marijuana say that legalization would greatly increase illegal activity, which would make the U.S. a more unsafe and unhealthy place to live.

Some say legalization would not eliminate the black market for marijuana. Opponents say that legal growing and purchase of marijuana would only strengthen the violent international drug trade. Farmers would legally be allowed to grow marijuana, creating an internal supply that could become a source for international drug cartels. The loss of the marijuana market could also encourage drug cartels to bring other hard drugs such as heroin and cocaine into the U.S. According to former National Drug Intelligence Center analyst Matt Petermann, "Legalization will put the U.S. on the illegal drug trade map as a source of marijuana. It will increase violence associated with the drug trade. It is a step towards a more dangerous America."

The Department of Homeland Security's reports give new urgency to the debate over legalization. Opponents of the cause hope to see movement on Capitol Hill towards a firm rejection of national legalization.

MSNBC Article 3 (DHS/illegal drugs frame)
D.H.S. Raises Violence Concerns: Marijuana Advocates Point to Legalization As Answer
6/17/17 10:15 AM
By Maria Valdes

The U.S. Department of Homeland Security recently released statements about rising violence and illegal drug use in the U.S. The comments sparked another wave of debate over whether the federal government should legalize recreational marijuana. While marijuana is not the only drug sold illegally, it is the most commonly used illicit drug in the country. Supporters of marijuana say that legalization would greatly decrease illegal activity, which would make the U.S. a safer and healthier place to live.

Some say legalization would nearly eliminate the black market for marijuana. According to former National Drug Intelligence Center analyst Matt Petermann, "Legalization will help take the U.S. off the illegal drug trade map as a destination for marijuana. It will help eliminate violence associated with the drug trade. It is a step towards a safer America." Farmers would legally be allowed to grow marijuana, which would remove the need for illegal drugs from other countries. This could then decrease the amount of violence in the U.S. caused by the international drug trade. This might even damage drug cartels' other businesses, decreasing the supply of hard drugs such as heroin and cocaine to the U.S.

The Department of Homeland Security's reports give new urgency to the debate over legalization. Supporters of the cause hope to see movement on Capitol Hill towards an embrace of national legalization.

Fox News Article 4 (hard drugs frame)
Marijuana Is A Gateway Drug, Legalization Opponents Say
Published July 8, 2017
By Moses Allen

In recent weeks, the debate in the House over the federal legalization of recreational marijuana has intensified. A bipartisan legalization bill is rumored to be in the works. The proposal is expected at some point in the coming weeks. The question of national legalization has caught Congress' attention as public support for the measure increases quickly. Eight states have legalized recreational use so far.

Some legalization opponents claim that allowing people to use marijuana legally would encourage the use of more dangerous drugs like heroin and cocaine. If marijuana is legalized, they say, Americans would be more likely to use it because there is no longer a risk of getting caught. Marijuana can serve as a gateway drug, leading people towards more dangerous substances. More marijuana users means more users of harder illegal drugs.

For opponents such as Rep. Doug Hopper, the impact on hard drug use is very important. "The drug epidemic in the United States has gone on for too long without a solution. I believe that legalizing marijuana will only increase the use of hard drugs that have destroyed so many American lives. Legal marijuana could threaten the personal health and quality of life of many Americans."

As Washington waits for a bill to be introduced in the House, opponents of marijuana legalization hope to see recognition for the drug's potential harms to the safety of Americans. Coverage of the bill will continue in the coming weeks.

Marijuana Fights Hard Drug Use, Legalization Supporters Say
5/15/17 3:25 PM
By Jonathan Lewis

In recent weeks, the debate in the House over the federal legalization of recreational marijuana has intensified. A bipartisan legalization bill is rumored to be in the works. The proposal is expected at some point in the coming weeks. The question of national legalization has caught Congress' attention as public support for the measure increases quickly. Eight states have legalized recreational use so far.

Some legalization supporters claim that allowing people to use marijuana legally would discourage the use of more dangerous drugs like heroin and cocaine. If marijuana is legalized, they say, America's drug users would be more likely to use it because there is no longer a risk of getting caught. This would pull attention away from harder illegal drugs.

For supporters such as Rep. Doug Hopper, the impact on hard drug use is very important. "The drug epidemic in the United States has gone on for too long without a solution. I believe that legalizing marijuana is an effective first step towards stopping the use of hard drugs that have destroyed so many American lives. Marijuana can even help drug addicts stop using more dangerous substances. Legal marijuana could improve the personal health and quality of life of many Americans."

As Washington waits for a bill to be introduced in the House, supporters of marijuana legalization hope to see recognition for the drug's potential benefits to the safety of Americans. Coverage of the bill will continue in the coming weeks.

Food Network Article 1
7 Habits of Smart Supermarket Shoppers
Practice these good habits to spend less time and money at the store.

1. Make a list. Organize your list into categories relevant to your household to save time spent scanning the list and aisles. Sticking to the list will curb impulse purchases, helping you make healthier decisions, remain on a budget and curb time spent browsing in aisles.

2. Stick to in-season produce. Fresh produce costs less in season, and it tastes better too. Buying it out of season means lower quality and higher prices.

3. Shop the perimeter. Stick to the outermost aisles of the store for the freshest options, which include produce, the meat and seafood departments, and the refrigerated dairy aisle. Fresh foods tend to be healthier than most ready-to-eat items typically found in the center aisles of a supermarket.

4. Read nutritional labels. Don't fall victim to marketing claims stamped on the front of a package. Buzzwords such as "Healthy" or "All-Natural" may sound good, but to understand what you're eating, scan nutritional labels, including the ingredients, to determine what you're buying. Health-minded shoppers should take note of the saturated fat, sodium and sugar content for each serving.

5. Skip the samples.   Snacking while shopping sends a message to your brain that it's time to eat, which may trigger the urge to impulse shop.

6. Reach for the back. Supermarkets generally practice the stocking principle of arranging older items toward the front of the display. For the freshest options when it comes to foods like milk and ground meat, dig around at the back of the display case for items marked with later expiration or sell-by dates.

7. Be wary of deals. Strategic wording by supermarkets may fool shoppers into believing they've scored a deal — signs boasting "Two for $8," "Limit 8 per customer" or "Special" may imply a sale without offering a cut off the full retail price.

Food Network Article 2

5 Ways You're Being Set Up by Your Supermarket
These sneaky tactics help supermarkets have consumers do their bidding.
By: Teri Tsang Barrett

1. FIFO: Or, rather, the rule of First In, First Out. Retailers stock perishables so older items are pushed to the front, where consumers will reach them first. When shopping for items like ground beef or milk, check the back of the stack for later sell-by dates — and a fresher product.

2. Samples: The more time consumers spend with a product, the more likely they are to spend. Samples awaken the senses, triggering the impulse to consume.

3. Eye-level positioning: Take note of options above and below eye level, as the items consumers spot first on shelves are likely expensive brands that can afford the costly real-estate location afforded to premium pricing. Bulk items tend to be positioned along the lower shelves of an aisle, out of the line of sight.

4. Extra-large shopping carts: Buying more than we need has been made possible by our ability to easily contain it.

5. Store soundtracks: The music heard in a store is designed to trigger positive associations and encourage more time spent in the store — retailers know that more time in a store means more time to spend money.

Food Network Article 3
The Dos and Don'ts of Shopping for Meat at the Supermarket
Follow these tips to be sure you're taking home a choice piece of meat.

By: Teri Tsang Barrett

DO get to know your butcher. Not only are you more likely to learn what's fresh or a great deal, you might score a butcher willing to go the extra mile by freshly grinding a large cut of meat (ground meat dries out quickly because there's more surface area) or portion a roast on sale into individual steaks.

DO make the meat counter the last stop. Don't let these highly perishables sit around in a shopping cart when strolling through the aisles. The more time meat spends at room temperature, the more likely unsafe bacterial growth can occur.

DO skip a package that isn't cold to the touch. All raw meat products need to be held in cool enough temperatures to ward off any safety concerns. If it's not cold, it's not worth the risk.

DON'T select a package containing excessive juices. Pools of pink- or red-tinged juices sealed in a package may be a sign of improper or prolonged storage.

DO place raw meat packages in plastic produce bags.   This will prevent any leaky juices from contaminating other foods and products in your cart.

DO check the date on the package.   If the sell-by date is quickly approaching, be prepared to freeze the meat or eat it right away. And check the packages of meat that are stacked underneath and out of reach — most supermarkets stack items with earlier sell-by dates on top and toward the front, where they're more likely to be picked up first.

Food Network Article 4
How Today's Supermarkets Are Totally Changing the Way You Shop
A look into how technology is changing how we shop for food.
By: Alex Van Buren

   If you've downloaded a supermarket's app, ordered groceries online, or sat down with a cup of coffee inside a grocery store, you can sense that the way we buy food these days is changing. Innovations in the grocery industry have been simmering for a while now, but lately it feels like things are ramping up. In particular, tech behemoth Amazon's recent purchase of Whole Foods (and how quickly they're already dropping prices at the notoriously spend-y chain) signals coming disruption that's going to be bigger than meal kits or digital coupons.

Robert Hetu, research director for Gartner, an information technology research company that advises retail clients, and Joseph Turow, author of the new book The Aisles Have Eyes, and professor at the Annenberg School for Communications at the University of Pennsylvania, agree that although grocery stores once lagged behind in this era's culture of change, they're quickly catching up.   Most of us are still shopping at brick and mortars, but online shopping (and that automatic re-order feature) is on the rise.

"Most grocery-store shopping is still done in the traditional way," Hetu says. But he thinks that "by 2020, about 50-percent of home products will be auto-replenished." If you choose to have

regular purchases (detergent, sandwich bags, even snacks) magically appear on your doorstep every so often, it totally changes your relationship with your grocery store.

Not only do auto-reordering features provide companies with data about how you use their products, but they also automate your loyalty to a specific brand. In a store, you might pass over your usual item if you see something new (or different brand at a sale price) on shelves. But if the same ol' dish soap shows up instantly, comparison shopping is not top of mind.

Appendix D: Survey Instrument

Variable names listed in bold with question text below, and survey logic highlighted.

agree
I agree to participate in a research study conducted by [Institution]. In order to analyze responses to the questionnaire, my answers will be recorded. No identifying information about me will be made public and any views I express will be kept completely confidential.

       Findings from this study will be reported in scholarly journals, at academic seminars, and at research association meetings. The data will be stored at a secured location and retained indefinitely. My participation is voluntary. I am free to withdraw from the study at any time. Should you have questions, please contact us at [email]. Please select one of the following options. If you choose not to participate, the survey will end immediately.
- ❍ I agree to participate (1)
- ❍ I do not agree to participate (2)

[Brief section of demographic questions]

med_pref

We are interested in learning about what kinds of news articles people like to read. If you were given the choice of the news articles from the following three sources to read, which of the three would you choose?

[Washout period with unrelated questions]
In this washout period we asked participants six political knowledge questions, three screener questions (Berinsky, Margolis, and Sances, 2014), four personality questions, and then two additional screener questions.

Q151 In the next part of this study, you will be asked several factual questions about politics and public policy. Many people don't know the answers to these questions, but it is helpful for us if you answer, even if you're not sure what the correct answer is. We encourage you to take a guess on every question. Please just give your best guess.

Do not look up the answers in a book or on the Internet. You will be given 20 seconds to respond to each question before the survey will advance.

Q152 Whose responsibility is it to decide if a law is constitutional or not?

- ○ The President (1)
- ○ Congress (2)
- ○ The Supreme Court (3)

Q154 Whose responsibility is it to nominate judges to Federal Courts?

- ○ The President (1)
- ○ Congress (2)
- ○ The Supreme Court (3)

Q156 Who is the Prime Minister of Great Britain? Is it:

- ○ Theresa May (1)
- ○ Angela Merkel (2)
- ○ Tony Hayward (3)
- ○ Richard Branson (4)

Q158 Do you know what job or political office is currently held by Paul Ryan? Is it:

- ○ Speaker of the House (1)
- ○ Treasury Secretary (2)
- ○ Senate Majority Leader (3)
- ○ Justice of The Supreme Court (4)
- ○ Governor of New Mexico (5)

Q160 Do you know what job or political office is currently held by Steve Mnuchin? Is it:

- ○ Attorney General (1)
- ○ Justice of the Supreme Court (2)
- ○ Treasury Secretary (3)
- ○ House Republican Leader (4)
- ○ Secretary of State (5)

scr_prob

There are many important issues facing our country today. Research shows that issues people think are important can affect their views on other issues. We also want to know if you are paying attention. Please ignore the question and put "crime" in the top position and "unemployment" in the bottom position. Leave the rest of the issues in the same order.

Please rank the following issues facing the nation from 1 (most important) to 7 (least important). You can change your rankings by dragging and dropping different issues.

_____ Health care (1)
_____ Unemployment (2)
_____ The federal budget deficit (3)
_____ The Afghanistan war (4)
_____ Crime (5)
_____ Education (6)
_____ Relations with other countries (7)

Q255 We would like to ask some questions about your media consumption.

Q214 During a typical week, how many days do you watch, read, or listen to news on TV, radio, printed newspapers, or the Internet, not including sports?

- ○ 0 days (1)
- ○ 1 (2)
- ○ 2 (3)
- ○ 3 (4)
- ○ 4 (5)
- ○ 5 (6)
- ○ 6 (7)
- ○ 7 days (8)

Q215 How much attention do you pay to news about national politics on TV, radio, printed newspapers, or the Internet?

- ○ A great deal (1)
- ○ A lot (2)
- ○ A moderate amount (3)
- ○ A little (4)
- ○ None at all (5)

Q259 We are going to show you a series of statements. Please mark which of the statements best applies to you.

Q260 Some people have opinions about almost everything; other people have opinions about just some things; and still other people have very few opinions. What about you? Would you say you have opinions about almost everything, about many things, about some things, or about very few

things?

◯ Almost everything (1)

◯ Many things (2)

◯ Some things (3)

◯ Very few things (4)

Q261 Compared to the average person do you have fewer opinions about whether things are good or bad, about the same number of opinions, or more opinions?

◯ Fewer opinions (1)

◯ About the same number of opinions (2)

◯ More opinions (3)

Q262 Some people prefer to solve simple problems instead of complex ones, whereas other people prefer to solve more complex problems. Which type of problem do you prefer to solve: simple or complex?

◯ Simple (1)

◯ Complex (2)

Q263 Some people like to have responsibility for handling situations that require a lot of thinking, and other people don't like to have responsibility for situations like that. What about you? Do you like having responsibility for handling situations that require a lot of thinking, do you dislike it, or do you neither like it nor dislike it?

◯ Like (1)

◯ Dislike (2)

◯ Neither like nor dislike (3)

Q269 When a big news story breaks people often go online to get up-to-the-minute details on what is going on. We want to know which websites people trust to get this information.

When there is a big news story, which is the one news website you would visit first? (Please only choose one)

- ○ New York Times website (1)
- ○ Huffington Post (2)
- ○ Washington Post website (3)
- ○ CNN.com (4)
- ○ FoxNews.com (5)
- ○ MSNBC.com (6)
- ○ The Drudge Report (7)
- ○ Google News (8)
- ○ ABC News website (9)
- ○ CBS News website (10)
- ○ NBC News website (11)
- ○ Yahoo! News (12)
- ○ The Associated Press (AP) website (13)
- ○ Reuters website (14)
- ○ National Public Radio (NPR) website (15)
- ○ USA Today website (16)
- ○ New York Post Online (17)
- ○ None of these websites (18)

scr_sports Now we would like to get a sense of your general preferences.

Most modern theories of decision making recognize that decisions do not take place in a vacuum. Individual preferences and knowledge, along with situational variables can greatly impact the decision process. To demonstrate that you've read this much, just go ahead and select both football and swimming among the alternatives below, no matter what activities you participate in.

Which of these activities do you engage in regularly?

- ❑ Skiing (2)
- ❑ Football (3)
- ❑ Soccer (4)
- ❑ Swimming (5)
- ❑ Snowboarding (6)
- ❑ Tennis (7)
- ❑ Running (8)
- ❑ Basketball (9)
- ❑ Hockey (10)
- ❑ Cycling (11)

If forcedchoice Is Equal to 0

med_choice

We are interested in learning what people can remember from what they read in news articles. We would now like you to read some news articles, and then answer some questions about them. Which of these three articles would you like to read now? Please click on the picture of the news article you want to read.

If forcedchoice Is Equal to 1

Q245 You will find the first article on the next page. **Please read it carefully** before answering the following questions.

There will be a brief pause on the next screen so you can read the story. At the end of the pause, an arrow will appear at the bottom of the screen.

Once the arrow appears, you may move on to the next screen of the survey by clicking on the arrow.

[Respondents shown news article according to assigned condition or choice]

ideas We are interested in what you were thinking about during the articles you just read.

You might have had ideas all favorable to the articles or authors of the articles, all opposed, or a mixture of the two. Any case is fine; simply list what it was you were thinking while reading the articles. You should try to record only those ideas you were thinking about while you were reading. Please state your thoughts and ideas as concisely as possible - a phrase is sufficient. Don't worry about spelling, grammar, or punctuation.

There will be a brief pause of 20 seconds to allow you to write your thoughts. At the end of the pause, a button will appear allowing you to proceed with the survey. We have deliberately provided more space than we think most people will need to ensure that everyone would have plenty of room to write the ideas they had during the message. Please be completely honest about the thoughts that you had.

Q238 Now we would like to ask about your general opinions on the news articles that you just read.

actions
Thinking about the news articles you just read, how likely would you be to:
actions Thinking about the news articles you just read, how likely would you be to:

	Very likely (1)	Likely (2)	Somewhat likely (3)	Not likely (4)	Not sure (7)
Discuss the stories with a friend (actions_discuss)	○	○	○	○	○
Forward the stories to a friend or colleague via email (actions_forward)	○	○	○	○	○
Post a link to the stories on a social networking site, such as Facebook or Twitter (actions_post)	○	○	○	○	○
Seek out additional information from another source on the topic featured in the stories (actions_4)	○	○	○	○	○

If entertainment Is Not Equal to 1

Q167 Do you think these articles support or oppose the legalization of recreational marijuana in the U.S.? That is, where would you place the overall tone of the articles on the following scale?
- ○ Definitely oppose (1)
- ○ Somewhat oppose (2)
- ○ Neither oppose nor support (3)
- ○ Somewhat support (4)
- ○ Definitely support (5)

If entertainment Is Equal to 1

Q246 Do you think these articles support or oppose the business decisions of large grocery stores? That is, where would you place the overall tone of the articles on the following scale?
- ○ Definitely oppose (1)
- ○ Somewhat oppose (2)
- ○ Neither oppose nor support (3)
- ○ Somewhat support (4)
- ○ Definitely support (5)

Q168 How effective would you say these arguments are in making their case?
- ○ Definitely not effective (1)
- ○ Not effective (2)
- ○ Not sure (3)
- ○ Effective (4)
- ○ Definitely effective (5)

If entertainment Is Not Equal to 1

Q169 Thinking about the issue of marijuana legalization, how well do you feel you understand this issue?
- ○ Very well (1)
- ○ Fairly well (2)
- ○ Not very well (3)
- ○ Not at all (4)

If entertainment Is Equal to 1

Q247 Thinking about the issue of how grocery stores organize their products, how well do you feel you understand this issue?
- ○ Very well (1)
- ○ Fairly well (2)
- ○ Not very well (3)
- ○ Not at all (4)

Q170 We hear a lot of talk these days about liberals and conservatives. Here is a seven-point scale on which the political views that people might hold are arranged from extremely liberal (1) to extremely conservative (7). Where would you place the articles that you just read on this scale?

- ❍ Extremely Liberal (1)
- ❍ Liberal (2)
- ❍ Somewhat Liberal (3)
- ❍ Moderate (4)
- ❍ Somewhat Conservative (5)
- ❍ Conservative (6)
- ❍ Extremely Conservative (7)

word_pairs Below, you will find a list of pairs of words. Please rate the news articles you just read on each of the pairs of words.

fair Fair or unfair

	Very fair (1)	Quite fair (2)	Fair (3)	Neutral (4)	Unfair (5)	Quite unfair (6)	Very unfair (7)
(4)	❍	❍	❍	❍	❍	❍	❍

friendly Friendly or hostile

	Very friendly (1)	Quite friendly (2)	Friendly (3)	Neutral (4)	Hostile (5)	Quite hostile (6)	Very hostile (7)
(4)	❍	❍	❍	❍	❍	❍	❍

good Good or bad

	Very good (1)	Quite good (2)	Good (3)	Neutral (4)	Bad (5)	Quite bad (6)	Very bad (7)
(4)	○	○	○	○	○	○	○

quarrel Quarrelsome or cooperative

	Very quarrelsome (1)	Quite quarrelsome (2)	Quarrelsome (3)	Neutral (4)	Cooperative (5)	Quite cooperative (6)	Very cooperative (7)
(4)	○	○	○	○	○	○	○

balanced Balanced or skewed

	Very balanced (1)	Quite balanced (2)	Balanced (3)	Neutral (4)	Skewed (5)	Quite skewed (6)	Very skewed (7)
(4)	○	○	○	○	○	○	○

oneside One-sided or even-handed

	Very one-sided (1)	Quite one-sided (2)	One-sided (3)	Neutral (4)	Even-handed (5)	Quite even-handed (6)	Very even-handed (7)
(4)	○	○	○	○	○	○	○

american American or un-American

	Very American (1)	Quite American (2)	American (3)	Neutral (4)	Un-American (5)	Quite un-American (6)	Very un-American (7)
(4)	○	○	○	○	○	○	○

accurate Accurate or inaccurate

	Very accurate (1)	Quite accurate (2)	Accurate (3)	Neutral (4)	Inaccurate (5)	Quite inaccurate (6)	Very inaccurate (7)
(4)	○	○	○	○	○	○	○

Q136 Now we are going to ask about your attitudes towards different news sources.

trust_1 How much of the time do you think you can trust newspaper reporters to do what is right?
- ○ Just about always (1)
- ○ Most of the time (2)
- ○ Only some of the time (3)
- ○ Not at all (4)

trust_2 How much of the time do you think you can trust newspaper columnists to do what is right?
- ○ Just about always (1)
- ○ Most of the time (2)
- ○ Only some of the time (3)
- ○ Not at all (4)

trust_3 How much of the time do you think you can trust television news reporters to do what is right?
- ○ Just about always (1)
- ○ Most of the time (2)
- ○ Only some of the time (3)
- ○ Not at all (4)

trust_4 How much of the time do you think you can trust television news commentators to do what is right?

- ○ Just about always (1)
- ○ Most of the time (2)
- ○ Only some of the time (3)
- ○ Not at all (4)

issue_grid1 In the grid below, you will see a series of statements. Please tell us whether you agree or disagree with each statement.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
NAFTA benefits the US more than it benefits Mexico (1)	○	○	○	○	○	○	○
Government efforts to enforce marijuana laws cost more than they are worth (2)	○	○	○	○	○	○	○
The criminal justice system in the US is biased against minorities (3)	○	○	○	○	○	○	○
I trust the police to protect me from violent crime. (4)	○	○	○	○	○	○	○
The legalization of marijuana leads to fewer people using more serious drugs, such as heroin and cocaine (5)	○	○	○	○	○	○	○
Free trade has hurt American manufacturing jobs (6)	○	○	○	○	○	○	○

Q178 Some people feel that habitual drug use should generally be considered a criminal offense and dealt with through the courts and criminal justice system. Suppose these people are on one end of the scale, at point 1. Others think that habitual drug use should generally be considered a substance abuse and addiction problem and dealt with through the medical and mental health systems. Suppose these people are at the other end, at point 7. And of course, some other people have opinions somewhere in between.

Where would you place YOURSELF on this scale?

○ Criminal offense 1 (1)
○ 2 (8)
○ 3 (2)
○ 4 (3)
○ 5 (4)
○ 6 (5)
○ Addiction problem 7 (6)

issue_grid2 In the grid below, you will see a series of statements. Please tell us whether you agree or disagree with each statement.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
Using marijuana is morally wrong (1)	○	○	○	○	○	○	○
The US should put fewer restrictions on free trade. (3)	○	○	○	○	○	○	○
Marijuana use increases violent crime (4)	○	○	○	○	○	○	○
Immigrants increase crime rates (5)	○	○	○	○	○	○	○
NAFTA benefits Canada more than it benefits the US (6)	○	○	○	○	○	○	○
Marijuana should be legal for medical use (7)	○	○	○	○	○	○	○
There should be mandatory prison sentences for violent crimes (8)	○	○	○	○	○	○	○

Q184 If the sale and possession of marijuana were made legal, do you think it would make the economy better, make the economy worse, or have no effect on the economy?

❍ Make the economy much better (1)
❍ Make the economy somewhat better (2)
❍ No effect (3)
❍ Make the economy somewhat worse (4)
❍ Make the economy much worse (5)

issue_scnr_grid3 In the grid below, you will see a series of statements. Please tell us whether you agree or disagree with each statement.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
Marijuana use is a serious problem today (1)	○	○	○	○	○	○	○
World War I came after World War II (2)	○	○	○	○	○	○	○
Stricter gun control laws would reduce violent crime in this country (3)	○	○	○	○	○	○	○
Marijuana should be legal for recreational use (4)	○	○	○	○	○	○	○
People convicted of murder should be given the death penalty (5)	○	○	○	○	○	○	○
Foreign trade is an opportunity for economic growth through increased U.S. exports (6)	○	○	○	○	○	○	○
Free trade agreements financially hurt my family (7)	○	○	○	○	○	○	○

Q175 How dangerous would you rate use of the following substances?

	Very dangerous (1)	Somewhat dangerous (2)	Not sure (3)	Somewhat safe (4)	Very safe (5)
Heroin (1)	○	○	○	○	○
Tobacco (2)	○	○	○	○	○
Alcohol (3)	○	○	○	○	○
Marijuana (4)	○	○	○	○	○
Cocaine (5)	○	○	○	○	○

grocery_scnr_grid In the grid below, you will see a series of statements. Please tell us whether you agree or disagree with each statement.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
I feel like I get the best deals when I grocery shop. (1)	○	○	○	○	○	○	○
I am not overly familiar with how my grocery store is organized. (2)	○	○	○	○	○	○	○
I do my grocery shopping online. (3)	○	○	○	○	○	○	○
I am responsible for grocery shopping in my household. (4)	○	○	○	○	○	○	○
Obama was the first president of the U.S. (5)	○	○	○	○	○	○	○
I rarely grocery shop with a list. (6)	○	○	○	○	○	○	○

Q231 We would now like to ask you some questions about different media outlets.

Q229 How much of the time do you think you can trust the following media outlets to report the news fairly?

	Just about always (1)	Most of the time (8)	Only some of the time (2)	Almost Never (3)	Never (11)
Fox News (1)	○	○	○	○	○
MSNBC (2)	○	○	○	○	○
CNN (3)	○	○	○	○	○
CBS (4)	○	○	○	○	○
NBC (5)	○	○	○	○	○
ABC (6)	○	○	○	○	○
New York Times (7)	○	○	○	○	○
Washington Post (8)	○	○	○	○	○
Wall Street Journal (9)	○	○	○	○	○
NPR (10)	○	○	○	○	○
Huffington Post (11)	○	○	○	○	○
Breitbart (12)	○	○	○	○	○

Q230 How many days in the last week did you read, watch, or listen to a news story from the following outlets?

	0 days (1)	1 day (8)	2 days (2)	3 days (3)	4 days (4)	5 days (5)	6 days (6)	7 days (7)
Fox News (1)	○	○	○	○	○	○	○	○
MSNBC (2)	○	○	○	○	○	○	○	○
CNN (3)	○	○	○	○	○	○	○	○
CBS (4)	○	○	○	○	○	○	○	○
NBC (5)	○	○	○	○	○	○	○	○
ABC (6)	○	○	○	○	○	○	○	○
New York Times (7)	○	○	○	○	○	○	○	○
Washington Post (8)	○	○	○	○	○	○	○	○
Wall Street Journal (9)	○	○	○	○	○	○	○	○
NPR (10)	○	○	○	○	○	○	○	○
Huffington Post (11)	○	○	○	○	○	○	○	○
Breitbart (12)	○	○	○	○	○	○	○	○

Q231 We hear a lot of talk these days about liberals and conservatives. Here is a seven-point scale on which the political views that people might hold are arranged from extremely liberal (1)

to extremely conservative (7).   Where would you place the following news outlets on this scale?

	Extremely Liberal (1)	Liberal (8)	Somewhat Liberal (2)	Moderate (3)	Somewhat Conservative (4)	Conservative (5)	Extremely Conservative (6)
Fox News (1)	○	○	○	○	○	○	○
MSNBC (2)	○	○	○	○	○	○	○
CNN (3)	○	○	○	○	○	○	○
CBS (4)	○	○	○	○	○	○	○
NBC (5)	○	○	○	○	○	○	○
ABC (6)	○	○	○	○	○	○	○
New York Times (7)	○	○	○	○	○	○	○
Washington Post (8)	○	○	○	○	○	○	○
Wall Street Journal (9)	○	○	○	○	○	○	○
NPR (10)	○	○	○	○	○	○	○
Huffington Post (11)	○	○	○	○	○	○	○
Breitbart (12)	○	○	○	○	○	○	○

Q40 Finally, we would like to ask some more questions about your background.

race What racial or ethnic group(s) best describe(s) you?

❑ Black or African-American (non-Hispanic) (1)

❑ Asian/Pacific Islanders (2)

❑ Caucasian/White (non-Hispanic) (3)

❑ Latino or Hispanic (4)

❑ Native American or Aleut (5)

❑ Middle Eastern (6)

❑ Other (7)

educ What is the highest level of education you have completed?

- ○ Did not graduate from high school (1)
- ○ High school graduate (2)
- ○ Some college, but no degree (3)
- ○ 2-year college degree (4)
- ○ 4-year college degree (5)
- ○ Postgraduate degree (MA, MBA, MD, JD, PhD, etc.) (6)

income
Thinking back over the past year, what was your family's annual income?

- ○ Less than $10,000 (1)
- ○ $10,000-$14,999 (2)
- ○ $15,000-$19,999 (3)
- ○ $20,000-$24,999 (4)
- ○ $25,000-$29,999 (5)
- ○ $30,000-$39,999 (6)
- ○ $40,000-$49,999 (7)
- ○ $50,000-$59,999 (8)
- ○ $60,000-$69,999 (9)
- ○ $70,000-$79,999 (10)
- ○ $80,000-$99,999 (11)
- ○ $100,000-$119,999 (12)
- ○ $120,000-$149,999 (13)
- ○ $150,000 or more (14)
- ○ Prefer not to say (15)

> Display This Question:
> If Thinking back over the past year, what was your family's annual income?   = $150,000 or more

Q254 What was your family's annual income last year?

- ○ $150,000-$199,999 (1)
- ○ $200,000-$249,999 (2)
- ○ $250,000-$349,999 (3)
- ○ $350,000-$499,999 (4)
- ○ $500,000 or more (5)
- ○ Prefer not to say (6)

marital Which of the following best describes your marital status?

- ○ Single, never married (1)
- ○ Married (3)
- ○ Divorced (4)
- ○ Separated (5)
- ○ Widowed (6)
- ○ Living with partner (7)

church Not counting weddings and funerals, how often do you attend religious services?

- ○ Never (1)
- ○ Less than once a year (2)
- ○ Once a year (3)
- ○ Several times a year (4)
- ○ Once a month (5)
- ○ Two or three times a month (6)
- ○ Nearly every week (7)
- ○ Every week (8)
- ○ More than once per week (9)

party1 Generally speaking, do you consider yourself a...

- ○ Democrat (1)
- ○ Republican (2)
- ○ Independent (3)
- ○ Other Party (4)

party2 Would you call yourself a strong Democrat or a not very strong Democrat?

○ Strong (1)

○ Not very strong (2)

party3 Would you call yourself a strong Republican or a not very strong Republican?

○ Strong (1)

○ Not very strong (2)

party4 Do you think of yourself as closer to the Republican Party or to the Democratic Party?

○ Closer to the Republican Party (1)

○ Closer to the Democratic Party (2)

○ Neither (3)

ideo1 Generally speaking, do you usually think of yourself as a liberal, a conservative, a moderate, or haven't you thought much about this?

○ Liberal (1)

○ Conservative (2)

○ Moderate (3)

○ Haven't thought much about it (4)

ideo2 Would you call yourself a strong liberal or a not very strong liberal?

○ Strong liberal (1)

○ Not very strong liberal (2)

ideo3 Would you call yourself a strong conservative or a not very strong conservative?

○ Strong conservative (1)

○ Not a very strong conservative (2)

ideo4 Do you think of yourself as closer to liberals or closer to conservatives?

○ Closer to liberals (1)

○ Closer to conservatives (2)

○ Neither (3)

comments Thank you for answering our survey. Do you have any comments for us?

Appendix E: Additional Results Using Other Issues and Samples

In addition to the main results presented in the text of the paper, we conducted several replications using three additional political issues and survey samples. Across all replications, the results are largely consistent with the main results reported in the paper: among people who would prefer entertainment we found the most consistent and statistically significant persuasion on attitudinal questions in the conservative direction after consuming Fox rather than MSNBC. We also consistently found behavioral effects among people who prefer MSNBC that were lower than among other subgroups or in the negative direction and statistically significant, indicating an inclination against sharing media from Fox relative to sharing media from MSNBC for this group.
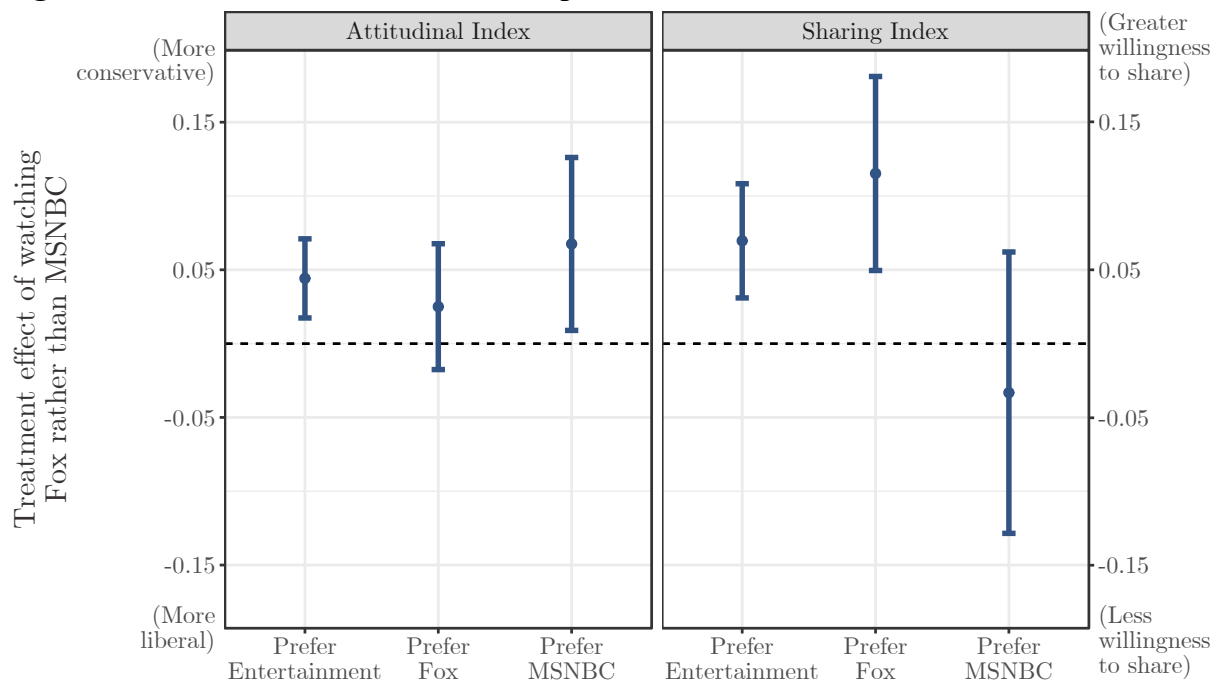
In the first of these additional experiments, we used video stimuli to test the effects of partisan media on 4,244 respondents recruited through Survey Sampling International (SSI).[1] We selected video clips from either Fox News (*The O'Reilly Factor*), MSNBC (*Hardball*), or the Discovery Channel (*Dirty Jobs*) and edited all videos to be between 75 and 90 seconds. The partisan media videos concerned the U.S. response to ISIS, and differed slightly in their content but were edited to make them as comparable as possible. Respondents were split into free choice and forced choice conditions following the exact same experimental design described in the main text of the paper. Following the videos, respondents answered four questions concerning future U.S. action vis a vis ISIS, which we formed into an additive attitudinal index, and four questions regarding potential actions they would take, which we formed into a sharing index. We use these two outcomes for comparability to the results presented in the main text.

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[1] Survey Sampling International is the same company used to field the survey described in the main text of paper.

The results using this sample are similar to those in the main text. We present naïve treatment effects below in Figure E-1. For our attitudinal index, among those who prefer entertainment we find a treatment effect from watching Fox rather than MSNBC of 0.04 on the 0-1 scale (95% confidence interval: 0.02 to 0.07). Among those who prefer Fox we find a treatment effect of 0.03 (95% CI: -0.02 to 0.07) and among those who prefer MSNBC we find a treatment effect 0.07 (95% CI: 0.01 to 0.13). For the sharing index, we found a statistically significant effect in the positive direction among both those respondents who prefer entertainment and those who prefer Fox, while we found a negative and statistically insignificant effect among those who prefer MSNBC. The effect among respondents who preferred the entertainment option was an increase in sharing behavior of 0.07 (95% CI: 0.03 to 0.11) on the 0-1 scale. Among those who prefer to watch Fox, we find an increase in sharing behavior of 0.12 (95% CI: 0.05 to 0.18). Among those who prefer MSNBC, we find a decrease in sharing behavior of 0.03 (95% CI: -0.13 to 0.06).

**Figure E-1: Naïve Estimates, SSI ISIS experiment**

In the second of these additional experiments, we also used video stimuli to test the effects of partisan media, this time on 3,548 respondents who were again recruited via SSI. We selected video clips from either Fox News (*The O'Reilly Factor*), MSNBC (*The Rachel Maddow Show*), the Food Network (*Jamie's Kitchen*), or the Discovery Channel (*Dirty Jobs*) and edited all videos to be between 75 and 90 seconds. The partisan media videos concerned domestic oil drilling and specifically fracking, and again differed slightly in their emphases but were edited to make them as comparable as possible. Respondents were again split into free choice and forced choice conditions following the exact same experimental design described in the main text of the paper. Following the videos, respondents answered four questions concerning potential government action to combat climate change, which we formed into an additive attitudinal index, and four questions regarding potential actions they would take, which we formed into a sharing index. We use these two outcomes for comparability to the results presented in the main text.

The results from this sample are very similar to those presented in the main text, with attitudinal treatment effects in the conservative direction among both those who prefer entertainment and those who prefer Fox, and behavioral treatment effects in the negative direction among those who prefer MSNBC. We present naïve treatment effects below in Figure E-2. For our attitudinal index, our effects are largest in the entertainment and Fox preference subgroups. Among those who prefer entertainment we find a treatment effect from watching Fox rather than MSNBC of 0.04 on the 0-1 scale (95% confidence interval: -0.0007 to 0.07). Among those who prefer Fox we find a treatment effect of 0.05 (95% CI: -0.02 to 0.12) and among those who prefer MSNBC we find a treatment effect of -0.02 (95% CI: -0.07 to 0.04). For the sharing index, we found a statistically significant effect in the negative direction among those

respondents who prefer MSNBC, while we found effects that were statistically insignificant among those who prefer entertainment and Fox. The effect among respondents who preferred the entertainment option was a decrease in sharing behavior of 0.03 (95% CI: -0.07 to 0.01) on the 0-1 scale. Among those who prefer to watch Fox, we find an increase in sharing behavior of 0.02 (95% CI: -0.05 to 0.09). Among those who prefer MSNBC, we find a decrease in sharing behavior of 0.17 (95% CI: -0.25 to -0.08).

Figure E-2: Naïve Estimates, SSI Fracking experiment
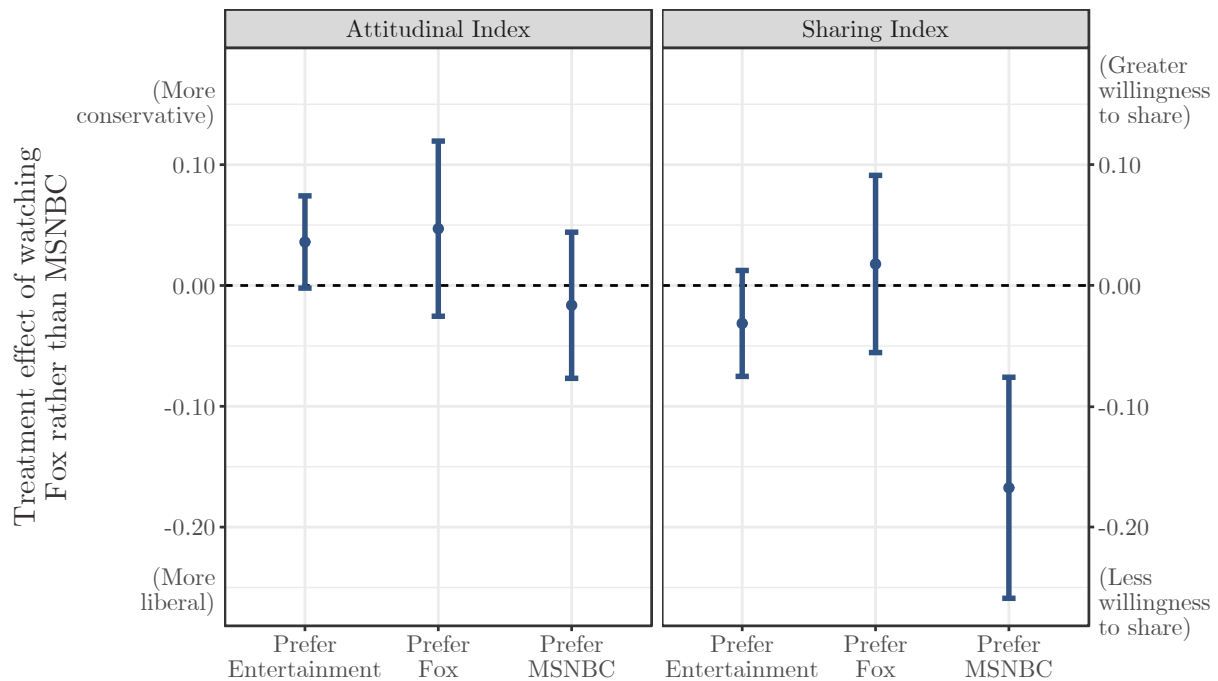
Finally, in the third of these additional experiments, we used text stimuli to test the effects of partisan media, this time on 3,513 respondents from the private survey sampling company comScore. We created text news stimuli by pulling text from real world news media, and presented respondents with stimuli labeled as from either Fox News, MSNBC, or the Food Network, much as with the experiment described in the main text. The partisan media articles concerned charter schools and the education system, and again differed slightly in their exact

wording but were edited to make them almost identical. Respondents were again split into free choice and forced choice conditions following the exact same experimental design described in the main text of the paper. Following the media stimuli, respondents answered twelve questions concerning education policy and charter schools, which we formed into an additive attitudinal index, and four questions regarding potential actions they would take, which we formed into a sharing index. We use these two outcomes for comparability to the results presented in the main text.

The results using this sample are largely similar to those presented in the main text and those presented above from the SSI ISIS experiment. We present naïve treatment effects below in Figure E-3. For our attitudinal index, the effect of watching Fox rather than MSNBC is statistically significant in all three subgroups, indicating persuasive effects of partisan media. Among those who prefer entertainment we find a treatment effect of 0.07 on the 0-1 scale (95% confidence interval: 0.03 to 0.11). Among those who prefer Fox we find a treatment effect of 0.05 (95% CI: 0.01 to 0.09) and among those who prefer MSNBC we find a treatment effect of 0.04 (95% CI: 0.01 to 0.06). For the sharing index, we again found a statistically significant effect in the negative direction among those respondents who prefer MSNBC, while we found effects that were statistically insignificant among those who prefer entertainment and Fox. The effect among respondents who preferred the entertainment option was a decrease in sharing behavior of 0.01 (95% CI: -0.08 to 0.06) on the 0-1 scale. Among those who prefer to watch Fox, we find an increase in sharing behavior of 0.04 (95% CI: -0.02 to 0.09). Among those who prefer MSNBC, we find a decrease in sharing behavior of 0.10 (95% CI: -0.14 to -0.05).

Figure E-3: Naïve Estimates, comScore Education experiment