

Appendices

Descriptive Data

Table A.1: Descriptive Statistics of Primary Variables

	Min	Max	Mean	StDev
LGBTQ tolerance	0.00	1.00	0.22	0.41
Religious tolerance	0.00	1.00	0.88	0.32
Ethnic tolerance	0.00	1.00	0.91	0.28
HIV+ tolerance	0.00	1.00	0.71	0.45
Immigrant tolerance	0.00	1.00	0.81	0.39
Aggregate media consumption	1.00	21.00	8.68	5.60
Radio consumption	1.00	5.00	3.80	1.52
TV consumption	1.00	5.00	3.08	1.81
Newspaper consumption	1.00	5.00	2.04	1.44
Internet consumption	1.00	5.00	1.89	1.51
Social media consumption	1.00	5.00	1.85	1.50
Sex (1=female)	0.00	1.00	0.50	0.50
Education level	1.00	10.00	4.47	2.23
Religiosity	1.00	7.00	4.61	1.91
Age	18.00	105.00	37.27	14.54
Water access	1.00	3.00	1.73	0.85
Urban	0.00	1.00	0.41	0.49
Freedom House scale	0.19	0.73	0.47	0.14
KOF Score	28.15	73.30	47.01	10.73

Figure A.1: Distribution of Support for Homosexuality

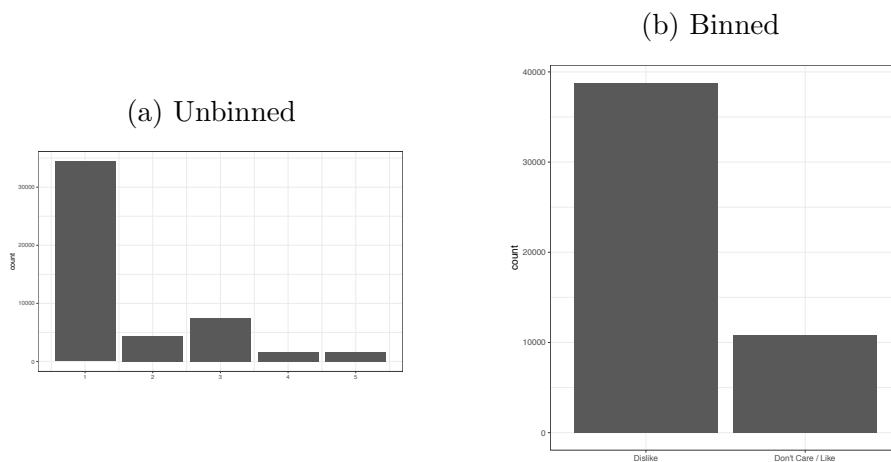


Figure A.2: Support for Homosexuality by Country

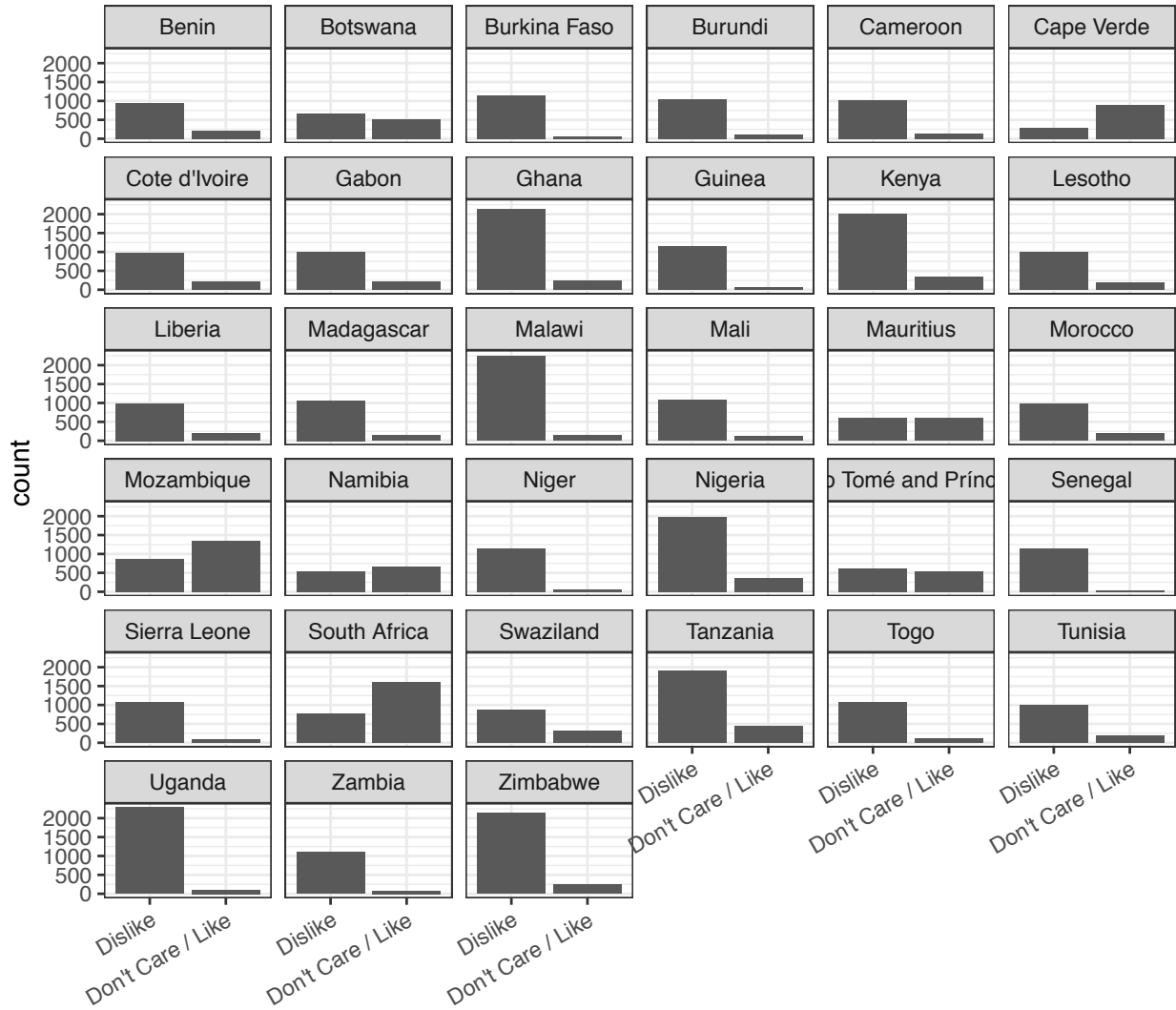
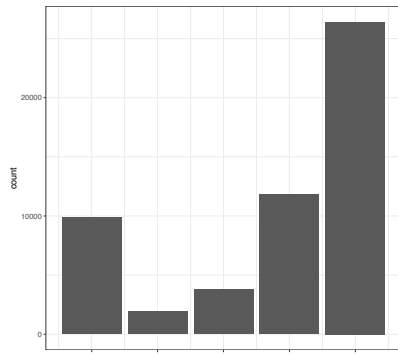


Table A.2: Pearson Correlation Matrix of Media Consumption

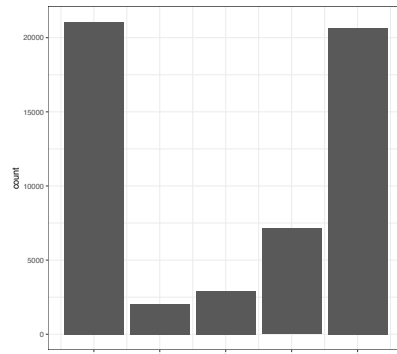
	Radio	Tv	Newspaper	Internet	Social media
Radio	1	0.225	0.229	0.119	0.112
Tv	0.225	1	0.492	0.451	0.425
Newspaper	0.229	0.492	1	0.542	0.502
Internet	0.119	0.451	0.542	1	0.878
Social media	0.112	0.425	0.502	0.878	1

Figure A.3: Distribution of Explanatory Variables

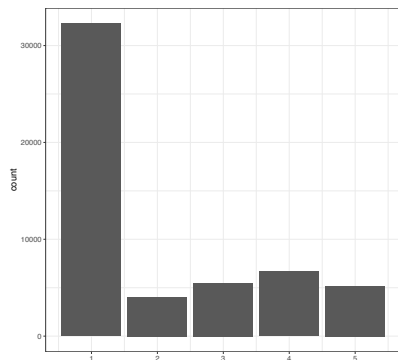
(a) Radio



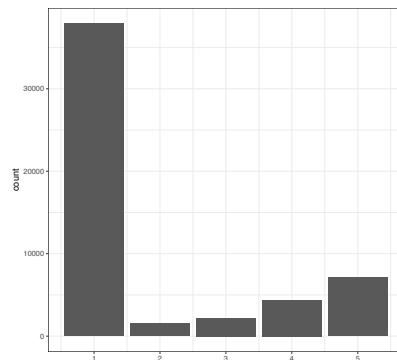
(b) TV



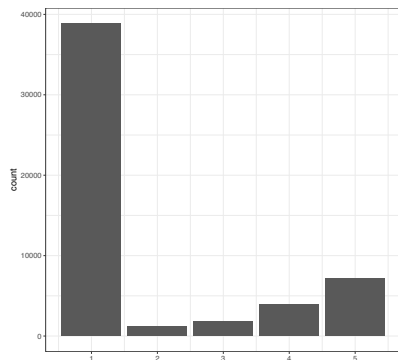
(c) Newspaper



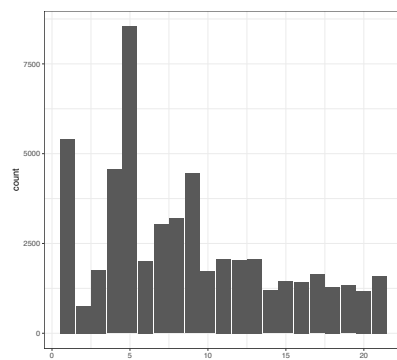
(d) Internet



(e) Social Media



(f) All Mediums



Alternative Modeling

Table A.3 replicates the main results with ordinary least squares regression rather than binomial logit. Table A.4 replicates the main results with an unbinned ordinal outcome variable. Table A.5 replicates the main results with a multi-level model (varying-slope and varying-intercept for every country and a varying-intercept for every district).

Table A.3: Effect of Media Consumption on LGBT Attitudes (OLS Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.004*** (0.001)					
Radio		-0.003** (0.001)				
TV			-0.0004 (0.002)			
Newspaper				0.009*** (0.002)		
Internet					0.010*** (0.002)	
Social media						0.010*** (0.002)
Other media		0.005*** (0.001)	0.005*** (0.001)	0.002*** (0.001)	0.002** (0.001)	0.002* (0.001)
Tolerance	0.086*** (0.005)	0.086*** (0.005)	0.086*** (0.005)	0.086*** (0.005)	0.086*** (0.005)	0.086*** (0.005)
Female	0.020*** (0.004)	0.019*** (0.004)	0.021*** (0.004)	0.021*** (0.004)	0.020*** (0.004)	0.020*** (0.004)
Education	0.0001 (0.001)	-0.0004 (0.001)	-0.00003 (0.001)	-0.0001 (0.001)	-0.0002 (0.001)	-0.0001 (0.001)
Religiosity	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)
Age	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)
Income	0.014*** (0.005)	0.012*** (0.004)	0.015*** (0.005)	0.014*** (0.005)	0.014*** (0.005)	0.014*** (0.005)
Urban	-0.006 (0.006)	-0.008 (0.006)	-0.004 (0.006)	-0.006 (0.006)	-0.005 (0.006)	-0.005 (0.006)
Constant	-0.096*** (0.024)	-0.093*** (0.025)	-0.111*** (0.025)	-0.106*** (0.025)	-0.104*** (0.026)	-0.105*** (0.025)
Observations	46,803	46,802	46,802	46,802	46,802	46,802
R ²	0.286	.287	0.286	0.286	0.287	0.287

Note:

*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Table A.4: Effect of Media Consumption on LGBT Attitudes (Ordered Probit Models)

	DV: Homosexual as Neighbor (Ordinal from Strong Dislike to Strong Like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.013*** (0.002)					
Radio		-0.006 (0.005)				
TV			0.006 (0.007)			
Newspaper				0.027*** (0.007)		
Internet					0.028*** (0.007)	
Social media						0.024*** (0.006)
Other media		0.016*** (0.003)	0.014*** (0.002)	0.009*** (0.003)	0.008** (0.003)	0.009*** (0.003)
Tolerance	0.057*** (0.004)	0.057*** (0.004)	0.057*** (0.004)	0.057*** (0.004)	0.057*** (0.004)	0.057*** (0.004)
Female	0.066*** (0.012)	0.063*** (0.013)	0.067*** (0.012)	0.068*** (0.012)	0.066*** (0.013)	0.066*** (0.013)
Education	0.010** (0.005)	0.009* (0.005)	0.010* (0.005)	0.010* (0.005)	0.009* (0.005)	0.010* (0.005)
Religiosity	-0.037*** (0.005)	-0.036*** (0.005)	-0.037*** (0.005)	-0.037*** (0.005)	-0.036*** (0.005)	-0.037*** (0.005)
Age	-0.004*** (0.001)	-0.004*** (0.001)	-0.004*** (0.001)	-0.004*** (0.001)	-0.004*** (0.001)	-0.004*** (0.001)
Income	0.060*** (0.016)	0.057*** (0.016)	0.062*** (0.016)	0.060*** (0.016)	0.060*** (0.016)	0.061*** (0.016)
Urban	0.006 (0.023)	-0.0003 (0.023)	0.009 (0.023)	0.004 (0.023)	0.007 (0.023)	0.007 (0.023)
1 2	1.331*** (0.052)	1.331*** (0.054)	1.381*** (0.053)	1.366*** (0.053)	1.365*** (0.053)	1.371*** (0.053)
2 3	1.682*** (0.052)	1.681*** (0.054)	1.731*** (0.053)	1.716*** (0.053)	1.715*** (0.053)	1.721*** (0.053)
3 4	2.575*** (0.053)	2.575*** (0.055)	2.625*** (0.054)	2.610*** (0.054)	2.608*** (0.054)	2.615*** (0.054)
4 5	2.951*** (0.054)	2.951*** (0.056)	3.001*** (0.055)	2.986*** (0.055)	2.984*** (0.055)	2.991*** (0.055)
Observations	46,844	46,844	46,844	46,844	46,844	46,844
AIC	79,120	79,104	79,120	79,115	79,114	79,118

Note:

*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Table A.5: Effect of Media Consumption on LGBT Attitudes (Main Effects from Multilevel Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.022*** (0.007)					
Radio		-0.032** (0.015)				
TV			0.019 (0.022)			
Newspaper				0.053** (0.025)		
Internet					0.055*** (0.020)	
Social media						0.055*** (0.019)
Other media		0.033*** (0.004)	0.025*** (0.004)	0.019*** (0.004)	0.019*** (0.005)	0.017*** (0.005)
Tolerance	0.976*** (0.023)	0.978*** (0.023)	0.979*** (0.023)	0.979*** (0.023)	0.974*** (0.023)	0.975*** (0.023)
Female	0.139*** (0.028)	0.133*** (0.028)	0.143*** (0.028)	0.149*** (0.028)	0.144*** (0.028)	0.143*** (0.028)
Education	0.007 (0.009)	0.007 (0.009)	0.007 (0.009)	0.004 (0.009)	0.006 (0.009)	0.007 (0.009)
Religiosity	-0.058*** (0.008)	-0.056*** (0.008)	-0.058*** (0.008)	-0.059*** (0.008)	-0.058*** (0.008)	-0.058*** (0.008)
Age	-0.010*** (0.001)	-0.010*** (0.001)	-0.011*** (0.001)	-0.011*** (0.001)	-0.010*** (0.001)	-0.010*** (0.001)
Income	0.105*** (0.024)	0.102*** (0.024)	0.101*** (0.024)	0.108*** (0.024)	0.110*** (0.024)	0.111*** (0.024)
Urban	0.022 (0.041)	0.013 (0.041)	0.025 (0.042)	0.017 (0.041)	0.017 (0.041)	0.019 (0.041)
Constant	-4.966*** (0.236)	-4.923*** (0.219)	-5.040*** (0.239)	-5.053*** (0.239)	-5.077*** (0.242)	-5.069*** (0.240)
Observations	46,844	46,844	46,844	46,844	46,844	46,844
AIC	34,725	34,770	34,744	34,751	34,760	34,768

Note:

*p<0.1; **p<0.05; ***p<0.01

Controlling for Religion

This table replicates my main results in Table 2, but with the inclusion of religion as a control variable. Religion is a factor with 59 different responses (including ‘none’ and ‘other’).

Table A.6: Effect of Media Consumption on LGBT Attitudes (Logit Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.022*** (0.004)					
Radio		-0.018 (0.011)				
TV			0.010 (0.015)			
Newspaper				0.059*** (0.014)		
Internet					0.044*** (0.014)	
Social media						0.045*** (0.013)
Other media		0.030*** (0.005)	0.025*** (0.005)	0.014*** (0.005)	0.016** (0.007)	0.015** (0.006)
Tolerance	0.947*** (0.044)	0.947*** (0.044)	0.947*** (0.044)	0.948*** (0.044)	0.947*** (0.044)	0.947*** (0.044)
Female	0.143*** (0.029)	0.137*** (0.029)	0.145*** (0.029)	0.147*** (0.029)	0.142*** (0.029)	0.141*** (0.029)
Education	0.005 (0.012)	0.001 (0.012)	0.004 (0.012)	0.003 (0.012)	0.003 (0.012)	0.004 (0.012)
Religiosity	-0.056*** (0.011)	-0.055*** (0.011)	-0.056*** (0.011)	-0.056*** (0.011)	-0.055*** (0.011)	-0.055*** (0.011)
Age	-0.010*** (0.001)	-0.010*** (0.001)	-0.010*** (0.001)	-0.011*** (0.001)	-0.010*** (0.001)	-0.010*** (0.001)
Income	0.100*** (0.031)	0.092*** (0.031)	0.103*** (0.030)	0.100*** (0.031)	0.100*** (0.031)	0.101*** (0.031)
Urban	-0.001 (0.045)	-0.012 (0.045)	0.005 (0.045)	-0.004 (0.045)	0.001 (0.045)	0.002 (0.045)
Religion Control	Yes	Yes	Yes	Yes	Yes	Yes
Constant	-4.828*** (0.212)	-4.799*** (0.219)	-4.917*** (0.216)	-4.882*** (0.216)	-4.891*** (0.219)	-4.894*** (0.218)
Observations	46,843	46,843	46,843	46,843	46,843	46,843
AIC	35,538	35,522	35,339	35,531	35,537	35,536

Note:

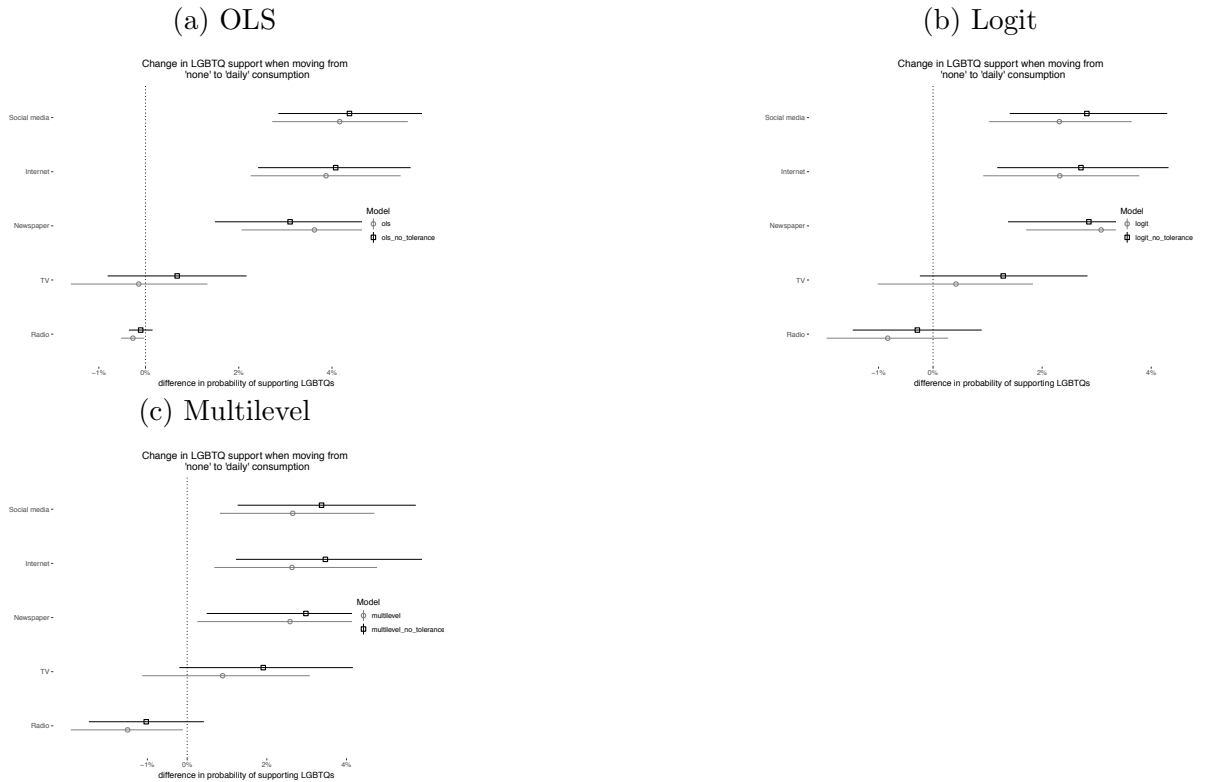
*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Controlling for Social Tolerance

Figure A.4 shows that the substantive results are stable across every model when I remove 'social tolerance' as an individual control variable.

Figure A.4: Marginal Effects with and without 'Social Tolerance' Control



Placebo Tests

This section reports the full regression results from Figure 3 in the paper, where I ran the main models on four other measures of out-group tolerance. Table A.7 reports how media consumption correlates with support for individuals from a different religion. Table A.8 reports how media consumption correlates with support for individuals from a different ethnicity. Table A.9 reports how media consumption correlates with support for individuals who are HIV/AIDS positive. Table A.10 reports how media consumption correlates with support for immigrants and/or foreigners.

Table A.7: Effect of Media Consumption on Religious Tolerance (Logit)

	DV: Other Religion as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.012** (0.005)					
Radio		0.032** (0.014)				
TV			0.041*** (0.016)			
Newspaper				-0.047** (0.023)		
Internet					-0.013 (0.020)	
Social media						-0.002 (0.019)
Other media		0.007 (0.006)	0.005 (0.006)	0.025*** (0.007)	0.019** (0.008)	0.016** (0.007)
Ethnic tolerance	2.713*** (0.072)	2.712*** (0.072)	2.714*** (0.072)	2.712*** (0.072)	2.713*** (0.072)	2.713*** (0.072)
LGBTQ tolerance	0.596*** (0.079)	0.598*** (0.079)	0.598*** (0.079)	0.602*** (0.079)	0.597*** (0.079)	0.597*** (0.079)
HIV+ tolerance	0.826*** (0.057)	0.825*** (0.057)	0.823*** (0.057)	0.822*** (0.057)	0.825*** (0.057)	0.825*** (0.057)
Immigrant tolerance	0.664*** (0.055)	0.664*** (0.055)	0.663*** (0.055)	0.663*** (0.055)	0.664*** (0.055)	0.664*** (0.055)
Female	-0.112*** (0.035)	-0.108*** (0.035)	-0.118*** (0.035)	-0.116*** (0.035)	-0.112*** (0.035)	-0.111*** (0.035)
Education	0.071*** (0.012)	0.073*** (0.012)	0.072*** (0.012)	0.073*** (0.012)	0.072*** (0.012)	0.072*** (0.012)
Religiosity	-0.028** (0.014)	-0.029** (0.014)	-0.028** (0.014)	-0.028** (0.014)	-0.029** (0.014)	-0.028** (0.014)
Age	0.006*** (0.001)	0.005*** (0.001)	0.005*** (0.001)	0.006*** (0.001)	0.005*** (0.001)	0.005*** (0.001)
Income	-0.081** (0.039)	-0.077** (0.039)	-0.089** (0.039)	-0.080** (0.039)	-0.082** (0.039)	-0.082** (0.039)
Urban	0.247*** (0.060)	0.254*** (0.061)	0.234*** (0.060)	0.250*** (0.060)	0.245*** (0.060)	0.246*** (0.060)
Constant	-1.286*** (0.243)	-1.369*** (0.249)	-1.307*** (0.244)	-1.347*** (0.242)	-1.345*** (0.244)	-1.338*** (0.243)
Observations	46,843	46,843	46,843	46,843	46,843	46,843
AIC	22,265	22,264	22,263	22,256	22,266	22,267

Note:

*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Table A.8: Effect of Media Consumption on Ethnic Tolerance (Logit)

	DV: Other Ethnicity as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.015** (0.006)					
Radio		0.042*** (0.016)				
TV			0.011 (0.019)			
Newspaper				-0.005 (0.024)		
Internet					0.003 (0.023)	
Social media						-0.014 (0.023)
Other media		0.007 (0.007)	0.016** (0.007)	0.019** (0.008)	0.018* (0.009)	0.022** (0.010)
Religious tolerance	2.730*** (0.074)	2.728*** (0.074)	2.730*** (0.074)	2.729*** (0.074)	2.730*** (0.074)	2.730*** (0.074)
LGBTQ tolerance	0.623*** (0.094)	0.624*** (0.094)	0.623*** (0.094)	0.625*** (0.095)	0.623*** (0.094)	0.624*** (0.094)
HIV+ tolerance	0.487*** (0.091)	0.487*** (0.091)	0.488*** (0.091)	0.486*** (0.091)	0.487*** (0.091)	0.487*** (0.091)
Immigrant tolerance	1.392*** (0.054)	1.393*** (0.054)	1.392*** (0.054)	1.392*** (0.054)	1.392*** (0.054)	1.392*** (0.054)
Female	-0.038 (0.039)	-0.033 (0.039)	-0.037 (0.039)	-0.040 (0.039)	-0.037 (0.039)	-0.036 (0.039)
Education	0.045*** (0.015)	0.048*** (0.015)	0.045*** (0.015)	0.046*** (0.015)	0.045*** (0.015)	0.046*** (0.015)
Religiosity	0.021 (0.013)	0.020 (0.013)	0.021 (0.014)	0.021 (0.013)	0.021 (0.014)	0.020 (0.013)
Age	0.004*** (0.002)	0.004** (0.002)	0.004*** (0.002)	0.005*** (0.002)	0.004*** (0.002)	0.004** (0.002)
Income	-0.002 (0.041)	0.005 (0.041)	-0.001 (0.041)	-0.001 (0.041)	-0.002 (0.041)	-0.002 (0.041)
Urban	0.068 (0.080)	0.076 (0.081)	0.070 (0.080)	0.069 (0.080)	0.067 (0.080)	0.066 (0.079)
Constant	-1.671*** (0.241)	-1.781*** (0.255)	-1.732*** (0.248)	-1.735*** (0.247)	-1.735*** (0.250)	-1.738*** (0.249)
Observations	46,843	46,843	46,843	46,843	46,843	46,843
AIC	17,378	17,376	17,380	17,379	17,380	17,378

Note:

*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Table A.9: Effect of Media Consumption on HIV Tolerance (Logit)

	DV: HIV+ as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.033*** (0.004)					
Radio		0.048*** (0.011)				
TV			0.089*** (0.012)			
Newspaper				-0.016 (0.015)		
Internet					0.002 (0.017)	
Social media						-0.021 (0.016)
Other media		0.029*** (0.005)	0.017*** (0.005)	0.043*** (0.005)	0.041*** (0.006)	0.046*** (0.006)
Ethnic tolerance	0.423*** (0.080)	0.422*** (0.080)	0.426*** (0.080)	0.423*** (0.080)	0.423*** (0.080)	0.423*** (0.079)
LGBTQ tolerance	1.450*** (0.082)	1.451*** (0.082)	1.454*** (0.083)	1.453*** (0.082)	1.451*** (0.082)	1.453*** (0.082)
Religious tolerance	0.797*** (0.056)	0.796*** (0.056)	0.794*** (0.057)	0.793*** (0.057)	0.796*** (0.056)	0.797*** (0.056)
Immigrant tolerance	1.545*** (0.048)	1.546*** (0.048)	1.544*** (0.048)	1.544*** (0.048)	1.546*** (0.048)	1.546*** (0.048)
Female	0.033 (0.026)	0.037 (0.026)	0.022 (0.026)	0.031 (0.026)	0.034 (0.026)	0.036 (0.026)
Education	0.112*** (0.010)	0.114*** (0.010)	0.115*** (0.010)	0.114*** (0.010)	0.114*** (0.010)	0.114*** (0.010)
Religiosity	0.023** (0.010)	0.022** (0.010)	0.022** (0.010)	0.023** (0.010)	0.022** (0.010)	0.021** (0.010)
Age	0.009*** (0.001)	0.008*** (0.001)	0.008*** (0.001)	0.009*** (0.001)	0.008*** (0.001)	0.008*** (0.001)
Income	0.112*** (0.031)	0.114*** (0.031)	0.099*** (0.032)	0.111*** (0.031)	0.111*** (0.031)	0.111*** (0.031)
Urban	0.292*** (0.055)	0.297*** (0.055)	0.264*** (0.054)	0.293*** (0.055)	0.290*** (0.054)	0.287*** (0.054)
Constant	-1.095*** (0.149)	-1.252*** (0.150)	-1.175*** (0.150)	-1.239*** (0.150)	-1.238*** (0.150)	-1.237*** (0.150)
Observations	46,843	46,843	46,843	46,843	46,843	46,843
AIC	37,979	37,978	37,946	37,967	37,975	37,963

Note:

*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Table A.10: Effect of Media Consumption on Immigrant Tolerance (Logit)

	DV: Immigrant/Foreigner as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.004 (0.004)					
Radio		-0.003 (0.011)				
TV			0.020 (0.012)			
Newspaper				-0.020 (0.015)		
Internet					0.015 (0.016)	
Social media						0.009 (0.015)
Other media		0.006 (0.005)	0.0001 (0.005)	0.010* (0.005)	0.001 (0.006)	0.003 (0.006)
Ethnic tolerance	1.366*** (0.054)	1.366*** (0.054)	1.366*** (0.054)	1.365*** (0.054)	1.366*** (0.054)	1.366*** (0.054)
LGBTQ tolerance	0.757*** (0.057)	0.757*** (0.057)	0.758*** (0.057)	0.759*** (0.057)	0.757*** (0.058)	0.757*** (0.058)
HIV+ tolerance	1.538*** (0.048)	1.538*** (0.048)	1.536*** (0.048)	1.537*** (0.048)	1.538*** (0.048)	1.538*** (0.048)
Religious tolerance	0.688*** (0.055)	0.688*** (0.055)	0.687*** (0.055)	0.686*** (0.055)	0.688*** (0.055)	0.688*** (0.055)
Female	-0.128*** (0.025)	-0.129*** (0.025)	-0.130*** (0.025)	-0.130*** (0.025)	-0.128*** (0.025)	-0.128*** (0.025)
Education	0.035*** (0.010)	0.035*** (0.010)	0.036*** (0.010)	0.037*** (0.010)	0.035*** (0.010)	0.035*** (0.010)
Religiosity	0.016 (0.011)	0.016 (0.011)	0.016 (0.011)	0.016 (0.011)	0.016 (0.011)	0.016 (0.011)
Age	0.002* (0.001)	0.002* (0.001)	0.002* (0.001)	0.002* (0.001)	0.002* (0.001)	0.002* (0.001)
Income	0.018 (0.032)	0.016 (0.033)	0.015 (0.032)	0.018 (0.032)	0.018 (0.032)	0.018 (0.032)
Urban	0.036 (0.045)	0.034 (0.044)	0.029 (0.045)	0.039 (0.044)	0.037 (0.045)	0.037 (0.045)
Constant	-1.699*** (0.140)	-1.702*** (0.143)	-1.703*** (0.140)	-1.725*** (0.140)	-1.711*** (0.141)	-1.714*** (0.141)
Observations	46,843	46,843	46,843	46,843	46,843	46,843
AIC	36,046	36,048	36,046	36,045	36,048	36,048

Note:

*p<0.1; **p<0.05; ***p<0.01
All models include country fixed effects. Standard errors are clustered at the district level.

Interacting Press Freedom

Tables A.11 and A.12 report the OLS and binomial logit results for the models where free press is interacted with media consumption. Table A.13 reports the results from a multilevel model with the same interaction. Note that only the interaction effects should be interpreted based on sign and significance, not the independent effect of each medium.

Table A.11: Effect of Media Consumption on LGBT Attitudes (OLS Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.004* (0.002)					
Radio		-0.003 (0.006)				
TV			0.002 (0.007)			
Newspaper				0.003 (0.008)		
Internet					0.016** (0.007)	
Social media						0.014* (0.007)
Other media		0.005*** (0.001)	0.005*** (0.001)	0.003*** (0.001)	0.002** (0.001)	0.002** (0.001)
Tolerance	0.009*** (0.001)	0.009*** (0.001)	0.009*** (0.001)	0.009*** (0.001)	0.009*** (0.001)	0.009*** (0.001)
Female	0.017*** (0.004)	0.016*** (0.004)	0.018*** (0.004)	0.018*** (0.004)	0.017*** (0.004)	0.017*** (0.004)
Education	0.003** (0.001)	0.003** (0.002)	0.003** (0.002)	0.003** (0.002)	0.003** (0.002)	0.003** (0.002)
Religiosity	-0.009*** (0.001)	-0.009*** (0.001)	-0.009*** (0.001)	-0.009*** (0.001)	-0.009*** (0.001)	-0.009*** (0.001)
Age	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)
Income	0.015*** (0.005)	0.013*** (0.005)	0.015*** (0.005)	0.015*** (0.005)	0.015*** (0.005)	0.015*** (0.005)
Urban	0.002 (0.006)	0.0002 (0.006)	0.004 (0.007)	0.002 (0.006)	0.003 (0.006)	0.003 (0.006)
Media aggregate:Free Press	-0.0003 (0.005)					
Radio:Free Press		0.001 (0.012)				
TV:Free Press			-0.001 (0.015)			
Newspaper:Free Press				0.011 (0.017)		
Internet:Free Press					-0.013 (0.015)	
Social media:Free Press						-0.008 (0.014)
Constant	0.040* (0.023)	0.039 (0.025)	0.024 (0.024)	0.026 (0.023)	0.032 (0.023)	0.031 (0.023)
Observations	45,783	45,783	45,783	45,783	45,783	45,783
R ²	0.259	0.259	0.259	0.259	0.259	0.259

Note:

*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Table A.12: Effect of Media Consumption on LGBT Attitudes (Logit Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.052*** (0.014)					
Radio		-0.004 (0.045)				
TV			0.079* (0.046)			
Newspaper				0.093* (0.050)		
Internet					0.153*** (0.043)	
Social media						0.140*** (0.042)
Other media		0.034*** (0.005)	0.027*** (0.005)	0.020*** (0.006)	0.021*** (0.007)	0.020*** (0.006)
Tolerance	0.080*** (0.009)	0.080*** (0.009)	0.080*** (0.009)	0.080*** (0.009)	0.080*** (0.009)	0.080*** (0.009)
Female	0.132*** (0.029)	0.125*** (0.029)	0.131*** (0.029)	0.135*** (0.029)	0.131*** (0.029)	0.130*** (0.029)
Education	0.032*** (0.012)	0.029** (0.012)	0.032*** (0.012)	0.031*** (0.012)	0.032*** (0.012)	0.032*** (0.012)
Religiosity	-0.071*** (0.011)	-0.070*** (0.011)	-0.070*** (0.011)	-0.071*** (0.011)	-0.071*** (0.011)	-0.070*** (0.011)
Age	-0.008*** (0.001)	-0.007*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)
Income	0.104*** (0.031)	0.096*** (0.031)	0.105*** (0.031)	0.103*** (0.031)	0.104*** (0.031)	0.104*** (0.031)
Urban	0.043 (0.047)	0.033 (0.047)	0.045 (0.048)	0.041 (0.047)	0.045 (0.047)	0.045 (0.047)
Media aggregate:Free press	-0.050* (0.028)					
Radio:Free press		-0.015 (0.091)				
TV:Free press			-0.113 (0.094)			
Newspaper:Free press				-0.071 (0.094)		
Internet:Free press					-0.214*** (0.077)	
Social media:Free press						-0.180** (0.077)
Constant	-2.710*** (0.168)	-2.746*** (0.179)	-2.821*** (0.170)	-2.818*** (0.169)	-2.798*** (0.170)	-2.804*** (0.169)
Observations	45,783	45,783	45,783	45,783	45,783	45,783
AIC	36,431	36,424	36,437	36,433	36,425	36,428

Note:

*p<0.1; **p<0.05; ***p<0.01
All models include country fixed effects. Standard errors are clustered at the district level.

Table A.13: Effect of Media Consumption on LGBT Attitudes (Multilevel Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	0.003 (0.025)					
Radio		-0.007 (0.056)				
TV			-0.081 (0.078)			
Newspaper				-0.087 (0.085)		
Internet					0.030 (0.063)	
Social media						0.039 (0.060)
Other media		0.032*** (0.004)	0.024*** (0.004)	0.017*** (0.005)	0.018*** (0.005)	0.016*** (0.005)
Tolerance	0.970*** (0.023)	0.971*** (0.023)	0.972*** (0.023)	0.972*** (0.023)	0.967*** (0.023)	0.968*** (0.023)
Female	0.138*** (0.029)	0.131*** (0.029)	0.141*** (0.029)	0.148*** (0.029)	0.143*** (0.029)	0.142*** (0.029)
Education	0.007 (0.009)	0.007 (0.009)	0.007 (0.009)	0.004 (0.009)	0.006 (0.009)	0.008 (0.009)
Religiosity	-0.062*** (0.009)	-0.060*** (0.009)	-0.062*** (0.009)	-0.062*** (0.009)	-0.061*** (0.009)	-0.061*** (0.009)
Age	-0.010*** (0.001)	-0.010*** (0.001)	-0.010*** (0.001)	-0.010*** (0.001)	-0.010*** (0.001)	-0.010*** (0.001)
Income	0.110*** (0.025)	0.107*** (0.025)	0.106*** (0.025)	0.114*** (0.025)	0.115*** (0.025)	0.117*** (0.025)
Urban	0.012 (0.042)	0.006 (0.042)	0.016 (0.043)	0.009 (0.042)	0.007 (0.042)	0.010 (0.042)
Media aggregate:Free press	0.039 (0.049)					
Radio:Free press		-0.057 (0.112)				
TV:Free press			0.207 (0.153)			
Newspaper:Free press				0.300* (0.165)		
Internet:Free press					0.052 (0.120)	
Social media:Free press						0.034 (0.116)
Constant	-4.978*** (0.241)	-4.920*** (0.223)	-5.043*** (0.243)	-5.056*** (0.242)	-5.086*** (0.245)	-5.076*** (0.244)
Observations	45,783	45,783	45,783	45,783	45,783	45,783
AIC	33,437.810	33,482.690	33,455.320	33,457.610	33,472.310	33,480.480

Note:

*p<0.1; **p<0.05; ***p<0.01

Interacting KOF Measure

Tables A.15 and A.16 report the OLS and binomial logit results for the models where the KOF social globalization variable is interacted with media consumption. Table A.17 reports the full main effect results from a multilevel model with the same interaction. Note that only the interaction effects should be interpreted based on sign and significance, not the independent effect of each medium.

Table A.14: KOF Social Globalisation Index Variables

Variables	Sources	Definitions
<i>Interpersonal Globalisation (de facto)</i>		
International voice traffic	ITU (2017)	Sum of international incoming and outgoing fixed and mobile telephone traffic in minutes per capita.
Transfers	World Bank WDI (2017)	Sum of gross inflows and outflows of goods, services, income or financial items without a quid pro quo per capita.
International tourism	World Bank WDI (2017)	Sum of arrivals and departures of international tourists as a share of population.
Migration	World Bank WDI (2017)	Number of foreign or foreignborn residents as percentage of total population.
<i>Informational Globalisation (de facto)</i>		
Patent applications	Based on World Bank WDI (2017)	Patent applications by non residents filed through the Patent Cooperation Treaty procedure or with a national patent office (stocks as % of population)
International students	UNESCO (2017)	Sum of inbound and outbound number of tertiary students (% of population)
High technology exports	World Bank WDI (2017)	Exports of products with high R&D intensity as share of total merchandise exports.
Trade in cultural goods	UN Comtrade (2017)	Sum of exports and imports of cultural goods as defined in UNESCO (2009).
Trademark applications	World Bank WDI (2017)	Applications to register a trademark with a national or regional Intellectual Property (IP)
office by non residents in percent of all applications.		
Trade in personal services	IMF BOPS (2017)	Sum of exports and imports in personal services.
McDonald's restaurant	Various sources.	Number of McDonald's restaurants (per capita).
IKEA stores	IKEA	Number of IKEA stores (per capita)
<i>Interpersonal Globalisation (de jure)</i>		
Telephone subscriptions	World Bank WDI (2017)	Fixed telephone and mobile subscriptions as percentage of population.
Freedom to visit	Gwartney et al. (2017)	Percentage of countries for which a country requires a visa from foreign visitors.
International airports	ICAO (2017)	Number of airports that offers at least one international flight connection (per capita).
<i>Informational Globalisation (de jure)</i>		
Television	World Bank WDI (2017)	Share of households with a television set
Internet user	World Bank WDI (2017)	Individuals using the internet (as % of population). Internet users are individuals who have used the internet in the last three months.
Press freedom	Gwartney et al. (2017)	Numerical scores evaluating the legal environment for the media, political pressure that influence reporting and economic factor that affect access to news and information.
Internet bandwidth	ITU (2017)	Total used capacity of international internet bandwidth in bits per second per capita.
<i>Cultural Globalisation (de jure)</i>		
Gender parity	UNESCO (2017)	Ratio of girls to boys enrolled in primary education level in public and private schools.
Expenditure on education	UNESCO (2017)	General government expenditure on education (current, capital and transfers) per capita.
Civil freedom	Gwartney et al. (2017)	Quantification of aspects on freedom of expression and belief, associational and organizational rights, rule of law and personal autonomy and individual rights.

Note: See Gygli, Haelg and Sturm (2018).

Table A.15: Effect of Media Consumption on LGBT Attitudes (OLS Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	-0.013*** (0.004)					
Radio		-0.030*** (0.007)				
TV			-0.042*** (0.014)			
Newspaper				-0.043*** (0.013)		
Internet					-0.033** (0.013)	
Social media						-0.028** (0.013)
Other media		0.006*** (0.001)	0.005*** (0.001)	0.004*** (0.001)	0.003*** (0.001)	0.003*** (0.001)
Tolerance	0.009*** (0.001)	0.009*** (0.001)	0.009*** (0.001)	0.009*** (0.001)	0.009*** (0.001)	0.009*** (0.001)
Female	0.018*** (0.004)	0.017*** (0.004)	0.019*** (0.004)	0.019*** (0.004)	0.018*** (0.004)	0.018*** (0.004)
Education	0.003** (0.001)	0.003** (0.002)	0.004** (0.002)	0.003** (0.001)	0.003** (0.001)	0.003** (0.001)
Religiosity	-0.009*** (0.001)	-0.009*** (0.001)	-0.009*** (0.001)	-0.009*** (0.001)	-0.009*** (0.001)	-0.009*** (0.001)
Age	-0.001*** (0.0001)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)	-0.001*** (0.0002)
Income	0.013*** (0.004)	0.013*** (0.004)	0.013*** (0.004)	0.014*** (0.004)	0.014*** (0.004)	0.014*** (0.004)
Urban	0.005 (0.006)	0.0001 (0.006)	0.005 (0.006)	0.003 (0.006)	0.003 (0.006)	0.004 (0.006)
Media aggregate:KOFSoGI	0.0004*** (0.0001)					
Radio:KOFSoGI		0.001*** (0.0001)				
Tv:KOFSoGI			0.001*** (0.0003)			
Newspaper:KOFSoGI				0.001*** (0.0003)		
Internet:KOFSoGI					0.001*** (0.0003)	
Social media:KOFSoGI						0.001*** (0.0002)
Constant	0.042** (0.021)	0.039* (0.022)	0.022 (0.022)	0.025 (0.022)	0.026 (0.022)	0.025 (0.022)
Observations	46,844	46,844	46,844	46,844	46,844	46,844
R ²	0.2594	0.2582	0.2584	0.2586	0.2585	0.2584

Note:

*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Table A.16: Effect of Media Consumption on LGBT Attitudes (Logit Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	-0.033 (0.021)					
Radio		-0.184*** (0.046)				
TV			-0.146** (0.072)			
Newspaper				-0.126* (0.069)		
Internet					-0.079 (0.070)	
Social media						-0.049 (0.069)
Other media		0.036*** (0.005)	0.030*** (0.005)	0.024*** (0.006)	0.025*** (0.007)	0.024*** (0.006)
Tolerance	0.081*** (0.009)	0.081*** (0.009)	0.081*** (0.009)	0.081*** (0.009)	0.081*** (0.009)	0.081*** (0.009)
Female	0.132*** (0.029)	0.126*** (0.029)	0.135*** (0.029)	0.137*** (0.029)	0.133*** (0.029)	0.133*** (0.029)
Education	0.031*** (0.011)	0.030*** (0.011)	0.033*** (0.012)	0.030*** (0.011)	0.030*** (0.011)	0.031*** (0.011)
Religiosity	-0.067*** (0.011)	-0.066*** (0.011)	-0.068*** (0.011)	-0.068*** (0.011)	-0.067*** (0.011)	-0.067*** (0.011)
Age	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)	-0.008*** (0.001)
Income	0.097*** (0.029)	0.091*** (0.030)	0.094*** (0.028)	0.098*** (0.030)	0.099*** (0.030)	0.100*** (0.030)
Urban	0.055 (0.044)	0.036 (0.045)	0.057 (0.044)	0.046 (0.044)	0.049 (0.044)	0.049 (0.044)
Media aggregate:KOFSoGI	0.001*** (0.0004)					
Radio:KOFSoGI		0.004*** (0.001)				
TV:KOFSoGI			0.004** (0.001)			
Newspaper:KOFSoGI				0.003*** (0.001)		
Internet:KOFSoGI					0.002* (0.001)	
Social media:KOFSoGI						0.002 (0.001)
Constant	-2.737*** (0.167)	-2.722*** (0.170)	-2.857*** (0.169)	-2.844*** (0.167)	-2.858*** (0.168)	-2.865*** (0.167)
Observations	46,844	46,844	46,844	46,844	46,844	46,844
AIC	37,815	37,814	37,830	37,825	37,836	37, 839

Note:

*p<0.1; **p<0.05; ***p<0.01

All models include country fixed effects. Standard errors are clustered at the district level.

Table A.17: Effect of Media Consumption on LGBT Attitudes (Multilevel Models)

	DV: Homosexual as Neighbor (0: dislike, 1: don't care/like)					
	(1)	(2)	(3)	(4)	(5)	(6)
Media aggregate	-0.070*** (0.025)					
Radio		-0.230*** (0.057)				
TV			-0.174** (0.087)			
Newspaper				-0.251*** (0.084)		
Internet					-0.179*** (0.063)	
Social media						-0.130** (0.065)
Other media		0.033*** (0.004)	0.025*** (0.004)	0.019*** (0.004)	0.020*** (0.005)	0.017*** (0.005)
Tolerance	0.977*** (0.023)	0.978*** (0.023)	0.979*** (0.023)	0.979*** (0.023)	0.974*** (0.023)	0.975*** (0.023)
Female	0.139*** (0.028)	0.132*** (0.028)	0.143*** (0.028)	0.149*** (0.028)	0.144*** (0.028)	0.143*** (0.028)
Education	0.007 (0.009)	0.007 (0.009)	0.008 (0.009)	0.004 (0.009)	0.006 (0.009)	0.007 (0.009)
Religiosity	-0.058*** (0.008)	-0.056*** (0.008)	-0.058*** (0.008)	-0.059*** (0.008)	-0.057*** (0.008)	-0.058*** (0.008)
Age	-0.010*** (0.001)	-0.010*** (0.001)	-0.011*** (0.001)	-0.011*** (0.001)	-0.010*** (0.001)	-0.010*** (0.001)
Income	0.104*** (0.024)	0.101*** (0.024)	0.100*** (0.024)	0.107*** (0.024)	0.108*** (0.024)	0.110*** (0.024)
Urban	0.023 (0.041)	0.014 (0.041)	0.026 (0.042)	0.018 (0.041)	0.017 (0.041)	0.019 (0.041)
Media aggregate:KOFSoGI	0.002*** (0.0005)					
Radio:KOFSoGI		0.004*** (0.001)				
TV:KOFSoGI			0.004** (0.002)			
Newspaper:KOFSoGI				0.006*** (0.002)		
Internet:KOFSoGI					0.005*** (0.001)	
Social media:KOFSoGI						0.004*** (0.001)
Constant	-8.888*** (0.279)	-8.846*** (0.262)	-8.974*** (0.279)	-8.978*** (0.280)	-8.991*** (0.283)	-8.979*** (0.281)
Observations	46,844	46,844	46,844	46,844	46,844	46,844
AIC	34,716	34,762	34,742	34,743	34,750	34,763

Note:

*p<0.1; **p<0.05; ***p<0.01

Country Level Results

Figures A.5 and A.6 show the main effects of each medium within each country. Each country is allowed to have a unique slope and intercept and every district within each country is allowed to have a unique intercept. Figure A.5 ranks the countries according to their Freedom House score and Figure A.6 ranks the countries according to their KOF score.

Figure A.5: Change in LGBTQ support when moving from 'none' to 'daily' media consumption within each country by Freedom House score

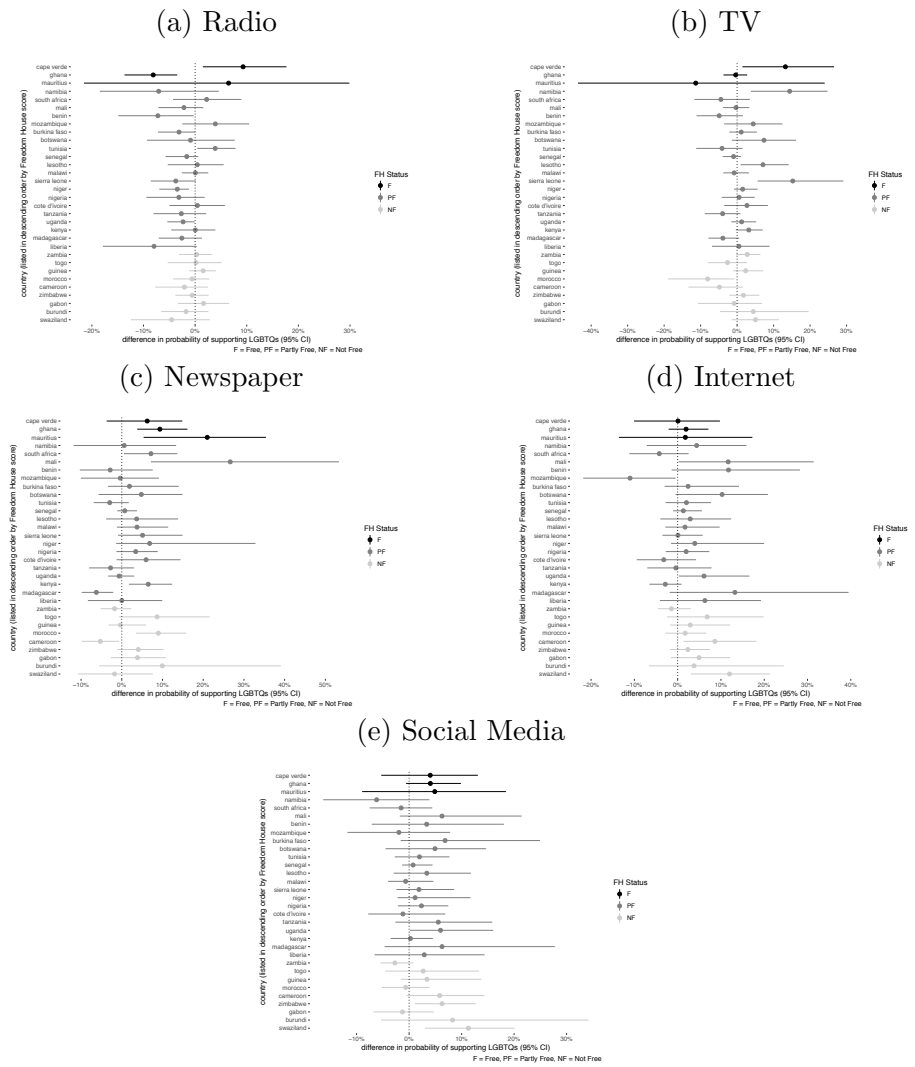
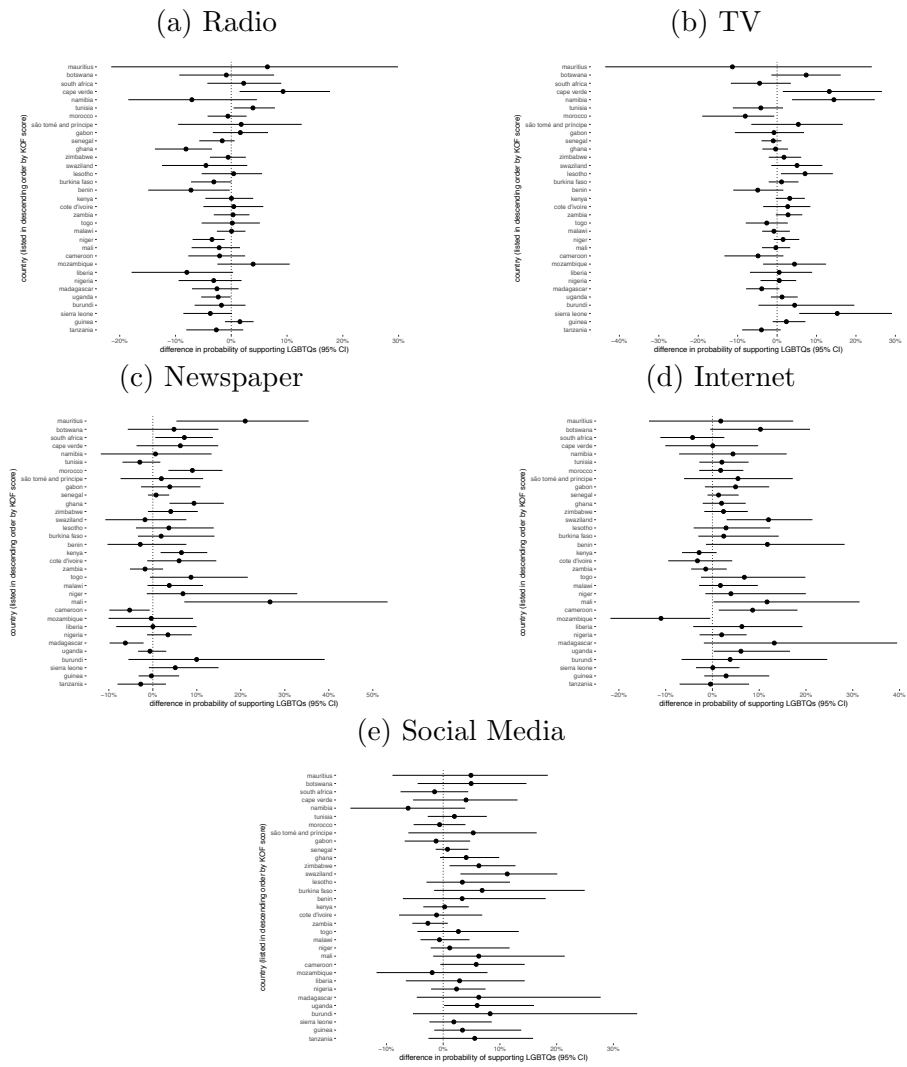


Figure A.6: Change in LGBTQ support when moving from 'none' to 'daily' media consumption within each country by KOF score



Content Analysis

Figures A.7 and A.8 show relative popularity of ‘gay’ Google searches in Kenya and the United Kingdom. Note that these data are not the absolute values of searches on the given day, rather they represent the popularity of searches for the word ‘gay’ in relation to the highest point on the chart for the specified time. Further, data provided by Google is only a sample of the total Google search corpus. In other words, these results may vary slightly across samples. However, Varian and Stephens-Davidowitz (2015, pp. 13) note that, “the data is large enough that each sample should give similar results.” In other words, a value of 100 (reached on 1 May 2017) indicates the peak popularity for searches of ‘gay’ during the given time period. A value of 50 indicates that searches for ‘gay’ were half as popular on that day than they were on the peak popularity day.

Figure A.7: Relative interest in Google searches for ‘gay’ (23 Jan - 15 Oct 2017 in Kenya)

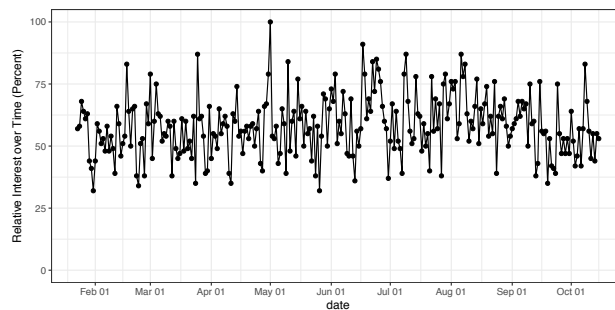


Figure A.8: Relative interest in Google searches for ‘gay’ (23 Jan - 15 Oct 2017 in Kenya & U.K.)

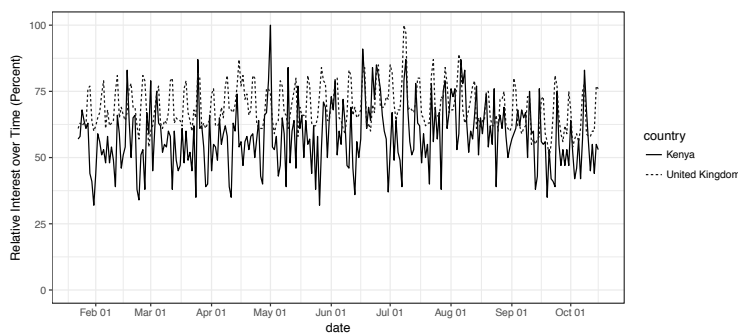


Table A.18 lists the most popular topics overall, as well as the rising topics, searched alongside ‘gay’ for the given time period. *Top topics* are those that are most often searched for alongside ‘gay’ in Kenya, regardless of time. A top topic with a value of 100 is the most commonly searched topic alongside ‘gay,’ whereas a top topic with a value of 50 is searched for only half as often as the topic with a value of 100. *Rising topics* are the topics searched alongside ‘gay’ that saw the largest increase in search frequency during the given time period. In other words, rising topics are those that received

relatively few searches alongside ‘gay’ in the past, but were frequently searched for alongside ‘gay’ during the given time period. Rising topics do not have corresponding values.³³

Table A.18: Topics searched alongside ‘gay’
in Kenya from 23 Jan - 15 Oct 2017

Top Topics	Relative Popularity of Top Topics	Rising Topics
Black	100	Wattpad
Men who have sex with men	55	Homosexual behavior in animals
man	35	giant
Boy	25	Pride
male	10	Wrestling

³³Google provides values, but most often the rising topics are labeled as “Breakout,” meaning that the topic had a large increase in searches alongside ‘gay’ during the given time period compared to prior searches.

Table A.19: Topics searched alongside ‘gay’ from 2012-2017

Country	Top Topics	Relative Popularity of Top Topics	Rising Topics
Burundi	Black	100	Kiss
	History	15	Tumblr
	Kiss	15	male
	Tumblr	10	Eroticism
	Homosexuality	10	Cartoon
Cameroon	Black	100	Tumblr
	Men who have sex with men	10	Short Film
	Boy	10	Striptease
	PlanetRomeo	5	Trio
	Homosexuality	5	Black
Ghana	Black	100	Jussie Smollett
	Men who have sex with men	45	Sam Smith
	man	25	Chub
	Boy	15	Andrew Solomon
	Same-sex marriage	10	Tumblr
Kenya	Black	100	Jussie Smollett
	Men who have sex with men	65	Jamal Lyon
	man	45	Tumblr
	Boy	30	Pinoy
	male	15	Short Film
Liberia	Men who have sex with men	100	Homosexuality
	Black	95	Nightclub
	man	50	Shemale
	Same-sex marriage	50	Semen
	Marriage	45	Boy
Niger	Black	100	Eroticism
	Boy	10	Rape
	Eroticism	10	male
	Rape	5	Monster
	male	5	Fat
Senegal	Black	100	Tumblr
	Boy	10	Heterosexuality
	Men who have sex with men	5	Monster
	Homosexuality	5	Michael Scofield
	Same-sex marriage	5	Chatroulette
Swaziland	Black	100	Tumblr
	Men who have sex with men	45	Shemale
	man	40	Semen
	Tumblr	15	Monster
	male	10	Short Film
Uganda	Black	100	Tumblr
	Men who have sex with men	65	Short Film
	man	45	Michelle Obama
	Boy	30	Pride
	male	15	Sam Smith
Zimbabwe	Black	100	Top, bottom and versatile
	Men who have sex with men	40	Exotic dancer
	man	30	Hookup culture
	Boy	15	Marvin Gaye
	Tumblr	10	LGBT