

Appendix A: Balance tables (voters)

Appendix B: Effects of treatment on salience of topics (voters)

Table B1: Estimated treatment effects on change in “Don’t Know” or “Not Sure” responses for corruption and policy questions for Studies 1, 2, 4, and 5.

Policy and Government Attitudes		Study 1	Study 2	Study 4	Study 5
Corruption	Baseline DKs	0.584	0.578		0.434
	ATE	−0.032	−0.059		−0.054
	(SE)	(0.023)	(0.017)		(0.030)
	N	2,538	3,469		1,089
School Reform				0.160	
				−0.009	
				(0.014)	
				2,585	
Influence from Donors				0.231	
				0.003	
				(0.020)	
				1,748	

Baseline is the mean number of “Don’t Know” responses among the control group.

Regression includes demographic and partisan covariates.

Robust standard errors reported.

Table B2: Estimated treatment effects on change in “Don’t Know” or “Not Sure” evaluations of political figures for Studies 2 – 5 (voters).

Candidate Favorability		Study 2	Study 3	Study 4	Study 5
Gov. Clark	Baseline DKs	0.099	0.267		
	ATE	0.012	−0.025		
	(SE)	(0.011)	(0.048)		
Speaker Davis		0.512	0.654	0.474	
		−0.023	−0.056	−0.014	
		(0.018)	(0.055)	(0.025)	
President Evans		0.657			
		−0.024			
		(0.017)			
President Fisher		0.737			
		−0.006			
		(0.016)			
Rep. Green			0.526		
			0.018		
			(0.056)		
Sen. Lane			0.799		
			−0.020		
			(0.047)		
Mr. Henry				0.679	
				−0.065	
				(0.024)	
Rep. Ian				0.755	
				−0.024	
				(0.023)	
Allen					0.278
					−0.016
					(0.030)
Baker					0.317
					0.015
					(0.031)
James					0.544
					−0.004
					(0.032)
Knight					0.463
					−0.001
					(0.033)
Martin					0.650
					−0.004
					(0.029)

Baseline is the mean number of “Don’t Know” responses among the control group.
Regression includes demographic and partisan covariates.
Robust standard errors reported.

Appendix C: Balance tests, summary of results, and estimated treatment effects for activists

Table C1: Balance tests for studies 1 – 4 (activists)

Balance: Treatment Assignments												
	(1)			(2)			(3)			(4)		
	Treatment Status		Difference	Treatment Status		Difference	Treatment Status		Difference	Treatment Status		Difference
	Control	Treated		Control	Treated		Control	Treated		Control	Treated	
N	2,242	10,000		6,004	3,002		11,388	11,617		11,510	11,421	
Age	58.151 (0.312)	58.473 (0.147)	0.322 (0.345)	59.806 (0.184)	59.729 (0.261)	-0.077 (0.320)	61.679 (0.132)	61.643 (0.129)	-0.036 (0.184)	61.928 (0.130)	61.854 (0.132)	-0.074 (0.185)
Age (Invalid)	0.001 (0.001)	0.001 (0.000)	-0.001 (0.001)	0.001 (0.000)	0.000 (0.000)	-0.001 (0.001)	0.001 (0.000)	0.001 (0.000)	-0.000 (0.000)	0.001 (0.000)	0.001 (0.000)	-0.000 (0.000)
% Female	0.426 (0.010)	0.416 (0.005)	-0.009 (0.012)	0.430 (0.006)	0.400 (0.009)	-0.030 (0.011)	0.335 (0.004)	0.344 (0.004)	0.009 (0.006)	0.336 (0.004)	0.345 (0.004)	0.009 (0.006)
Rep. Voter ^(a)	0.850 (0.008)	0.847 (0.004)	-0.003 (0.008)	0.874 (0.004)	0.868 (0.006)	-0.006 (0.008)	0.696 (0.004)	0.691 (0.004)	-0.005 (0.006)	0.696 (0.004)	0.688 (0.004)	-0.008 (0.006)
Dem. Voter ^(a)	0.004 (0.001)	0.004 (0.001)	0.001 (0.001)	0.004 (0.001)	0.004 (0.001)	-0.000 (0.001)	0.039 (0.002)	0.036 (0.002)	-0.003 (0.003)	0.036 (0.002)	0.039 (0.002)	0.003 (0.003)
F-Statistic (p-value) ^(b)	0.620 (0.679)			1.826 (0.092)			1.130 (0.359)			1.139 (0.372)		

Balance: Survey respondents												
	(1)			(2)			(3)			(4)		
	Treatment Status		Difference	Treatment Status		Difference	Treatment Status		Difference	Treatment Status		Difference
	Control	Treated		Control	Treated		Control	Treated		Control	Treated	
N	99	512		385	174		410	425		698	656	
Age	63.727 (1.352)	64.382 (0.641)	0.654 (1.496)	66.052 (0.704)	64.190 (1.100)	-1.863 (1.306)	67.124 (0.652)	67.217 (0.625)	0.093 (0.903)	67.179 (0.490)	67.014 (0.537)	-0.166 (0.727)
Age (Invalid)	0.000 (0.000)	0.002 (0.002)	0.002 (0.002)	0.005 (0.004)	0.000 (0.000)	-0.005 (0.004)	0.000 (0.000)	0.002 (0.002)	0.002 (0.002)	0.001 (0.001)	0.003 (0.002)	0.002 (0.003)
% Female	0.525 (0.050)	0.463 (0.022)	-0.062 (0.055)	0.501 (0.026)	0.420 (0.038)	-0.082 (0.045)	0.393 (0.024)	0.424 (0.024)	0.031 (0.034)	0.383 (0.018)	0.399 (0.019)	0.017 (0.027)
Rep. Voter ^(a)	0.980 (0.014)	0.891 (0.014)	-0.089 (0.020)	0.925 (0.013)	0.920 (0.021)	-0.005 (0.025)	0.822 (0.019)	0.800 (0.019)	-0.022 (0.027)	0.781 (0.016)	0.761 (0.017)	-0.020 (0.023)
Dem. Voter ^(a)	0.000 (0.000)	0.002 (0.002)	0.002 (0.002)	0.000 (0.000)	0.006 (0.006)	0.006 (0.006)	0.034 (0.009)	0.040 (0.010)	0.006 (0.013)	0.054 (0.009)	0.055 (0.009)	0.000 (0.012)
F-Statistic (p-value) ^(b)	1.937 (0.103)			1.543 (0.172)			0.499 (0.813)			0.362 (0.891)		

(a) Determined from voting in 2014 Republican or Democratic Primary.

(b) P-value based on randomization inference (1,000 simulated random assignments).

Table C2: Treatment recall among respondents, by treatment assignment (activists).

	Manipulation Checks											
	(1)				(2)				(3)			
	Treatment Status		Difference		Treatment Status		Difference		Treatment Status		Difference	
	Control	Treated			Control	Treated			Control	Treated		
Newspaper Recall	0.034	0.199	0.165		0.065	0.373	0.309		0.065	0.207	0.141	
(SE)	(0.019)	(0.019)	(0.027)		(0.014)	(0.041)	(0.043)		(0.014)	(0.022)	(0.026)	
N	88	442			310	142			322	334		
Familiarity (4-category)												
Not at all Familiar	0.412	0.302	-0.110		0.329	0.289	-0.040					
	(0.050)	(0.021)	(0.054)		(0.024)	(0.035)	(0.042)					
Not too familiar	0.165	0.220	0.055		0.239	0.133	-0.107					
	(0.038)	(0.019)	(0.042)		(0.022)	(0.026)	(0.034)					
Somewhat familiar	0.299	0.300	0.001		0.276	0.364	0.088					
	(0.047)	(0.021)	(0.051)		(0.023)	(0.037)	(0.043)					
Very familiar	0.124	0.178	0.054		0.155	0.214	0.059					
	(0.034)	(0.017)	(0.038)		(0.019)	(0.031)	(0.036)					
Residual Deviance (p-value) ^(a)		1614 (0.059)				1493 (0.016)						
N	97	500			380	173						
Familiar (2-Category)												
									0.139	0.269	0.130	
(SE)									(0.018)	(0.022)	(0.028)	
N									389	409		

(a) P-values based on randomization inference (1,000 simulated random assignments).

Table C3: Evaluations of public policy and government corruption, by treatment assignment (activists).

Policy and Government Attitudes									
	(1)			(2)			(4)		
	<u>Treatment Status</u>			<u>Treatment Status</u>			<u>Treatment Status</u>		
	Control	Treated	Difference	Control	Treated	Difference	Control	Treated	Difference
Corruption									
Not Sure	0.548 (0.052)	0.475 (0.023)	-0.073 (0.057)	0.546 (0.027)	0.472 (0.039)	-0.074 (0.048)			
No	0.183 (0.040)	0.213 (0.019)	0.030 (0.045)	0.147 (0.019)	0.180 (0.030)	0.033 (0.036)			
Yes	0.269 (0.046)	0.312 (0.022)	0.044 (0.051)	0.306 (0.025)	0.348 (0.038)	0.041 (0.045)			
Chi-Square (p-value)	1.666 (0.428)			2.494 (0.288)					
N	93	461		346	161				
Trust									
None of the time	0.044 (0.022)	0.037 (0.009)	-0.007 (0.024)						
Only some of the time	0.311 (0.049)	0.248 (0.020)	-0.063 (0.053)						
Most of the time	0.489 (0.053)	0.526 (0.023)	0.037 (0.058)						
Just about always	0.156 (0.038)	0.189 (0.018)	0.033 (0.043)						
Residual Deviance (p-value) ^(a)	1228 (0.172)								
N	90	456							
Support School Reform									
Oppose							0.284 (0.017)	0.269 (0.017)	-0.016 (0.025)
Not sure							0.120 (0.012)	0.127 (0.013)	0.007 (0.018)
Favor							0.595 (0.019)	0.604 (0.019)	0.009 (0.027)
Chi-Square (p-value)							0.448 (0.808)		
N							682	647	
Perceive Influence from Donors									
No							0.152 (0.016)	0.187 (0.017)	0.035 (0.024)
Not sure							0.216 (0.018)	0.208 (0.018)	-0.007 (0.026)
Yes							0.633 (0.022)	0.605 (0.022)	-0.028 (0.031)
Chi-Square (p-value)							2.171 (0.337)		
N							501	504	

Chi-square statistic p-values based on randomization inference (1,000 simulated random assignments).

(a) P-values based on randomization inference (1,000 simulated random assignments).

Table C4: Evaluations of political figures involved in scandal, by treatment assignment (activists).

Negative Coverage (Predicting Unfavorable Ratings)										
		(2)			(3)			(4)		
		Treatment Status			Treatment Status			Treatment Status		
		Control	Treated	Difference	Control	Treated	Difference	Control	Treated	Difference
Gov. Clark	Unfavorable	0.067 (0.014)	0.076 (0.022)	0.008 (0.026)						
	Favorable	0.893 (0.017)	0.862 (0.029)	−0.031 (0.033)						
	N	326	145							
Speaker Davis	Unfavorable	0.523 (0.028)	0.576 (0.041)	0.053 (0.050)	0.409 (0.026)	0.429 (0.026)	0.020 (0.037)	0.425 (0.023)	0.445 (0.023)	0.020 (0.032)
	Favorable	0.237 (0.024)	0.174 (0.032)	−0.063 (0.040)	0.248 (0.023)	0.263 (0.023)	0.015 (0.033)	0.291 (0.021)	0.265 (0.020)	−0.026 (0.029)
	N	321	144		347	361		471	479	
President Evans	Unfavorable	0.291 (0.025)	0.329 (0.039)	0.038 (0.046)						
	Favorable	0.083 (0.015)	0.067 (0.021)	−0.015 (0.026)						
	N	327	149							
President Fisher	Unfavorable	0.183 (0.022)	0.234 (0.035)	0.052 (0.041)						
	Favorable	0.084 (0.015)	0.055 (0.019)	−0.028 (0.024)						
	N	323	145							
Rep. Green	Unfavorable				0.117 (0.017)	0.208 (0.021)	0.092 (0.027)			
	Favorable				0.071 (0.014)	0.069 (0.013)	−0.002 (0.019)			
	N				351	360				
Mr. Henry	Unfavorable							0.108 (0.015)	0.196 (0.019)	0.088 (0.024)
	Favorable							0.203 (0.019)	0.179 (0.018)	−0.025 (0.026)
	N							443	459	
Rep. Ian	Unfavorable							0.141 (0.017)	0.159 (0.017)	0.018 (0.024)
	Favorable							0.123 (0.016)	0.108 (0.015)	−0.015 (0.021)
	N							446	452	

“Don’t Know” response category is omitted for display purposes.

Table C5: Evaluations of political figures not involved in scandal, by treatment assignment (activists).

Positive Coverage (Predicting Favorable Ratings)				
(3)				
Treatment Status				
		Control	Treated	Difference
Sen. Lane	Unfavorable	0.055 (0.012)	0.065 (0.013)	0.010 (0.018)
	Favorable	0.158 (0.020)	0.138 (0.018)	−0.020 (0.027)
	N	348	355	
Neutral Coverage (Predicting Favorable Ratings)				
Gov. Clark	Unfavorable	0.104 (0.016)	0.139 (0.018)	0.035 (0.024)
	Favorable	0.801 (0.021)	0.802 (0.021)	0.001 (0.030)
	N	357	368	

“Don’t Know” response category is omitted for display purposes.

Table C6: Recall and evaluations of government, estimated treatment effects (activists).

Manipulation Checks					
Question	Response	(1)	(2)	(3)	(4)
Recall (SE) N	Yes	0.168 (0.028) 530	0.313 (0.043) 452	0.141 (0.026) 656	0.170 (0.026) 821
Familiarity (4-Category)	“Somewhat” or “Very”	0.061 (0.056) 597	0.149 (0.046) 553		
Familiarity (2-Category)	Yes			0.132 (0.028) 798	
Policy and Government Attitudes					
Corruption (SE) N	Yes	0.005 (0.084) 284	−0.021 (0.065) 242		
Trust	“None of the time” or “Only some of the time”	−0.087 (0.054) 546			
School Reform	“Favor”				0.019 (0.026) 1,165
Influence from Donors	Yes				−0.045 (0.028) 792

Regression includes demographic and partisan covariates.
Robust standard errors.

Table C7: Favorability of political figures, estimated treatment effects (activists).

Negative Coverage (Predicting Unfavorable Ratings)			
Political Figure	(2)	(3)	(4)
Gov. Clark (SE) N	0.013 (0.025) 449		
Speaker Davis	0.075 (0.051) 352	−0.006 (0.044) 478	0.029 (0.037) 677
President Evans	0.045 (0.062) 181		
President Fisher	0.094 (0.080) 128		
Rep. Green		0.132 (0.076) 166	
Mr. Henry			0.179 (0.056) 310
Rep. Ian			0.060 (0.065) 239
Positive Coverage (Predicting Favorable Ratings)			
Sen. Lane		−0.066 (0.074) 146	
Neutral Coverage (Predicting Favorable Ratings)			
Gov. Clark		−0.022 (0.023) 669	

Regression includes demographic and partisan covariates. ‘Don’t Know’ answers excluded. Robust standard errors reported.

Appendix D: Decay of Treatment Effects among Voters

Experiment 2 provides an opportunity to estimate the persistence of treatment effects eight months after treatment. Evaluating opinions after a delay can speak to the depth of the newspapers' influence, whether they affected subjects' core political beliefs or just their spur of the moment survey responses. It is unlikely that a relatively shallow change in survey responses, such as one generated by a priming message, would persist, whereas a shift in a subjects's underlying belief $E[M|X = x]$ would remain.

Experiment 2 revisited the same topic as Experiment 1, scandal at the local public university, with updated articles on investigations of university officials and state legislators. The two experiments included the same group of frequent voters in districts connected to the scandal. The follow-up survey for Experiment 2 included four of the five questions from the Experiment 1 survey, as well as four new questions on favorability of political figures.

Table D1 describes the composition of Experiment 1 subjects re-surveyed following Experiment 2. All voters assigned to the Experiment 1 control group were re-surveyed following Experiment 2 (less those with invalid phone numbers and addresses), as were 60% of voters assigned to the Experiment 1 treatment group,¹⁵ yielding 13,802 control group subjects and 46,708 treatment group subjects. An F -test finds that there is no difference in demographic characteristics between voters assigned to control and treatment, although there is slight evidence of imbalance in the percentage of voters with invalid age entries in the state voter file.

Attrition and demographic imbalances are of particular concern for this analysis, as voters were surveyed eight months after treatment. Fortunately, there is no evidence of differential rates of attrition between control and treatment group survey respondents or differences in demographic characteristics. Survey response rates were 3.96% in the control group and 3.89% in the treatment group. Again, an F -test finds no significant difference in the demographics of control and treatment group survey respondents.

Table D2 displays estimated average treatment effects, \widehat{ATE} , of the Experiment 1 newspaper on subjects over the two waves of surveys. Immediate \widehat{ATE} s are estimates from the survey fielded approximately two weeks after treatment. Decayed \widehat{ATE} s are estimated from the survey fielded

¹⁵The remaining 40%, selected through block randomization within legislative districts, were sent the second newspaper by the implementing party and are excluded from the discussion on effect decay.

eight months after treatment.

Decayed estimated treatment effects range from 40 – 100% of immediate estimated treatment effects. The effect of the newspaper on familiarity with the scandal dropped by 50% (to 2.9 percentage points) and on perceptions of corruption by 60% (2.5 percentage points). Neither estimate remains statistically significant. The effect of the newspaper on self-reported discussions of the scandal declined by less than 1 percentage point from the immediate effect estimate (3.1 percentage points) and remained statistically significant ($p = 0.02$). Treated subjects continue to recall seeing the newspaper at significantly higher rates than untreated subjects.

In the long-term follow-up survey, we find that treated voters held slightly less favorable opinions of figures connected to the scandal than did untreated voters. Treated respondents reported an “Unfavorable” opinion of the four figures at 0.8 – 2.5 percentage points higher rates than untreated respondents.¹⁶

Table D1: Balance tests for Study 1 subjects re-surveyed following Study 2 (voters).

Balance Tests: Treatment Effect Decay						
	Treatment Assignment			Survey Respondents		
	<u>Treatment Status</u>			<u>Treatment Status</u>		
	Control	Treated	Difference	Control	Treated	Difference
Age	64.313 (0.125)	64.371 (0.068)	0.057 (0.142)	69.093 (0.552)	69.524 (0.305)	0.431 (0.630)
Invalid Age	0.002 (0.000)	0.001 (0.000)	−0.001 (0.000)	0.000 (0.000)	0.002 (0.001)	0.002 (0.001)
% Female	0.526 (0.004)	0.529 (0.002)	0.003 (0.005)	0.557 (0.021)	0.539 (0.012)	−0.018 (0.024)
Republican ^(a)	0.607 (0.004)	0.612 (0.002)	0.005 (0.005)	0.557 (0.021)	0.591 (0.012)	0.034 (0.024)
Democrat ^(a)	0.232 (0.004)	0.231 (0.002)	−0.001 (0.004)	0.311 (0.020)	0.287 (0.011)	−0.025 (0.022)
F-Statistic (p-value) ^(b)	1.201 (0.234)			0.707 (0.587)		
N	13,802	46,708		546	1,815	

Significant at $p < 0.05$ (**) two-sided.

(a) Determined from voting in 2014 Republican or Democratic Primary.

(b) Significance test based on randomization inference (1,000 simulated random assignments).

¹⁶In order to test the joint significance of all four ratings of public figures, we summed the number of unfavorable responses by each respondent into an index. The mean index of the treatment group is 0.069 higher than the control group’s ($p = 0.087$ one-tailed), a 10% increase over the control group’s average index score of 0.670.

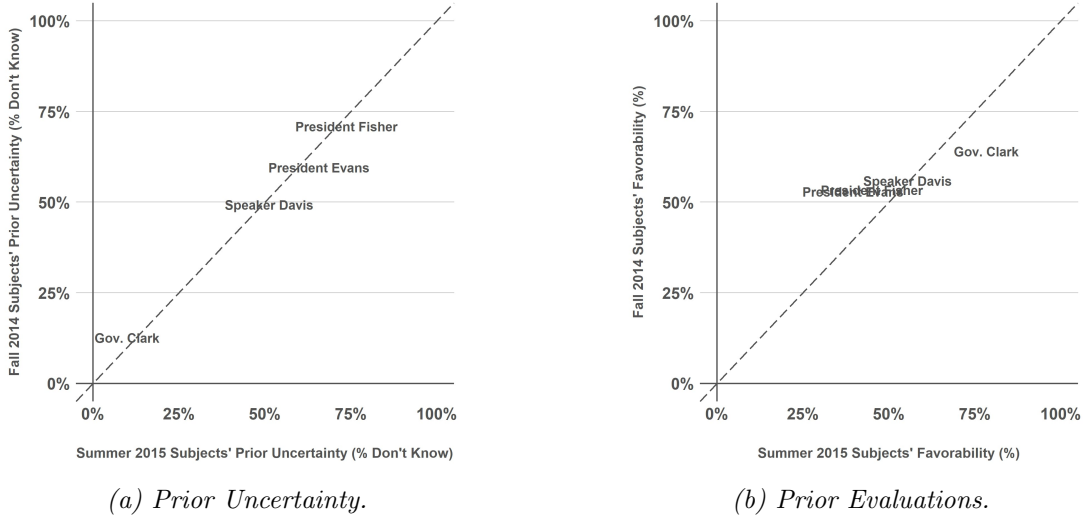


Figure D1: Estimated prior uncertainty and favorability among two subject populations.

In addition to comparing responses from the Fall 2014 subjects over two rounds of surveys that asked many of the same questions, we can compare the Fall 2014 respondents to the Summer 2015 respondents. Both groups were included in the survey for Study 2. According to the updating model, we would expect comparable treatment effects for the two groups if their prior uncertainty and evaluations of political figures were similar. Figure D1 displays Fall 2014 and Summer 2015 subjects' prior uncertainty and favorability toward each political figure. Again, uncertainty and favorability are similar across the groups.

Table D3 displays estimated average treatment effects, \widehat{ATE} , of the first newspaper on Fall 2014 subjects and estimate effects of the second newspaper on Summer 2015 subjects. Although effects of the newspapers on subjects' self-reported familiarity with the scandal appears to fade, effects on subjects' evaluations of particular figures and of government in general largely persist. Treatment effects on subjects' familiarity with the scandal for Fall 2014 subjects (at 2.9 percentage points) were only 30% the magnitude as those for Summer 2015 subjects (9.7 percentage points). Treatment effects on perceptions of government corruption for Fall 2014 subjects (2.5 percentage points) were 65% as large as those for Summer 2015 subjects (3.9 percentage points). Estimated effects on evaluations of political figures are positive, but modest in magnitude for subjects in both experiments. We pooled the evaluations of all figures to estimate the average treatment effect across all figures.¹⁷ Average pooled treatment effects are nearly equal for the two subject groups,

¹⁷Since the same respondent could provide evaluations for multiple figures, standard errors are clustered at the

at 2.8 percentage points for Fall 2014 subjects and 2.7 percentage points for Summer 2015 subjects. While voters' familiarity with the scandal may fade over time, the effects of reading about the scandal on their evaluation of political figures appear to persist.

individual respondent level.

Table D2: Estimated treatment effects on surveys two weeks and eight months following treatment, Study 1 subjects re-surveyed following Study 2 (voters).

Manipulation Checks			
Question	Response	Immediate \widehat{ATE}	Decayed \widehat{ATE}
Recall (SE) N	Yes	0.122*** (0.015) 2,383	0.037*** (0.015) 1,769
Familiarity (4-Category)	“Somewhat” or “Very”	0.058*** (0.021) 2,819	0.029 (0.023) 2,305
Scandals in Public Discourse			
Discuss with Friends (SE) N	Yes	0.031** (0.013) 2,449	0.031** (0.014) 2,004
Policy and Government Attitudes			
Corruption (SE) N	Yes	0.062* (0.034) 1,131	0.025 (0.037) 970
Political Figures			
Gov. Clark (SE) N	Unfavorable		0.025 (0.021) 1,636
Speaker Davis	Unfavorable		0.022 (0.038) 975
President Evans	Unfavorable		0.025 (0.043) 742
President Fisher	Unfavorable		0.008 (0.050) 514

Regression includes demographic and partisan covariates. ‘Don’t Know’ answers excluded.

Significant at $p < 0.10$ (*), $p < 0.05$ (**), and $p < 0.01$ (***) one-sided. Robust standard errors reported.

Immediate \widehat{ATE} s are estimated treatment effects from Study 1. Decayed \widehat{ATE} s effects are estimated effects of treatment in Study 1 on survey responses to Study 2.

Table D3: Estimated treatment effects on subjects in Experiments 1 and 2.

Manipulation Checks			
Question	Response	Fall 2014 Subjects	Summer 2015 Subjects
Familiarity (4-Category)	“Somewhat” or “Very”	0.029 (0.023)	0.097 (0.015)
Policy and Government Attitudes			
Corruption (SE)	Yes	0.025 (0.037)	0.039 (0.025)
Political Figures			
Gov. Clark (SE)	Unfavorable	0.025 (0.021)	0.009 (0.012)
N		1,636	2,831
Speaker Davis	Unfavorable	0.022 (0.038)	0.034 (0.025)
		975	1,553
President Evans	Unfavorable	0.025 (0.043)	0.020 (0.029)
		742	1,120
President Fisher	Unfavorable	0.008 (0.050)	0.022 (0.035)
		514	817
Pooled	Unfavorable	0.028 (0.020)	0.027 (0.014)
		3,867	6,321

Regression includes demographic and partisan covariates. ‘Don’t Know’ answers excluded.
Standard errors clustered by respondent for Pooled estimates.

Appendix E: Raw survey responses (voters)

Table E1: Evaluations of public policy and government corruption, by treatment assignment, for Studies 1, 2, 4, and 5 (voters).

Policy and Government Attitudes												
	Study 1			Study 2			Study 4			Study 5		
	<u>Treatment Status</u>			<u>Treatment Status</u>			<u>Treatment Status</u>			<u>Treatment Status</u>		
	Control	Treated	Difference	Control	Treated	Difference	Control	Treated	Difference	Control	Treated	Difference
Corruption												
Not Sure	0.584 (0.021)	0.546 (0.011)	−0.038 (0.024)	0.578 (0.012)	0.519 (0.012)	−0.059 (0.017)				0.434 (0.017)	0.368 (0.017)	−0.067 (0.033)
No	0.281 (0.019)	0.276 (0.010)	−0.005 (0.021)	0.202 (0.010)	0.213 (0.010)	0.011 (0.014)				0.275 (0.015)	0.299 (0.015)	0.024 (0.031)
Yes	0.135 (0.014)	0.178 (0.009)	0.043 (0.017)	0.220 (0.010)	0.268 (0.011)	0.048 (0.015)				0.291 (0.014)	0.333 (0.014)	0.043 (0.029)
Chi-Square (p-value) ^(a)	5.936 (0.057)			14.239 (0.003)						5.153 (0.106)		
N	562	1,976		1,695	1,774					564	525	
Trust												
None of the time	0.131 (0.015)	0.135 (0.008)	0.004 (0.017)									
Only some of the time	0.373 (0.021)	0.411 (0.011)	0.037 (0.024)									
Most of the time	0.366 (0.021)	0.365 (0.011)	−0.001 (0.024)									
Just about always	0.129 (0.015)	0.089 (0.007)	−0.041 (0.016)									
Residual Deviance (p-value) ^(b)	5989 (0.050)											
N	533	1,901										
Support School Reform												
Oppose							0.377 (0.014)	0.383 (0.013)	0.006 (0.019)			
Not Sure							0.160 (0.010)	0.155 (0.010)	−0.005 (0.014)			
Favor							0.463 (0.014)	0.462 (0.014)	−0.001 (0.020)			
Chi-Square (p-value)							0.157 (0.914)					
N							1,270	1,315				
Perceive Influence from Donors												
No							0.190 (0.014)	0.193 (0.013)	0.004 (0.019)			
Not Sure							0.231 (0.015)	0.235 (0.014)	0.004 (0.020)			
Yes							0.579 (0.017)	0.571 (0.016)	−0.008 (0.024)			
Chi-Square (p-value)							0.104 (0.954)					
N							843	905				

(a) Chi-square statistic p-values based on randomization inference (1,000 simulated random assignments).

(b) From ordered logit regression. P-values are percentage of 1,000 simulated random assignments that yield lower residual deviance.

- Corruption question wording: "From what you know or have heard, is corruption widespread throughout the university administration?"

- Trust question wording: "How much of the time do you think you can trust the government ... to do what is right?"

- School reform question wording: "First, do you favor or oppose the idea of school choice... to allow K-12 scholarships or tax-credits for parents to send their child to a private school of their choice?"

- Influence question wording: "Do you think that large campaign donations from public unions influence legislators to prevent the adoption of school choice...?"

Table E2: Evaluations of political figures involved in scandal, by treatment assignment, for Studies 2 – 5 (voters).

Negative Coverage													
		Study 2			Study 3			Study 4			Study 5		
		Treatment Status			Treatment Status			Treatment Status			Treatment Status		
		Control	Treated	Difference	Control	Treated	Difference	Control	Treated	Difference	Control	Treated	Difference
Gov. Clark	Unfavorable	0.195 (0.010)	0.206 (0.010)	0.011 (0.014)									
	Favorable	0.705 (0.012)	0.681 (0.012)	−0.024 (0.016)									
	N	1,531	1,637										
Speaker Davis	Unfavorable	0.217 (0.011)	0.243 (0.011)	0.025 (0.015)	0.203 (0.033)	0.239 (0.034)	0.037 (0.047)	0.134 (0.012)	0.183 (0.013)	0.049 (0.018)			
	Favorable	0.270 (0.011)	0.270 (0.011)	−0.001 (0.016)	0.144 (0.028)	0.160 (0.029)	0.016 (0.040)	0.392 (0.018)	0.359 (0.017)	−0.033 (0.024)			
	N	1,509	1,595		153	163		776	836				
President Evans	Unfavorable	0.207 (0.010)	0.231 (0.010)	0.024 (0.015)									
	Favorable	0.136 (0.009)	0.138 (0.009)	0.002 (0.012)									
	N	1,524	1,616										
President Fisher	Unfavorable	0.145 (0.009)	0.154 (0.009)	0.010 (0.013)									
	Favorable	0.118 (0.008)	0.115 (0.008)	−0.003 (0.012)									
	N	1,494	1,573										
Rep. Green	Unfavorable				0.269 (0.036)	0.280 (0.035)	0.011 (0.050)						
	Favorable				0.205 (0.032)	0.179 (0.030)	−0.027 (0.044)						
	N				156	168							
Mr. Henry	Unfavorable							0.071 (0.009)	0.147 (0.013)	0.076 (0.016)			
	Favorable							0.250 (0.016)	0.238 (0.015)	−0.012 (0.022)			
	N							747	803				
Rep. Ian	Unfavorable							0.076 (0.010)	0.121 (0.012)	0.044 (0.015)			
	Favorable							0.169 (0.014)	0.149 (0.013)	−0.020 (0.019)			
	N							735	780				
Allen	Unfavorable										0.240 (0.015)	0.292 (0.015)	0.052 (0.030)
	Favorable										0.482 (0.016)	0.452 (0.016)	−0.030 (0.032)
	N										654	606	
Baker	Unfavorable										0.238 (0.014)	0.249 (0.014)	0.011 (0.028)
	Favorable										0.444 (0.016)	0.431 (0.016)	−0.014 (0.031)
	N										630	599	

“Don’t Know” response category is omitted for display purposes.

- Favorability question wording: “I’d like to read you a list of people. For each person, please press 1 if you have a favorable opinion, press 2 if you have an unfavorable opinion, or press 3 if you don’t know.”

Table E3: Evaluations of political figures not involved in scandal, by treatment assignment, for Study 3 (voters).

Positive Coverage							
		Study 3			Study 5		
		<u>Treatment Status</u>			<u>Treatment Status</u>		
		Control	Treated	Difference	Control	Treated	Difference
Sen. Lane	Unfavorable	0.114 (0.026)	0.094 (0.023)	−0.020 (0.035)			
	Favorable	0.087 (0.023)	0.112 (0.025)	0.025 (0.034)			
	N	149	160				
James	Unfavorable				0.257 (0.013)	0.257 (0.013)	0.000 (0.026)
	Favorable				0.199 (0.013)	0.221 (0.013)	0.022 (0.026)
	N				618	588	
Knight	Unfavorable				0.291 (0.015)	0.294 (0.015)	0.003 (0.030)
	Favorable				0.246 (0.014)	0.259 (0.014)	0.013 (0.027)
	N				605	579	
Neutral Coverage							
Gov. Clark	Unfavorable	0.211 (0.032)	0.288 (0.035)	0.077 (0.047)			
	Favorable	0.522 (0.039)	0.465 (0.038)	−0.057 (0.055)			
	N	161	170				
Martin	Unfavorable				0.191 (0.013)	0.202 (0.013)	0.011 (0.025)
	Favorable				0.159 (0.012)	0.155 (0.012)	−0.005 (0.024)
	N				591	563	

“Don’t Know” response category is omitted for display purposes.

- Favorability question wording: “I’d like to read you a list of people. For each person, please press 1 if you have a favorable opinion, press 2 if you have an unfavorable opinion, or press 3 if you don’t know.”

Appendix F: Estimated treatment effects, without covariates (voters)

Manipulation Checks						
Question	Response	Study 1	Study 2	Study 3	Study 4	Study 5
Recall (SE)	Yes	0.121 (0.015)	0.207 (0.013)	0.235 (0.046)	0.180 (0.019)	0.188 (0.031)
N		2,383	2,958	297	1,374	1,036
Familiarity (4-Category)	“Somewhat” or “Very”	0.063 (0.021) 2,819	0.097 (0.015) 3,825			0.052 (0.032) 1,127
Familiarity (2-Category)	Yes			0.060 (0.042) 403		
Policy and Government Attitudes						
Corruption (SE)	Yes	0.068 (0.035)	0.036 (0.025)			0.013 (0.042)
N		1,131	1,568			651
Trust	“None of the time” or “Only some of the time”	0.041 (0.024) 2,434				
School Reform	“Favor”				−0.005 (0.021) 2,178	
Influence from Donors	Yes				−0.006 (0.024) 1,340	

Regressions exclude demographic and partisan covariates. ‘Don’t Know’ answers excluded. Robust standard errors reported.

Negative Coverage (Predicting Unfavorable Ratings)

<u>Political Figure</u>	<u>Study 2</u>	<u>Study 3</u>	<u>Study 4</u>	<u>Study 5</u>
Gov. Clark (SE)	0.015 (0.016)			
N	2,831			
Speaker Davis	0.028 (0.025)	0.015 (0.092)	0.083 (0.031)	
	1,553	118	861	
President Evans	0.022 (0.029)			
	1,120			
President Fisher	0.023 (0.035)			
	817			
Rep. Green		0.043 (0.081)		
		151		
Mr. Henry			0.161 (0.039)	
			549	
Rep. Ian			0.137 (0.049)	
			390	
Allen				0.060 (0.036)
				923
Baker				0.017 (0.037)
				837

Positive Coverage (Predicting Favorable Ratings)

Sen. Lane		0.112 (0.127)		
		63		
James				0.026 (0.041)
				563
Knight				0.010 (0.042)
				645

Neutral Coverage (Predicting Favorable Ratings)

Gov. Clark		-0.095 (0.060)		
		246		
Martin				0.021 (0.054)
				408

Appendix G: Estimated treatment effects reweighted by age and gender (voters)

Manipulation Checks						
Question	Response	Study 1	Study 2	Study 3	Study 4	Study 5
Recall (SE)	Yes	0.119 (0.016)	0.202 (0.014)	0.169 (0.050)	0.172 (0.020)	0.183 (0.038)
N		2,383	2,958	297	1,374	1,036
Familiarity (4-Category)	“Somewhat” or “Very”	0.061 (0.023)	0.103 (0.017)			0.056 (0.035)
		2,819	3,825			1,127
Familiarity (2-Category)	Yes			0.047 (0.045)		
				403		
Policy and Government Attitudes						
Corruption (SE)	Yes	0.071 (0.036)	0.040 (0.027)			−0.011 (0.050)
N		1,131	1,568			651
Trust	“None of the time” or “Only some of the time”	0.053 (0.025)				
		2,434				
School Reform	“Favor”				0.000 (0.022)	
					2,178	
Influence from Donors	Yes				0.005 (0.024)	
					1,340	

Regressions include demographic and partisan covariates. ‘Don’t Know’ answers excluded.

Robust standard errors reported, except for Study 5 for which standard errors are clustered by geography.

Negative Coverage (Predicting Unfavorable Ratings)

<u>Political Figure</u>	<u>Study 2</u>	<u>Study 3</u>	<u>Study 4</u>	<u>Study 5</u>
Gov. Clark (SE) N	0.004 (0.014) 2,831			
Speaker Davis	0.058 (0.027) 1,553	0.006 (0.105) 118	0.082 (0.033) 861	
President Evans	0.012 (0.031) 1,120			
President Fisher	0.026 (0.038) 817			
Rep. Green		0.015 (0.096) 151		
Mr. Henry			0.151 (0.041) 549	
Rep. Ian Allen			0.129 (0.051) 390	0.034 (0.040) 923
Baker				-0.005 (0.043) 837

Positive Coverage (Predicting Favorable Ratings)

Sen. Lane		0.024 (0.146) 63		
James				0.022 (0.048) 563
Knight				0.021 (0.050) 645

Neutral Coverage (Predicting Favorable Ratings)

Gov. Clark		-0.012 (0.065) 246		
Martin				0.025 (0.052) 408

Appendix H: Example Newspaper