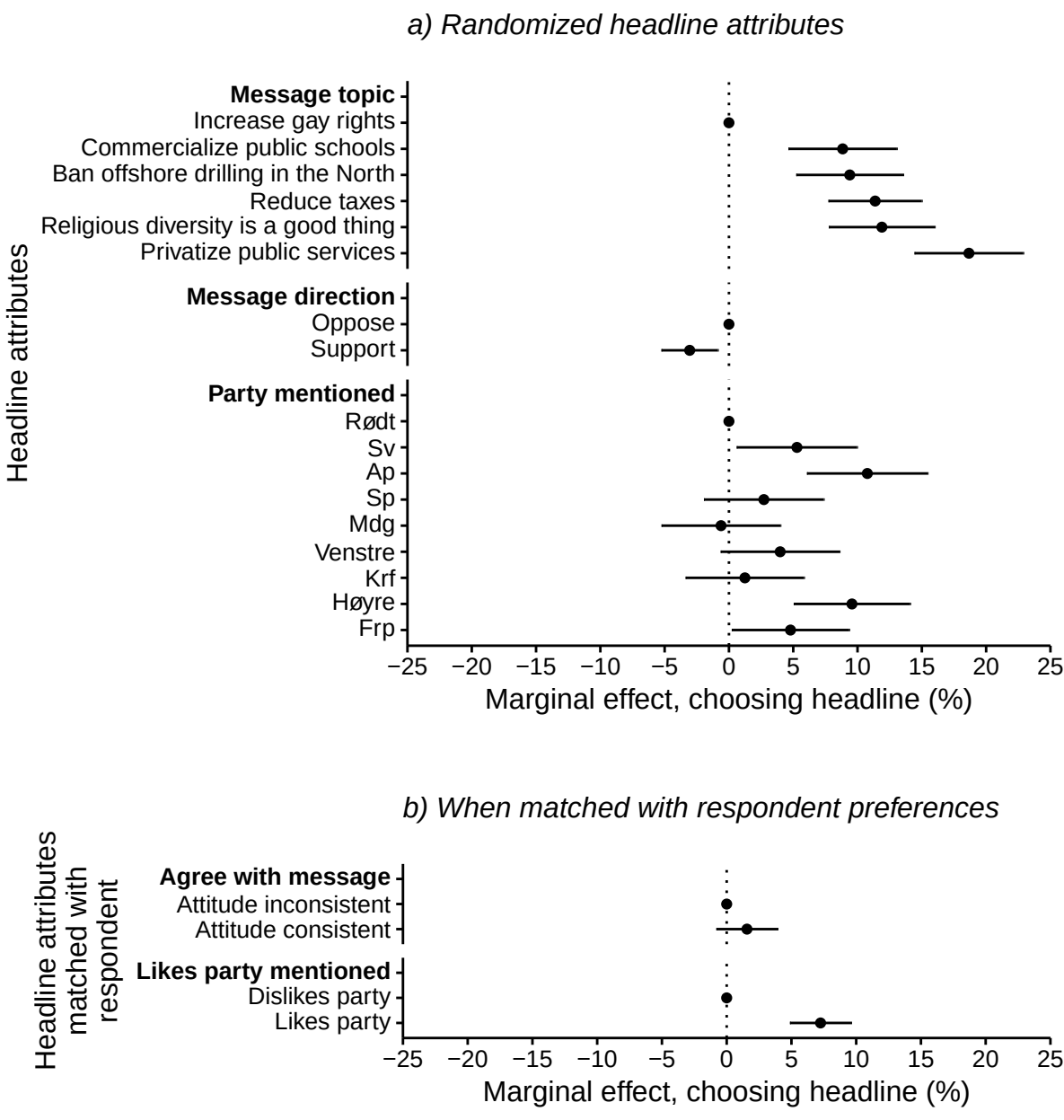
a) Randomized headline attributes
Headline attributes
Message topic
Increase gay rights
Commercialize public schools
Ban offshore drilling in the North
Reduce taxes
Religious diversity is a good thing
Privatize public services
Message direction
Oppose
Support
Party mentioned
Rødt
Sv
Ap
Sp
Mdg
Venstre
Krf
Høyre
Frp
−25 −20 −15 −10 −5 0 5 10 15 20 25
Marginal effect, choosing headline (%)
b) When matched with respondent preferences
Headline attributes matched with respondent
Agree with message
Attitude inconsistent
Attitude consistent
Likes party mentioned
Dislikes party
Likes party
−25 −20 −15 −10 −5 0 5 10 15 20 25
Marginal effect, choosing headline (%)