B Appendix to the Supporting Material for: "The Liar's Dividend: Can Politicians Claim Misinformation to Evade Accountability?"

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B.1 Survey for Studies 1 and 4

This section describes the treatments and outcomes used in the survey for Studies 1 and 4. Covariate and screener questions are presented separately in SM Section B.4.

B.1.1 Treatments

Respondents randomly received information about a scandal with 1) one of four politicians (two Republican and two Democrat) and 2) either a video clip or text transcript:

A news report has come out [showing | with] the following [video clip | story excerpt] about [Republican | Democrat] politician [Tim James | Todd Akin | John Murtha | Jesse Jackson].

Please [watch the following video clip | read the excerpt below].

[Republican | Democrat] [Tim James | Todd Akin | John Murtha | Jesse Jackson] Accused of Making Offensive Remarks

Tim James: https://youtu.be/Onvy6nzsa1s or text transcript: "Politicians make us give driver's license exams in 12 languages. This is Alabama. We speak English. If you want to live here, learn it! We're only giving that test in English."

Todd Akin: https://youtu.be/WIwu04J6lsc or text transcript: "What about in the case of rape? Should it be legal or not? It seems to me first of all from what I understand from doctors, that's really rare. If it's a legitimate rape, the female body has ways to try to shut that whole thing down."

John Murtha: https://youtu.be/3z_ZHHZI-Jg or text transcript: "There is no question that Western Pennsylvania is a racist area and when I say racist area I mean older people are hesitant. They are slow in seeing change, real change."

Jesse Jackson: https://youtu.be/YkhAAZVza5k or text transcript: "See, Barack been, um, talking down to black people on this faith based... I wanna cut his n*ts off."

Next, respondents randomly received one of the following politician response messages:

- Control: *No politician response message*
- Informational Uncertainty: **[Politician Name] Responds That Story is False and Misleading, People Should Be Skeptical**. In response to the recent allegations, [Republican | Democrat] [Politician Name] asserted that the story is false and misleading. He claimed that [the video is a deepfake, a computer-edited video that uses fake audio and images | the story is not based on true information]. When asked about the incident, he said that it's well known that there's a lot of misleading information, so people should be skeptical about what

they hear. [Last Name] stated that "You can't know what's true these days with so much misinformation out there."

- Oppositional Rallying: **[Politician Name] Responds That Story is False and Misleading, Attack by Opponent**. In response to the recent allegations, [Republican | Democrat] [Politician Name] asserted that the story is false and misleading. He claimed that [the video is a deepfake, a computer-edited video that uses fake audio and images | the story is not based on true information]. When asked about the incident, he said that the story is an attack by the opposition, and that people should not pay attention to it. [Last Name] stated that, "My opponent would say anything to hurt me, but my supporters know who's really on their side."

B.1.2 Outcome Measures

Next, respondents were presented with a set of 8 outcome questions for which they were asked to rate the extent of their agreement or disagreement. All outcome questions use a 5-point Likert scale from "Strongly Disagree" to "Strongly Agree."

1. I **believe the story** about the politician.
2. I think that the story about the politician **is true**.
3. I would **support the politician**.
4. I would **defend the politician** against critics.
5. I would **vote for the politician**.
6. I would **donate to the politician**.
7. I **trust the media**.
8. I believe that the **media reports the news fairly**.

Outcome questions 1 and 2 were combined to create an index for belief in the story about the politician. Outcome questions 3-6 were combined to create an index for politician support. Outcome questions 7 and 8 were combined to create an index for trust in media. To create the indices, we followed the procedure used by Kling, Liebman, and Katz 2007 by averaging z-scores for the component outcome questions.

Our measures of general media trust resemble those used by, for example, ANES (NES 2022), Gallup (Brenan 2021), and the Reuters Institute for the Study of Journalism at Oxford (Newman et al. 2019), and psychometric studies conceptually and empirically support the use of measures of generalized media trust (Prochazka and Schweiger 2019).

B.1.3 Debrief

Finally, all respondents were shown a debrief paragraph providing information about the survey and clarifying any deception/misinformation:

The information provided to you about the politician is part of a study on false/fake news and "deepfakes," or digitally altered video, and the impacts that they have on trust in politics and the media. While the video or story presented to you about the politician is real, the reply by the politician was created by a team of researchers and therefore does not represent an actual statement made by the politician. To learn more about how to identify fake news stories and fake videos, see the following resources from the International Federation of Library Associations and Institutions

and the MIT Media Lab Detect DeepFakes Project: https://www.ifla.org/publications/node/11174 and https://www.media.mit.edu/projects/detect-fakes/overview.

B.2 Surveys for Studies 2, 3, and 5

This section describes the modifications to the baseline survey presented in the previous section for Studies 2, 3, and 5.

B.2.1 Study 2

The Study 2 survey included a new fact-checking treatment and additional exploratory outcome and covariate questions.

The fact-checking treatment told respondents, "A non-partisan fact-checking organization has weighed in on the story and the politician's response to it. Please read the statement by the fact-checking organization carefully before moving on. Fact Check: [Politician Name] was recently accused of making offensive comments but disputes the truthfulness of the story. We find evidence that [Politician Name] did make the comments as originally reported."

We additionally included the following exploratory outcome and covariate questions:

- Experiment 1: Control vs. IU vs. IU + fact-checking.
  - I think that the politician's remarks, as reported in the news story, were offensive. [Strongly disagree to Strongly agree]
  - It's hard to know what's true these days. [Strongly disagree to Strongly agree]
  - I believe the politician's response that the news story is false. [Strongly disagree to Strongly agree] [IU group and fact-checking group]
  - To what extent did the politician's response that the story was false affect your support for the politician? [Strongly decreased my support to Strongly increased my support] [IU group and fact-checking group]
  - I would share the politician's response with family and friends. [No - because I don't support it, No - although I support it, Yes - but not because I support it, Yes - because I support it] [IU group and fact-checking group]
  - I believe the fact-checking organization's statement that the news story is true. [Strongly disagree to Strongly agree] [Fact-checking group only]
  - To what extent did the fact-checking organization's statement that the story was true affect your support for the politician? [Strongly disagree to Strongly agree] [Fact-checking group only]
- Experiment 2: Control vs. OR.
  - I think that the politician's remarks, as reported in the news story, were offensive. [Strongly disagree to Strongly agree]
- Additional Questions to Help with Assessing the IU Mechanism.
  - How concerned are you, if at all, about made-up news and information? [Not at all concerned, Slightly concerned, Concerned, Very concerned]
  - How confident are you in your own ability to recognize news that is made up? [Not at all confident, Slightly confident, Confident, Very confident]
  - How big of a problem do you think "cancel culture" is in the U.S. today? [Not a problem, A minor problem, A problem, A major problem]
  - Do you agree or disagree that people should be more careful with language to avoiding offending people? [Strongly disagree to Strongly agree]
  - Which most closely matches your view? When a public figure makes an offensive statement, they should be: [Given a second chance, Held accountable]

- Additional Exploratory Outcome Questions.
  - How often can you trust the government to do what is right? [Almost none of the time to Almost always]
  - How often can you trust the information you get from political leaders and public officials? [Almost none of the time to Almost always]
  - How often can you trust other people? [Almost none of the time to Almost always]
  - How often can you trust [opposing political party]? [Almost none of the time to Almost always] [Randomized for independents]
  - We measure whether participants click on a link provided in the survey debrief to learn more about how to identify fake news stories.

B.2.2 Study 3

The Study 3 survey compared claims of misinformation (invoking informational uncertainty) to simple denials and apologies and thus included two new treatments:

Simple denial: "In response to the recent allegations, [Politician] firmly denied the story. When asked about the incident, he said that it never occurred. [Politician] stated that "That did not happen. I never said that." "

Apology: "In response to the recent allegations, [Politician] acknowledged the story and apologized. When asked about the incident, he said that it did occur. [Politician] stated that "Yes, I did say that, and I apologize for making those comments." "

B.2.3 Study 5

In Study 5, we included measures of belief before and after treatment rather than only after treatment. We first measured belief in the story about the politician after the participant read about the scandalous story but before they were exposed to the politician claims of misinformation (for those assigned to either informational uncertainty (IU) or oppositional rallying (OR)). We additionally asked all participants a question about whether the scandal could hurt the politician's reputation, to better understand how the perceived level of scandal could affect responses.

We then measured belief in the scandal a second time, after those assigned to treatment (IU or OR only) were exposed to claims of misinformation. Those assigned to the control group answered two consecutive questions about belief in the scandal. The second question about belief was new to this study and aimed to reduce ambiguity regarding belief in the claim of misinformation or belief in the the scandalous story about the politician. The new belief measure asked respondents whether they agree with the statement that the "politician really said" the arguably offensive comment in the scandal (using the actual wording from the scandal), and ranged from Strongly disagree (1) to Strongly agree (5). Finally, we also measured belief in the claim of misinformation, exclusively for those assigned to either IU or OR.

B.3 Ethical Considerations

Misinformation is a fraught topic, one that spells potential harms for individuals and society. It is for precisely these reasons that scholars need to study misinformation. In the context of our research, we sought to understand if certain types of political misinformation—as well as mitigations—were effective in influencing individuals. As described in the main text, while we chose to use real politician scandals rather than fabricated stories in order to minimize deception, we did generate a set of politician responses and attributed all such responses to the four politicians under study. This was essential for allowing for valid comparisons of public responses to different political communication strategies, something that is not otherwise feasible given the infrequent and ad-hoc occurrence of liar's dividend type claims in natural settings. In turn, we did debrief participants and provide media and digital literacy resources, as well as warned participants about this debrief during the consent process. All participants consented, we used approved consent language from our institutions' Institutional Review Boards to make the study's design and risks accessible, and we did not target any vulnerable groups. Further, in Studies 4 and 5, participants also had the option to confirm or withdraw consent a second time, at the end of the study, per new recommendations from an IRB. We also received feedback from other misinformation researchers on the ethical dimensions of the study prior to administration.

Also importantly, all participants were compensated for participation in the three studies, regardless of overall survey completion or satisfaction of attention check questions. Per Lucid Theorem policies, the platform is paid one dollar per participant (increased to $1.50 per respondent for Study 5), and this rate is fixed. As our survey only took between three and five minutes for the large majority of participants, the effective pay rate for the participants—all American adults—is likely above minimum wage rates and standard market rates for online survey participants. However, as Lucid uses a variety of suppliers to recruit individuals, and does not have access to the specifics of compensation for each supplier, we do not know how much each participant was ultimately compensated. See: https://luc.id/wp-content/uploads/2019/10/Lucid-IRB-Methodology.pdf for a discussion of Lucid's fixed rate approach and use of suppliers. For Prolific, we used the recommended compensation of one dollar per participant, resulting in an average reward per hour of around $15. Of note, four separate Institutional Review Boards approved this study, cognizant of our approach to deception and mitigation of any resulting harms. The relevant IRB protocols are: Emory University (STUDY00000093), Georgia Institute of Technology (H21005), Purdue University (IRB-2022-1285), and Yale University (2000033821), and letters of approval for studies and amendments are available in the replication materials.

B.4 Survey Screeners and Covariate Questions

B.4.1 Screener Questions

We include two screener questions near the beginning of the survey to allow for analysis of results stratified by level of attentiveness of respondents. In particular, we use two screening questions employed by Berinsky, Margolis, and Sances 2014 that test respondents' attention by asking them to select specific answer choices regardless of how they would answer those questions normally. We create an attentiveness index which ranges from 0-2, corresponding to the number of correct answers. Note that this may provide slightly different results compared to the item response theory model used by Berinsky et al. 2019, but should be highly correlated.

These screener questions function much in the same way as manipulation or attention checks, and are important because inattentive survey takers may fail to receive the treatment and answer questions accurately, likely increasing noise and diluting the strength of effects (Oppenheimer, Meyvis, and Davidenko 2009). We follow the advice of Berinsky et al. 2019 to employ multiple screener questions targeted at identifying both high attention and low attention respondents. However, we do not discard results from respondents who fail the screeners, because doing so could threaten internal and external validity if characteristics that predict attention (such as levels of education) may also predict responses on our outcome questions. Results stratified by level of attentiveness are available in SM Section A.6, and results for the highly attentive subset are available in SM Section A.2.

B.4.2 Demographic Questions

We received the following demographic information directly from respondents or through Lucid or Prolific, coded as described below. All demographic questions that were directly asked were included at the end of the survey, other than race and education, which were used as filler questions between the screeners and which we considered unlikely to introduce priming effects.

- Partisanship is coded as a factor variable with seven levels: strong Democrat, Democrat, lean Democrat, Independent, lean Republican, Republican, and strong Republican.[36]
- Gender is coded as a factor variable with male and female..
- Age is coded as a factor variable with five levels based on the Pew Research Center generation age ranges. (https://www.pewresearch.org/topics/generations-and-age/)
- Race/ethnicity is coded as a factor variable with White, Black or African American, and Other as the three race/ethnicity categories.
- Education is coded as a factor variable with four levels: high school graduate or less, some college or technical or Associate degree, Bachelor's degree, and graduate degree.
- Income is coded as a factor variable with three levels from low to high income: $< \$30,000$, $\$30 - \$74,999$, and $\$75,000+$.
- Region is coded as a factor variable with four levels: Northeast, South, Midwest, and West.

B.4.3 News Media and Digital Literacy

To assess potential protective factors against misinformation, we include items for news media literacy and digital literacy. The media literacy questions used to create a news media literacy

36. We ask this question post-treatment as we are more concerned about priming effects than post-treatment bias, and because our pilot study indicated that respondents' answers to the partisanship question were not affected by treatment (p-value from F-statistic = .675).

index each have a single correct response from a set of four possible answers. The questions come from the Reuters Institute for the Study of Journalism at Oxford University (Newman et al. 2019). The three questions measure: respondents' factual knowledge of how news sources are funded, how press releases are produced, and how news on social media is curated. Correct responses are summed to place respondents on a 0-3 scale for news literacy. Two of the three questions were adapted from a measure of news media literacy by Maksl, Ashley, and Craft 2015 in the Journal of Media Literacy Education. The Reuters Institute has shown that higher news literacy on the 0-3 scale is correlated with measures important for assessing external validity, such as higher consumption of news stories from newspaper sources, discernment when selecting news stories, and consumption of unbiased credible news sources.

We assess digital literacy through a single measure of self-reported participant familiarity with deepfakes, as participant responses to rebuttals implicating deepfakes are likely moderated by their prior technical familiarity. As shown by Hargittai 2005, self-reported measures of digital literacy are valid indicators of people's factual knowledge and digital literacy skills for a wide variety of digital literacy domains.[37]

The three media literacy questions and one digital literacy question are as follows:

1. Which of the following news outlets does NOT primarily depend on advertising for financial support? [Fox News, PBS (correct response), New York Times, USA Today, Don't know]
2. Which of the following is typically responsible for writing a press release? [A reporter for a news organization, A producer for a news organization, A lawyer for a news aggregator, A spokesperson for an organization (correct response), Don't know]
3. How are most of the individual decisions about what news stories to show people on Facebook made? [At random, By computer analysis of what stories might interest you (correct response), By editors and journalists that work for news outlets, By editors and journalists that work for Facebook, Don't know]
4. Computer algorithms can now be used to create ultra-realistic fake video content. How much had you heard about this before today? ["Not at all" to "A great deal."]

37. We have opted to include these demographic questions post-treatment because we are concerned about potential priming effects, and the results of our pilot study suggest that the media literacy and digital literacy questions are not significantly impacted by treatment (p-values from global F-tests: .659 and .179, respectively).

B.5 Covariate Balance

Table B1, Table B2, Table B3, Table B4, and Table B5 help to evaluate covariate balance for Studies 1, 2, 3, 4, and 5 respectively. Within treatment groups, proportions in each covariate category are reported, along with mean scores for media literacy and digital literacy.

Variable Level	Control Text	Control Video	IU Text	IU Video	OR Text	OR Video
Independent	0.24	0.30	0.24	0.29	0.27	0.28
Strong Democrat	0.18	0.14	0.18	0.15	0.15	0.16
Democrat	0.18	0.14	0.17	0.17	0.17	0.17
Lean Democrat	0.10	0.10	0.08	0.09	0.11	0.08
Lean Republican	0.12	0.11	0.13	0.10	0.10	0.11
Republican	0.09	0.08	0.09	0.08	0.09	0.11
Strong Republican	0.09	0.13	0.11	0.11	0.10	0.09
Male	0.49	0.47	0.48	0.48	0.46	0.54
Female	0.51	0.53	0.52	0.52	0.54	0.46
White	0.74	0.70	0.72	0.72	0.73	0.68
Black	0.11	0.11	0.11	0.10	0.11	0.10
Hispanic	0.07	0.08	0.08	0.09	0.07	0.10
Asian	0.06	0.07	0.05	0.06	0.07	0.09
Other	0.02	0.03	0.03	0.02	0.02	0.03
Gen Z	0.13	0.10	0.14	0.13	0.11	0.14
Millennials	0.29	0.30	0.26	0.33	0.34	0.34
Gen X	0.25	0.29	0.28	0.28	0.27	0.24
Boomers	0.29	0.26	0.28	0.24	0.24	0.24
Silent	0.04	0.04	0.04	0.03	0.03	0.04
High school graduate or less	0.27	0.28	0.25	0.26	0.24	0.26
Some college	0.34	0.30	0.32	0.34	0.34	0.31
Bachelor's degree	0.23	0.28	0.26	0.24	0.26	0.25
Graduate degree	0.16	0.14	0.17	0.16	0.16	0.17
Middle income	0.40	0.42	0.38	0.36	0.39	0.41
Low income	0.32	0.30	0.33	0.32	0.29	0.30
High income	0.27	0.28	0.29	0.31	0.33	0.28
Northeast	0.21	0.22	0.22	0.21	0.22	0.19
Midwest	0.19	0.19	0.20	0.18	0.17	0.24
South	0.38	0.37	0.37	0.41	0.41	0.32
West	0.22	0.23	0.22	0.19	0.21	0.25
Media literacy	1.03	1.04	1.09	1.09	1.02	1.06
Digital literacy	2.73	2.79	2.80	2.87	2.69	2.88

Table B1: Covariate Balance for Study 1

To evaluate the success of randomization and to further assess covariate balance for each study, we perform F-tests of global significance by regressing an indicator for each treatment group on the covariates. For Study 1, the p-values of the F-tests for assignment to control, informational uncertainty, oppositional rallying, and video (versus text) treatments are 0.973, 0.868, 0.923, and 0.662, respectively. Thus, we fail to reject the null hypothesis that the covariates jointly do not predict treatment assignment for Study 1. For Study 2, the p-values of the F-tests for assignment to control, informational uncertainty, fact-checking, and oppositional rallying (versus control in Study 2 experiment two) treatments are 0.621, 0.788, 0.362, and 0.676, respectively. For Study 3, the p-values of the F-tests for assignment to apology, simple denial, and allegation of misinformation (IU) are 0.703, 0.231, and 0.130, respectively. For Study 4, the p-values of the F-tests for assignment to control, informational uncertainty, oppositional rallying, and video (versus text) treatments are 0.057, 0.332, 0.120, and 0.941, respectively. Finally, for Study 5, the p-values of the F-tests for assignment to control, informational uncertainty, and oppositional rallying treatments are 0.150, 0.438, and 0.590, respectively. Therefore, again for Studies 2, 3, 4, and 5, we fail to reject the null that covariates do not predict treatment, suggesting randomization was successful and balance was achieved.

Variable Level	Control + Control	Control + OR	FC + Control	FC + OR	IU + Control	IU + OR
Independent	0.26	0.27	0.29	0.20	0.27	0.26
Strong Democrat	0.18	0.16	0.17	0.18	0.15	0.18
Democrat	0.14	0.18	0.15	0.16	0.18	0.18
Lean Democrat	0.12	0.09	0.10	0.12	0.10	0.10
Lean Republican	0.11	0.12	0.11	0.10	0.11	0.08
Republican	0.11	0.09	0.08	0.14	0.11	0.09
Strong Republican	0.08	0.09	0.11	0.11	0.08	0.11
Male	0.48	0.48	0.47	0.53	0.50	0.49
Female	0.52	0.52	0.53	0.47	0.50	0.51
White	0.70	0.75	0.75	0.73	0.71	0.74
Black	0.14	0.10	0.10	0.12	0.13	0.10
Hispanic	0.06	0.06	0.06	0.09	0.07	0.07
Asian	0.07	0.05	0.06	0.04	0.05	0.07
Other	0.03	0.03	0.03	0.03	0.02	0.03
Gen Z	0.12	0.10	0.15	0.13	0.14	0.11
Millennials	0.32	0.32	0.30	0.27	0.29	0.30
Gen X	0.27	0.23	0.26	0.29	0.24	0.25
Boomers	0.25	0.31	0.25	0.26	0.28	0.29
Silent	0.04	0.04	0.03	0.05	0.05	0.05
High school graduate or less	0.25	0.28	0.27	0.22	0.26	0.27
Some college	0.29	0.29	0.32	0.35	0.32	0.33
Bachelor's degree	0.27	0.20	0.20	0.25	0.22	0.22
Graduate degree	0.19	0.22	0.21	0.17	0.19	0.18
Middle income	0.37	0.40	0.37	0.42	0.37	0.35
Low income	0.28	0.30	0.30	0.26	0.34	0.32
High income	0.34	0.31	0.32	0.32	0.30	0.33
Northeast	0.22	0.20	0.21	0.18	0.24	0.22
Midwest	0.21	0.18	0.20	0.20	0.16	0.18
South	0.35	0.37	0.40	0.40	0.40	0.36
West	0.22	0.25	0.20	0.21	0.21	0.24
Media literacy	0.94	0.98	0.86	0.97	0.92	0.93
Digital literacy	2.78	2.84	2.82	2.97	2.91	2.81

Table B2: Covariate Balance for Study 2

Variable Level	Info. Uncertain	Simple Denial	Apology
Independent	0.27	0.27	0.28
Strong Democrat	0.14	0.18	0.16
Democrat	0.15	0.14	0.16
Lean Democrat	0.12	0.11	0.11
Lean Republican	0.11	0.10	0.11
Republican	0.09	0.10	0.08
Strong Republican	0.11	0.10	0.09
Male	0.49	0.49	0.49
Female	0.51	0.51	0.51
White	0.76	0.70	0.71
Black	0.11	0.13	0.13
Hispanic	0.08	0.09	0.09
Asian	0.04	0.05	0.05
Other	0.01	0.02	0.02
Gen Z	0.10	0.11	0.10
Millennials	0.30	0.31	0.32
Gen X	0.28	0.27	0.24
Boomers	0.28	0.28	0.30
Silent	0.04	0.04	0.03
High school graduate or less	0.26	0.30	0.24
Some college	0.35	0.35	0.36
Bachelor's degree	0.27	0.24	0.26
Graduate degree	0.12	0.12	0.13
Middle income	0.41	0.40	0.39
Low income	0.30	0.35	0.33
High income	0.29	0.26	0.28
Northeast	0.23	0.20	0.19
Midwest	0.17	0.19	0.20
South	0.38	0.38	0.36
West	0.22	0.23	0.25
Media literacy	1.05	1.07	1.06
Digital literacy	2.84	2.91	2.85

Table B3: Covariate Balance for Study 3

Variable Level	Control Text	Control Video	IU Text	IU Video	OR Text	OR Video
Independent	0.20	0.23	0.24	0.25	0.22	0.23
Strong Democrat	0.23	0.21	0.20	0.21	0.20	0.17
Democrat	0.22	0.21	0.21	0.20	0.19	0.22
Lean Democrat	0.14	0.13	0.14	0.13	0.16	0.15
Lean Republican	0.09	0.11	0.09	0.09	0.10	0.10
Republican	0.07	0.07	0.06	0.08	0.09	0.08
Strong Republican	0.04	0.03	0.05	0.04	0.04	0.05
Male	0.44	0.47	0.47	0.48	0.46	0.49
Female	0.56	0.53	0.53	0.52	0.54	0.51
White	0.80	0.79	0.79	0.79	0.77	0.77
Black	0.11	0.10	0.12	0.12	0.13	0.13
Hispanic	0.03	0.05	0.03	0.03	0.05	0.05
Asian	0.04	0.05	0.05	0.05	0.04	0.04
Other	0.02	0.01	0.01	0.01	0.01	0.01
Gen Z	0.09	0.08	0.10	0.09	0.09	0.11
Millennials	0.36	0.38	0.37	0.43	0.41	0.34
Gen X	0.27	0.29	0.30	0.25	0.26	0.32
Boomers	0.26	0.24	0.22	0.22	0.22	0.22
Silent	0.02	0.02	0.01	0.01	0.01	0.01
High school graduate or less	0.13	0.12	0.13	0.15	0.14	0.14
Some college	0.31	0.32	0.34	0.33	0.35	0.35
Bachelor's degree	0.38	0.40	0.37	0.37	0.36	0.37
Graduate degree	0.18	0.17	0.16	0.15	0.16	0.13
Middle income	0.38	0.41	0.39	0.40	0.40	0.42
Low income	0.24	0.22	0.25	0.26	0.24	0.20
High income	0.39	0.37	0.36	0.34	0.36	0.37
Northeast	0.21	0.20	0.21	0.21	0.21	0.21
Midwest	0.23	0.23	0.19	0.25	0.24	0.23
South	0.40	0.40	0.41	0.37	0.39	0.39
West	0.16	0.16	0.19	0.17	0.16	0.17
Media literacy						
Digital literacy						

Table B4: Covariate Balance for Study 4

Variable Level	Control	IU	OR
Independent	0.26	0.26	0.25
Strong Democrat	0.17	0.14	0.16
Democrat	0.14	0.13	0.14
Lean Democrat	0.12	0.10	0.12
Lean Republican	0.10	0.11	0.11
Republican	0.09	0.13	0.10
Strong Republican	0.12	0.12	0.13
Male	0.50	0.48	0.48
Female	0.50	0.52	0.52
White	0.71	0.73	0.73
Black	0.15	0.13	0.12
Hispanic	0.08	0.08	0.09
Asian	0.04	0.04	0.05
Other	0.02	0.02	0.02
Gen Z	0.11	0.11	0.10
Millennials	0.32	0.29	0.30
Gen X	0.26	0.29	0.29
Boomers	0.27	0.26	0.26
Silent	0.04	0.04	0.04
High school graduate or less	0.32	0.31	0.31
Some college	0.35	0.36	0.38
Bachelor's degree	0.24	0.25	0.22
Graduate degree	0.08	0.08	0.09
Middle income	0.40	0.40	0.41
Low income	0.34	0.35	0.33
High income	0.25	0.25	0.26
Northeast	0.24	0.20	0.18
Midwest	0.18	0.19	0.21
South	0.35	0.39	0.37
West	0.22	0.22	0.24
Media literacy	1.06	1.01	1.06
Digital literacy	2.88	2.73	2.78

Table B5: Covariate Balance for Study 5

B.6 MDE Calculations and Multiple Testing

We use simulations based on a pilot study of 916 respondents on MTurk to calculate minimum detectable effects (MDE) along a range of possible sample sizes for our main outcome of interest: support. As suggested by DeclareDesign 2019, the calculation of MDEs using pilot results is an improvement on power calculations because the latter are based on noisy effect estimates.

With sample sizes of 2,500-3,000 for each study, our study has sufficient power to detect standardized effects as small as 0.15 to 0.17 for our main hypothesis for each study. With a combined 5,021 respondents across Studies 1 and 2 (the research design allows these studies to be pooled), we have sufficient power to detect standardized effects for our main hypothesis as small as 0.12. However, our study may lack power to definitively evaluate all hypotheses of interest. These considerations informed our decision to perform a replication of key findings from the Study 1 survey and increase our total sample size.

For our primary regressions used to test our hypotheses, we will report standard nominal p-values based on robust standard errors. However, within hypothesis families with multiple additional exploratory tests, we use the Benjamini-Hochberg method to correct for multiple testing and present corrected p-values, following the approach of Bohlken, Iakwad, and Nellis 2018. We use a false discovery rate of 0.05. As defined in our pre-analysis plan, the Liar's Dividend Hypothesis has two exploratory tests (each with two p-values of interest), the Informational Uncertainty Hypothesis has three exploratory tests (one p-value each), and the Oppositional Rallying Hypothesis has two exploratory tests (one p-value each) for which we will perform corrections. Results from the exploratory analyses, including nominal and adjusted p-values, are presented in SM Section A.6.

B.7 Regression Tables for Figures and Tables in Paper

This section presents regression tables corresponding to Figures 2, 3, 4, and 6, as well as Tables 2 and 3, in the main paper. The tables display the relevant (standardized) average treatment effects associated with our treatments, as well as the (unstandardized) coefficients associated with covariates in the models. We use two-sided p-values and robust standard errors and report results for a variety of models (e.g., text only sample, video only sample, etc.). Notes regarding the sample for each model specification are included in the last row of each table. The general covariate profile of the reference group is Independent, Male, White, Gen Z, High School Education or Less, Medium Income, and Northeast.

See Table B57 for politician-specific results corresponding to Table B6.

The pooled estimates that go along with the treatment effects in Tables B10, B11, B12, and B13 to produce Figure 4 are precision-weighted averages of separate treatment effects from each study using fixed effects specifications. Results for specifications using random effects are nearly identical. Results are also largely the same if we combine samples and perform a single regression as opposed to combining separate studies' estimates through precision weighting.

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.188**	0.013
	(0.063)	(0.064)
Opp. Rally	0.151*	−0.034
	(0.063)	(0.066)
Strong Democrat	−0.014	0.046
	(0.085)	(0.094)
Democrat	−0.039	0.146+
	(0.080)	(0.078)
Lean Democrat	−0.179*	−0.024
	(0.084)	(0.097)
Lean Republican	0.035	0.139
	(0.081)	(0.091)
Republican	0.099	0.475***
	(0.090)	(0.095)
Strong Republican	0.177+	0.330**
	(0.107)	(0.101)
Female	−0.112*	−0.111*
	(0.052)	(0.055)
Black	0.069	0.252**
	(0.091)	(0.093)
Hispanic	0.030	0.105
	(0.095)	(0.098)
Asian	−0.133	−0.140
	(0.106)	(0.098)
Other Race	0.101	0.267+
	(0.140)	(0.149)
Millennial	0.195*	0.256**
	(0.090)	(0.090)
Gen X	0.104	0.306**
	(0.093)	(0.095)
Boomer	−0.024	0.134
	(0.097)	(0.100)
Silent Gen.	−0.090	0.326+
	(0.164)	(0.181)
Some College	−0.062	−0.123+
	(0.067)	(0.071)
Bachelor's Degree	−0.075	−0.052
	(0.080)	(0.081)
Graduate Degree	0.249**	0.227*
	(0.092)	(0.098)
Low Income	−0.048	0.155*
	(0.064)	(0.065)
High Income	−0.012	0.137*
	(0.065)	(0.069)
Midwest	0.027	0.009
	(0.082)	(0.083)
South	0.009	−0.075
	(0.070)	(0.074)
West	−0.081	0.040
	(0.081)	(0.080)
Media Literacy	−0.168***	−0.158***
	(0.027)	(0.030)
Digital Literacy	0.079***	0.095***
	(0.022)	(0.023)
Constant	−0.058	−0.442***
	(0.137)	(0.133)
Sample	Study 1 Text	Study 1 Video
N	1,249	1,254
R^2	0.107	0.111

+p < .1; *p < .05; **p < .01; ***p < .001

Table B6: Figure 3 Regression Results - Study 1

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.269**	0.070
	(0.098)	(0.097)
Opp. Rally	0.190+	−0.016
	(0.097)	(0.098)
Strong Democrat	−0.036	−0.026
	(0.122)	(0.130)
Democrat	−0.061	0.010
	(0.130)	(0.122)
Lean Democrat	−0.202	−0.016
	(0.140)	(0.157)
Lean Republican	−0.056	−0.047
	(0.117)	(0.127)
Republican	−0.039	0.396*
	(0.143)	(0.154)
Strong Republican	0.313+	0.170
	(0.169)	(0.153)
Female	−0.058	−0.196*
	(0.083)	(0.085)
Black	0.189	0.260+
	(0.178)	(0.156)
Hispanic	0.196	0.014
	(0.153)	(0.193)
Asian	−0.179	−0.141
	(0.184)	(0.168)
Other Race	0.310	0.308
	(0.232)	(0.215)
Millennial	0.255	0.226
	(0.166)	(0.164)
Gen X	0.170	0.182
	(0.171)	(0.165)
Boomer	0.142	0.124
	(0.172)	(0.171)
Silent Gen.	−0.040	0.509+
	(0.251)	(0.268)
Some College	0.041	−0.073
	(0.114)	(0.115)
Bachelor's Degree	0.043	−0.003
	(0.129)	(0.128)
Graduate Degree	0.309*	0.046
	(0.150)	(0.159)
Low Income	−0.170	0.166
	(0.104)	(0.105)
High Income	−0.021	0.105
	(0.095)	(0.098)
Midwest	−0.027	0.092
	(0.130)	(0.126)
South	−0.044	−0.060
	(0.108)	(0.114)
West	−0.036	0.056
	(0.124)	(0.121)
Media Literacy	−0.188***	−0.121**
	(0.040)	(0.043)
Digital Literacy	0.068+	0.015
	(0.038)	(0.035)
Constant	−0.260	−0.217
	(0.246)	(0.218)
Sample	Study 1 Att. Text	Study 1 Att. Video
N	541	559
R^2	0.114	0.082

+p < .1; *p < .05; **p < .01; ***p < .001

Table B7: Figure 3 Regression Results - Study 1, Attentive

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.241***	0.058
	(0.051)	(0.053)
Opp. Rally	0.208***	0.136**
	(0.051)	(0.052)
Strong Democrat	−0.034	0.022
	(0.066)	(0.071)
Democrat	−0.018	−0.054
	(0.062)	(0.061)
Lean Democrat	0.001	−0.030
	(0.062)	(0.065)
Lean Republican	0.063	0.203**
	(0.070)	(0.071)
Republican	0.250**	0.286***
	(0.086)	(0.085)
Strong Republican	0.149	0.294*
	(0.136)	(0.147)
Female	−0.052	−0.064
	(0.043)	(0.045)
Black	0.124+	0.072
	(0.071)	(0.071)
Hispanic	0.025	−0.019
	(0.108)	(0.106)
Asian	−0.021	0.067
	(0.102)	(0.090)
Other Race	−0.077	0.399*
	(0.158)	(0.198)
Millennial	0.123+	0.032
	(0.071)	(0.076)
Gen X	0.295***	0.200*
	(0.078)	(0.081)
Boomer	0.363***	0.244**
	(0.081)	(0.085)
Silent Gen.	0.331	0.523*
	(0.217)	(0.207)
Some College	−0.068	−0.029
	(0.069)	(0.068)
Bachelor's Degree	0.024	−0.021
	(0.071)	(0.072)
Graduate Degree	−0.010	0.064
	(0.084)	(0.087)
Low Income	0.043	0.059
	(0.055)	(0.057)
High Income	0.025	0.024
	(0.049)	(0.051)
Midwest	−0.051	−0.037
	(0.063)	(0.063)
South	−0.051	0.032
	(0.057)	(0.060)
West	0.010	−0.034
	(0.069)	(0.070)
Media Literacy	−0.065**	−0.093***
	(0.023)	(0.024)
Digital Literacy	0.002	−0.005
	(0.020)	(0.020)
Constant	−0.087	0.046
	(0.126)	(0.132)
Sample	Study 4 Text	Study 4 Video
N	2,151	2,146
R^2	0.043	0.045

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B8: Figure 3 Regression Results - Study 4

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.259^{***}	0.060
	(0.051)	(0.054)
Opp. Rally	0.222^{***}	0.136^{*}
	(0.052)	(0.053)
Strong Democrat	−0.046	0.005
	(0.067)	(0.072)
Democrat	−0.038	−0.075
	(0.063)	(0.062)
Lean Democrat	−0.008	−0.043
	(0.063)	(0.066)
Lean Republican	0.063	0.202^{**}
	(0.071)	(0.074)
Republican	0.227^{*}	0.285^{***}
	(0.089)	(0.086)
Strong Republican	0.142	0.271^{+}
	(0.141)	(0.151)
Female	−0.053	−0.058
	(0.044)	(0.046)
Black	0.105	0.094
	(0.073)	(0.073)
Hispanic	0.051	−0.009
	(0.113)	(0.108)
Asian	−0.064	0.065
	(0.099)	(0.093)
Other Race	−0.084	0.414^{*}
	(0.162)	(0.206)
Millennial	0.124^{+}	0.023
	(0.074)	(0.078)
Gen X	0.298^{***}	0.185^{*}
	(0.080)	(0.083)
Boomer	0.355^{***}	0.254^{**}
	(0.084)	(0.088)
Silent Gen.	0.275	0.592^{**}
	(0.233)	(0.205)
Some College	−0.066	−0.021
	(0.069)	(0.069)
Bachelor's Degree	0.026	−0.013
	(0.072)	(0.074)
Graduate Degree	0.016	0.070
	(0.085)	(0.089)
Low Income	0.047	0.069
	(0.057)	(0.058)
High Income	0.011	0.029
	(0.050)	(0.052)
Midwest	−0.057	−0.017
	(0.064)	(0.063)
South	−0.055	0.050
	(0.058)	(0.061)
West	−0.010	−0.034
	(0.070)	(0.071)
Media Literacy	-0.053^{*}	-0.095^{***}
	(0.023)	(0.025)
Digital Literacy	−0.005	−0.004
	(0.020)	(0.020)
Constant	−0.085	0.044
	(0.130)	(0.135)
Sample	Study 4 Att. Text	Study 4 Att. Video
N	2,049	2,066
R^2	0.044	0.049

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B9: Figure 3 Regression Results - Study 4, Attentive

	Politician Support Index				
	(1)	(2)	(3)	(4)	(5)
Info. Uncertain	0.188**			0.241***	0.188***
	(0.063)			(0.051)	(0.043)
Opp. Rally	0.151*			0.208***	0.299***
	(0.063)			(0.051)	(0.043)
Info. Uncertain		0.077+			
		(0.045)			
Opp. Rally			0.171***		
			(0.036)		
Strong Democrat	−0.014	0.277***	0.265***	−0.034	0.027
	(0.085)	(0.062)	(0.062)	(0.066)	(0.061)
Democrat	−0.039	0.144*	0.092+	−0.018	0.138*
	(0.080)	(0.056)	(0.054)	(0.062)	(0.057)
Lean Democrat	−0.179*	−0.070	−0.070	0.001	0.040
	(0.084)	(0.057)	(0.060)	(0.062)	(0.058)
Lean Republican	0.035	0.164**	0.093	0.063	0.167**
	(0.081)	(0.060)	(0.059)	(0.070)	(0.056)
Republican	0.099	0.291***	0.120+	0.250**	0.195***
	(0.090)	(0.063)	(0.062)	(0.086)	(0.057)
Strong Republican	0.177+	0.289***	0.232**	0.149	0.364***
	(0.107)	(0.077)	(0.075)	(0.136)	(0.066)
Female	−0.112*	−0.139***	−0.155***	−0.052	−0.043
	(0.052)	(0.038)	(0.037)	(0.043)	(0.036)
Black	0.069	0.076	0.158*	0.124+	0.186**
	(0.091)	(0.062)	(0.062)	(0.071)	(0.061)
Hispanic	0.030	−0.039	−0.192**	0.025	0.014
	(0.095)	(0.077)	(0.074)	(0.108)	(0.069)
Asian	−0.133	0.009	0.012	−0.021	0.085
	(0.106)	(0.075)	(0.077)	(0.102)	(0.079)
Other Race	0.101	−0.172	0.082	−0.077	0.031
	(0.140)	(0.120)	(0.112)	(0.158)	(0.116)
Millennial	0.195*	0.106+	0.064	0.123+	0.184**
	(0.090)	(0.061)	(0.061)	(0.071)	(0.062)
Gen X	0.104	0.106+	0.093	0.295***	0.152*
	(0.093)	(0.064)	(0.064)	(0.078)	(0.065)
Boomer	−0.024	−0.056	−0.077	0.363***	0.069
	(0.097)	(0.065)	(0.064)	(0.081)	(0.066)
Silent Gen.	−0.090	−0.202+	−0.051	0.331	0.052
	(0.164)	(0.105)	(0.108)	(0.217)	(0.100)
Some College	−0.062	−0.089+	0.031	−0.068	−0.040
	(0.067)	(0.048)	(0.047)	(0.069)	(0.044)
Bachelor's Degree	−0.075	−0.077	−0.022	0.024	−0.059
	(0.080)	(0.055)	(0.054)	(0.071)	(0.053)
Graduate Degree	0.249**	0.265***	0.259***	−0.010	−0.006
	(0.092)	(0.062)	(0.062)	(0.084)	(0.075)
Low Income	−0.048	0.066	0.008	0.043	0.069
	(0.064)	(0.046)	(0.045)	(0.055)	(0.042)
High Income	−0.012	0.113*	0.074	0.025	0.003
	(0.065)	(0.047)	(0.047)	(0.049)	(0.046)
Midwest	0.027	−0.032	0.073	−0.051	−0.125*
	(0.082)	(0.058)	(0.058)	(0.063)	(0.054)
South	0.009	0.015	0.024	−0.051	0.045
	(0.070)	(0.049)	(0.048)	(0.057)	(0.049)
West	−0.081	−0.001	0.021	0.010	−0.064
	(0.081)	(0.055)	(0.055)	(0.069)	(0.054)
Media Literacy	−0.168***	−0.199***	−0.192***	−0.065**	−0.132***
	(0.027)	(0.020)	(0.020)	(0.023)	(0.019)
Digital Literacy	0.079***	0.076***	0.100***	0.002	0.084***
	(0.022)	(0.016)	(0.016)	(0.020)	(0.015)
Constant	−0.058	−0.192*	−0.267**	−0.087	−0.311***
	(0.137)	(0.095)	(0.093)	(0.126)	(0.092)
Sample	Study 1 Text	Study 2	Study 2	Study 4 Text	Study 5
N	1,249	2,518	2,518	2,151	2,838
R^2	0.107	0.138	0.136	0.043	0.082

$^{+}p < .1$; $^{*}p < .05$; $^{**}p < .01$; $^{***}p < .001$

Table B10: Figure 4 Regression Results - Text

	Politician Support Index				
	(1)	(2)	(3)	(4)	(5)
Info. Uncertain	0.269**			0.259***	0.190**
	(0.098)			(0.051)	(0.070)
Opp. Rally	0.190+			0.222***	0.370***
	(0.097)			(0.052)	(0.071)
Info. Uncertain		0.110			
		(0.069)			
Opp. Rally			0.144*		
			(0.057)		
Strong Democrat	−0.036	0.025	0.126	−0.046	0.033
	(0.122)	(0.097)	(0.098)	(0.067)	(0.097)
Democrat	−0.061	−0.058	0.030	−0.038	0.147
	(0.130)	(0.091)	(0.096)	(0.063)	(0.094)
Lean Democrat	−0.202	−0.075	0.014	−0.008	0.150+
	(0.140)	(0.082)	(0.086)	(0.063)	(0.089)
Lean Republican	−0.056	0.198*	0.237**	0.063	0.313***
	(0.117)	(0.092)	(0.092)	(0.071)	(0.093)
Republican	−0.039	0.313**	0.153	0.227*	0.208*
	(0.143)	(0.097)	(0.101)	(0.089)	(0.095)
Strong Republican	0.313+	0.318**	0.306**	0.142	0.484***
	(0.169)	(0.119)	(0.110)	(0.141)	(0.113)
Female	−0.058	−0.211***	−0.253***	−0.053	−0.124*
	(0.083)	(0.059)	(0.059)	(0.044)	(0.059)
Black	0.189	0.095	0.249*	0.105	0.242+
	(0.178)	(0.108)	(0.106)	(0.073)	(0.126)
Hispanic	0.196	−0.039	−0.156	0.051	0.058
	(0.153)	(0.135)	(0.136)	(0.113)	(0.113)
Asian	−0.179	−0.082	0.218	−0.064	0.138
	(0.184)	(0.136)	(0.142)	(0.099)	(0.113)
Other Race	0.310	−0.178	0.294+	−0.084	0.161
	(0.232)	(0.170)	(0.166)	(0.162)	(0.179)
Millennial	0.255	0.050	0.080	0.124+	0.083
	(0.166)	(0.108)	(0.112)	(0.074)	(0.127)
Gen X	0.170	−0.017	0.016	0.298***	0.086
	(0.171)	(0.113)	(0.112)	(0.080)	(0.129)
Boomer	0.142	−0.073	−0.029	0.355***	−0.012
	(0.172)	(0.112)	(0.111)	(0.084)	(0.131)
Silent Gen.	−0.040	0.015	−0.068	0.275	0.146
	(0.251)	(0.179)	(0.170)	(0.233)	(0.172)
Some College	0.041	−0.033	0.067	−0.066	0.006
	(0.114)	(0.076)	(0.075)	(0.069)	(0.073)
Bachelor's Degree	0.043	−0.085	−0.091	0.026	0.095
	(0.129)	(0.084)	(0.083)	(0.072)	(0.082)
Graduate Degree	0.309*	−0.047	0.042	0.016	−0.021
	(0.150)	(0.101)	(0.103)	(0.085)	(0.135)
Low Income	−0.170	0.003	−0.004	0.047	0.107
	(0.104)	(0.069)	(0.071)	(0.057)	(0.070)
High Income	−0.021	0.137+	0.032	0.011	0.016
	(0.095)	(0.070)	(0.069)	(0.050)	(0.070)
Midwest	−0.027	−0.0002	0.118	−0.057	−0.190*
	(0.130)	(0.087)	(0.089)	(0.064)	(0.088)
South	−0.044	0.032	0.066	−0.055	−0.083
	(0.108)	(0.077)	(0.077)	(0.058)	(0.080)
West	−0.036	0.081	0.037	−0.010	−0.163+
	(0.124)	(0.089)	(0.089)	(0.070)	(0.084)
Media Literacy	−0.188***	−0.152***	−0.121***	−0.053*	−0.084**
	(0.040)	(0.030)	(0.031)	(0.023)	(0.029)
Digital Literacy	0.068+	0.021	0.057*	−0.005	0.043+
	(0.038)	(0.027)	(0.026)	(0.020)	(0.026)
Constant	−0.260	−0.022	−0.261+	−0.085	−0.266
	(0.246)	(0.157)	(0.154)	(0.130)	(0.172)
Sample	Study 1 Att. Text	Study 2 Att.	Study 2 Att.	Study 4 Att. Text	Study 5 Att.
N	541	977	977	2,049	1,055
R^2	0.114	0.085	0.085	0.044	0.085

+p < .1; *p < .05; **p < .01; ***p < .001

Table B11: Figure 4 Regression Results - Text, Attentive

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.013	0.058
	(0.064)	(0.053)
Opp. Rally	−0.034	0.136**
	(0.066)	(0.052)
Strong Democrat	0.046	0.022
	(0.094)	(0.071)
Democrat	0.146+	−0.054
	(0.078)	(0.061)
Lean Democrat	−0.024	−0.030
	(0.097)	(0.065)
Lean Republican	0.139	0.203**
	(0.091)	(0.071)
Republican	0.475***	0.286***
	(0.095)	(0.085)
Strong Republican	0.330**	0.294*
	(0.101)	(0.147)
Female	−0.111*	−0.064
	(0.055)	(0.045)
Black	0.252**	0.072
	(0.093)	(0.071)
Hispanic	0.105	−0.019
	(0.098)	(0.106)
Asian	−0.140	0.067
	(0.098)	(0.090)
Other Race	0.267+	0.399*
	(0.149)	(0.198)
Millennial	0.256**	0.032
	(0.090)	(0.076)
Gen X	0.306**	0.200*
	(0.095)	(0.081)
Boomer	0.134	0.244**
	(0.100)	(0.085)
Silent Gen.	0.326+	0.523*
	(0.181)	(0.207)
Some College	−0.123+	−0.029
	(0.071)	(0.068)
Bachelor's Degree	−0.052	−0.021
	(0.081)	(0.072)
Graduate Degree	0.227*	0.064
	(0.098)	(0.087)
Low Income	0.155*	0.059
	(0.065)	(0.057)
High Income	0.137*	0.024
	(0.069)	(0.051)
Midwest	0.009	−0.037
	(0.083)	(0.063)
South	−0.075	0.032
	(0.074)	(0.060)
West	0.040	−0.034
	(0.080)	(0.070)
Media Literacy	−0.158***	−0.093***
	(0.030)	(0.024)
Digital Literacy	0.095***	−0.005
	(0.023)	(0.020)
Constant	−0.442***	0.046
	(0.133)	(0.132)
Sample	Study 1 Video	Study 4 Video
N	1,254	2,146
R^2	0.111	0.045

+p < .1; *p < .05; **p < .01; ***p < .001

Table B12: Figure 4 Regression Results - Video

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.070	0.060
	(0.097)	(0.054)
Opp. Rally	−0.016	0.136*
	(0.098)	(0.053)
Strong Democrat	−0.026	0.005
	(0.130)	(0.072)
Democrat	0.010	−0.075
	(0.122)	(0.062)
Lean Democrat	−0.016	−0.043
	(0.157)	(0.066)
Lean Republican	−0.047	0.202**
	(0.127)	(0.074)
Republican	0.396*	0.285***
	(0.154)	(0.086)
Strong Republican	0.170	0.271+
	(0.153)	(0.151)
Female	−0.196*	−0.058
	(0.085)	(0.046)
Black	0.260+	0.094
	(0.156)	(0.073)
Hispanic	0.014	−0.009
	(0.193)	(0.108)
Asian	−0.141	0.065
	(0.168)	(0.093)
Other Race	0.308	0.414*
	(0.215)	(0.206)
Millennial	0.226	0.023
	(0.164)	(0.078)
Gen X	0.182	0.185*
	(0.165)	(0.083)
Boomer	0.124	0.254**
	(0.171)	(0.088)
Silent Gen.	0.509+	0.592**
	(0.268)	(0.205)
Some College	−0.073	−0.021
	(0.115)	(0.069)
Bachelor's Degree	−0.003	−0.013
	(0.128)	(0.074)
Graduate Degree	0.046	0.070
	(0.159)	(0.089)
Low Income	0.166	0.069
	(0.105)	(0.058)
High Income	0.105	0.029
	(0.098)	(0.052)
Midwest	0.092	−0.017
	(0.126)	(0.063)
South	−0.060	0.050
	(0.114)	(0.061)
West	0.056	−0.034
	(0.121)	(0.071)
Media Literacy	−0.121**	−0.095***
	(0.043)	(0.025)
Digital Literacy	0.015	−0.004
	(0.035)	(0.020)
Constant	−0.217	0.044
	(0.218)	(0.135)
Sample	Study 1 Att. Video	Study 4 Att. Video
N	559	2,066
R^2	0.082	0.049

+p < .1; *p < .05; **p < .01; ***p < .001

Table B13: Figure 4 Regression Results - Video, Attentive

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.229***	
	(0.044)	
Opp. Rally		0.216***
		(0.041)
Anti-partisan	−0.149***	−0.186***
	(0.043)	(0.040)
Co-partisan	0.483***	0.416***
	(0.042)	(0.040)
Wave	0.023**	0.032***
	(0.008)	(0.007)
Female	−0.081***	−0.113***
	(0.024)	(0.022)
Black	0.054	0.122***
	(0.040)	(0.037)
Hispanic	−0.100*	−0.073
	(0.051)	(0.047)
Asian	−0.017	−0.022
	(0.051)	(0.048)
Other Race	−0.041	0.011
	(0.075)	(0.071)
Millennial	0.134**	0.130***
	(0.041)	(0.038)
Gen X	0.143***	0.201***
	(0.043)	(0.040)
Boomer	0.067	0.072+
	(0.043)	(0.040)
Silent Gen.	−0.021	−0.018
	(0.071)	(0.068)
Some College	−0.062+	−0.041
	(0.032)	(0.029)
Bachelor's Degree	−0.077*	−0.043
	(0.035)	(0.034)
Graduate Degree	0.153***	0.146***
	(0.043)	(0.040)
Low Income	0.025	0.055*
	(0.029)	(0.027)
High Income	0.076**	0.060*
	(0.029)	(0.027)
Midwest	0.001	−0.016
	(0.036)	(0.034)
South	0.039	0.031
	(0.032)	(0.030)
West	−0.023	0.023
	(0.036)	(0.034)
Media Literacy	−0.139***	−0.155***
	(0.012)	(0.011)
Digital Literacy	0.081***	0.086***
	(0.010)	(0.010)
Info. Uncertain x Anti-partisan	−0.139*	
	(0.059)	
Info. Uncertain x Co-partisan	−0.025	
	(0.058)	
Opp. Rally x Anti-partisan		−0.049
		(0.055)
Opp. Rally x Co-partisan		0.063
		(0.054)
Constant	−0.347***	−0.366***
	(0.069)	(0.064)
Sample	Studies 1, 2, 4, 5	Studies 1, 2, 4, 5
N	5,846	6,690
R^2	0.152	0.163

+p < .1; *p < .05; **p < .01; ***p < .001

Table B14: Figure 5 Regression Results

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.254***	
	(0.063)	
Opp. Rally		0.219***
		(0.060)
Anti-partisan	−0.337***	−0.318***
	(0.058)	(0.056)
Co-partisan	0.558***	0.514***
	(0.059)	(0.057)
Wave	0.039**	0.063***
	(0.012)	(0.011)
Female	−0.103**	−0.139***
	(0.032)	(0.030)
Black	0.024	0.107*
	(0.060)	(0.054)
Hispanic	−0.021	0.012
	(0.073)	(0.071)
Asian	−0.065	0.050
	(0.067)	(0.065)
Other Race	−0.104	0.153
	(0.096)	(0.095)
Millennial	0.114+	0.082
	(0.061)	(0.057)
Gen X	0.153*	0.153**
	(0.063)	(0.058)
Boomer	0.117+	0.105+
	(0.063)	(0.058)
Silent Gen.	0.089	−0.015
	(0.108)	(0.096)
Some College	−0.030	−0.012
	(0.045)	(0.042)
Bachelor's Degree	−0.023	0.007
	(0.047)	(0.046)
Graduate Degree	0.053	0.037
	(0.058)	(0.055)
Low Income	0.005	0.081*
	(0.039)	(0.038)
High Income	0.062+	0.037
	(0.037)	(0.035)
Midwest	0.014	0.002
	(0.048)	(0.045)
South	0.036	0.018
	(0.042)	(0.041)
West	−0.035	0.034
	(0.048)	(0.046)
Media Literacy	−0.080***	−0.095***
	(0.016)	(0.015)
Digital Literacy	0.043**	0.042**
	(0.014)	(0.013)
Info. Uncertain x Anti-partisan	−0.040	
	(0.080)	
Info. Uncertain x Co-partisan	−0.022	
	(0.081)	
Opp. Rally x Anti-partisan		−0.012
		(0.076)
Opp. Rally x Co-partisan		0.081
		(0.076)
Constant	−0.413***	−0.465***
	(0.101)	(0.095)
Sample	Studies 1, 2, 4, 5 Att.	Studies 1, 2, 4, 5 Att.
N	3,078	3,404
R^2	0.205	0.212

+p < .1; *p < .05; **p < .01; ***p < .001

Table B15: Figure 5 Regression Results - Attentive

	Trust in Media Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	−0.046	−0.076^{+}	0.018	−0.028
	(0.062)	(0.042)	(0.048)	(0.041)
Opp. Rally	−0.045		0.029	−0.035
	(0.062)		(0.048)	(0.042)
Strong Democrat	0.747***	0.893***	0.808***	0.731***
	(0.082)	(0.057)	(0.064)	(0.057)
Democrat	0.513***	0.534***	0.663***	0.522***
	(0.082)	(0.055)	(0.061)	(0.056)
Lean Democrat	0.243**	0.415***	0.355***	0.370***
	(0.093)	(0.060)	(0.064)	(0.059)
Lean Republican	−0.249**	−0.096	−0.243**	−0.126*
	(0.088)	(0.064)	(0.076)	(0.061)
Republican	−0.389***	−0.109	−0.392***	−0.204***
	(0.099)	(0.067)	(0.079)	(0.062)
Strong Republican	−0.547***	−0.430***	−0.533***	−0.387***
	(0.104)	(0.070)	(0.103)	(0.067)
Female	−0.058	−0.117**	−0.147***	−0.088*
	(0.052)	(0.036)	(0.040)	(0.035)
Black	0.143^{+}	0.100	0.040	0.109^{+}
	(0.085)	(0.062)	(0.064)	(0.057)
Hispanic	0.037	−0.074	0.053	0.039
	(0.095)	(0.078)	(0.107)	(0.071)
Asian	0.143	0.110	0.085	0.229**
	(0.100)	(0.080)	(0.089)	(0.089)
Other Race	−0.248	−0.126	0.052	−0.151
	(0.196)	(0.104)	(0.188)	(0.119)
Millennial	−0.036	0.175**	−0.048	0.082
	(0.088)	(0.061)	(0.068)	(0.061)
Gen X	0.052	0.180**	0.066	0.124*
	(0.090)	(0.064)	(0.073)	(0.062)
Boomer	0.018	0.126^{+}	0.234**	0.113^{+}
	(0.096)	(0.065)	(0.078)	(0.065)
Silent Gen.	0.044	0.045	0.190	0.158
	(0.171)	(0.099)	(0.193)	(0.096)
Some College	0.026	−0.103*	−0.037	−0.189***
	(0.067)	(0.046)	(0.065)	(0.043)
Bachelor's Degree	0.099	0.010	0.089	−0.068
	(0.080)	(0.053)	(0.067)	(0.052)
Graduate Degree	0.323***	0.365***	0.176*	−0.045
	(0.090)	(0.062)	(0.078)	(0.073)
Low Income	0.108^{+}	0.069	0.068	0.102*
	(0.064)	(0.044)	(0.052)	(0.041)
High Income	0.115^{+}	0.074^{+}	0.021	0.100*
	(0.063)	(0.045)	(0.046)	(0.044)
Midwest	0.082	0.014	−0.011	−0.039
	(0.080)	(0.055)	(0.060)	(0.054)
South	−0.019	−0.046	−0.012	0.024
	(0.070)	(0.048)	(0.052)	(0.049)
West	−0.020	−0.046	0.024	−0.003
	(0.078)	(0.054)	(0.064)	(0.054)
Media Literacy	−0.049^{+}	−0.060**	0.042^{+}	−0.064***
	(0.027)	(0.019)	(0.023)	(0.019)
Digital Literacy	0.037^{+}	0.037*	−0.034^{+}	0.029^{+}
	(0.022)	(0.015)	(0.018)	(0.015)
Constant	−0.303*	−0.428***	−0.351**	−0.233*
	(0.133)	(0.096)	(0.121)	(0.092)
Sample	Study 1 Text	Study 2	Study 4 Text	Study 5
N	1,249	2,518	2,151	2,838
R^2	0.239	0.265	0.217	0.172

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B16: Table 2 Full Regression Results

	Support Index	Belief Index	Trust Index
	(1)	(2)	(3)
Info. Uncertain	0.103*	−0.332***	−0.124**
	(0.041)	(0.044)	(0.040)
Simple Denial	0.047	−0.248***	−0.086*
	(0.042)	(0.044)	(0.040)
Strong Democrat	0.189**	0.189**	0.821***
	(0.059)	(0.065)	(0.055)
Democrat	0.160**	0.265***	0.550***
	(0.053)	(0.054)	(0.051)
Lean Democrat	−0.080	0.065	0.312***
	(0.053)	(0.061)	(0.055)
Lean Republican	0.085	0.031	−0.199***
	(0.056)	(0.061)	(0.057)
Republican	0.272***	0.104	−0.204**
	(0.061)	(0.063)	(0.065)
Strong Republican	0.223**	0.006	−0.379***
	(0.068)	(0.067)	(0.066)
Female	−0.070*	−0.089*	−0.088**
	(0.035)	(0.037)	(0.033)
Black	0.179**	−0.026	0.007
	(0.058)	(0.060)	(0.056)
Hispanic	−0.051	−0.242**	−0.059
	(0.063)	(0.074)	(0.063)
Asian	0.007	−0.077	0.095
	(0.075)	(0.076)	(0.073)
Other Race	−0.039	−0.157	−0.254*
	(0.120)	(0.146)	(0.117)
Millennial	0.294***	0.060	0.172**
	(0.060)	(0.063)	(0.060)
Gen X	0.136*	−0.032	0.139*
	(0.063)	(0.066)	(0.062)
Boomer	0.042	−0.048	0.078
	(0.064)	(0.067)	(0.063)
Silent Gen.	0.112	−0.162	0.025
	(0.100)	(0.105)	(0.096)
Some College	0.008	−0.007	−0.082+
	(0.045)	(0.047)	(0.043)
Bachelor's Degree	0.020	0.055	0.114*
	(0.052)	(0.057)	(0.051)
Graduate Degree	0.102	0.041	0.124+
	(0.065)	(0.069)	(0.064)
Low Income	0.094*	−0.016	0.138***
	(0.041)	(0.044)	(0.040)
High Income	0.132**	0.042	0.057
	(0.044)	(0.047)	(0.042)
Midwest	−0.054	0.026	−0.106*
	(0.055)	(0.059)	(0.051)
South	−0.008	0.015	−0.139**
	(0.048)	(0.051)	(0.046)
West	−0.015	−0.101+	−0.125*
	(0.051)	(0.055)	(0.050)
Media Literacy	−0.187***	−0.016	−0.075***
	(0.018)	(0.019)	(0.017)
Digital Literacy	0.092***	0.088***	0.061***
	(0.015)	(0.015)	(0.015)
Constant	−0.362***	−0.251**	−0.315***
	(0.091)	(0.094)	(0.090)
Sample	Study 3	Study 3	Study 3
N	2,994	2,994	2,994
R^2	0.105	0.067	0.223

+p < .1; *p < .05; **p < .01; ***p < .001

Table B17: Table 3 Full Regression Results

B.8 Regression Tables for Results with Pooling

This section includes regression tables corresponding to Figure A9, which presents the liar's dividend results for Study 1 and Study 4 including pooling of treatments (the combined "allegation" treatment) and pooling across text and video media formats.

	Politician Support Index					
	(1)	(2)	(3)	(4)	(5)	(6)
Allegation	0.078*		0.169**		−0.010	
	(0.040)		(0.055)		(0.057)	
Info. Uncertain		0.092*		0.188**		0.013
		(0.045)		(0.063)		(0.064)
Opp. Rally		0.064		0.151*		−0.034
		(0.046)		(0.063)		(0.066)
Strong Democrat	0.023	0.023	−0.012	−0.014	0.044	0.046
	(0.063)	(0.063)	(0.085)	(0.085)	(0.094)	(0.094)
Democrat	0.054	0.053	−0.038	−0.039	0.145+	0.146+
	(0.056)	(0.056)	(0.079)	(0.080)	(0.078)	(0.078)
Lean Democrat	−0.102	−0.102	−0.180*	−0.179*	−0.024	−0.024
	(0.063)	(0.063)	(0.084)	(0.084)	(0.097)	(0.097)
Lean Republican	0.099	0.098	0.038	0.035	0.137	0.139
	(0.061)	(0.061)	(0.080)	(0.081)	(0.091)	(0.091)
Republican	0.287***	0.287***	0.099	0.099	0.472***	0.475***
	(0.066)	(0.066)	(0.089)	(0.090)	(0.096)	(0.095)
Strong Republican	0.261***	0.261***	0.177+	0.177+	0.331**	0.330**
	(0.073)	(0.073)	(0.107)	(0.107)	(0.101)	(0.101)
Female	−0.104**	−0.105**	−0.112*	−0.112*	−0.109*	−0.111*
	(0.038)	(0.038)	(0.052)	(0.052)	(0.055)	(0.055)
Black	0.164*	0.165*	0.069	0.069	0.251**	0.252**
	(0.065)	(0.065)	(0.091)	(0.091)	(0.093)	(0.093)
Hispanic	0.065	0.065	0.031	0.030	0.105	0.105
	(0.069)	(0.069)	(0.095)	(0.095)	(0.098)	(0.098)
Asian	−0.133+	−0.131+	−0.134	−0.133	−0.143	−0.140
	(0.071)	(0.071)	(0.106)	(0.106)	(0.098)	(0.098)
Other Race	0.188+	0.187+	0.106	0.101	0.264+	0.267+
	(0.101)	(0.101)	(0.140)	(0.140)	(0.148)	(0.149)
Millennial	0.230***	0.231***	0.193*	0.195*	0.257**	0.256**
	(0.063)	(0.063)	(0.089)	(0.090)	(0.090)	(0.090)
Gen X	0.207**	0.207**	0.102	0.104	0.308**	0.306**
	(0.066)	(0.066)	(0.093)	(0.093)	(0.095)	(0.095)
Boomer	0.056	0.056	−0.024	−0.024	0.134	0.134
	(0.068)	(0.069)	(0.097)	(0.097)	(0.099)	(0.100)
Silent Gen.	0.098	0.099	−0.091	−0.090	0.324+	0.326+
	(0.121)	(0.121)	(0.164)	(0.164)	(0.181)	(0.181)
Some College	−0.084+	−0.084+	−0.063	−0.062	−0.122+	−0.123+
	(0.049)	(0.049)	(0.067)	(0.067)	(0.071)	(0.071)
Bachelor's Degree	−0.053	−0.053	−0.075	−0.075	−0.053	−0.052
	(0.057)	(0.057)	(0.080)	(0.080)	(0.081)	(0.081)
Graduate Degree	0.245***	0.245***	0.250**	0.249**	0.225*	0.227*
	(0.067)	(0.067)	(0.092)	(0.092)	(0.098)	(0.098)
Low Income	0.047	0.046	−0.047	−0.048	0.156*	0.155*
	(0.045)	(0.046)	(0.064)	(0.064)	(0.065)	(0.065)
High Income	0.062	0.062	−0.013	−0.012	0.139*	0.137*
	(0.047)	(0.047)	(0.065)	(0.065)	(0.069)	(0.069)
Midwest	0.009	0.010	0.027	0.027	0.006	0.009
	(0.058)	(0.058)	(0.082)	(0.082)	(0.082)	(0.083)
South	−0.028	−0.028	0.009	0.009	−0.074	−0.075
	(0.051)	(0.051)	(0.070)	(0.070)	(0.074)	(0.074)
West	−0.024	−0.023	−0.081	−0.081	0.038	0.040
	(0.056)	(0.056)	(0.081)	(0.081)	(0.079)	(0.080)
Media Literacy	−0.164***	−0.164***	−0.167***	−0.168***	−0.158***	−0.158***
	(0.020)	(0.020)	(0.027)	(0.027)	(0.030)	(0.030)
Digital Literacy	0.082***	0.082***	0.080***	0.079***	0.095***	0.095***
	(0.016)	(0.016)	(0.022)	(0.022)	(0.023)	(0.023)
Constant	−0.246**	−0.245**	−0.059	−0.058	−0.443***	−0.442***
	(0.094)	(0.094)	(0.137)	(0.137)	(0.133)	(0.133)
Sample	Study 1	Study 1	Study 1 Text	Study 1 Text	Study 1 Video	Study 1 Video
N	2,503	2,503	1,249	1,249	1,254	1,254
R^2	0.097	0.097	0.107	0.107	0.111	0.111

+p < .1; *p < .05; **p < .01; ***p < .001

Table B18: Figure 2 Regression Results - Study 1, with Pooling

	Politician Support Index					
	(1)	(2)	(3)	(4)	(5)	(6)
Allegation	0.132*		0.228**		0.029	
	(0.060)		(0.086)		(0.085)	
Info. Uncertain		0.171*		0.269**		0.070
		(0.069)		(0.098)		(0.097)
Opp. Rally		0.092		0.190+		−0.016
		(0.068)		(0.097)		(0.098)
Strong Democrat	−0.016	−0.014	−0.034	−0.036	−0.033	−0.026
	(0.089)	(0.089)	(0.122)	(0.122)	(0.130)	(0.130)
Democrat	−0.022	−0.020	−0.066	−0.061	0.009	0.010
	(0.089)	(0.088)	(0.131)	(0.130)	(0.122)	(0.122)
Lean Democrat	−0.098	−0.096	−0.209	−0.202	−0.011	−0.016
	(0.100)	(0.100)	(0.140)	(0.140)	(0.158)	(0.157)
Lean Republican	−0.039	−0.037	−0.054	−0.056	−0.053	−0.047
	(0.087)	(0.087)	(0.117)	(0.117)	(0.127)	(0.127)
Republican	0.189+	0.196+	−0.046	−0.039	0.389*	0.396*
	(0.104)	(0.104)	(0.142)	(0.143)	(0.154)	(0.154)
Strong Republican	0.250*	0.249*	0.314+	0.313+	0.171	0.170
	(0.113)	(0.114)	(0.169)	(0.169)	(0.153)	(0.153)
Female	−0.134*	−0.134*	−0.062	−0.058	−0.191*	−0.196*
	(0.059)	(0.059)	(0.083)	(0.083)	(0.085)	(0.085)
Black	0.238*	0.239*	0.184	0.189	0.264+	0.260+
	(0.115)	(0.115)	(0.177)	(0.178)	(0.156)	(0.156)
Hispanic	0.122	0.123	0.198	0.196	0.012	0.014
	(0.123)	(0.124)	(0.152)	(0.153)	(0.193)	(0.193)
Asian	−0.162	−0.160	−0.182	−0.179	−0.140	−0.141
	(0.120)	(0.120)	(0.184)	(0.184)	(0.167)	(0.168)
Other Race	0.327*	0.332*	0.304	0.310	0.304	0.308
	(0.156)	(0.156)	(0.236)	(0.232)	(0.214)	(0.215)
Millennial	0.224+	0.224+	0.254	0.255	0.226	0.226
	(0.116)	(0.116)	(0.166)	(0.166)	(0.164)	(0.164)
Gen X	0.165	0.163	0.171	0.170	0.186	0.182
	(0.118)	(0.118)	(0.172)	(0.171)	(0.164)	(0.165)
Boomer	0.103	0.102	0.145	0.142	0.126	0.124
	(0.119)	(0.119)	(0.172)	(0.172)	(0.170)	(0.171)
Silent Gen.	0.208	0.209	−0.039	−0.040	0.505+	0.509+
	(0.186)	(0.186)	(0.250)	(0.251)	(0.269)	(0.268)
Some College	−0.018	−0.016	0.034	0.041	−0.069	−0.073
	(0.081)	(0.081)	(0.113)	(0.114)	(0.115)	(0.115)
Bachelor's Degree	0.034	0.038	0.034	0.043	−0.004	−0.003
	(0.089)	(0.090)	(0.128)	(0.129)	(0.127)	(0.128)
Graduate Degree	0.177	0.182+	0.300*	0.309*	0.042	0.046
	(0.110)	(0.110)	(0.148)	(0.150)	(0.159)	(0.159)
Low Income	−0.011	−0.013	−0.170	−0.170	0.169	0.166
	(0.073)	(0.073)	(0.104)	(0.104)	(0.105)	(0.105)
High Income	0.050	0.048	−0.021	−0.021	0.108	0.105
	(0.067)	(0.068)	(0.095)	(0.095)	(0.098)	(0.098)
Midwest	0.042	0.045	−0.029	−0.027	0.088	0.092
	(0.088)	(0.088)	(0.130)	(0.130)	(0.125)	(0.126)
South	−0.033	−0.033	−0.046	−0.044	−0.058	−0.060
	(0.078)	(0.078)	(0.109)	(0.108)	(0.114)	(0.114)
West	0.002	0.004	−0.033	−0.036	0.048	0.056
	(0.086)	(0.086)	(0.124)	(0.124)	(0.120)	(0.121)
Media Literacy	−0.154***	−0.155***	−0.187***	−0.188***	−0.119**	−0.121**
	(0.029)	(0.029)	(0.040)	(0.040)	(0.043)	(0.043)
Digital Literacy	0.033	0.033	0.069+	0.068+	0.014	0.015
	(0.025)	(0.025)	(0.038)	(0.038)	(0.035)	(0.035)
Constant	−0.221	−0.223	−0.256	−0.260	−0.218	−0.217
	(0.158)	(0.159)	(0.246)	(0.246)	(0.218)	(0.218)
Sample	Study 1 Att.	Study 1 Att.	Study 1 Att. Text	Study 1 Att. Text	Study 1 Att. Video	Study 1 Att. Video
N	1,100	1,100	541	541	559	559
R^2	0.074	0.075	0.113	0.114	0.080	0.082

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B19: Figure 2 Regression Results - Study 1, Attentive, with Pooling

	Politician Support Index					
	(1)	(2)	(3)	(4)	(5)	(6)
Allegation	0.161^{***}		0.225^{***}		0.097^{*}	
	(0.032)		(0.044)		(0.046)	
Info. Uncertain		0.151^{***}		0.241^{***}		0.058
		(0.037)		(0.051)		(0.053)
Opp. Rally		0.171^{***}		0.208^{***}		0.136^{**}
		(0.036)		(0.051)		(0.052)
Strong Democrat	−0.011	−0.011	−0.035	−0.034	0.021	0.022
	(0.048)	(0.048)	(0.066)	(0.066)	(0.071)	(0.071)
Democrat	−0.037	−0.037	−0.018	−0.018	−0.052	−0.054
	(0.043)	(0.043)	(0.062)	(0.062)	(0.061)	(0.061)
Lean Democrat	−0.012	−0.013	−0.00005	0.001	−0.026	−0.030
	(0.045)	(0.045)	(0.062)	(0.062)	(0.065)	(0.065)
Lean Republican	0.133^{**}	0.133^{**}	0.062	0.063	0.205^{**}	0.203^{**}
	(0.050)	(0.050)	(0.070)	(0.070)	(0.071)	(0.071)
Republican	0.267^{***}	0.267^{***}	0.248^{**}	0.250^{**}	0.285^{***}	0.286^{***}
	(0.060)	(0.060)	(0.086)	(0.086)	(0.085)	(0.085)
Strong Republican	0.223^{*}	0.223^{*}	0.150	0.149	0.297^{*}	0.294^{*}
	(0.099)	(0.099)	(0.136)	(0.136)	(0.147)	(0.147)
Female	-0.056^{+}	-0.056^{+}	−0.052	−0.052	−0.064	−0.064
	(0.031)	(0.031)	(0.043)	(0.043)	(0.045)	(0.045)
Black	0.102^{*}	0.102^{*}	0.124^{+}	0.124^{+}	0.074	0.072
	(0.050)	(0.050)	(0.071)	(0.071)	(0.071)	(0.071)
Hispanic	0.007	0.005	0.023	0.025	−0.012	−0.019
	(0.075)	(0.075)	(0.108)	(0.108)	(0.106)	(0.106)
Asian	0.017	0.018	−0.021	−0.021	0.062	0.067
	(0.067)	(0.067)	(0.101)	(0.102)	(0.090)	(0.090)
Other Race	0.122	0.120	−0.080	−0.077	0.404^{*}	0.399^{*}
	(0.129)	(0.129)	(0.158)	(0.158)	(0.198)	(0.198)
Millennial	0.074	0.075	0.121^{+}	0.123^{+}	0.027	0.032
	(0.052)	(0.052)	(0.071)	(0.071)	(0.076)	(0.076)
Gen X	0.247^{***}	0.247^{***}	0.295^{***}	0.295^{***}	0.201^{*}	0.200^{*}
	(0.056)	(0.056)	(0.078)	(0.078)	(0.081)	(0.081)
Boomer	0.304^{***}	0.304^{***}	0.362^{***}	0.363^{***}	0.241^{**}	0.244^{**}
	(0.059)	(0.059)	(0.081)	(0.081)	(0.085)	(0.085)
Silent Gen.	0.423^{**}	0.422^{**}	0.328	0.331	0.524^{*}	0.523^{*}
	(0.148)	(0.148)	(0.217)	(0.217)	(0.206)	(0.207)
Some College	−0.042	−0.042	−0.068	−0.068	−0.029	−0.029
	(0.048)	(0.048)	(0.069)	(0.069)	(0.068)	(0.068)
Bachelor's Degree	0.007	0.007	0.025	0.024	−0.022	−0.021
	(0.051)	(0.051)	(0.071)	(0.071)	(0.072)	(0.072)
Graduate Degree	0.032	0.033	−0.009	−0.010	0.061	0.064
	(0.060)	(0.060)	(0.084)	(0.084)	(0.087)	(0.087)
Low Income	0.049	0.049	0.044	0.043	0.055	0.059
	(0.040)	(0.040)	(0.055)	(0.055)	(0.057)	(0.057)
High Income	0.024	0.024	0.024	0.025	0.025	0.024
	(0.035)	(0.035)	(0.049)	(0.049)	(0.051)	(0.051)
Midwest	−0.044	−0.044	−0.052	−0.051	−0.037	−0.037
	(0.044)	(0.044)	(0.063)	(0.063)	(0.063)	(0.063)
South	−0.007	−0.007	−0.051	−0.051	0.033	0.032
	(0.041)	(0.041)	(0.057)	(0.057)	(0.060)	(0.060)
West	−0.005	−0.004	0.012	0.010	−0.033	−0.034
	(0.049)	(0.049)	(0.069)	(0.069)	(0.070)	(0.070)
Media Literacy	-0.078^{***}	-0.078^{***}	-0.065^{**}	-0.065^{**}	-0.093^{***}	-0.093^{***}
	(0.017)	(0.017)	(0.023)	(0.023)	(0.024)	(0.024)
Digital Literacy	−0.002	−0.001	0.002	0.002	−0.005	−0.005
	(0.014)	(0.014)	(0.020)	(0.020)	(0.020)	(0.020)
Constant	−0.028	−0.029	−0.088	−0.087	0.051	0.046
	(0.091)	(0.091)	(0.126)	(0.126)	(0.132)	(0.132)
Sample	Study 4	Study 4	Study 4 Text	Study 4 Text	Study 4 Video	Study 4 Video
N	4,297	4,297	2,151	2,151	2,146	2,146
R^2	0.039	0.039	0.042	0.043	0.044	0.045

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B20: Figure 2 Regression Results - Study 4, with Pooling

	Politician Support Index					
	(1)	(2)	(3)	(4)	(5)	(6)
Allegation	0.168***		0.241***		0.098*	
	(0.032)		(0.044)		(0.047)	
Info. Uncertain		0.160***		0.259***		0.060
		(0.037)		(0.051)		(0.054)
Opp. Rally		0.177***		0.222***		0.136*
		(0.037)		(0.052)		(0.053)
Strong Democrat	−0.026	−0.026	−0.047	−0.046	0.004	0.005
	(0.049)	(0.049)	(0.067)	(0.067)	(0.072)	(0.072)
Democrat	−0.059	−0.059	−0.038	−0.038	−0.073	−0.075
	(0.044)	(0.044)	(0.063)	(0.063)	(0.062)	(0.062)
Lean Democrat	−0.024	−0.024	−0.008	−0.008	−0.040	−0.043
	(0.046)	(0.046)	(0.063)	(0.063)	(0.066)	(0.066)
Lean Republican	0.131*	0.130*	0.063	0.063	0.203**	0.202**
	(0.051)	(0.051)	(0.071)	(0.071)	(0.074)	(0.074)
Republican	0.256***	0.256***	0.225*	0.227*	0.283***	0.285***
	(0.061)	(0.061)	(0.089)	(0.089)	(0.086)	(0.086)
Strong Republican	0.206*	0.206*	0.143	0.142	0.273+	0.271+
	(0.102)	(0.102)	(0.141)	(0.141)	(0.152)	(0.151)
Female	−0.054+	−0.054+	−0.053	−0.053	−0.060	−0.058
	(0.032)	(0.032)	(0.044)	(0.044)	(0.046)	(0.046)
Black	0.102*	0.102*	0.105	0.105	0.095	0.094
	(0.052)	(0.052)	(0.073)	(0.073)	(0.073)	(0.073)
Hispanic	0.026	0.025	0.049	0.051	−0.0003	−0.009
	(0.077)	(0.077)	(0.113)	(0.113)	(0.108)	(0.108)
Asian	−0.004	−0.004	−0.064	−0.064	0.061	0.065
	(0.067)	(0.067)	(0.098)	(0.099)	(0.093)	(0.093)
Other Race	0.128	0.127	−0.087	−0.084	0.417*	0.414*
	(0.134)	(0.134)	(0.161)	(0.162)	(0.206)	(0.206)
Millennial	0.071	0.071	0.123+	0.124+	0.018	0.023
	(0.053)	(0.053)	(0.074)	(0.074)	(0.078)	(0.078)
Gen X	0.242***	0.242***	0.298***	0.298***	0.186*	0.185*
	(0.057)	(0.057)	(0.080)	(0.080)	(0.082)	(0.083)
Boomer	0.307***	0.307***	0.354***	0.355***	0.253**	0.254**
	(0.061)	(0.061)	(0.084)	(0.084)	(0.088)	(0.088)
Silent Gen.	0.444**	0.443**	0.272	0.275	0.592**	0.592**
	(0.154)	(0.154)	(0.233)	(0.233)	(0.205)	(0.205)
Some College	−0.038	−0.038	−0.066	−0.066	−0.021	−0.021
	(0.049)	(0.049)	(0.069)	(0.069)	(0.069)	(0.069)
Bachelor's Degree	0.012	0.012	0.026	0.026	−0.015	−0.013
	(0.051)	(0.051)	(0.072)	(0.072)	(0.074)	(0.074)
Graduate Degree	0.050	0.050	0.016	0.016	0.067	0.070
	(0.061)	(0.061)	(0.085)	(0.085)	(0.089)	(0.089)
Low Income	0.055	0.055	0.047	0.047	0.065	0.069
	(0.041)	(0.041)	(0.056)	(0.057)	(0.058)	(0.058)
High Income	0.019	0.019	0.011	0.011	0.030	0.029
	(0.036)	(0.036)	(0.050)	(0.050)	(0.052)	(0.052)
Midwest	−0.037	−0.037	−0.058	−0.057	−0.018	−0.017
	(0.045)	(0.045)	(0.064)	(0.064)	(0.063)	(0.063)
South	0.001	0.001	−0.054	−0.055	0.051	0.050
	(0.042)	(0.042)	(0.058)	(0.058)	(0.061)	(0.061)
West	−0.015	−0.014	−0.008	−0.010	−0.034	−0.034
	(0.050)	(0.050)	(0.070)	(0.070)	(0.071)	(0.071)
Media Literacy	−0.074***	−0.074***	−0.053*	−0.053*	−0.095***	−0.095***
	(0.017)	(0.017)	(0.023)	(0.023)	(0.025)	(0.025)
Digital Literacy	−0.004	−0.004	−0.004	−0.005	−0.005	−0.004
	(0.014)	(0.014)	(0.020)	(0.020)	(0.020)	(0.020)
Constant	−0.026	−0.028	−0.086	−0.085	0.050	0.044
	(0.093)	(0.093)	(0.130)	(0.130)	(0.135)	(0.135)
Sample	Study 4 Att.	Study 4 Att.	Study 4 Att. Text	Study 4 Att. Text	Study 4 Att. Video	Study 4 Att. Video
N	4,115	4,115	2,049	2,049	2,066	2,066
R^2	0.040	0.040	0.043	0.044	0.048	0.049

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B21: Figure 2 Regression Results - Study 4, Attentive, with Pooling

B.9 Additional Figures and Tables for Attentive Sample

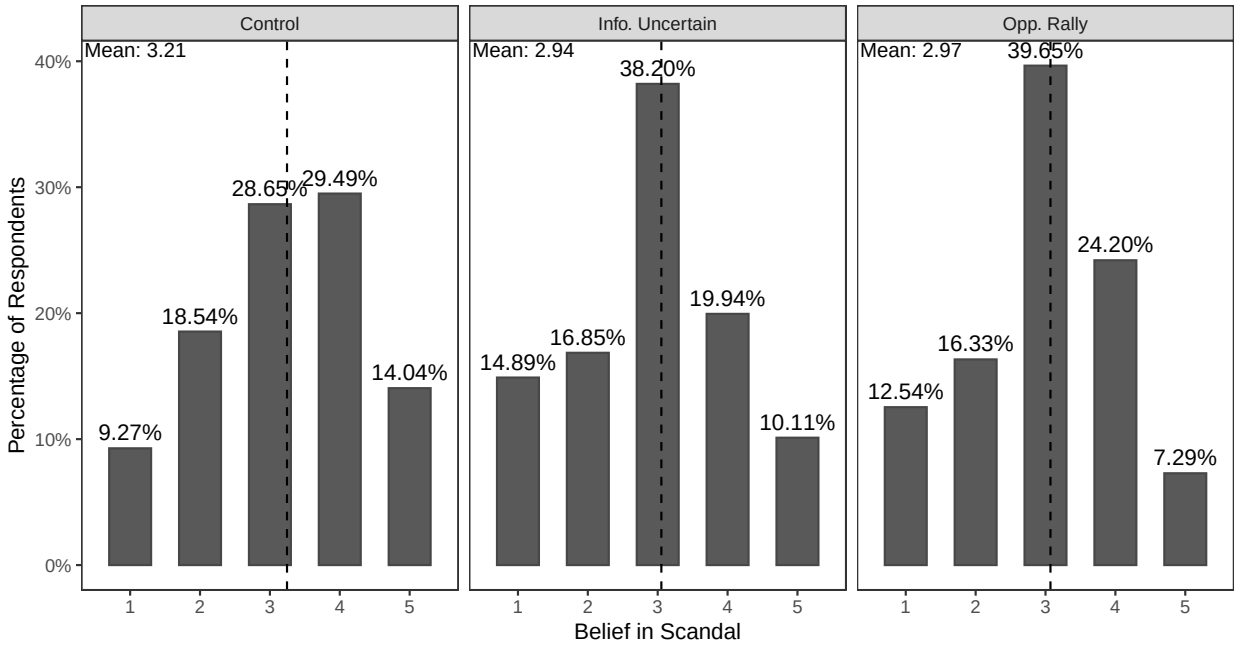

Figure B1: Impacts on Belief in Scandal - Attentive

Notes: Based on the highly-attentive Study 5 (Lucid, Nov 2022, $n = 1055$) sample. Belief in the scandal is measured by asking respondents whether they agree with the statement that the "politician really said" the arguably offensive comment in the scandal (using the actual wording from the scandal), and ranges from Strongly disagree (1) to Strongly agree (5).

	Trust in Media Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	−0.025	−0.094	0.021	−0.027
	(0.093)	(0.069)	(0.049)	(0.070)
Opp. Rally	0.077		0.032	0.013
	(0.094)		(0.049)	(0.073)
Strong Democrat	0.755***	0.910***	0.811***	0.836***
	(0.120)	(0.091)	(0.065)	(0.094)
Democrat	0.517***	0.569***	0.666***	0.509***
	(0.130)	(0.094)	(0.062)	(0.097)
Lean Democrat	0.299*	0.445***	0.343***	0.467***
	(0.139)	(0.093)	(0.067)	(0.097)
Lean Republican	−0.340*	−0.129	−0.254**	−0.108
	(0.141)	(0.100)	(0.077)	(0.100)
Republican	−0.694***	−0.243*	−0.376***	−0.314**
	(0.143)	(0.109)	(0.082)	(0.098)
Strong Republican	−0.786***	−0.537***	−0.548***	−0.336**
	(0.161)	(0.102)	(0.104)	(0.120)
Female	−0.137+	−0.177**	−0.147***	−0.184**
	(0.078)	(0.059)	(0.041)	(0.058)
Black	0.089	0.088	0.041	0.062
	(0.158)	(0.102)	(0.067)	(0.123)
Hispanic	0.025	−0.134	0.079	0.129
	(0.173)	(0.128)	(0.111)	(0.128)
Asian	0.260	0.134	0.062	0.120
	(0.162)	(0.145)	(0.088)	(0.164)
Other Race	−0.324	0.025	−0.004	−0.237
	(0.318)	(0.161)	(0.199)	(0.180)
Millennial	−0.073	0.093	−0.071	0.131
	(0.158)	(0.108)	(0.071)	(0.121)
Gen X	0.095	0.185+	0.039	0.288*
	(0.160)	(0.112)	(0.076)	(0.124)
Boomer	0.035	0.133	0.211**	0.316*
	(0.163)	(0.111)	(0.081)	(0.125)
Silent Gen.	−0.004	0.037	0.069	0.344*
	(0.241)	(0.160)	(0.210)	(0.167)
Some College	0.037	0.016	−0.033	−0.173*
	(0.104)	(0.073)	(0.066)	(0.074)
Bachelor's Degree	0.115	0.098	0.083	0.040
	(0.114)	(0.081)	(0.068)	(0.087)
Graduate Degree	0.047	0.229*	0.173*	−0.047
	(0.138)	(0.103)	(0.080)	(0.131)
Low Income	0.069	0.054	0.058	−0.001
	(0.097)	(0.068)	(0.053)	(0.072)
High Income	0.177+	0.081	0.025	0.049
	(0.094)	(0.067)	(0.047)	(0.070)
Midwest	0.059	−0.068	−0.025	0.014
	(0.118)	(0.084)	(0.061)	(0.092)
South	−0.062	−0.117	−0.010	−0.071
	(0.107)	(0.074)	(0.053)	(0.083)
West	−0.189	−0.153+	0.025	0.016
	(0.116)	(0.087)	(0.065)	(0.090)
Media Literacy	0.0003	−0.046	0.046+	−0.060*
	(0.039)	(0.030)	(0.024)	(0.030)
Digital Literacy	0.058+	0.004	−0.036*	0.002
	(0.034)	(0.025)	(0.018)	(0.026)
Constant	−0.330	−0.263	−0.328**	−0.280
	(0.224)	(0.162)	(0.124)	(0.175)
Sample	Study 1 Att. Text	Study 2 Att.	Study 4 Att. Text	Study 5 Att.
N	541	977	2,049	1,055
R^2	0.307	0.253	0.218	0.195

+p < .1; *p < .05; **p < .01; ***p < .001

Table B22: Table 2 Full Regression Results - Attentive

	Support Index	Belief Index	Trust Index
	(1)	(2)	(3)
Info. Uncertain	0.153*	−0.400***	−0.106+
	(0.064)	(0.068)	(0.058)
Simple Denial	0.043	−0.308***	−0.004
	(0.062)	(0.067)	(0.058)
Strong Democrat	0.240**	0.284**	0.969***
	(0.090)	(0.099)	(0.082)
Democrat	−0.011	0.372***	0.634***
	(0.086)	(0.093)	(0.084)
Lean Democrat	0.022	0.053	0.369***
	(0.073)	(0.087)	(0.082)
Lean Republican	0.218**	0.189*	−0.120
	(0.080)	(0.089)	(0.082)
Republican	0.154	0.058	−0.281**
	(0.095)	(0.107)	(0.094)
Strong Republican	0.058	−0.043	−0.548***
	(0.104)	(0.104)	(0.087)
Female	−0.034	−0.070	−0.078
	(0.054)	(0.058)	(0.049)
Black	0.196+	−0.112	0.048
	(0.102)	(0.108)	(0.102)
Hispanic	−0.013	−0.212+	0.017
	(0.103)	(0.113)	(0.100)
Asian	0.112	−0.102	0.174+
	(0.114)	(0.109)	(0.101)
Other Race	−0.202	0.046	−0.357
	(0.204)	(0.257)	(0.231)
Millennial	0.105	−0.089	0.011
	(0.113)	(0.112)	(0.110)
Gen X	0.160	−0.168	0.143
	(0.115)	(0.114)	(0.111)
Boomer	0.103	−0.158	0.114
	(0.113)	(0.113)	(0.111)
Silent Gen.	0.457**	−0.381*	0.133
	(0.173)	(0.183)	(0.169)
Some College	0.087	−0.042	−0.092
	(0.073)	(0.077)	(0.067)
Bachelor's Degree	−0.044	0.020	0.097
	(0.080)	(0.087)	(0.076)
Graduate Degree	0.037	−0.096	−0.024
	(0.101)	(0.110)	(0.094)
Low Income	0.094	−0.078	0.084
	(0.066)	(0.072)	(0.062)
High Income	0.115+	−0.059	−0.023
	(0.064)	(0.070)	(0.058)
Midwest	0.036	−0.040	−0.088
	(0.083)	(0.092)	(0.075)
South	0.172*	−0.033	−0.212**
	(0.072)	(0.077)	(0.066)
West	0.094	−0.117	−0.219**
	(0.075)	(0.081)	(0.072)
Media Literacy	−0.150***	−0.016	−0.031
	(0.028)	(0.029)	(0.024)
Digital Literacy	0.086***	0.054*	0.060**
	(0.023)	(0.024)	(0.022)
Constant	−0.590***	0.083	−0.372**
	(0.152)	(0.158)	(0.143)
Sample	Study 3 Att.	Study 3 Att.	Study 3 Att.
N	1,241	1,241	1,241
R^2	0.074	0.070	0.288

+p < .1; *p < .05; **p < .01; ***p < .001

Table B23: Table 3 Full Regression Results - Attentive

B.10 Additional Tables for Alternative Specifications of Co-Partisanship and Partisanship

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.207***	
	(0.032)	
Opp. Rally		0.211***
		(0.030)
Anti-partisan	−0.229***	−0.212***
	(0.042)	(0.040)
Co-partisan	0.513***	0.466***
	(0.041)	(0.039)
Wave	0.025**	0.035***
	(0.008)	(0.007)
Female	−0.080***	−0.117***
	(0.024)	(0.022)
Black	0.052	0.115**
	(0.041)	(0.037)
Hispanic	−0.091+	−0.083+
	(0.052)	(0.047)
Asian	−0.014	−0.015
	(0.051)	(0.048)
Other Race	−0.068	0.013
	(0.074)	(0.070)
Millennial	0.131**	0.123**
	(0.041)	(0.038)
Gen X	0.133**	0.182***
	(0.043)	(0.040)
Boomer	0.062	0.054
	(0.043)	(0.040)
Silent Gen.	−0.025	−0.037
	(0.071)	(0.068)
Some College	−0.057+	−0.040
	(0.032)	(0.029)
Bachelor's Degree	−0.076*	−0.051
	(0.035)	(0.034)
Graduate Degree	0.156***	0.143***
	(0.043)	(0.040)
Low Income	0.019	0.038
	(0.029)	(0.027)
High Income	0.074*	0.057*
	(0.029)	(0.027)
Midwest	0.001	−0.013
	(0.037)	(0.034)
South	0.028	0.027
	(0.032)	(0.030)
West	−0.026	0.013
	(0.036)	(0.034)
Media Literacy	−0.136***	−0.149***
	(0.012)	(0.011)
Digital Literacy	0.080***	0.081***
	(0.010)	(0.010)
Info. Uncertain x Anti-partisan	−0.128*	
	(0.059)	
Info. Uncertain x Co-partisan	−0.021	
	(0.056)	
Opp. Rally x Anti-partisan		−0.050
		(0.054)
Opp. Rally x Co-partisan		0.080
		(0.053)
Constant	−0.295***	−0.320***
	(0.066)	(0.061)
Sample	Studies 1, 2, 4, 5	Studies 1, 2, 4, 5
N	5,846	6,690
R^2	0.147	0.156

+p < .1; *p < .05; **p < .01; ***p < .001

Table B24: Figure 5 Regression Results - Leaners as Independents

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.239***	
	(0.044)	
Opp. Rally		0.244***
		(0.042)
Anti-partisan	−0.488***	−0.424***
	(0.052)	(0.051)
Co-partisan	0.599***	0.559***
	(0.055)	(0.054)
Wave	0.043***	0.070***
	(0.012)	(0.011)
Female	−0.092**	−0.141***
	(0.032)	(0.030)
Black	0.009	0.109*
	(0.060)	(0.053)
Hispanic	−0.017	−0.009
	(0.077)	(0.073)
Asian	−0.083	0.027
	(0.068)	(0.066)
Other Race	−0.191*	0.143
	(0.096)	(0.093)
Millennial	0.110+	0.074
	(0.061)	(0.058)
Gen X	0.140*	0.146*
	(0.063)	(0.059)
Boomer	0.118+	0.097+
	(0.063)	(0.059)
Silent Gen.	0.096	−0.023
	(0.108)	(0.099)
Some College	−0.020	−0.016
	(0.045)	(0.043)
Bachelor's Degree	−0.015	−0.001
	(0.047)	(0.047)
Graduate Degree	0.062	0.041
	(0.059)	(0.055)
Low Income	−0.003	0.061
	(0.039)	(0.038)
High Income	0.065+	0.035
	(0.037)	(0.035)
Midwest	−0.0004	−0.001
	(0.048)	(0.045)
South	0.011	0.002
	(0.042)	(0.041)
West	−0.050	0.026
	(0.049)	(0.047)
Media Literacy	−0.080***	−0.091***
	(0.016)	(0.015)
Digital Literacy	0.048***	0.040**
	(0.014)	(0.013)
Info. Uncertain x Anti-partisan	−0.010	
	(0.074)	
Info. Uncertain x Co-partisan	−0.032	
	(0.077)	
Opp. Rally x Anti-partisan		−0.048
		(0.071)
Opp. Rally x Co-partisan		0.057
		(0.072)
Constant	−0.372***	−0.420***
	(0.097)	(0.090)
Sample	Studies 1, 2, 4, 5 Att.	Studies 1, 2, 4, 5 Att.
N	3,078	3,404
R^2	0.200	0.203

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B25: Figure 5 Regression Results - Leaners as Independents, Attentive

	Politician Support Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	0.132	0.266		
	(0.116)	(0.191)		
Opp. Rally			0.229*	0.259
			(0.106)	(0.186)
Anti-partisan	−0.145	−0.350+	−0.141	−0.299+
	(0.114)	(0.188)	(0.113)	(0.180)
Co-partisan	0.201+	0.279	0.197+	0.330+
	(0.113)	(0.185)	(0.113)	(0.181)
Female	−0.062	0.023	−0.091	−0.077
	(0.064)	(0.095)	(0.063)	(0.096)
Black	−0.056	0.250	0.096	0.194
	(0.110)	(0.262)	(0.103)	(0.200)
Hispanic	−0.012	0.146	−0.057	0.076
	(0.125)	(0.191)	(0.124)	(0.217)
Asian	−0.112	−0.258	−0.197	−0.177
	(0.128)	(0.208)	(0.125)	(0.203)
Other Race	0.303*	0.516*	0.065	0.386
	(0.137)	(0.257)	(0.217)	(0.292)
Millennial	0.220*	0.308	0.225*	0.310
	(0.112)	(0.214)	(0.113)	(0.190)
Gen X	0.114	0.206	0.083	0.083
	(0.113)	(0.216)	(0.117)	(0.195)
Boomer	−0.006	0.151	0.043	0.251
	(0.117)	(0.218)	(0.121)	(0.199)
Silent Gen.	0.019	−0.073	0.006	0.090
	(0.203)	(0.295)	(0.208)	(0.296)
Some College	0.007	0.058	−0.112	−0.002
	(0.083)	(0.136)	(0.082)	(0.140)
Bachelor's Degree	0.016	0.097	−0.149	−0.003
	(0.096)	(0.145)	(0.099)	(0.154)
Graduate Degree	0.305**	0.402*	0.176	0.143
	(0.110)	(0.173)	(0.115)	(0.176)
Low Income	−0.022	−0.146	−0.037	−0.144
	(0.079)	(0.123)	(0.076)	(0.121)
High Income	0.073	−0.077	−0.043	−0.059
	(0.080)	(0.112)	(0.078)	(0.113)
Midwest	0.023	0.004	0.037	0.165
	(0.101)	(0.156)	(0.101)	(0.152)
South	0.021	−0.024	0.036	0.087
	(0.087)	(0.130)	(0.084)	(0.125)
West	−0.094	−0.056	0.025	0.188
	(0.098)	(0.151)	(0.096)	(0.141)
Media Literacy	−0.227***	−0.222***	−0.182***	−0.193***
	(0.034)	(0.054)	(0.034)	(0.049)
Digital Literacy	0.095***	0.100*	0.076**	0.057
	(0.027)	(0.045)	(0.028)	(0.044)
Info. Uncertain x Anti-partisan	−0.026	−0.098		
	(0.158)	(0.246)		
Info. Uncertain x Co-partisan	0.133	0.165		
	(0.152)	(0.251)		
Opp. Rally x Anti-partisan			−0.212	−0.081
			(0.149)	(0.240)
Opp. Rally x Co-partisan			0.053	0.005
			(0.150)	(0.235)
Constant	−0.170	−0.393	−0.061	−0.362
	(0.165)	(0.302)	(0.171)	(0.285)
Sample	Study 1	Study 1 Att.	Study 1	Study 1 Att.
N	811	352	846	366
R^2	0.157	0.248	0.144	0.211

+p < .1; *p < .05; **p < .01; ***p < .001

Table B26: Figure 5 Regression Results for Study 1

	Politician Support Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	0.181*	0.200+		
	(0.077)	(0.121)		
Opp. Rally			0.077	−0.010
			(0.064)	(0.104)
Anti-partisan	0.005	−0.181	−0.167*	−0.235*
	(0.079)	(0.121)	(0.066)	(0.106)
Co-partisan	0.527***	0.591***	0.297***	0.332**
	(0.078)	(0.121)	(0.065)	(0.107)
Female	−0.144**	−0.210**	−0.165***	−0.255***
	(0.045)	(0.069)	(0.036)	(0.056)
Black	−0.029	−0.166	0.176**	0.231*
	(0.072)	(0.122)	(0.061)	(0.097)
Hispanic	−0.055	0.023	−0.204**	−0.121
	(0.094)	(0.153)	(0.071)	(0.121)
Asian	0.018	−0.044	−0.015	0.232+
	(0.085)	(0.155)	(0.076)	(0.138)
Other Race	−0.179	−0.365	0.052	0.257+
	(0.151)	(0.227)	(0.111)	(0.149)
Millennial	0.037	−0.010	0.088	0.099
	(0.075)	(0.140)	(0.060)	(0.107)
Gen X	0.054	−0.021	0.148*	0.074
	(0.077)	(0.141)	(0.063)	(0.105)
Boomer	−0.060	−0.032	−0.020	0.034
	(0.077)	(0.138)	(0.063)	(0.104)
Silent Gen.	−0.222*	0.023	−0.026	−0.002
	(0.112)	(0.186)	(0.105)	(0.163)
Some College	−0.103+	−0.008	0.023	0.062
	(0.058)	(0.091)	(0.046)	(0.072)
Bachelor's Degree	−0.178**	−0.183+	−0.036	−0.093
	(0.064)	(0.097)	(0.053)	(0.081)
Graduate Degree	0.209**	−0.085	0.260***	0.006
	(0.074)	(0.120)	(0.060)	(0.096)
Low Income	−0.009	−0.128	0.027	0.004
	(0.055)	(0.079)	(0.044)	(0.068)
High Income	0.130*	0.097	0.084+	0.036
	(0.054)	(0.080)	(0.045)	(0.065)
Midwest	0.023	0.062	0.081	0.125
	(0.069)	(0.104)	(0.056)	(0.086)
South	0.049	0.121	0.020	0.076
	(0.059)	(0.088)	(0.047)	(0.074)
West	0.024	0.100	0.030	0.034
	(0.065)	(0.102)	(0.054)	(0.085)
Media Literacy	−0.205***	−0.192***	−0.197***	−0.129***
	(0.024)	(0.036)	(0.019)	(0.030)
Digital Literacy	0.081***	0.053	0.106***	0.052*
	(0.019)	(0.032)	(0.015)	(0.025)
Info. Uncertain x Anti-partisan	−0.181+	−0.039		
	(0.109)	(0.165)		
Info. Uncertain x Co-partisan	−0.096	−0.187		
	(0.104)	(0.163)		
Opp. Rally x Anti-partisan			0.103	0.152
			(0.088)	(0.136)
Opp. Rally x Co-partisan			0.173*	0.235+
			(0.086)	(0.137)
Constant	−0.181	−0.091	−0.269**	−0.210
	(0.116)	(0.188)	(0.094)	(0.155)
Sample	Study 2	Study 2 Att.	Study 2	Study 2 Att.
N	1,686	640	2,518	977
R^2	0.178	0.197	0.178	0.165

+p < .1; *p < .05; **p < .01; ***p < .001

Table B27: Figure 5 Regression Results for Study 2

	Politician Support Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	0.297**	0.280**		
	(0.099)	(0.101)		
Opp. Rally			0.278**	0.275**
			(0.097)	(0.099)
Anti-partisan	−0.476***	−0.537***	−0.476***	−0.533***
	(0.086)	(0.085)	(0.085)	(0.084)
Co-partisan	0.595***	0.572***	0.594***	0.576***
	(0.089)	(0.089)	(0.089)	(0.089)
Female	−0.098*	−0.095*	−0.108*	−0.111*
	(0.045)	(0.045)	(0.043)	(0.044)
Black	0.029	0.024	0.023	−0.032
	(0.081)	(0.080)	(0.072)	(0.073)
Hispanic	−0.162	−0.161	0.112	0.136
	(0.116)	(0.122)	(0.128)	(0.132)
Asian	−0.024	−0.048	0.054	−0.021
	(0.102)	(0.097)	(0.107)	(0.098)
Other Race	−0.075	−0.066	−0.017	−0.021
	(0.151)	(0.167)	(0.152)	(0.165)
Millennial	0.209**	0.184*	0.091	0.080
	(0.076)	(0.080)	(0.076)	(0.078)
Gen X	0.355***	0.343***	0.327***	0.307***
	(0.080)	(0.083)	(0.081)	(0.083)
Boomer	0.416***	0.382***	0.342***	0.307***
	(0.085)	(0.087)	(0.081)	(0.083)
Silent Gen.	0.589*	0.439+	0.223	0.055
	(0.234)	(0.264)	(0.180)	(0.188)
Some College	−0.074	−0.080	−0.135+	−0.132+
	(0.075)	(0.074)	(0.072)	(0.073)
Bachelor's Degree	−0.051	−0.033	−0.034	−0.020
	(0.077)	(0.075)	(0.075)	(0.075)
Graduate Degree	−0.057	−0.011	−0.115	−0.081
	(0.087)	(0.086)	(0.083)	(0.084)
Low Income	0.069	0.073	0.084	0.094+
	(0.059)	(0.059)	(0.056)	(0.056)
High Income	0.059	0.040	0.028	0.028
	(0.052)	(0.052)	(0.050)	(0.050)
Midwest	−0.005	−0.016	−0.088	−0.105
	(0.068)	(0.068)	(0.065)	(0.065)
South	0.018	0.007	−0.047	−0.037
	(0.062)	(0.063)	(0.059)	(0.059)
West	−0.009	−0.035	0.045	0.020
	(0.072)	(0.073)	(0.071)	(0.072)
Media Literacy	−0.074**	−0.058*	−0.085***	−0.074**
	(0.025)	(0.025)	(0.025)	(0.025)
Digital Literacy	0.012	0.004	0.011	−0.003
	(0.022)	(0.021)	(0.020)	(0.020)
Info. Uncertain x Anti-partisan	−0.069	−0.013		
	(0.120)	(0.121)		
Info. Uncertain x Co-partisan	−0.027	0.012		
	(0.122)	(0.123)		
Opp. Rally x Anti-partisan			−0.131	−0.093
			(0.117)	(0.117)
Opp. Rally x Co-partisan			0.046	0.059
			(0.120)	(0.122)
Constant	−0.191	−0.153	−0.026	0.026
	(0.148)	(0.151)	(0.138)	(0.140)
Sample	Study 4	Study 4 Att.	Study 4	Study 4 Att.
N	1,444	1,374	1,426	1,362
R^2	0.282	0.301	0.326	0.341

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B28: Figure 5 Regression Results for Study 4

	Politician Support Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	0.275***	0.240+		
	(0.074)	(0.125)		
Opp. Rally			0.352***	0.387**
			(0.076)	(0.131)
Anti-partisan	−0.060	−0.123	−0.049	−0.119
	(0.075)	(0.127)	(0.075)	(0.127)
Co-partisan	0.454***	0.553***	0.464***	0.562***
	(0.072)	(0.122)	(0.073)	(0.121)
Female	−0.035	−0.130+	−0.071+	−0.115+
	(0.043)	(0.068)	(0.043)	(0.070)
Black	0.167*	0.081	0.110	0.140
	(0.071)	(0.147)	(0.071)	(0.143)
Hispanic	−0.124	−0.022	−0.001	0.026
	(0.083)	(0.137)	(0.082)	(0.138)
Asian	0.037	0.046	0.009	0.070
	(0.104)	(0.150)	(0.093)	(0.138)
Other Race	0.050	−0.017	−0.063	0.128
	(0.127)	(0.159)	(0.134)	(0.211)
Millennial	0.146+	0.055	0.171*	−0.049
	(0.077)	(0.171)	(0.075)	(0.169)
Gen X	0.104	−0.016	0.191*	0.008
	(0.079)	(0.171)	(0.077)	(0.170)
Boomer	0.049	−0.020	0.048	−0.168
	(0.081)	(0.169)	(0.080)	(0.172)
Silent Gen.	0.035	0.073	−0.045	−0.123
	(0.118)	(0.235)	(0.118)	(0.221)
Some College	−0.067	−0.023	−0.042	0.063
	(0.053)	(0.087)	(0.052)	(0.088)
Bachelor's Degree	−0.100	0.008	−0.071	0.099
	(0.063)	(0.094)	(0.064)	(0.104)
Graduate Degree	−0.058	−0.143	−0.045	−0.012
	(0.086)	(0.150)	(0.087)	(0.156)
Low Income	0.038	0.054	0.069	0.194*
	(0.050)	(0.080)	(0.050)	(0.086)
High Income	0.020	0.085	0.057	0.076
	(0.056)	(0.082)	(0.054)	(0.084)
Midwest	−0.074	−0.089	−0.125+	−0.076
	(0.065)	(0.106)	(0.064)	(0.108)
South	0.030	−0.043	0.105+	−0.035
	(0.057)	(0.094)	(0.058)	(0.099)
West	−0.082	−0.200*	0.0003	−0.013
	(0.063)	(0.095)	(0.064)	(0.102)
Media Literacy	−0.135***	−0.092**	−0.164***	−0.120***
	(0.022)	(0.033)	(0.022)	(0.033)
Digital Literacy	0.087***	0.031	0.093***	0.069*
	(0.018)	(0.029)	(0.018)	(0.030)
Info. Uncertain x Anti-partisan	−0.203+	−0.110		
	(0.104)	(0.171)		
Info. Uncertain x Co-partisan	−0.029	−0.028		
	(0.099)	(0.164)		
Opp. Rally x Anti-partisan			−0.097	−0.029
			(0.106)	(0.175)
Opp. Rally x Co-partisan			−0.041	0.029
			(0.101)	(0.171)
Constant	−0.285*	−0.158	−0.362**	−0.320
	(0.113)	(0.219)	(0.113)	(0.227)
Sample	Study 5	Study 5 Att.	Study 5	Study 5 Att.
N	1,905	712	1,900	699
R^2	0.138	0.154	0.154	0.196

+p < .1; *p < .05; **p < .01; ***p < .001

Table B29: Figure 5 Regression Results for Study 5

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.229***	
	(0.057)	
Opp. Rally		0.251***
		(0.052)
Anti-partisan	−0.331***	−0.260***
	(0.076)	(0.072)
Co-partisan	0.571***	0.494***
	(0.075)	(0.071)
Wave	0.017	0.050***
	(0.013)	(0.012)
Female	−0.143***	−0.183***
	(0.043)	(0.039)
Black	−0.009	0.187*
	(0.087)	(0.075)
Hispanic	0.061	−0.048
	(0.092)	(0.084)
Asian	−0.051	0.081
	(0.096)	(0.087)
Other Race	−0.103	0.224*
	(0.121)	(0.112)
Millennial	0.061	0.090
	(0.092)	(0.079)
Gen X	−0.001	0.062
	(0.093)	(0.080)
Boomer	−0.015	−0.005
	(0.092)	(0.079)
Silent Gen.	0.005	−0.043
	(0.130)	(0.118)
Some College	−0.004	0.047
	(0.056)	(0.052)
Bachelor's Degree	−0.048	−0.024
	(0.061)	(0.059)
Graduate Degree	0.027	0.034
	(0.082)	(0.073)
Low Income	−0.054	0.038
	(0.052)	(0.049)
High Income	0.069	0.027
	(0.051)	(0.046)
Midwest	−0.014	0.056
	(0.066)	(0.060)
South	0.001	0.035
	(0.057)	(0.053)
West	−0.076	0.036
	(0.062)	(0.059)
Media Literacy	−0.149***	−0.131***
	(0.022)	(0.020)
Digital Literacy	0.052**	0.052**
	(0.019)	(0.017)
Info. Uncertain x Anti-partisan	−0.042	
	(0.104)	
Info. Uncertain x Co-partisan	−0.109	
	(0.103)	
Opp. Rally x Anti-partisan		−0.072
		(0.096)
Opp. Rally x Co-partisan		0.038
		(0.092)
Constant	−0.148	−0.372**
	(0.128)	(0.115)
Sample	Studies 1, 2, and 5 Att.	Studies 1, 2, and 5 Att.
N	1,704	2,042
R^2	0.162	0.170

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B30: Figure 5 with Co-partisanship, Excluding Leaners

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.244**	
	(0.079)	
Opp. Rally		0.177*
		(0.074)
Anti-partisan	−0.181*	−0.197**
	(0.079)	(0.074)
Co-partisan	0.529***	0.432***
	(0.078)	(0.073)
Wave	0.013	0.043***
	(0.013)	(0.012)
Female	−0.144***	−0.180***
	(0.043)	(0.039)
Black	0.002	0.188*
	(0.088)	(0.075)
Hispanic	0.056	−0.036
	(0.089)	(0.083)
Asian	−0.063	0.106
	(0.092)	(0.087)
Other Race	−0.041	0.224+
	(0.123)	(0.115)
Millennial	0.074	0.101
	(0.092)	(0.080)
Gen X	0.018	0.067
	(0.093)	(0.080)
Boomer	−0.007	0.010
	(0.092)	(0.079)
Silent Gen.	0.003	−0.026
	(0.129)	(0.116)
Some College	−0.022	0.044
	(0.056)	(0.051)
Bachelor's Degree	−0.051	−0.022
	(0.061)	(0.058)
Graduate Degree	0.001	0.031
	(0.081)	(0.073)
Low Income	−0.053	0.053
	(0.052)	(0.049)
High Income	0.075	0.035
	(0.051)	(0.046)
Midwest	0.005	0.069
	(0.066)	(0.060)
South	0.034	0.053
	(0.057)	(0.053)
West	−0.054	0.054
	(0.062)	(0.058)
Media Literacy	−0.149***	−0.136***
	(0.022)	(0.020)
Digital Literacy	0.048*	0.056**
	(0.019)	(0.017)
Info. Uncertain x Anti-partisan	−0.079	
	(0.106)	
Info. Uncertain x Co-partisan	−0.047	
	(0.105)	
Opp. Rally x Anti-partisan		0.050
		(0.097)
Opp. Rally x Co-partisan		0.121
		(0.096)
Constant	−0.224+	−0.421***
	(0.131)	(0.120)
Sample	Studies 1, 2, and 5 Att.	Studies 1, 2, and 5 Att.
N	1,704	2,042
R^2	0.166	0.171

+p < .1; *p < .05; **p < .01; ***p < .001

Table B31: Figure 5 with Co-partisanship, Including Leaners

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.202**	
	(0.066)	
Opp. Rally		0.213***
		(0.063)
Anti-partisan	−0.216**	−0.200**
	(0.076)	(0.071)
Co-partisan	0.491***	0.397***
	(0.075)	(0.070)
Wave	0.017	0.050***
	(0.013)	(0.013)
Female	−0.141**	−0.186***
	(0.044)	(0.040)
Black	−0.004	0.174*
	(0.089)	(0.076)
Hispanic	0.070	−0.019
	(0.091)	(0.085)
Asian	−0.036	0.098
	(0.095)	(0.088)
Other Race	−0.073	0.229*
	(0.124)	(0.115)
Millennial	0.110	0.103
	(0.094)	(0.080)
Gen X	0.050	0.069
	(0.095)	(0.081)
Boomer	0.032	0.005
	(0.094)	(0.080)
Silent Gen.	0.071	−0.016
	(0.131)	(0.118)
Some College	−0.003	0.054
	(0.057)	(0.052)
Bachelor's Degree	−0.051	−0.023
	(0.061)	(0.059)
Graduate Degree	−0.007	0.049
	(0.083)	(0.074)
Low Income	−0.044	0.034
	(0.052)	(0.049)
High Income	0.083	0.007
	(0.052)	(0.047)
Midwest	0.001	0.054
	(0.066)	(0.061)
South	0.026	0.046
	(0.057)	(0.053)
West	−0.064	0.043
	(0.063)	(0.059)
Media Literacy	−0.148***	−0.132***
	(0.022)	(0.020)
Digital Literacy	0.050**	0.055**
	(0.019)	(0.018)
Info. Uncertain x Anti-partisan	−0.032	
	(0.102)	
Info. Uncertain x Co-partisan	−0.010	
	(0.101)	
Opp. Rally x Anti-partisan		−0.009
		(0.094)
Opp. Rally x Co-partisan		0.116
		(0.091)
Constant	−0.241+	−0.398***
	(0.131)	(0.119)
Sample	Studies 1, 2, and 5 Att.	Studies 1, 2, and 5 Att.
N	1,704	2,042
R^2	0.148	0.155

+p < .1; *p < .05; **p < .01; ***p < .001

Table B32: Figure 5 with Pre-Treatment Co-partisanship, Excluding Leaners

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.301**	
	(0.097)	
Opp. Rally		0.279**
		(0.087)
Anti-partisan	−0.134	−0.111
	(0.088)	(0.082)
Co-partisan	0.532***	0.480***
	(0.086)	(0.081)
Wave	0.014	0.048***
	(0.013)	(0.012)
Female	−0.149***	−0.186***
	(0.043)	(0.039)
Black	0.001	0.186*
	(0.089)	(0.076)
Hispanic	0.050	−0.021
	(0.090)	(0.083)
Asian	−0.077	0.099
	(0.094)	(0.087)
Other Race	−0.017	0.208+
	(0.125)	(0.116)
Millennial	0.095	0.098
	(0.095)	(0.080)
Gen X	0.040	0.069
	(0.095)	(0.081)
Boomer	0.017	0.019
	(0.094)	(0.080)
Silent Gen.	0.028	−0.019
	(0.130)	(0.115)
Some College	−0.031	0.037
	(0.057)	(0.052)
Bachelor's Degree	−0.056	−0.026
	(0.061)	(0.059)
Graduate Degree	−0.028	0.035
	(0.081)	(0.074)
Low Income	−0.048	0.047
	(0.052)	(0.049)
High Income	0.071	0.027
	(0.051)	(0.046)
Midwest	−0.014	0.063
	(0.066)	(0.061)
South	0.034	0.052
	(0.057)	(0.053)
West	−0.058	0.056
	(0.062)	(0.058)
Media Literacy	−0.148***	−0.141***
	(0.022)	(0.020)
Digital Literacy	0.046*	0.056**
	(0.019)	(0.017)
Info. Uncertain x Anti-partisan	−0.142	
	(0.118)	
Info. Uncertain x Co-partisan	−0.118	
	(0.116)	
Opp. Rally x Anti-partisan		−0.066
		(0.106)
Opp. Rally x Co-partisan		−0.013
		(0.105)
Constant	−0.270+	−0.488***
	(0.139)	(0.127)
Sample	Studies 1, 2, and 5 Att.	Studies 1, 2, and 5 Att.
N	1,704	2,042
R^2	0.163	0.166

+p < .1; *p < .05; **p < .01; ***p < .001

Table B33: Figure 5 with Pre-Treatment Co-partisanship, Including Leaners

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.228***	
	(0.057)	
Opp. Rally		0.251***
		(0.052)
Democrat	−0.031	0.018
	(0.073)	(0.069)
Republican	0.387***	0.262**
	(0.093)	(0.085)
Wave	0.015	0.047***
	(0.013)	(0.013)
Female	−0.142**	−0.180***
	(0.046)	(0.042)
Black	0.094	0.225**
	(0.092)	(0.081)
Hispanic	0.077	−0.011
	(0.092)	(0.088)
Asian	0.013	0.101
	(0.101)	(0.091)
Other Race	0.001	0.242+
	(0.128)	(0.126)
Millennial	0.066	0.125
	(0.093)	(0.082)
Gen X	−0.034	0.074
	(0.094)	(0.083)
Boomer	−0.026	0.004
	(0.094)	(0.082)
Silent Gen.	0.021	−0.032
	(0.136)	(0.120)
Some College	0.010	0.062
	(0.058)	(0.054)
Bachelor's Degree	0.007	0.001
	(0.065)	(0.061)
Graduate Degree	0.061	0.094
	(0.088)	(0.079)
Low Income	−0.015	0.028
	(0.055)	(0.051)
High Income	0.070	0.022
	(0.055)	(0.049)
Midwest	−0.027	0.027
	(0.068)	(0.063)
South	−0.024	0.026
	(0.060)	(0.055)
West	−0.086	0.019
	(0.066)	(0.061)
Media Literacy	−0.132***	−0.130***
	(0.024)	(0.021)
Digital Literacy	0.045*	0.051**
	(0.021)	(0.018)
Info. Uncertain x Democrat	0.003	
	(0.103)	
Info. Uncertain x Republican	−0.240+	
	(0.123)	
Opp. Rally x Democrat		−0.024
		(0.094)
Opp. Rally x Republican		−0.042
		(0.109)
Constant	−0.172	−0.391***
	(0.131)	(0.118)
Sample	Studies 1, 2, and 5 Att.	Studies 1, 2, and 5 Att.
N	1,704	2,042
R^2	0.065	0.080

+p < .1; *p < .05; **p < .01; ***p < .001

Table B34: Figure 5 with Partisanship, Excluding Leaners

	Politician Support Index	
	(1)	(2)
Info. Uncertain	0.241**	
	(0.079)	
Opp. Rally		0.173*
		(0.074)
Democrat	0.068	0.036
	(0.077)	(0.072)
Republican	0.337***	0.217**
	(0.086)	(0.079)
Wave	0.018	0.046***
	(0.013)	(0.013)
Female	−0.141**	−0.181***
	(0.046)	(0.041)
Black	0.089	0.245**
	(0.092)	(0.081)
Hispanic	0.075	−0.010
	(0.091)	(0.087)
Asian	0.003	0.114
	(0.100)	(0.091)
Other Race	0.014	0.274*
	(0.132)	(0.126)
Millennial	0.056	0.112
	(0.093)	(0.081)
Gen X	−0.046	0.056
	(0.095)	(0.083)
Boomer	−0.037	−0.010
	(0.094)	(0.082)
Silent Gen.	0.023	−0.031
	(0.135)	(0.119)
Some College	−0.001	0.063
	(0.058)	(0.053)
Bachelor's Degree	−0.010	−0.005
	(0.065)	(0.061)
Graduate Degree	0.038	0.082
	(0.088)	(0.079)
Low Income	−0.013	0.038
	(0.054)	(0.051)
High Income	0.071	0.029
	(0.055)	(0.049)
Midwest	−0.032	0.019
	(0.068)	(0.063)
South	−0.022	0.019
	(0.060)	(0.055)
West	−0.083	0.017
	(0.066)	(0.061)
Media Literacy	−0.134***	−0.131***
	(0.024)	(0.021)
Digital Literacy	0.045*	0.052**
	(0.020)	(0.018)
Info. Uncertain x Democrat	−0.039	
	(0.105)	
Info. Uncertain x Republican	−0.123	
	(0.114)	
Opp. Rally x Democrat		0.049
		(0.097)
Opp. Rally x Republican		0.132
		(0.102)
Constant	−0.227+	−0.404**
	(0.135)	(0.124)
Sample	Studies 1, 2, and 5 Att.	Studies 1, 2, and 5 Att.
N	1,704	2,042
R^2	0.064	0.086

+p < .1; *p < .05; **p < .01; ***p < .001

Table B35: Figure 5 with Partisanship, Including Leaners

B.11 Regression Tables for Support, Belief, and Trust Outcomes by Text and Video Treatments

	Support Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	0.188**	0.077+	0.241***	0.188***
	(0.063)	(0.045)	(0.051)	(0.043)
Opp. Rally	0.151*		0.208***	0.299***
	(0.063)		(0.051)	(0.043)
Strong Democrat	−0.014	0.277***	−0.034	0.027
	(0.085)	(0.062)	(0.066)	(0.061)
Democrat	−0.039	0.144*	−0.018	0.138*
	(0.080)	(0.056)	(0.062)	(0.057)
Lean Democrat	−0.179*	−0.070	0.001	0.040
	(0.084)	(0.057)	(0.062)	(0.058)
Lean Republican	0.035	0.164**	0.063	0.167**
	(0.081)	(0.060)	(0.070)	(0.056)
Republican	0.099	0.291***	0.250**	0.195***
	(0.090)	(0.063)	(0.086)	(0.057)
Strong Republican	0.177+	0.289***	0.149	0.364***
	(0.107)	(0.077)	(0.136)	(0.066)
Female	−0.112*	−0.139***	−0.052	−0.043
	(0.052)	(0.038)	(0.043)	(0.036)
Black	0.069	0.076	0.124+	0.186**
	(0.091)	(0.062)	(0.071)	(0.061)
Hispanic	0.030	−0.039	0.025	0.014
	(0.095)	(0.077)	(0.108)	(0.069)
Asian	−0.133	0.009	−0.021	0.085
	(0.106)	(0.075)	(0.102)	(0.079)
Other Race	0.101	−0.172	−0.077	0.031
	(0.140)	(0.120)	(0.158)	(0.116)
Millennial	0.195*	0.106+	0.123+	0.184**
	(0.090)	(0.061)	(0.071)	(0.062)
Gen X	0.104	0.106+	0.295***	0.152*
	(0.093)	(0.064)	(0.078)	(0.065)
Boomer	−0.024	−0.056	0.363***	0.069
	(0.097)	(0.065)	(0.081)	(0.066)
Silent Gen.	−0.090	−0.202+	0.331	0.052
	(0.164)	(0.105)	(0.217)	(0.100)
Some College	−0.062	−0.089+	−0.068	−0.040
	(0.067)	(0.048)	(0.069)	(0.044)
Bachelor's Degree	−0.075	−0.077	0.024	−0.059
	(0.080)	(0.055)	(0.071)	(0.053)
Graduate Degree	0.249**	0.265***	−0.010	−0.006
	(0.092)	(0.062)	(0.084)	(0.075)
Low Income	−0.048	0.066	0.043	0.069
	(0.064)	(0.046)	(0.055)	(0.042)
High Income	−0.012	0.113*	0.025	0.003
	(0.065)	(0.047)	(0.049)	(0.046)
Midwest	0.027	−0.032	−0.051	−0.125*
	(0.082)	(0.058)	(0.063)	(0.054)
South	0.009	0.015	−0.051	0.045
	(0.070)	(0.049)	(0.057)	(0.049)
West	−0.081	−0.001	0.010	−0.064
	(0.081)	(0.055)	(0.069)	(0.054)
Media Literacy	−0.168***	−0.199***	−0.065**	−0.132***
	(0.027)	(0.020)	(0.023)	(0.019)
Digital Literacy	0.079***	0.076***	0.002	0.084***
	(0.022)	(0.016)	(0.020)	(0.015)
Constant	−0.058	−0.192*	−0.087	−0.311***
	(0.137)	(0.095)	(0.126)	(0.092)
Sample	Study 1 Text	Study 2	Study 4 Text	Study 5
N	1,249	2,518	2,151	2,838
R^2	0.107	0.138	0.043	0.082

+p < .1; *p < .05; **p < .01; ***p < .001

Table B36: Impacts on Politician Support (Text Treatments)

	Support Index	
	(1)	(2)
Info. Uncertain	0.013	0.058
	(0.064)	(0.053)
Opp. Rally	−0.034	0.136**
	(0.066)	(0.052)
Strong Democrat	0.046	0.022
	(0.094)	(0.071)
Democrat	0.146+	−0.054
	(0.078)	(0.061)
Lean Democrat	−0.024	−0.030
	(0.097)	(0.065)
Lean Republican	0.139	0.203**
	(0.091)	(0.071)
Republican	0.475***	0.286***
	(0.095)	(0.085)
Strong Republican	0.330**	0.294*
	(0.101)	(0.147)
Female	−0.111*	−0.064
	(0.055)	(0.045)
Black	0.252**	0.072
	(0.093)	(0.071)
Hispanic	0.105	−0.019
	(0.098)	(0.106)
Asian	−0.140	0.067
	(0.098)	(0.090)
Other Race	0.267+	0.399*
	(0.149)	(0.198)
Millennial	0.256**	0.032
	(0.090)	(0.076)
Gen X	0.306**	0.200*
	(0.095)	(0.081)
Boomer	0.134	0.244**
	(0.100)	(0.085)
Silent Gen.	0.326+	0.523*
	(0.181)	(0.207)
Some College	−0.123+	−0.029
	(0.071)	(0.068)
Bachelor's Degree	−0.052	−0.021
	(0.081)	(0.072)
Graduate Degree	0.227*	0.064
	(0.098)	(0.087)
Low Income	0.155*	0.059
	(0.065)	(0.057)
High Income	0.137*	0.024
	(0.069)	(0.051)
Midwest	0.009	−0.037
	(0.083)	(0.063)
South	−0.075	0.032
	(0.074)	(0.060)
West	0.040	−0.034
	(0.080)	(0.070)
Media Literacy	−0.158***	−0.093***
	(0.030)	(0.024)
Digital Literacy	0.095***	−0.005
	(0.023)	(0.020)
Constant	−0.442***	0.046
	(0.133)	(0.132)
Sample	Study 1 Video	Study 4 Video
N	1,254	2,146
R^2	0.111	0.045

+p < .1; *p < .05; **p < .01; ***p < .001

Table B37: Impacts on Politician Support (Video Treatments)

	Belief Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	−0.033	0.080^{+}	0.101*	−0.180**
	(0.065)	(0.047)	(0.049)	(0.055)
Opp. Rally	0.079		0.118*	−0.215***
	(0.063)		(0.050)	(0.055)
Strong Democrat	0.198*	0.336***	0.174**	−0.047
	(0.090)	(0.062)	(0.063)	(0.079)
Democrat	0.092	0.167**	0.109^{+}	−0.011
	(0.083)	(0.056)	(0.060)	(0.073)
Lean Democrat	−0.088	0.129^{+}	0.064	−0.008
	(0.092)	(0.066)	(0.062)	(0.076)
Lean Republican	0.019	0.005	−0.056	0.056
	(0.088)	(0.063)	(0.072)	(0.078)
Republican	0.008	0.016	−0.012	0.048
	(0.082)	(0.068)	(0.080)	(0.081)
Strong Republican	0.122	0.148^{+}	−0.310**	0.057
	(0.098)	(0.080)	(0.120)	(0.081)
Female	−0.089^{+}	−0.030	−0.028	−0.022
	(0.054)	(0.039)	(0.041)	(0.047)
Black	0.024	−0.090	−0.038	0.071
	(0.097)	(0.068)	(0.065)	(0.074)
Hispanic	−0.040	−0.227**	0.082	−0.014
	(0.104)	(0.082)	(0.110)	(0.092)
Asian	−0.225*	−0.135^{+}	0.058	0.273*
	(0.105)	(0.079)	(0.090)	(0.124)
Other Race	−0.135	−0.254^{+}	−0.099	0.253^{+}
	(0.157)	(0.135)	(0.131)	(0.147)
Millennial	0.200*	0.110^{+}	−0.181**	−0.003
	(0.094)	(0.063)	(0.069)	(0.087)
Gen X	0.174^{+}	0.024	−0.317***	0.062
	(0.098)	(0.067)	(0.074)	(0.088)
Boomer	0.035	−0.037	−0.425***	0.095
	(0.100)	(0.068)	(0.077)	(0.092)
Silent Gen.	0.018	−0.048	−0.253	0.047
	(0.153)	(0.105)	(0.176)	(0.128)
Some College	0.094	−0.009	−0.047	−0.009
	(0.069)	(0.051)	(0.062)	(0.057)
Bachelor's Degree	0.200*	−0.008	−0.025	0.020
	(0.084)	(0.057)	(0.065)	(0.068)
Graduate Degree	0.356***	0.183**	0.074	0.025
	(0.097)	(0.067)	(0.079)	(0.094)
Low Income	0.108^{+}	−0.016	−0.010	−0.030
	(0.064)	(0.048)	(0.051)	(0.056)
High Income	−0.046	0.065	−0.077	−0.155**
	(0.069)	(0.050)	(0.047)	(0.058)
Midwest	−0.022	0.050	0.064	−0.059
	(0.083)	(0.060)	(0.059)	(0.071)
South	−0.067	0.015	0.091^{+}	−0.109^{+}
	(0.072)	(0.051)	(0.053)	(0.065)
West	0.006	−0.038	0.046	−0.085
	(0.081)	(0.058)	(0.063)	(0.071)
Media Literacy	−0.045^{+}	0.032	0.060**	−0.049^{+}
	(0.027)	(0.020)	(0.022)	(0.025)
Digital Literacy	0.067**	0.062***	0.035*	0.025
	(0.022)	(0.017)	(0.018)	(0.019)
Constant	−0.463***	−0.347***	−0.165	0.271*
	(0.140)	(0.099)	(0.115)	(0.125)
Sample	Study 1 Text	Study 2	Study 4 Text	Study 5
N	1,249	2,518	2,151	2,838
R^2	0.063	0.087	0.050	0.016

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B38: Impacts on Belief in Scandal (Text Treatments)

	Belief Index	
	(1)	(2)
Info. Uncertain	−0.020	0.007
	(0.066)	(0.049)
Opp. Rally	−0.034	−0.071
	(0.071)	(0.049)
Strong Democrat	0.210*	0.217***
	(0.100)	(0.065)
Democrat	0.029	0.140*
	(0.084)	(0.059)
Lean Democrat	0.227*	0.088
	(0.095)	(0.066)
Lean Republican	−0.018	−0.046
	(0.095)	(0.067)
Republican	−0.040	0.003
	(0.102)	(0.080)
Strong Republican	0.130	0.004
	(0.106)	(0.128)
Female	−0.135*	−0.100*
	(0.057)	(0.041)
Black	0.153+	−0.014
	(0.088)	(0.066)
Hispanic	−0.088	−0.138
	(0.103)	(0.099)
Asian	−0.116	−0.224*
	(0.112)	(0.091)
Other Race	−0.070	−0.058
	(0.142)	(0.197)
Millennial	0.086	0.085
	(0.092)	(0.072)
Gen X	0.067	0.148*
	(0.095)	(0.075)
Boomer	0.148	0.039
	(0.103)	(0.078)
Silent Gen.	0.121	−0.247
	(0.173)	(0.179)
Some College	0.005	−0.0003
	(0.076)	(0.066)
Bachelor's Degree	0.105	0.066
	(0.085)	(0.069)
Graduate Degree	0.181+	−0.011
	(0.102)	(0.080)
Low Income	−0.005	−0.020
	(0.068)	(0.053)
High Income	0.066	0.004
	(0.073)	(0.046)
Midwest	−0.010	−0.023
	(0.085)	(0.058)
South	0.106	−0.027
	(0.078)	(0.054)
West	−0.041	−0.073
	(0.084)	(0.064)
Media Literacy	−0.031	0.075***
	(0.031)	(0.022)
Digital Literacy	−0.011	−0.017
	(0.024)	(0.018)
Constant	−0.044	−0.040
	(0.139)	(0.122)
Sample	Study 1 Video	Study 4 Video
N	1,254	2,146
R^2	0.036	0.035

+p < .1; *p < .05; **p < .01; ***p < .001

Table B39: Impacts on Belief in Scandal (Video Treatments)

	Trust in Media Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	−0.046	−0.076^{+}	0.018	−0.028
	(0.062)	(0.042)	(0.048)	(0.041)
Opp. Rally	−0.045		0.029	−0.035
	(0.062)		(0.048)	(0.042)
Strong Democrat	0.747***	0.893***	0.808***	0.731***
	(0.082)	(0.057)	(0.064)	(0.057)
Democrat	0.513***	0.534***	0.663***	0.522***
	(0.082)	(0.055)	(0.061)	(0.056)
Lean Democrat	0.243**	0.415***	0.355***	0.370***
	(0.093)	(0.060)	(0.064)	(0.059)
Lean Republican	−0.249**	−0.096	−0.243**	−0.126*
	(0.088)	(0.064)	(0.076)	(0.061)
Republican	−0.389***	−0.109	−0.392***	−0.204***
	(0.099)	(0.067)	(0.079)	(0.062)
Strong Republican	−0.547***	−0.430***	−0.533***	−0.387***
	(0.104)	(0.070)	(0.103)	(0.067)
Female	−0.058	−0.117**	−0.147***	−0.088*
	(0.052)	(0.036)	(0.040)	(0.035)
Black	0.143^{+}	0.100	0.040	0.109^{+}
	(0.085)	(0.062)	(0.064)	(0.057)
Hispanic	0.037	−0.074	0.053	0.039
	(0.095)	(0.078)	(0.107)	(0.071)
Asian	0.143	0.110	0.085	0.229**
	(0.100)	(0.080)	(0.089)	(0.089)
Other Race	−0.248	−0.126	0.052	−0.151
	(0.196)	(0.104)	(0.188)	(0.119)
Millennial	−0.036	0.175**	−0.048	0.082
	(0.088)	(0.061)	(0.068)	(0.061)
Gen X	0.052	0.180**	0.066	0.124*
	(0.090)	(0.064)	(0.073)	(0.062)
Boomer	0.018	0.126^{+}	0.234**	0.113^{+}
	(0.096)	(0.065)	(0.078)	(0.065)
Silent Gen.	0.044	0.045	0.190	0.158
	(0.171)	(0.099)	(0.193)	(0.096)
Some College	0.026	−0.103*	−0.037	−0.189***
	(0.067)	(0.046)	(0.065)	(0.043)
Bachelor's Degree	0.099	0.010	0.089	−0.068
	(0.080)	(0.053)	(0.067)	(0.052)
Graduate Degree	0.323***	0.365***	0.176*	−0.045
	(0.090)	(0.062)	(0.078)	(0.073)
Low Income	0.108^{+}	0.069	0.068	0.102*
	(0.064)	(0.044)	(0.052)	(0.041)
High Income	0.115^{+}	0.074^{+}	0.021	0.100*
	(0.063)	(0.045)	(0.046)	(0.044)
Midwest	0.082	0.014	−0.011	−0.039
	(0.080)	(0.055)	(0.060)	(0.054)
South	−0.019	−0.046	−0.012	0.024
	(0.070)	(0.048)	(0.052)	(0.049)
West	−0.020	−0.046	0.024	−0.003
	(0.078)	(0.054)	(0.064)	(0.054)
Media Literacy	−0.049^{+}	−0.060**	0.042^{+}	−0.064***
	(0.027)	(0.019)	(0.023)	(0.019)
Digital Literacy	0.037^{+}	0.037*	−0.034^{+}	0.029^{+}
	(0.022)	(0.015)	(0.018)	(0.015)
Constant	−0.303*	−0.428***	−0.351**	−0.233*
	(0.133)	(0.096)	(0.121)	(0.092)
Sample	Study 1 Text	Study 2	Study 4 Text	Study 5
N	1,249	2,518	2,151	2,838
R^2	0.239	0.265	0.217	0.172

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B40: Impacts on Trust in Media (Text Treatments)

	Trust in Media Index	
	(1)	(2)
Info. Uncertain	−0.071	0.017
	(0.060)	(0.047)
Opp. Rally	−0.037	−0.043
	(0.062)	(0.047)
Strong Democrat	0.791***	0.856***
	(0.087)	(0.061)
Democrat	0.512***	0.630***
	(0.078)	(0.058)
Lean Democrat	0.344***	0.373***
	(0.090)	(0.065)
Lean Republican	−0.219*	−0.182*
	(0.085)	(0.072)
Republican	−0.162	−0.400***
	(0.101)	(0.082)
Strong Republican	−0.454***	−0.552***
	(0.093)	(0.101)
Female	−0.066	−0.194***
	(0.052)	(0.040)
Black	0.007	0.055
	(0.090)	(0.064)
Hispanic	0.038	0.040
	(0.092)	(0.097)
Asian	0.247*	−0.096
	(0.096)	(0.091)
Other Race	−0.075	0.361+
	(0.184)	(0.210)
Millennial	0.147+	0.073
	(0.085)	(0.069)
Gen X	0.242**	0.243***
	(0.089)	(0.073)
Boomer	0.131	0.234**
	(0.091)	(0.076)
Silent Gen.	0.290+	0.251+
	(0.152)	(0.149)
Some College	−0.102	0.035
	(0.068)	(0.064)
Bachelor's Degree	−0.052	0.175**
	(0.077)	(0.067)
Graduate Degree	0.238*	0.178*
	(0.095)	(0.081)
Low Income	0.158*	0.073
	(0.063)	(0.053)
High Income	0.180**	0.068
	(0.064)	(0.045)
Midwest	−0.309***	−0.006
	(0.080)	(0.057)
South	−0.246***	−0.021
	(0.071)	(0.054)
West	−0.260***	0.014
	(0.077)	(0.063)
Media Literacy	−0.060*	0.012
	(0.026)	(0.022)
Digital Literacy	−0.002	−0.051**
	(0.022)	(0.018)
Constant	−0.116	−0.379***
	(0.129)	(0.113)
Sample	Study 1 Video	Study 4 Video
N	1,254	2,146
R^2	0.227	0.222

+p < .1; *p < .05; **p < .01; ***p < .001

Table B41: Impacts on Trust in Media (Video Treatments)

	Support Index			
	(1)	(2)	(3)	(4)
Allegation	0.169^{**}	0.032	0.225^{***}	0.243^{***}
	(0.055)	(0.039)	(0.044)	(0.038)
Strong Democrat	−0.012	0.275^{***}	−0.035	0.031
	(0.085)	(0.062)	(0.066)	(0.061)
Democrat	−0.038	0.145^{**}	−0.018	0.139^{*}
	(0.079)	(0.056)	(0.062)	(0.057)
Lean Democrat	-0.180^{*}	−0.072	−0.00005	0.045
	(0.084)	(0.057)	(0.062)	(0.058)
Lean Republican	0.038	0.162^{**}	0.062	0.168^{**}
	(0.080)	(0.060)	(0.070)	(0.056)
Republican	0.099	0.288^{***}	0.248^{**}	0.191^{***}
	(0.089)	(0.063)	(0.086)	(0.058)
Strong Republican	0.177^{+}	0.285^{***}	0.150	0.366^{***}
	(0.107)	(0.078)	(0.136)	(0.066)
Female	-0.112^{*}	-0.139^{***}	−0.052	−0.043
	(0.052)	(0.038)	(0.043)	(0.036)
Black	0.069	0.078	0.124^{+}	0.186^{**}
	(0.091)	(0.062)	(0.071)	(0.061)
Hispanic	0.031	−0.039	0.023	0.016
	(0.095)	(0.078)	(0.108)	(0.069)
Asian	−0.134	0.012	−0.021	0.088
	(0.106)	(0.075)	(0.101)	(0.079)
Other Race	0.106	−0.173	−0.080	0.024
	(0.140)	(0.120)	(0.158)	(0.116)
Millennial	0.193^{*}	0.108^{+}	0.121^{+}	0.186^{**}
	(0.089)	(0.061)	(0.071)	(0.062)
Gen X	0.102	0.107^{+}	0.295^{***}	0.154^{*}
	(0.093)	(0.065)	(0.078)	(0.065)
Boomer	−0.024	−0.052	0.362^{***}	0.071
	(0.097)	(0.065)	(0.081)	(0.066)
Silent Gen.	−0.091	-0.194^{+}	0.328	0.051
	(0.164)	(0.105)	(0.217)	(0.099)
Some College	−0.063	-0.089^{+}	−0.068	−0.040
	(0.067)	(0.048)	(0.069)	(0.044)
Bachelor's Degree	−0.075	−0.078	0.025	−0.063
	(0.080)	(0.055)	(0.071)	(0.053)
Graduate Degree	0.250^{**}	0.264^{***}	−0.009	−0.007
	(0.092)	(0.062)	(0.084)	(0.075)
Low Income	−0.047	0.070	0.044	0.067
	(0.064)	(0.046)	(0.055)	(0.042)
High Income	−0.013	0.114^{*}	0.024	0.005
	(0.065)	(0.047)	(0.049)	(0.046)
Midwest	0.027	−0.036	−0.052	-0.121^{*}
	(0.082)	(0.058)	(0.063)	(0.054)
South	0.009	0.011	−0.051	0.047
	(0.070)	(0.049)	(0.057)	(0.049)
West	−0.081	−0.001	0.012	−0.059
	(0.081)	(0.055)	(0.069)	(0.054)
Media Literacy	-0.167^{***}	-0.199^{***}	-0.065^{**}	-0.132^{***}
	(0.027)	(0.020)	(0.023)	(0.019)
Digital Literacy	0.080^{***}	0.076^{***}	0.002	0.084^{***}
	(0.022)	(0.016)	(0.020)	(0.015)
Constant	−0.059	-0.193^{*}	−0.088	-0.316^{***}
	(0.137)	(0.095)	(0.126)	(0.092)
Sample	Study 1 Text	Study 2	Study 4 Text	Study 5
N	1,249	2,518	2,151	2,838
R^2	0.107	0.136	0.042	0.080

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B42: Impacts on Politician Support (Text Treatments, Pooled Allegation Treatment)

	Support Index	
	(1)	(2)
Allegation	−0.010	0.097*
	(0.057)	(0.046)
Strong Democrat	0.044	0.021
	(0.094)	(0.071)
Democrat	0.145+	−0.052
	(0.078)	(0.061)
Lean Democrat	−0.024	−0.026
	(0.097)	(0.065)
Lean Republican	0.137	0.205**
	(0.091)	(0.071)
Republican	0.472***	0.285***
	(0.096)	(0.085)
Strong Republican	0.331**	0.297*
	(0.101)	(0.147)
Female	−0.109*	−0.064
	(0.055)	(0.045)
Black	0.251**	0.074
	(0.093)	(0.071)
Hispanic	0.105	−0.012
	(0.098)	(0.106)
Asian	−0.143	0.062
	(0.098)	(0.090)
Other Race	0.264+	0.404*
	(0.148)	(0.198)
Millennial	0.257**	0.027
	(0.090)	(0.076)
Gen X	0.308**	0.201*
	(0.095)	(0.081)
Boomer	0.134	0.241**
	(0.099)	(0.085)
Silent Gen.	0.324+	0.524*
	(0.181)	(0.206)
Some College	−0.122+	−0.029
	(0.071)	(0.068)
Bachelor's Degree	−0.053	−0.022
	(0.081)	(0.072)
Graduate Degree	0.225*	0.061
	(0.098)	(0.087)
Low Income	0.156*	0.055
	(0.065)	(0.057)
High Income	0.139*	0.025
	(0.069)	(0.051)
Midwest	0.006	−0.037
	(0.082)	(0.063)
South	−0.074	0.033
	(0.074)	(0.060)
West	0.038	−0.033
	(0.079)	(0.070)
Media Literacy	−0.158***	−0.093***
	(0.030)	(0.024)
Digital Literacy	0.095***	−0.005
	(0.023)	(0.020)
Constant	−0.443***	0.051
	(0.133)	(0.132)
Sample	Study 1 Video	Study 4 Video
N	1,254	2,146
R^2	0.111	0.044

+p < .1; *p < .05; **p < .01; ***p < .001

Table B43: Impacts on Politician Support (Video Treatments, Pooled Allegation Treatment)

	Belief Index			
	(1)	(2)	(3)	(4)
Allegation	0.025	0.219^{***}	0.109^{*}	-0.198^{***}
	(0.056)	(0.041)	(0.044)	(0.047)
Strong Democrat	0.193^{*}	0.343^{***}	0.174^{**}	-0.048
	(0.090)	(0.063)	(0.063)	(0.079)
Democrat	0.091	0.163^{**}	0.108^{+}	-0.011
	(0.083)	(0.057)	(0.060)	(0.073)
Lean Democrat	-0.086	0.135^{*}	0.065	-0.009
	(0.092)	(0.067)	(0.062)	(0.076)
Lean Republican	0.012	0.012	-0.055	0.056
	(0.088)	(0.064)	(0.072)	(0.078)
Republican	0.007	0.024	-0.011	0.049
	(0.082)	(0.068)	(0.080)	(0.081)
Strong Republican	0.120	0.159^{*}	-0.311^{**}	0.056
	(0.097)	(0.080)	(0.120)	(0.081)
Female	-0.088	-0.030	-0.028	-0.023
	(0.054)	(0.039)	(0.041)	(0.047)
Black	0.023	-0.096	-0.038	0.071
	(0.097)	(0.067)	(0.065)	(0.074)
Hispanic	-0.044	-0.226^{**}	0.083	-0.014
	(0.104)	(0.082)	(0.110)	(0.091)
Asian	-0.222^{*}	-0.143^{+}	0.058	0.272^{*}
	(0.105)	(0.080)	(0.090)	(0.124)
Other Race	-0.150	-0.248^{+}	-0.098	0.255^{+}
	(0.157)	(0.134)	(0.132)	(0.147)
Millennial	0.208^{*}	0.102	-0.181^{**}	-0.003
	(0.094)	(0.063)	(0.069)	(0.087)
Gen X	0.177^{+}	0.021	-0.317^{***}	0.062
	(0.098)	(0.068)	(0.074)	(0.088)
Boomer	0.036	-0.051	-0.425^{***}	0.095
	(0.100)	(0.068)	(0.077)	(0.092)
Silent Gen.	0.020	-0.074	-0.252	0.047
	(0.153)	(0.106)	(0.176)	(0.128)
Some College	0.096	-0.007	-0.048	-0.009
	(0.069)	(0.051)	(0.062)	(0.057)
Bachelor's Degree	0.199^{*}	-0.005	-0.026	0.021
	(0.084)	(0.058)	(0.065)	(0.068)
Graduate Degree	0.354^{***}	0.186^{**}	0.073	0.025
	(0.097)	(0.067)	(0.079)	(0.094)
Low Income	0.105^{+}	-0.028	-0.010	-0.029
	(0.064)	(0.048)	(0.051)	(0.056)
High Income	-0.042	0.060	-0.077	-0.155^{**}
	(0.069)	(0.050)	(0.047)	(0.058)
Midwest	-0.024	0.064	0.065	-0.061
	(0.083)	(0.061)	(0.059)	(0.071)
South	-0.065	0.025	0.090^{+}	-0.109^{+}
	(0.072)	(0.052)	(0.053)	(0.065)
West	0.006	-0.036	0.046	-0.086
	(0.081)	(0.059)	(0.063)	(0.071)
Media Literacy	-0.047^{+}	0.030	0.060^{**}	-0.049^{+}
	(0.028)	(0.021)	(0.022)	(0.025)
Digital Literacy	0.066^{**}	0.062^{***}	0.035^{*}	0.024
	(0.022)	(0.017)	(0.018)	(0.019)
Constant	-0.460^{***}	-0.345^{***}	-0.164	0.273^{*}
	(0.140)	(0.099)	(0.115)	(0.125)
Sample	Study 1 Text	Study 2	Study 4 Text	Study 5
N	1,249	2,518	2,151	2,838
R^2	0.061	0.074	0.050	0.016

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B44: Impacts on Belief in Scandal (Text Treatments, Pooled Allegation Treatment)

	Belief Index	
	(1)	(2)
Allegation	−0.026	−0.032
	(0.059)	(0.043)
Strong Democrat	0.210*	0.218***
	(0.100)	(0.065)
Democrat	0.029	0.137*
	(0.084)	(0.059)
Lean Democrat	0.228*	0.084
	(0.095)	(0.066)
Lean Republican	−0.018	−0.048
	(0.095)	(0.067)
Republican	−0.041	0.005
	(0.102)	(0.080)
Strong Republican	0.130	0.001
	(0.106)	(0.128)
Female	−0.134*	−0.099*
	(0.057)	(0.041)
Black	0.153+	−0.016
	(0.087)	(0.066)
Hispanic	−0.088	−0.145
	(0.103)	(0.099)
Asian	−0.116	−0.220*
	(0.111)	(0.091)
Other Race	−0.071	−0.064
	(0.141)	(0.198)
Millennial	0.086	0.091
	(0.092)	(0.072)
Gen X	0.068	0.147*
	(0.095)	(0.075)
Boomer	0.148	0.041
	(0.103)	(0.078)
Silent Gen.	0.120	−0.247
	(0.174)	(0.178)
Some College	0.005	−0.0002
	(0.076)	(0.066)
Bachelor's Degree	0.105	0.067
	(0.085)	(0.069)
Graduate Degree	0.181+	−0.009
	(0.102)	(0.080)
Low Income	−0.005	−0.016
	(0.068)	(0.053)
High Income	0.067	0.003
	(0.073)	(0.046)
Midwest	−0.011	−0.022
	(0.085)	(0.058)
South	0.106	−0.028
	(0.078)	(0.054)
West	−0.042	−0.073
	(0.084)	(0.064)
Media Literacy	−0.030	0.076***
	(0.031)	(0.022)
Digital Literacy	−0.011	−0.017
	(0.024)	(0.018)
Constant	−0.044	−0.045
	(0.139)	(0.122)
Sample	Study 1 Video	Study 4 Video
N	1,254	2,146
R^2	0.036	0.034

+p < .1; *p < .05; **p < .01; ***p < .001

Table B45: Impacts on Belief in Scandal (Video Treatments, Pooled Allegation Treatment)

	Trust in Media Index			
	(1)	(2)	(3)	(4)
Allegation	−0.045	−0.053	0.023	−0.031
	(0.054)	(0.036)	(0.041)	(0.036)
Strong Democrat	0.747***	0.895***	0.808***	0.731***
	(0.082)	(0.057)	(0.064)	(0.057)
Democrat	0.513***	0.534***	0.663***	0.522***
	(0.082)	(0.055)	(0.061)	(0.056)
Lean Democrat	0.243**	0.416***	0.356***	0.370***
	(0.093)	(0.060)	(0.064)	(0.059)
Lean Republican	−0.249**	−0.095	−0.243**	−0.126*
	(0.088)	(0.064)	(0.076)	(0.061)
Republican	−0.389***	−0.108	−0.392***	−0.204***
	(0.099)	(0.067)	(0.079)	(0.062)
Strong Republican	−0.547***	−0.428***	−0.533***	−0.387***
	(0.105)	(0.069)	(0.103)	(0.067)
Female	−0.058	−0.117**	−0.147***	−0.088*
	(0.052)	(0.036)	(0.040)	(0.035)
Black	0.143+	0.099	0.040	0.109+
	(0.084)	(0.062)	(0.064)	(0.057)
Hispanic	0.037	−0.073	0.054	0.039
	(0.095)	(0.078)	(0.107)	(0.071)
Asian	0.143	0.109	0.085	0.229**
	(0.100)	(0.080)	(0.089)	(0.089)
Other Race	−0.248	−0.125	0.053	−0.150
	(0.195)	(0.104)	(0.188)	(0.119)
Millennial	−0.036	0.174**	−0.047	0.081
	(0.088)	(0.061)	(0.068)	(0.061)
Gen X	0.052	0.180**	0.066	0.124*
	(0.090)	(0.064)	(0.073)	(0.062)
Boomer	0.018	0.124+	0.234**	0.113+
	(0.096)	(0.065)	(0.078)	(0.065)
Silent Gen.	0.044	0.041	0.191	0.158
	(0.171)	(0.099)	(0.192)	(0.096)
Some College	0.026	−0.103*	−0.037	−0.189***
	(0.067)	(0.046)	(0.065)	(0.043)
Bachelor's Degree	0.099	0.011	0.088	−0.068
	(0.080)	(0.053)	(0.067)	(0.052)
Graduate Degree	0.323***	0.365***	0.176*	−0.045
	(0.090)	(0.062)	(0.078)	(0.073)
Low Income	0.108+	0.067	0.068	0.102*
	(0.064)	(0.044)	(0.052)	(0.041)
High Income	0.115+	0.073	0.021	0.100*
	(0.063)	(0.045)	(0.046)	(0.044)
Midwest	0.082	0.016	−0.010	−0.039
	(0.080)	(0.055)	(0.060)	(0.054)
South	−0.019	−0.044	−0.012	0.024
	(0.070)	(0.048)	(0.052)	(0.049)
West	−0.020	−0.046	0.024	−0.004
	(0.078)	(0.054)	(0.064)	(0.054)
Media Literacy	−0.049+	−0.060**	0.042+	−0.064***
	(0.027)	(0.019)	(0.023)	(0.019)
Digital Literacy	0.037+	0.037*	−0.034+	0.029+
	(0.022)	(0.015)	(0.018)	(0.015)
Constant	−0.303*	−0.428***	−0.351**	−0.233*
	(0.133)	(0.096)	(0.121)	(0.092)
Sample	Study 1 Text	Study 2	Study 4 Text	Study 5
N	1,249	2,518	2,151	2,838
R^2	0.239	0.265	0.217	0.172

+p < .1; *p < .05; **p < .01; ***p < .001

Table B46: Impacts on Trust in Media (Text Treatments, Pooled Allegation Treatment)

	Trust in Media Index	
	(1)	(2)
Allegation	−0.055	−0.013
	(0.052)	(0.041)
Strong Democrat	0.792***	0.857***
	(0.087)	(0.062)
Democrat	0.512***	0.628***
	(0.078)	(0.058)
Lean Democrat	0.344***	0.370***
	(0.090)	(0.065)
Lean Republican	−0.218*	−0.184*
	(0.085)	(0.072)
Republican	−0.159	−0.399***
	(0.101)	(0.082)
Strong Republican	−0.455***	−0.554***
	(0.093)	(0.101)
Female	−0.067	−0.194***
	(0.052)	(0.040)
Black	0.008	0.054
	(0.090)	(0.064)
Hispanic	0.038	0.035
	(0.092)	(0.097)
Asian	0.249**	−0.092
	(0.096)	(0.091)
Other Race	−0.073	0.356+
	(0.185)	(0.210)
Millennial	0.147+	0.077
	(0.085)	(0.068)
Gen X	0.241**	0.242***
	(0.089)	(0.073)
Boomer	0.131	0.235**
	(0.091)	(0.076)
Silent Gen.	0.292+	0.250+
	(0.152)	(0.150)
Some College	−0.103	0.035
	(0.068)	(0.064)
Bachelor's Degree	−0.051	0.176**
	(0.077)	(0.067)
Graduate Degree	0.239*	0.180*
	(0.095)	(0.081)
Low Income	0.158*	0.076
	(0.062)	(0.053)
High Income	0.178**	0.068
	(0.064)	(0.045)
Midwest	−0.306***	−0.006
	(0.080)	(0.057)
South	−0.247***	−0.021
	(0.071)	(0.054)
West	−0.259***	0.014
	(0.077)	(0.063)
Media Literacy	−0.061*	0.012
	(0.026)	(0.022)
Digital Literacy	−0.002	−0.051**
	(0.022)	(0.018)
Constant	−0.115	−0.383***
	(0.129)	(0.113)
Sample	Study 1 Video	Study 4 Video
N	1,254	2,146
R^2	0.227	0.221

+p < .1; *p < .05; **p < .01; ***p < .001

Table B47: Impacts on Trust in Media (Video Treatments, Pooled Allegation Treatment)

B.12 Alternative Analysis Specifications for Studies 1 and 2

Figures B2 and B3 reproduce results for Studies 1 and 2, but using covariate-unadjusted regressions. Figure B4 and Figure B5 reproduce results for Studies 1 and 2, but with the inclusion of politician fixed effects. Results for these alternative specifications are largely consistent with main results in the paper. Note that these figures also include additional information about the belief outcome measure.

Figure B6 reports politician-specific treatment effects for Studies 1 and 2. Treatment effects are largely similar (statistically indistinguishable) across politicians, with a few exceptions: 1) In Study 1, the IU rebuttal after a video scandal increased support significantly more for Todd Akin than Jesse Jackson, 2) In Study 2, the OR rebuttal after a text-based scandal increased support significantly more for Jesse Jackson than Tim James, and 3) In Study 2, the OR rebuttal after a text-based scandal increased support significantly more for Todd Akin than Tim James and John Murtha.

To complement the results presented in Table B6, we also explored results for individual politicians in Study 1, as shown in Table B57. This allows for the examination of whether certain demographic factors predict politician support. We find expected effects by partisanship (e.g., greater support among Republicans for a Republican politician), as well as weaker effects amongst individuals with greater media literacy. We also find notable results for a couple of politicians—higher support among Black individuals for Jesse Jackson, and lower support among women for Todd Akin (abortion-related scandal).

Figure B7 presents results from Study 1 with the support outcome measure disaggregated into its four constituent outcome measures.

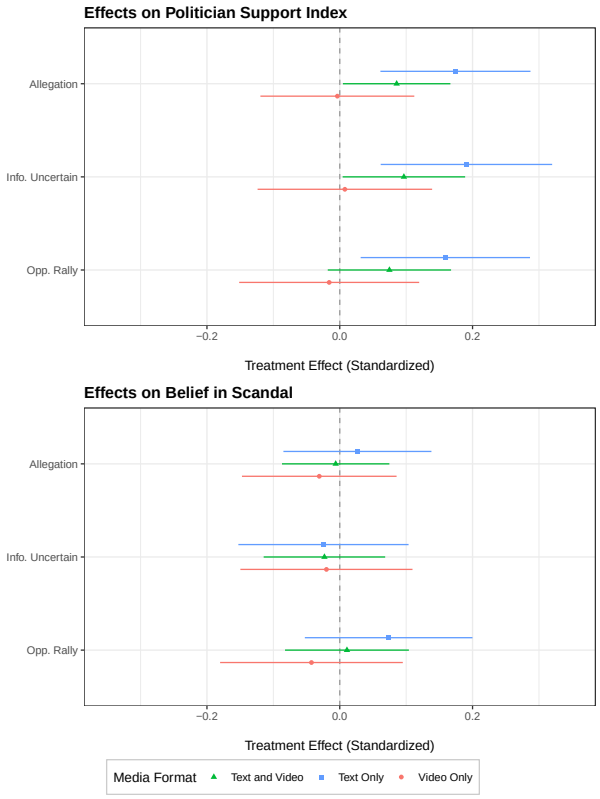

Figure B2: Study 1: Without Covariate Adjustment

Notes: Based on the Study 1 sample. Full tables of results with covariates available as SM Tables B48 and B49.

	Politician Support Index					
	(1)	(2)	(3)	(4)	(5)	(6)
Allegation	0.086*		0.174**		−0.004	
	(0.041)		(0.058)		(0.059)	
Info. Uncertain		0.097*		0.191**		0.008
		(0.047)		(0.066)		(0.067)
Opp. Rally		0.075		0.159*		−0.016
		(0.047)		(0.065)		(0.069)
Constant	−0.000	−0.000	−0.020	−0.020	0.018	0.018
	(0.034)	(0.034)	(0.049)	(0.049)	(0.049)	(0.049)
Sample	Study 1	Study 1	Study 1 Text	Study 1 Text	Study 1 Video	Study 1 Video
N	2,503	2,503	1,249	1,249	1,254	1,254
R^2	0.002	0.002	0.008	0.008	0.00000	0.0001

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B48: Study 1 Regression Results without Covariate Adjustment

Notes: These results without covariate adjustment represent the complete model results, as control variables were not included in these models.

	Belief Index					
	(1)	(2)	(3)	(4)	(5)	(6)
Allegation	−0.006		0.027		−0.031	
	(0.041)		(0.057)		(0.059)	
Info. Uncertain		−0.023		−0.025		−0.020
		(0.047)		(0.065)		(0.066)
Opp. Rally		0.011		0.074		−0.043
		(0.048)		(0.064)		(0.070)
Constant	0.000	0.000	−0.088^{+}	−0.088^{+}	0.082^{+}	0.082^{+}
	(0.034)	(0.034)	(0.047)	(0.047)	(0.049)	(0.049)
Sample	Study 1	Study 1	Study 1 Text	Study 1 Text	Study 1 Video	Study 1 Video
N	2,503	2,503	1,249	1,249	1,254	1,254
R^2	0.00001	0.0002	0.0002	0.002	0.0002	0.0003

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B49: Study 1 Belief Regression Results without Covariate Adjustment

Notes: These results without covariate adjustment represent the complete model results, as control variables were not included in these models.

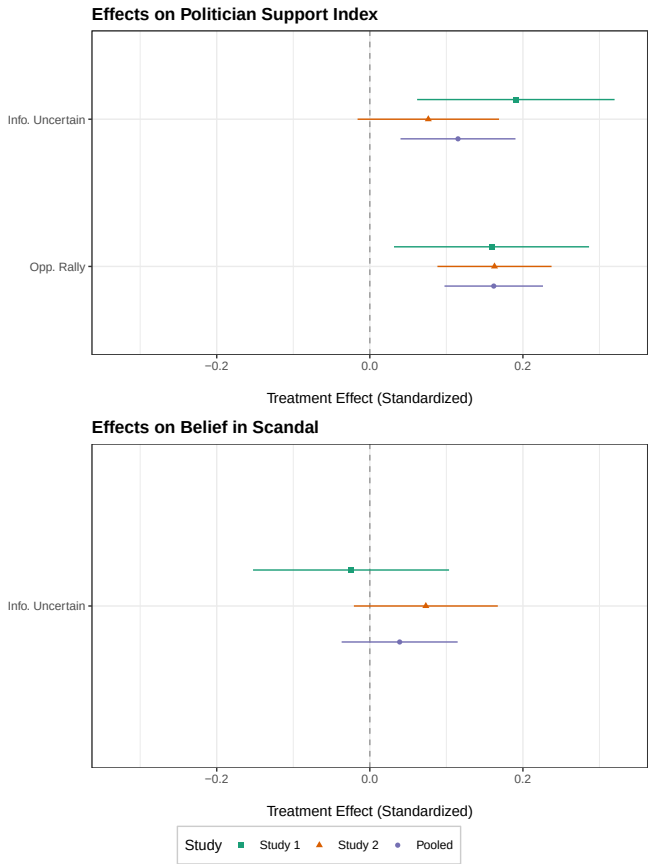

Figure B3: Studies 1 and 2: Without Covariate Adjustment

Notes: Based on the Study 1 and Study 2 samples. Full tables of results with covariates available as SM Tables B50 and B51.

	Politician Support Index		
	(1)	(2)	(3)
Info. Uncertain	0.191**		
	(0.066)		
Opp. Rally	0.159*		
	(0.065)		
Info. Uncertain		0.076	
		(0.047)	
Opp. Rally			0.163***
			(0.038)
Constant	−0.020	0.000	0.000
	(0.049)	(0.034)	(0.028)
Sample	Study 1 Text	Study 2	Study 2
N	1,249	2,518	2,518
R^2	0.008	0.001	0.007

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B50: Studies 1 and 2 Regression Results without Covariate Adjustment

Notes: These results without covariate adjustment represent the complete model results, as control variables were not included in these models.

	Belief Index	
	(1)	(2)
Info. Uncertain	−0.025	
	(0.065)	
Info. Uncertain		0.073
		(0.048)
Constant	−0.088^{+}	−0.000
	(0.047)	(0.034)
Sample	Study 1 Text	Study 2
N	1,249	2,518
R^2	0.002	0.026

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B51: Studies 1 and 2 Belief Regression Results without Covariate Adjustment

Notes: These results without covariate adjustment represent the complete model results, as control variables were not included in these models.

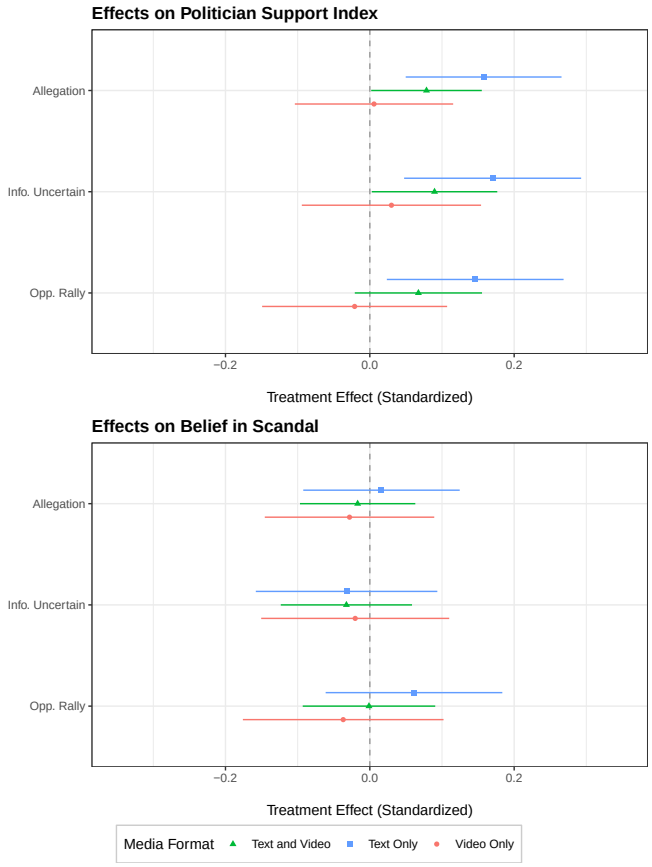

Figure B4: Study 1: With Politician Fixed Effects

Notes: Based on the Study 1 sample. Full tables of results with covariates available as SM Tables B52 and B53.

	Politician Support Index					
	(1)	(2)	(3)	(4)	(5)	(6)
Allegation	0.079*		0.158**		0.006	
	(0.039)		(0.055)		(0.056)	
Info. Uncertain		0.090*		0.170**		0.030
		(0.044)		(0.063)		(0.063)
Opp. Rally		0.067		0.146*		−0.021
		(0.045)		(0.062)		(0.065)
Strong Democrat	0.032	0.032	0.008	0.007	0.037	0.038
	(0.062)	(0.062)	(0.083)	(0.083)	(0.091)	(0.091)
Democrat	0.045	0.045	−0.024	−0.024	0.110	0.110
	(0.055)	(0.055)	(0.078)	(0.078)	(0.077)	(0.077)
Lean Democrat	−0.104+	−0.104+	−0.162*	−0.162+	−0.046	−0.047
	(0.061)	(0.061)	(0.083)	(0.083)	(0.093)	(0.093)
Lean Republican	0.105+	0.105+	0.047	0.045	0.148	0.150+
	(0.061)	(0.061)	(0.081)	(0.081)	(0.091)	(0.090)
Republican	0.283***	0.283***	0.115	0.115	0.449***	0.452***
	(0.066)	(0.066)	(0.090)	(0.090)	(0.097)	(0.097)
Strong Republican	0.278***	0.277***	0.194+	0.193+	0.350***	0.349***
	(0.074)	(0.074)	(0.108)	(0.108)	(0.102)	(0.102)
Female	−0.107**	−0.108**	−0.119*	−0.118*	−0.107*	−0.109*
	(0.037)	(0.037)	(0.051)	(0.051)	(0.054)	(0.054)
Black	0.164*	0.164*	0.061	0.061	0.264**	0.265**
	(0.064)	(0.064)	(0.090)	(0.090)	(0.092)	(0.092)
Hispanic	0.060	0.060	0.037	0.036	0.096	0.096
	(0.069)	(0.069)	(0.096)	(0.096)	(0.097)	(0.096)
Asian	−0.122+	−0.121+	−0.122	−0.121	−0.132	−0.129
	(0.070)	(0.070)	(0.104)	(0.104)	(0.096)	(0.096)
Other Race	0.181+	0.180+	0.136	0.133	0.227	0.230
	(0.101)	(0.101)	(0.145)	(0.145)	(0.143)	(0.144)
Millennial	0.234***	0.235***	0.212*	0.213*	0.246**	0.246**
	(0.063)	(0.063)	(0.090)	(0.090)	(0.089)	(0.089)
Gen X	0.213**	0.213**	0.114	0.115	0.308***	0.306***
	(0.065)	(0.065)	(0.093)	(0.093)	(0.093)	(0.093)
Boomer	0.053	0.053	−0.014	−0.014	0.115	0.115
	(0.068)	(0.068)	(0.097)	(0.097)	(0.098)	(0.098)
Silent Gen.	0.115	0.116	−0.079	−0.078	0.340+	0.342+
	(0.119)	(0.119)	(0.163)	(0.164)	(0.176)	(0.176)
Some College	−0.065	−0.065	−0.046	−0.045	−0.101	−0.102
	(0.048)	(0.048)	(0.067)	(0.067)	(0.070)	(0.070)
Bachelor's Degree	−0.041	−0.041	−0.065	−0.066	−0.033	−0.033
	(0.057)	(0.057)	(0.080)	(0.080)	(0.080)	(0.080)
Graduate Degree	0.259***	0.259***	0.256**	0.255**	0.251*	0.252**
	(0.067)	(0.067)	(0.091)	(0.091)	(0.097)	(0.097)
Low Income	0.063	0.062	−0.028	−0.029	0.168**	0.167**
	(0.045)	(0.045)	(0.063)	(0.063)	(0.064)	(0.064)
High Income	0.064	0.063	−0.005	−0.004	0.134*	0.131+
	(0.046)	(0.046)	(0.064)	(0.064)	(0.067)	(0.067)
Midwest	−0.014	−0.014	0.020	0.020	−0.036	−0.032
	(0.057)	(0.057)	(0.081)	(0.081)	(0.082)	(0.082)
South	−0.042	−0.042	0.002	0.003	−0.099	−0.101
	(0.050)	(0.050)	(0.069)	(0.069)	(0.072)	(0.072)
West	−0.032	−0.032	−0.086	−0.086	0.019	0.022
	(0.055)	(0.055)	(0.079)	(0.079)	(0.077)	(0.077)
Media Literacy	−0.164***	−0.164***	−0.169***	−0.169***	−0.157***	−0.157***
	(0.020)	(0.020)	(0.026)	(0.026)	(0.029)	(0.029)
Digital Literacy	0.083***	0.083***	0.078***	0.078***	0.098***	0.098***
	(0.016)	(0.016)	(0.022)	(0.022)	(0.022)	(0.022)
John Murtha	0.002	0.003	0.032	0.033	−0.039	−0.037
	(0.050)	(0.050)	(0.069)	(0.069)	(0.072)	(0.072)
Tim James	−0.016	−0.016	0.025	0.026	−0.064	−0.065
	(0.053)	(0.053)	(0.074)	(0.073)	(0.076)	(0.076)
Todd Akin	−0.368***	−0.367***	−0.305***	−0.304***	−0.423***	−0.423***
	(0.051)	(0.051)	(0.073)	(0.073)	(0.073)	(0.073)
Constant	−0.162+	−0.161+	−0.020	−0.020	−0.315*	−0.314*
	(0.097)	(0.097)	(0.141)	(0.141)	(0.137)	(0.137)
Sample	Study 1	Study 1	Study 1 Text	Study 1 Text	Study 1 Video	Study 1 Video
N	2,503	2,503	1,249	1,249	1,254	1,254
R^2	0.124	0.124	0.129	0.129	0.140	0.141

+p < .1; *p < .05; **p < .01; ***p < .001

Table B52: Study 1 Regression Results with Politician Fixed Effects

	Belief Index					
	(1)	(2)	(3)	(4)	(5)	(6)
Allegation	−0.017		0.016		−0.028	
	(0.041)		(0.055)		(0.060)	
Info. Uncertain		−0.032		−0.032		−0.020
		(0.046)		(0.064)		(0.066)
Opp. Rally		−0.001		0.061		−0.037
		(0.047)		(0.062)		(0.071)
Strong Democrat	0.199**	0.200**	0.173+	0.177*	0.212*	0.212*
	(0.066)	(0.066)	(0.088)	(0.088)	(0.101)	(0.101)
Democrat	0.065	0.065	0.074	0.076	0.023	0.024
	(0.058)	(0.058)	(0.081)	(0.081)	(0.084)	(0.084)
Lean Democrat	0.063	0.063	−0.091	−0.093	0.221*	0.221*
	(0.067)	(0.067)	(0.088)	(0.088)	(0.095)	(0.095)
Lean Republican	0.005	0.006	0.029	0.034	−0.019	−0.018
	(0.064)	(0.064)	(0.087)	(0.087)	(0.094)	(0.095)
Republican	−0.023	−0.024	−0.004	−0.002	−0.050	−0.049
	(0.066)	(0.066)	(0.084)	(0.084)	(0.102)	(0.102)
Strong Republican	0.121+	0.122+	0.115	0.117	0.134	0.133
	(0.073)	(0.073)	(0.100)	(0.100)	(0.106)	(0.106)
Female	−0.109**	−0.109**	−0.070	−0.071	−0.132*	−0.132*
	(0.039)	(0.039)	(0.053)	(0.053)	(0.057)	(0.057)
Black	0.086	0.085	0.043	0.044	0.152+	0.152+
	(0.065)	(0.065)	(0.094)	(0.094)	(0.088)	(0.088)
Hispanic	−0.071	−0.071	−0.017	−0.014	−0.090	−0.090
	(0.073)	(0.073)	(0.104)	(0.104)	(0.103)	(0.103)
Asian	−0.183*	−0.184*	−0.224*	−0.227*	−0.116	−0.115
	(0.077)	(0.077)	(0.107)	(0.107)	(0.112)	(0.112)
Other Race	−0.130	−0.129	−0.173	−0.160	−0.088	−0.087
	(0.106)	(0.106)	(0.153)	(0.153)	(0.144)	(0.144)
Millennial	0.124+	0.123+	0.189*	0.182+	0.083	0.083
	(0.066)	(0.066)	(0.093)	(0.094)	(0.092)	(0.092)
Gen X	0.114+	0.114+	0.167+	0.164+	0.067	0.067
	(0.068)	(0.068)	(0.096)	(0.097)	(0.095)	(0.095)
Boomer	0.071	0.071	0.030	0.030	0.144	0.144
	(0.071)	(0.071)	(0.098)	(0.099)	(0.103)	(0.103)
Silent Gen.	0.054	0.053	−0.004	−0.005	0.122	0.123
	(0.116)	(0.117)	(0.149)	(0.149)	(0.174)	(0.174)
Some College	0.024	0.024	0.078	0.076	0.006	0.005
	(0.051)	(0.051)	(0.068)	(0.068)	(0.076)	(0.076)
Bachelor's Degree	0.135*	0.135*	0.179*	0.180*	0.104	0.104
	(0.060)	(0.060)	(0.083)	(0.083)	(0.085)	(0.085)
Graduate Degree	0.246***	0.246***	0.336***	0.339***	0.183+	0.183+
	(0.070)	(0.070)	(0.096)	(0.096)	(0.102)	(0.102)
Low Income	0.035	0.036	0.087	0.090	−0.004	−0.004
	(0.046)	(0.046)	(0.063)	(0.063)	(0.068)	(0.068)
High Income	0.012	0.012	−0.052	−0.055	0.068	0.067
	(0.050)	(0.050)	(0.068)	(0.068)	(0.073)	(0.073)
Midwest	−0.021	−0.022	−0.021	−0.020	−0.017	−0.016
	(0.059)	(0.059)	(0.081)	(0.081)	(0.086)	(0.086)
South	0.017	0.017	−0.061	−0.063	0.104	0.104
	(0.053)	(0.053)	(0.071)	(0.071)	(0.078)	(0.078)
West	−0.014	−0.014	0.012	0.012	−0.041	−0.040
	(0.058)	(0.058)	(0.080)	(0.080)	(0.084)	(0.084)
Media Literacy	−0.034+	−0.034+	−0.047+	−0.046+	−0.029	−0.029
	(0.020)	(0.020)	(0.027)	(0.027)	(0.031)	(0.031)
Digital Literacy	0.031+	0.031+	0.072**	0.073**	−0.011	−0.011
	(0.016)	(0.016)	(0.022)	(0.022)	(0.023)	(0.023)
John Murtha	0.176***	0.175***	0.323***	0.320***	0.064	0.064
	(0.052)	(0.052)	(0.071)	(0.071)	(0.074)	(0.074)
Tim James	0.156**	0.155**	0.319***	0.316***	0.015	0.015
	(0.054)	(0.054)	(0.074)	(0.074)	(0.076)	(0.076)
Todd Akin	0.179**	0.178**	0.411***	0.406***	−0.022	−0.022
	(0.057)	(0.057)	(0.076)	(0.076)	(0.082)	(0.082)
Constant	−0.348***	−0.349***	−0.714***	−0.714***	−0.053	−0.052
	(0.103)	(0.103)	(0.143)	(0.143)	(0.144)	(0.144)
Sample	Study 1	Study 1	Study 1 Text	Study 1 Text	Study 1 Video	Study 1 Video
N	2,503	2,503	1,249	1,249	1,254	1,254
R^2	0.040	0.040	0.088	0.090	0.037	0.037

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B53: Study 1 Belief Regression Results with Politician Fixed Effects

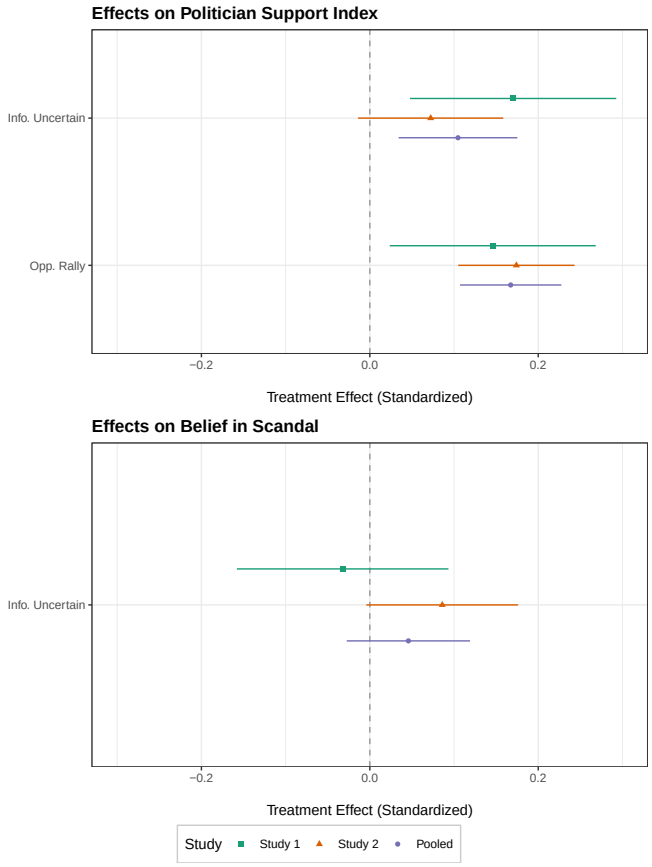

Figure B5: Studies 1 and 2: With Politician Fixed Effects

Notes: Based on the Study 1 and Study 2 samples. Full tables of results with covariates available as SM Tables B54 and B55.

	Politician Support Index		
	(1)	(2)	(3)
Info. Uncertain	0.170^{**}		
	(0.063)		
Opp. Rally	0.146^{*}		
	(0.062)		
Info. Uncertain		0.072	
		(0.044)	
Opp. Rally			0.174^{***}
			(0.035)
Strong Democrat	0.007	0.289^{***}	0.265^{***}
	(0.083)	(0.062)	(0.062)
Democrat	−0.024	0.150^{**}	0.103^{+}
	(0.078)	(0.055)	(0.054)
Lean Democrat	-0.162^{+}	−0.058	−0.069
	(0.083)	(0.055)	(0.058)
Lean Republican	0.045	0.169^{**}	0.096^{+}
	(0.081)	(0.059)	(0.058)
Republican	0.115	0.302^{***}	0.118^{+}
	(0.090)	(0.063)	(0.062)
Strong Republican	0.193^{+}	0.295^{***}	0.233^{**}
	(0.108)	(0.077)	(0.073)
Female	-0.118^{*}	-0.142^{***}	-0.154^{***}
	(0.051)	(0.037)	(0.037)
Black	0.061	0.094	0.146^{*}
	(0.090)	(0.061)	(0.062)
Hispanic	0.036	−0.053	-0.193^{**}
	(0.096)	(0.078)	(0.074)
Asian	−0.121	−0.003	0.024
	(0.104)	(0.076)	(0.077)
Other Race	0.133	-0.208^{+}	0.091
	(0.145)	(0.117)	(0.110)
Millennial	0.213^{*}	0.089	0.088
	(0.090)	(0.060)	(0.060)
Gen X	0.115	0.089	0.113^{+}
	(0.093)	(0.064)	(0.063)
Boomer	−0.014	−0.067	−0.061
	(0.097)	(0.064)	(0.063)
Silent Gen.	−0.078	-0.203^{*}	−0.051
	(0.164)	(0.103)	(0.105)
Some College	−0.045	-0.092^{+}	0.052
	(0.067)	(0.048)	(0.046)
Bachelor's Degree	−0.066	−0.087	−0.006
	(0.080)	(0.054)	(0.054)
Graduate Degree	0.255^{**}	0.264^{***}	0.282^{***}
	(0.091)	(0.062)	(0.061)
Low Income	−0.029	0.070	−0.0004
	(0.063)	(0.046)	(0.044)
High Income	−0.004	0.107^{*}	0.066
	(0.064)	(0.046)	(0.046)
Midwest	0.020	−0.029	0.066
	(0.081)	(0.057)	(0.057)
South	0.003	0.005	0.027
	(0.069)	(0.049)	(0.048)
West	−0.086	−0.002	0.023
	(0.079)	(0.055)	(0.054)
Media Literacy	-0.169^{***}	-0.197^{***}	-0.201^{***}
	(0.026)	(0.020)	(0.020)
Digital Literacy	0.078^{***}	0.079^{***}	0.100^{***}
	(0.022)	(0.016)	(0.016)
John Murtha	0.033		
	(0.069)		
Tim James	0.026		
	(0.073)		
Todd Akin	-0.304^{***}		
	(0.073)		
John Murtha		0.080^{+}	
		(0.047)	
Tim James		0.119^{*}	
		(0.052)	
Todd Akin		-0.257^{***}	
		(0.051)	
John Murtha			0.270^{***}
			(0.047)
Tim James			0.292^{***}
			(0.051)
Todd Akin			−0.048
			(0.050)
Constant	−0.020	-0.168^{+}	-0.417^{***}
	(0.141)	(0.100)	(0.096)
Sample	Study 1 Text	Study 2	Study 2
N	1,249	2,518	2,518
R^2	0.129	0.160	0.161

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B54: Studies 1 and 2 Regression Results with Politician Fixed Effects

	Belief Index	
	(1)	(2)
Info. Uncertain	−0.032	
	(0.064)	
Info. Uncertain		0.086^{+}
		(0.046)
Strong Democrat	0.177*	0.331***
	(0.088)	(0.061)
Democrat	0.076	0.171**
	(0.081)	(0.055)
Lean Democrat	−0.093	0.135*
	(0.088)	(0.065)
Lean Republican	0.034	0.017
	(0.087)	(0.063)
Republican	−0.002	0.021
	(0.084)	(0.068)
Strong Republican	0.117	0.150^{+}
	(0.100)	(0.080)
Female	−0.071	−0.022
	(0.053)	(0.039)
Black	0.044	−0.090
	(0.094)	(0.066)
Hispanic	−0.014	−0.211**
	(0.104)	(0.081)
Asian	−0.227*	−0.146^{+}
	(0.107)	(0.078)
Other Race	−0.160	−0.251^{+}
	(0.153)	(0.129)
Millennial	0.182^{+}	0.127*
	(0.094)	(0.062)
Gen X	0.164^{+}	0.057
	(0.097)	(0.067)
Boomer	0.030	−0.019
	(0.099)	(0.067)
Silent Gen.	−0.005	−0.049
	(0.149)	(0.103)
Some College	0.076	−0.020
	(0.068)	(0.050)
Bachelor's Degree	0.180*	−0.013
	(0.083)	(0.056)
Graduate Degree	0.339***	0.181**
	(0.096)	(0.065)
Low Income	0.090	−0.009
	(0.063)	(0.047)
High Income	−0.055	0.053
	(0.068)	(0.049)
Midwest	−0.020	0.048
	(0.081)	(0.059)
South	−0.063	0.006
	(0.071)	(0.050)
West	0.012	−0.059
	(0.080)	(0.058)
Media Literacy	−0.046^{+}	0.034^{+}
	(0.027)	(0.020)
Digital Literacy	0.073**	0.064***
	(0.022)	(0.016)
John Murtha	0.320***	
	(0.071)	
Tim James	0.316***	
	(0.074)	
Todd Akin	0.406***	
	(0.076)	
John Murtha		0.368***
		(0.052)
Tim James		0.412***
		(0.054)
Todd Akin		0.358***
		(0.056)
Constant	−0.714***	−0.654***
	(0.143)	(0.106)
Sample	Study 1 Text	Study 2
N	1,249	2,518
R^2	0.090	0.115

$^{+}$p < .1; *p < .05; **p < .01; ***p < .001

Table B55: Studies 1 and 2 Belief Regression Results with Politician Fixed Effects

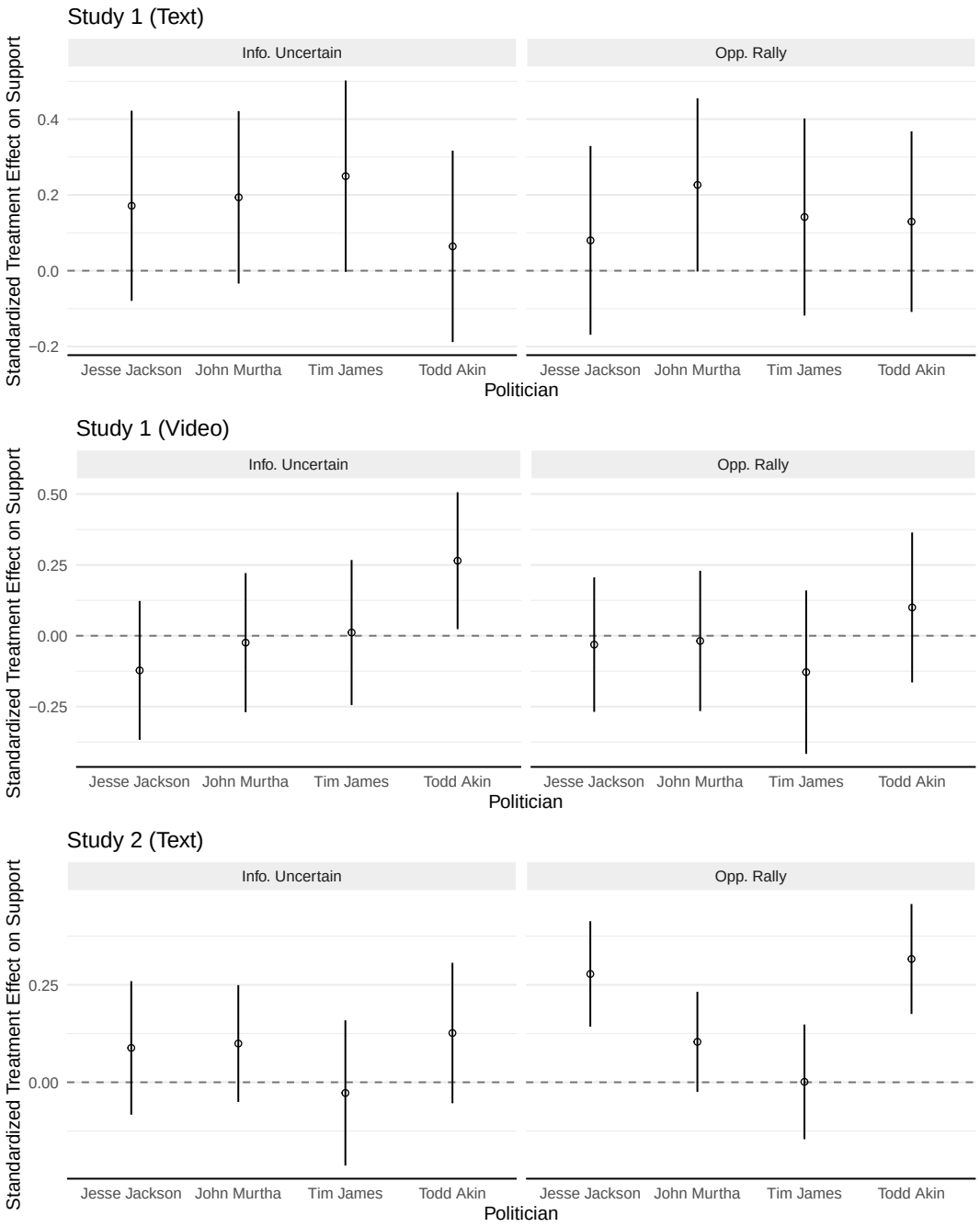

Figure B6: Treatment Effects by Politician

Notes: Based on the Study 1 and Study 2 samples. Full table of results with covariates available as SM Table B56.

	Politician Support Index			
	(1)	(2)	(3)	(4)
Info. Uncertain	0.171	−0.122	0.088	
	(0.128)	(0.125)	(0.087)	
Opp. Rally	0.080	−0.031		0.278***
	(0.127)	(0.121)		(0.069)
John Murtha	−0.026	−0.073	0.071	0.361***
	(0.130)	(0.125)	(0.082)	(0.070)
Tim James	−0.018	−0.082	0.176+	0.430***
	(0.138)	(0.126)	(0.095)	(0.076)
Todd Akin	−0.288*	−0.599***	−0.346***	−0.062
	(0.128)	(0.126)	(0.092)	(0.072)
Strong Democrat	0.002	0.042	0.287***	0.268***
	(0.084)	(0.091)	(0.062)	(0.062)
Democrat	−0.025	0.109	0.145**	0.097+
	(0.078)	(0.077)	(0.055)	(0.053)
Lean Democrat	−0.166*	−0.052	−0.060	−0.069
	(0.083)	(0.094)	(0.055)	(0.059)
Lean Republican	0.031	0.142	0.165**	0.096+
	(0.082)	(0.091)	(0.059)	(0.057)
Republican	0.119	0.448***	0.301***	0.125*
	(0.090)	(0.098)	(0.063)	(0.061)
Strong Republican	0.192+	0.350***	0.295***	0.234**
	(0.108)	(0.103)	(0.077)	(0.073)
Female	−0.119*	−0.110*	−0.142***	−0.153***
	(0.052)	(0.054)	(0.037)	(0.036)
Black	0.060	0.268**	0.098	0.142*
	(0.090)	(0.092)	(0.062)	(0.062)
Hispanic	0.037	0.103	−0.058	−0.194**
	(0.097)	(0.096)	(0.078)	(0.074)
Asian	−0.126	−0.123	0.001	0.021
	(0.104)	(0.097)	(0.076)	(0.076)
Other Race	0.126	0.228	−0.215+	0.083
	(0.150)	(0.142)	(0.117)	(0.109)
Millennial	0.212*	0.260**	0.088	0.085
	(0.090)	(0.089)	(0.060)	(0.060)
Gen X	0.114	0.307***	0.090	0.113+
	(0.093)	(0.093)	(0.064)	(0.063)
Boomer	−0.013	0.122	−0.068	−0.062
	(0.097)	(0.098)	(0.064)	(0.063)
Silent Gen.	−0.079	0.340+	−0.192+	−0.051
	(0.164)	(0.176)	(0.103)	(0.105)
Some College	−0.044	−0.100	−0.088+	0.054
	(0.067)	(0.070)	(0.048)	(0.046)
Bachelor's Degree	−0.066	−0.029	−0.082	−0.004
	(0.080)	(0.080)	(0.054)	(0.053)
Graduate Degree	0.256**	0.253**	0.270***	0.285***
	(0.091)	(0.097)	(0.062)	(0.061)
Low Income	−0.026	0.170**	0.072	0.003
	(0.063)	(0.064)	(0.046)	(0.044)
High Income	−0.004	0.127+	0.106*	0.063
	(0.065)	(0.068)	(0.046)	(0.046)
Midwest	0.022	−0.026	−0.026	0.066
	(0.081)	(0.082)	(0.057)	(0.057)
South	0.0004	−0.100	0.003	0.028
	(0.068)	(0.072)	(0.049)	(0.047)
West	−0.088	0.024	−0.002	0.025
	(0.079)	(0.077)	(0.055)	(0.054)
Media Literacy	−0.168***	−0.156***	−0.196***	−0.201***
	(0.026)	(0.029)	(0.020)	(0.020)
Digital Literacy	0.078***	0.098***	0.079***	0.100***
	(0.022)	(0.022)	(0.016)	(0.015)
Info. Uncertain x John Murtha	0.022	0.098	0.011	
	(0.172)	(0.176)	(0.116)	
Opp. Rally x John Murtha	0.146	0.013		−0.174+
	(0.172)	(0.175)		(0.095)
Info. Uncertain x Tim James	0.078	0.134	−0.116	
	(0.182)	(0.181)	(0.129)	
Opp. Rally x Tim James	0.062	−0.097		−0.277**
	(0.184)	(0.191)		(0.102)
Info. Uncertain x Todd Akin	−0.107	0.387*	0.038	
	(0.181)	(0.175)	(0.127)	
Opp. Rally x Todd Akin	0.050	0.131		0.039
	(0.175)	(0.182)		(0.100)
Constant	0.002	−0.271+	−0.164	−0.473***
	(0.159)	(0.149)	(0.108)	(0.102)
Sample	Study 1 Text	Study 1 Video	Study 2	Study 2
N	1,249	1,254	2,518	2,518
R^2	0.131	0.145	0.163	0.166

+p < .1; *p < .05; **p < .01; ***p < .001

Table B56: Treatment Effects by Politician

	Politician Support Index				
	All	Jackson (D)	Murtha (D)	James (R)	Akin (R)
	(1)	(2)	(3)	(4)	(5)
Info. Uncertain	0.188**	0.165	0.224+	0.234+	0.059
	(0.063)	(0.125)	(0.119)	(0.125)	(0.126)
Opp. Rally	0.151*	0.087	0.303**	0.059	0.148
	(0.063)	(0.127)	(0.114)	(0.125)	(0.122)
Strong Democrat	−0.014	0.320*	0.302*	−0.442*	−0.169
	(0.085)	(0.160)	(0.137)	(0.180)	(0.168)
Democrat	−0.039	0.144	0.350**	−0.359*	−0.185
	(0.080)	(0.155)	(0.127)	(0.163)	(0.174)
Lean Democrat	−0.179*	0.173	−0.065	−0.443**	−0.277
	(0.084)	(0.165)	(0.143)	(0.163)	(0.192)
Lean Republican	0.035	−0.150	0.151	0.042	0.190
	(0.081)	(0.184)	(0.152)	(0.168)	(0.167)
Republican	0.099	−0.218	0.214	0.254	0.284+
	(0.090)	(0.219)	(0.160)	(0.182)	(0.159)
Strong Republican	0.177+	−0.185	−0.273	0.887***	0.320
	(0.107)	(0.218)	(0.206)	(0.184)	(0.212)
Female	−0.112*	−0.038	−0.053	0.007	−0.291**
	(0.052)	(0.104)	(0.089)	(0.105)	(0.111)
Black	0.069	0.305+	−0.160	0.019	0.163
	(0.091)	(0.169)	(0.158)	(0.189)	(0.197)
Hispanic	0.030	0.113	−0.199	−0.100	0.276+
	(0.095)	(0.181)	(0.208)	(0.239)	(0.154)
Asian	−0.133	−0.010	−0.036	−0.385+	−0.156
	(0.106)	(0.235)	(0.173)	(0.211)	(0.186)
Other Race	0.101	0.148	−0.032	−0.057	0.427
	(0.140)	(0.157)	(0.382)	(0.268)	(0.262)
Millennial	0.195*	0.206	0.043	0.317+	0.336+
	(0.090)	(0.164)	(0.182)	(0.178)	(0.200)
Gen X	0.104	0.301+	−0.241	0.259	0.154
	(0.093)	(0.166)	(0.187)	(0.185)	(0.202)
Boomer	−0.024	0.062	−0.203	0.202	0.013
	(0.097)	(0.182)	(0.184)	(0.198)	(0.215)
Silent Gen.	−0.090	−0.122	−0.387	0.118	0.115
	(0.164)	(0.333)	(0.279)	(0.281)	(0.415)
Some College	−0.062	−0.097	0.017	−0.036	−0.091
	(0.067)	(0.125)	(0.117)	(0.157)	(0.141)
Bachelor's Degree	−0.075	−0.037	0.015	−0.261	0.003
	(0.080)	(0.158)	(0.146)	(0.165)	(0.159)
Graduate Degree	0.249**	0.349*	0.257	0.262	0.275
	(0.092)	(0.173)	(0.160)	(0.201)	(0.201)
Low Income	−0.048	0.014	−0.135	−0.004	−0.014
	(0.064)	(0.121)	(0.110)	(0.139)	(0.130)
High Income	−0.012	−0.180	−0.043	0.076	0.070
	(0.065)	(0.132)	(0.116)	(0.126)	(0.128)
Midwest	0.027	−0.135	−0.006	0.039	0.147
	(0.082)	(0.169)	(0.142)	(0.162)	(0.173)
South	0.009	−0.112	−0.094	−0.010	0.180
	(0.070)	(0.133)	(0.131)	(0.154)	(0.138)
West	−0.081	−0.150	−0.222	−0.015	−0.014
	(0.081)	(0.167)	(0.146)	(0.163)	(0.156)
Media Literacy	−0.168***	−0.142*	−0.048	−0.169***	−0.344***
	(0.027)	(0.056)	(0.046)	(0.050)	(0.052)
Digital Literacy	0.079***	0.014	0.049	0.129**	0.143**
	(0.022)	(0.043)	(0.039)	(0.046)	(0.045)
Constant	−0.058	0.093	0.063	−0.205	−0.409
	(0.137)	(0.283)	(0.265)	(0.269)	(0.289)
Sample	Study 1 Text	Study 1 Text	Study 1 Text	Study 1 Text	Study 1 Text
N	1,249	300	325	318	306
R^2	0.107	0.136	0.151	0.263	0.303

+p < .1; *p < .05; **p < .01; ***p < .001

Table B57: Study 1 Regression Results by Politician

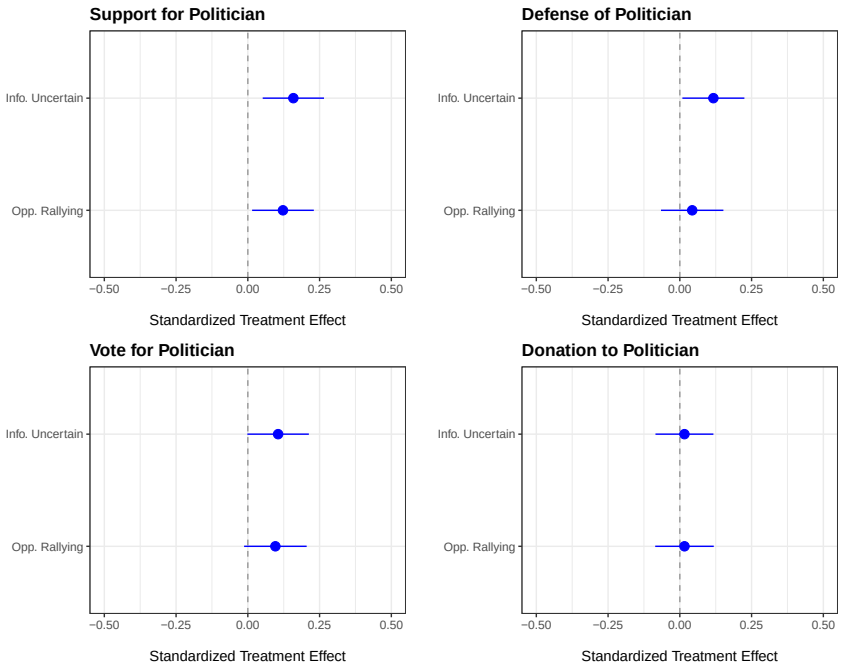

Figure B7: Study 1: Support Outcome Disaggregated

Notes: Based on the Study 1 sample. Full table of results with covariates available as SM Table B58.

	Support	Defend	Vote	Donate
	(1)	(2)	(3)	(4)
Info. Uncertain	0.159**	0.117*	0.105+	0.016
	(0.054)	(0.055)	(0.055)	(0.051)
Opp. Rally	0.122*	0.043	0.096+	0.016
	(0.055)	(0.055)	(0.056)	(0.052)
Strong Democrat	−0.027	−0.046	0.092	0.078
	(0.076)	(0.077)	(0.077)	(0.070)
Democrat	−0.002	0.013	0.090	0.124+
	(0.069)	(0.069)	(0.069)	(0.064)
Lean Democrat	−0.112	−0.166*	−0.079	−0.082
	(0.078)	(0.082)	(0.076)	(0.075)
Lean Republican	0.104	0.089	0.144+	0.086
	(0.074)	(0.075)	(0.074)	(0.073)
Republican	0.313***	0.323***	0.343***	0.257**
	(0.082)	(0.081)	(0.080)	(0.079)
Strong Republican	0.205*	0.274**	0.355***	0.285***
	(0.087)	(0.085)	(0.089)	(0.084)
Female	−0.088+	−0.137**	−0.117*	−0.107*
	(0.046)	(0.046)	(0.046)	(0.044)
Black	0.127	0.181*	0.210**	0.188*
	(0.078)	(0.082)	(0.080)	(0.075)
Hispanic	0.053	0.056	0.099	0.069
	(0.083)	(0.087)	(0.085)	(0.082)
Asian	−0.210*	−0.230**	−0.099	−0.029
	(0.087)	(0.088)	(0.092)	(0.085)
Other Race	0.220+	0.171	0.198	0.210
	(0.122)	(0.117)	(0.121)	(0.139)
Millennial	0.289***	0.246**	0.275***	0.184*
	(0.075)	(0.079)	(0.077)	(0.075)
Gen X	0.264***	0.255**	0.265**	0.109
	(0.078)	(0.083)	(0.081)	(0.078)
Boomer	0.127	0.123	0.101	−0.100
	(0.082)	(0.085)	(0.084)	(0.079)
Silent Gen.	0.196	0.183	0.086	−0.034
	(0.140)	(0.142)	(0.143)	(0.141)
Some College	−0.047	−0.074	−0.108+	−0.128*
	(0.060)	(0.061)	(0.059)	(0.057)
Bachelor's Degree	−0.019	−0.058	−0.065	−0.085
	(0.069)	(0.070)	(0.070)	(0.065)
Graduate Degree	0.263**	0.209*	0.246**	0.328***
	(0.081)	(0.082)	(0.082)	(0.079)
Low Income	0.008	0.034	−0.005	0.155**
	(0.055)	(0.056)	(0.055)	(0.052)
High Income	0.029	0.061	0.070	0.103+
	(0.057)	(0.058)	(0.058)	(0.053)
Midwest	−0.023	−0.002	0.033	0.033
	(0.070)	(0.071)	(0.070)	(0.067)
South	−0.020	−0.116+	−0.013	0.026
	(0.062)	(0.063)	(0.062)	(0.058)
West	−0.042	−0.028	0.001	−0.028
	(0.069)	(0.070)	(0.069)	(0.064)
Media Literacy	−0.154***	−0.147***	−0.159***	−0.239***
	(0.025)	(0.024)	(0.024)	(0.022)
Digital Literacy	0.085***	0.082***	0.081***	0.101***
	(0.019)	(0.019)	(0.019)	(0.018)
Constant	2.341***	2.464***	2.252***	1.948***
	(0.114)	(0.116)	(0.114)	(0.109)
Sample	Study 1	Study 1	Study 1	Study 1
N	2,503	2,503	2,503	2,503
R^2	0.067	0.067	0.076	0.130

+p < .1; *p < .05; **p < .01; ***p < .001

Table B58: Study 1 Support Outcome Disaggregated

B.13 Design Choices Based on a Pilot Study

We administered a pilot study in August 2020 to 916 American adult Amazon Mechanical Turk workers. The purpose of the study was to test a set of candidate videos for inclusion in the main study, to evaluate potential wordings of the politician response treatments, and to perform basic manipulation checks (i.e., whether respondents could see and hear the videos and whether they could correctly recall the stated political party of the politician). Table B59 summarizes how the results of the pilot study informed the design of our main study.

Question	**Pilot Result**	**Design Decision**
Are informational uncertainty and oppositional rallying mechanisms distinct enough to use as separate treatments?	IU and OR appear to have distinct impacts on outcome measures: IU has large, negative impact on belief measure; OR has large, positive impact on support measure	We will use IU and OR as distinct politician response treatments.
What is the best way to measure informational uncertainty?	Use of a bi-directional uncertainty measure was confusing and did not give us additional information beyond the distribution of the belief measure.	We will use distribution of the belief measure to evaluate uncertainty. Belief measure scale and all outcome measures will be unidirectional to be clearer for participants.
Does use of the term "fake news" carry partisan connotation?	Yes, "fake news" has a statistically significant association with Republican party, and is visibly a polarizing term in open-ended responses.	We will use alternative term "false and misleading" to describe stories in the politician response treatments.
Which video treatments from candidate set of 6 are best to use?	All videos were generally perceived as moderately embarrassing and plausibly faked, which makes them comparable and usable in a study of the liar's dividend. We found respondents were more familiar with two of the politicians/events depicted.	We will use four videos (2 Democrat, 2 Republican). Two are more familiar to respondents and thus serve as a harder test for our theory, given that we expect respondents' beliefs and support to change. The second two videos are less familiar.
Are respondents able to see/hear videos?	98% reported no difficulties.	We include subtitles in videos in case some respondents have trouble hearing them.
Can respondents correctly identify politician party that was provided to them from video description?	Between 77% and 88% correctly identify politician party.	We will mention politician party multiple times in the video/text description and title.
What sample size is necessary for the main study?	A MDE of 0.16 is possible with a sample size of 2,500.	Our study should have at least 2,500 respondents.

Table B59: Pilot Study Results that Inform Study Design

Another important note relates to the kinds of scandals we study here, based on those available and selected through the pilot process. Thompson (2000) defines scandals as "actions or events involving certain kinds of transgressions which become known to others and are sufficiently serious to elicit a public response." Indeed, evidence from our last study suggests that 67% of respondents agreed with the statement that their assigned scandal was indeed damaging to the politician's reputation.

However, the scandals studied here relate particularly to identity politics—three scandals pertain to race and ethnicity, while one scandal centers on gender and abortion—and thus differ from other types of scandals such as financial corruption or sex-based scandals. These characteristics of the scandals are likely to impact evaluative effects for politicians (Sikorski 2018) and have some bearing on the generalizability of our findings.

B.14 References

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