condition

1 = Watched Fox

2 = Watched MSNBC

effect

We are interested in how effective you find the argument made in these segments. In so doing, please view the argument in an evenhanded way, putting any concerns about the source aside. We will then (next) ask that you justify the reasons for your judgment – that is, why you found the argument less or more effective. For now, please check one point on the scale below.

1	2	3	4	5	6	7
definitely NOT effective			*not sure*			*definitely effective*

support

Putting the source aside, would you say this argument, overall, comes across as being more opposed, neither opposed nor supportive, or more supportive of efforts to increase the domestic production of oil and natural gas?

1	2	3	4	5	6	7
definitely opposed			*neither*			*definitely support*

tfox

Generally speaking, how much do you trust Fox News?

1	2	3	4	5	6	7
not at all	*not very much*	*a little*	*a moderate amount*	*a good amount*	*a great deal*	*complete trust*

kfox

Generally speaking, how knowledgeable do you find Fox News?

1	2	3	4	5	6	7
not at all	*not very much*	*a little*	*a moderate amount*	*a good amount*	*a great deal*	*complete knowledge*

tmsnbc

Generally speaking, how much do you trust MSNBC?

1	2	3	4	5	6	7
not at all	*not very much*	*a little*	*a moderate amount*	*a good amount*	*a great deal*	*complete trust*

kmsnbc
Generally speaking, how knowledgeable do you find MSNBC?

1	2	3	4	5	6	7
not at all	*not very much*	*a little*	*a moderate amount*	*a good amount*	*a great deal*	*complete knowledge*

dem (Independents were excluded)
0 = Republican
1 = Democrat

Generally speaking, would you describe yourself as a Democrat, a Republican, or an Independent?

Democrat	*Republican*	*Independent*