Supporting Materials:
The Effect of Human vs. Automated Interaction on Willingness to Participate in Government Programs: The Role of Representation

Experimental Vignettes

Figure 1: Female Employee Vignette

Please read this information. A question will follow.

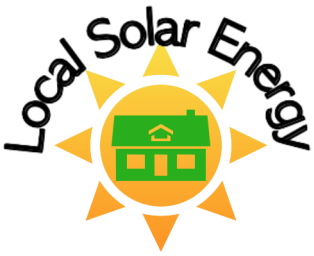
Some local governments have adopted the Local Solar Energy Program. This program purchases and installs rooftop solar panels for residents, which help reduce their energy costs, if they agree to donate their excess energy credits to the program for one year. Excess energy credits come from energy produced but not used by the household. There are also "shared solar" opportunities for individuals living in apartments or condominiums.

Applications are processed through a centralized system at the National Organization of Environmental Agencies.

Mary Anderson, the head of the local programs office, can provide answers to your questions about the program. She will also contact you about your application and guide you through the rest of the process.

Figure 2: Male Employee Vignette

Please read this information. A question will follow.



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Matthew Anderson, the head of the local programs office, can provide answers to your questions about the program. He will also contact you about your application and guide you through the rest of the process.

Figure 3: Automated System Vignette

Please read this information. A question will follow.

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Applications are processed through a centralized system at the National Organization of Environmental Agencies.

A computerized system is set up to provide answers to your questions about the program. You will also receive an automated email about your application and the computerized system will guide you through the rest of the process.

Outcome Variable

> If you have rooftop solar panels, please imagine that you do not while answering this question. If you do not have rooftop solar panels, please simply answer this question.
>
> If the **Local Solar Energy Program** were available in your locality, how willing would you be to apply for this program?
>
> – Not willing at all (0) _____ Completely willing (100)

All other variables used in the analysis are part of the 2019 Cooperative Election Study Common Content (codebook available here).

Ansolabehere, Stephen, Brian Schaffner, and Samantha Luks. 2020, ‘‘CCES Common Content, 2019”, https://doi.org/10.7910/DVN/WOT7O8, Harvard Dataverse, V1.