Replication Instructions for

Pride amid Prejudice: The Impact of LGBT+ Rights Activism in a Socially Conservative Society

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Below are instructions for replicating all manuscript and online appendix tables and figures in STATA using the dataset "**Sarajevo Pride_replication data.dta**". Excel spreadsheets are also included for several figures including those using publically available European Social Survey, World Values Survey, and Afrobarometer data using "**Sarajevo Pride_excel figures replication data.xls**". Please contact Sam Whitt (swhitt@highpoint.edu) for questions regarding data replication.

Contents

Table 1. Pre, Post-Pride Sample Demographic Summary and Balance Tests

	Pre-Pride Sample			Post-Pride Sample			
	N	Mean	SD	N	Mean	SD	Balance
male	1,306	0.44	0.50	1,379	0.44	0.50	0.01
age	1,306	43.71	16.24	1,379	43.39	15.83	0.03
education	1,297	6.23	2.06	1,374	6.31	2.19	0.03
rural	1,306	1.36	0.48	1,379	1.42	0.49	0.06**
unemployed	1,306	0.20	0.40	1,379	0.17	0.38	0.03
Serb	1,306	0.26	0.44	1,379	0.23	0.42	0.03
Bosniak	1,306	0.54	0.50	1,379	0.57	0.50	0.03
Croat	1,306	0.10	0.30	1,379	0.08	0.27	0.01
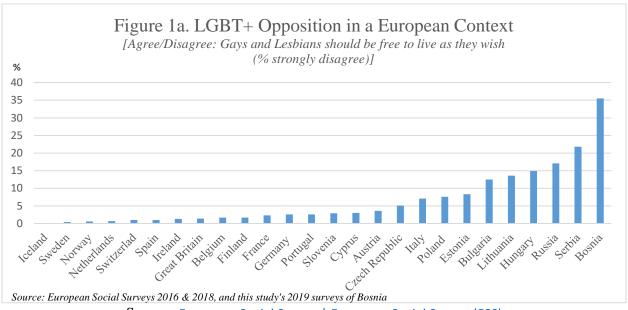
sum Men if treatment==0
sum Men if treatment==1
ksmirnov Men, by(treatment)
sum age if treatment==0
sum age if treatment==1
ksmirnov age, by(treatment)
sum Education if treatment==0
sum Education if treatment==1
ksmirnov Education, by(treatment)
sum rural if treatment==0
sum rural if treatment==1
ksmirnov rural, by(treatment)
sum unemployed if treatment==0
sum unemployed if treatment==1
ksmirnov unemployed, by(treatment)
sum Serb if treatment==0
sum Serb if treatment==1
ksmirnov Serb, by(treatment)
sum Bosniak if treatment==0
sum Bosniak if treatment==1
ksmirnov Bosniak, by(treatment)
sum Croat if treatment==0
sum Croat if treatment==1
ksmirnov Croat, by(treatment)
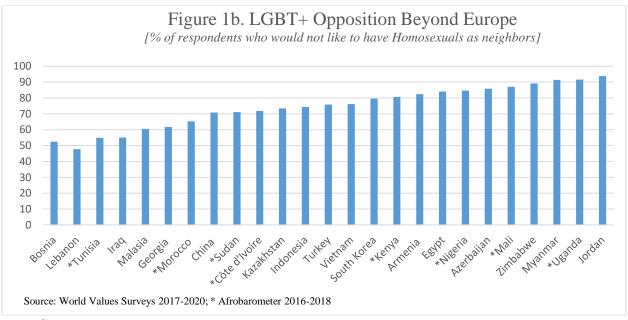
See excel spreadsheet "Bosnia LGBT ESS WVS comparison data"
For replication of Figure 1a-b.

Figure 1a. LGBT+ Opposition in a European Context
[Agree/Disagree: Gays and Lesbians should be free to live as they wish (% strongly disagree)]

%

Source: European Social Surveys 2016 & 2018, and this study's 2019 surveys of Bosnia

Source: European Social Survey | European Social Survey (ESS)
Our data (tab Gayrights, report those in 0 "strongly disagree" category)

Figure 1b. LGBT+ Opposition Beyond Europe
[% of respondents who would not like to have Homosexuals as neighbors]

Source: World Values Surveys 2017-2020; * Afrobarometer 2016-2018

Sources: WVS Database (worldvaluessurvey.org); Afrobarometer (www.afrobarometer.org)

"Before the Pride, it is worth noting the strong opposition outside Sarajevo (65.1% strongly opposed). Even inside Sarajevo, where support and opposition was more divided, the modal response was "strongly oppose" (40%)."

tab supportpride if treatment==0 & sarajevocity==0
tab supportpride if treatment==0 & sarajevocity==1

"Figure 2 shows little to no movement in public opinion outside Sarajevo following the Pride, where opposition remains unchanged (64.6% strongly opposed)."

tab supportpride if treatment==1 & sarajevocity==0

"However, inside Sarajevo, there is a near 10% drop in strong opposition from before to after the Pride, while those strongly supporting the Pride has increased nearly 9%."

Calculated from Manuscript Figure 2:

40.00(opposition before pride) – 30.35(strong opposition after pride) = 9.65% decrease
19.70(strong support before pride) to 28.61 (strong support after pride) = 8.91% increase

More symbolically, the shift from majority opposition (56.72% opposed) to majority support (51.74% support) following the Pride indicates how the Pride could have "flipped" public opinion in Sarajevo in the direction of LGBT+ support.

40.00+16.72 = 56.72 (opposition before pride)
28.61+23.13 = 51.74 (support after pride)

Manuscript Figure 2

See excel spreadsheet "…." For replication of Figure 2. Simple percentages are calculated using the following STATA code:

tab supportpride if treatment==0 & sarajevocity==0
tab supportpride if treatment==0 & sarajevocity==1
tab supportpride if treatment==1 & sarajevocity==0
tab supportpride if treatment==1 & sarajevocity==1

Table 2. Effect of the Pride on Support for LGBT+ Activism (OLS)

	Model 1	Model 2	Model 3	Model 4
	Support for Sarajevo Pride	Support for Sarajevo Pride	Support for Sarajevo Pride	Support for Sarajevo Pride
Pride Treatment	-0.0241	-0.0241		
	(0.0379)	(0.0499)		
Sarajevo	0.714***	0.714***		
	(0.0696)	(0.144)		
Pride txt x Sarajevo	0.294***	0.294***	0.154***	0.160***
	(0.0954)	(0.0814)	(0.0377)	(0.0386)
Constant	1.516***	1.516***	2.416***	2.434***
	(0.0274)	(0.0438)	(0.0187)	(0.0224)
SEs	Robust	Clustered by municipality	Robust Panel Fixed effects Wave 1, 2	Robust Panel Fixed effects Wave 1,2,3
Sample	Full Sample	Full Sample	Sarajevo	Sarajevo
Observations	2,430	2,430	482	579
R-squared	0.164	0.164	0.068	0.046
adj. r2	0.163	0.163	0.0661	0.0439
Number of groups			254	255

Support for Sarajevo Pride: 1 (strongly oppose Pride) – 4 (strongly support Pride). Sarajevo: 0 (Bosnia-wide survey), 1 (Sarajevo survey). Pride Treatment: 0 (pre-Pride data), 1 (post-Pride data). Robust standard errors in parentheses. *** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity, robust

reg supportpride treatment##sarajevocity, cluster(municipality)

xtset sms_id

xtreg supportpride treatment if panel==1 & wave3==0, fe robust
xtreg supportpride treatment if panel==1, fe robust
(reports r2(within) for each xt model)
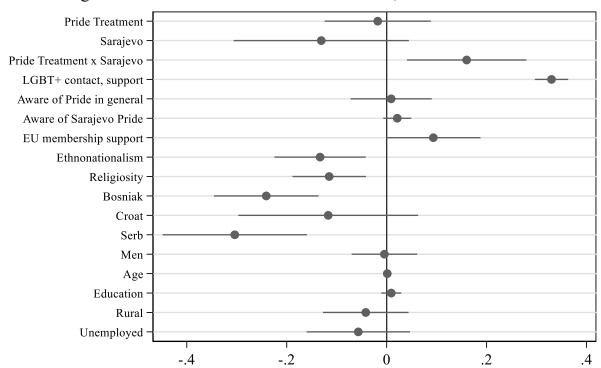
Figure 3. Pride Effects on LGBT+ Activism, Extended Controls

N=2190, R2=0.48, OLS regression, robust standard errors clustered by municipality

cem age rural, treatment(treatment)

reg supportpride treatment##sarajevocity alphaclosecontact heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed [pweight = cem_weight], cluster(municipality)

coefplot, xline(0) nolabel drop(_cons) scheme(s1mono) title("Figure 3. Pride Effects on LGBT+ Activism, Extended Controls", size(medlarge)) note("N=2190, R2=0.48, OLS regression, robust standard errors clustered by municipality")

Note: additional formatting required

Figure 4. Mobilization for and Counter-Mobilization against LGBT+ Activism

Model 1 N = 2560, Model 2 N = 2518, OLS regression, robust standard errors clustered by municipality

reg AttendPride GayActivistTreatment treatment##sarajevocity, cluster(municipality)
estimates store a1
reg ProtestPride HomophobeTreatment treatment##sarajevocity, cluster(municipality)
estimates store a2
coefplot a1 || a2, xline(0) nolabel drop(_cons) scheme(s1mono)
Note: Additional Labeling and Formatting Required
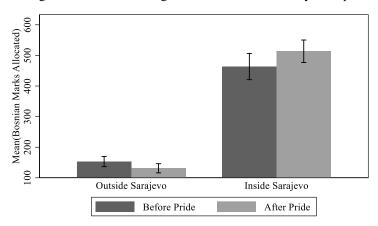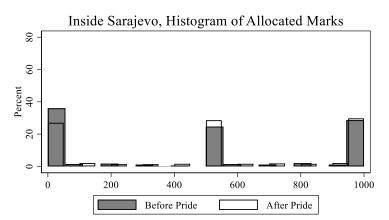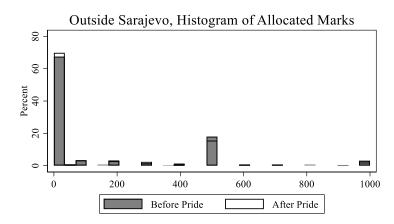
Figure 5. Dictator Giving to Pro-LGBT+ Advocacy Group

cibar dgprogay, over2(sarajevocity) over1(treatment) graphopts(scheme(s1mono) name(G1, replace) ytitle("Bosnian Marks Allocated"))

twoway (histogram dgprogay if sarajevocity==1 & treatment==0, percent ylabel(0(20)80) title("Inside Sarajevo, Histogram of Allocated Marks")) (histogram dgprogay if

sarajevocity==1 & treatment==1, percent ylabel(0(20)80) fcolor(none) lcolor(black)), scheme(s1mono) name(G2, replace)
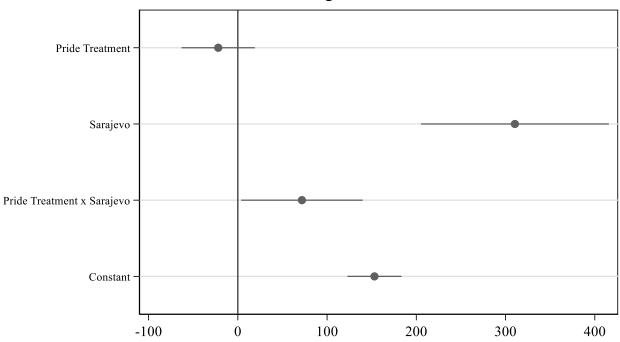
twoway (histogram dgprogay if sarajevocity==0 & treatment==0, percent ylabel(0(20)80) title("Outside Sarajevo, Histogram of Allocated Marks")) (histogram dgprogay if sarajevocity==0 & treatment==1, percent ylabel(0(20)80) fcolor(none) lcolor(black)), scheme(s1mono) name(G3, replace)

graph combine G1 G2 G3, rows(3) scheme(s1mono) ysize(9) xsize(5) title("Figure 5. Dictator Giving to Pro-LGBT+ Advocacy Group", size(medsmall))

Note: Additional labeling, formatting, combining required

Manuscript Figure 6

Figure 6. Mobilization of Resources for LGBT+ Activism,
Bosnian Marks Allocated during the Dictator Game

N = 2685, Adj. R2 = 0.22, OLS Regression, robust standard errors clustered by municipality

reg dgprogay treatment##sarajevocity, cluster(municipality)

coefplot, xline(0) nolabel scheme(s1mono) title("Figure 6. Mobilization of Resources for LGBT+ Activism," "Bosnian Marks Allocated during the Dictator Game", size(medlarge)) note("N = 2685, Adj. R2 = 0.22, OLS Regression, robust standard errors clustered by municipality")

Note: Additional labeling, formatting required

Online Appendix Material Replication

Sampling Locations in Sarajevo by Municipality

Online Panel Sample		N	%
NOVI GRAD	SARAJEVO	245	39.52
CENTAR	SARAJEVO	151	24.35
STARI GRAD	SARAJEVO	60	9.68
NOVO	SARAJEVO	164	26.45
N		620	
Nationwide Sample		N	%
NOVI GRAD	SARAJEVO	56	32.94
CENTAR	SARAJEVO	65	38.24
STARI GRAD	SARAJEVO	34	20
NOVO	SARAJEVO	15	8.82
N		170	

tab municipality if sarajevocity==1 & panel==1
tab municipality if sarajevocity==1 & panel==0

Summary Statistics for the full dataset, nationwide and panel

Variable	N	Mean	SD	Min	Max
Support for Sarajevo Pride	2,430	1.77	1.01	1	4
Support for LGBT+ Rights	2,547	4.11	3.91	0	10
Contact with LGBT+ People	2,608	1.79	1.15	1	4
Feeling Close to LGBT+ People	2,607	1.69	2.86	0	10
Contact with LGBT+ victims	2,557	1.56	0.88	1	4
Heard of Prides	2,634	0.82	0.38	0	1
Awareness of Sarajevo Pride	2,426	2.26	1.20	1	4
Willingness to Attend Pride	2,560	1.77	2.61	0	10
Willingness to Protest Pride	2,518	2.27	3.11	0	10
Resource Allocation (Dictator Game)	2,685	244.90	340.55	0	1000
Age	2,685	43.54	16.03	18	93
Education	2,671	6.27	2.13	1	11
Ethnonationalism	2,647	0.50	0.50	0	1
Bosniak Favorability	2,410	1.93	0.95	1	4
Croat Favorability	2,353	2.23	0.91	1	4
Serb Favorability	2,369	2.14	0.99	1	4
European Union Membership Support	2,685	0.77	0.42	0	1
Religiosity	2,621	2.15	0.62	1	3
Men	2,685	0.44	0.50	0	1
Unemployed	2,685	0.19	0.39	0	1
Rural	2,685	1.39	0.49	1	2
Croat	2,685	0.09	0.28	0	1
Serb	2,685	0.25	0.43	0	1
Bosniak	2,685	0.55	0.50	0	1

sum supportpride gayrights metgay closetogay knewvictim heardofpride prideknowledge AttendPride ProtestPride dgprogay age Education ethnocentric bosniakfavorable croatfavorable serbfavorable voteeu religious Men unemployed rural Croat Serb Bosniak

Summary Statistics for the nationwide dataset

Variable	N	Mean	SD	Min	Max
Support for Sarajevo Pride	1,851	1.53	0.81	1	4
Support for LGBT+ Rights	1,945	3.04	3.42	0	10
Contact with LGBT+ People	1,994	1.43	0.86	1	4
Feeling Close to LGBT+ People	2,000	0.84	1.95	0	10
Contact with LGBT+ Victims	1,966	1.39	0.72	1	4
Heard of Prides in general	2,016	0.78	0.42	0	1
Awareness of Sarajevo Pride	1,832	2.30	1.16	1	4
Willingness to Attend Pride	1,956	1.65	2.40	0	10
Willingness to Protest Pride	1,931	2.59	3.15	0	10
Resource Allocation (Dictator Game)	2,065	148.55	257.6	0	1000
Age	2,065	45.73	16.51	18	93
Education	2,054	5.72	1.94	1	11
Ethnonationalism	2,031	0.54	0.50	0	1
Bosniak Favorability	1,901	2.00	0.97	1	4
Croat Favorability	1,862	2.27	0.90	1	4
Serb Favorability	1,883	2.12	1.00	1	4
European Union Membership Support	2,065	0.76	0.43	0	1
Religious	2,017	2.20	0.59	1	3
Men	2,065	0.48	0.50	0	1
Unemployed	2,065	0.21	0.41	0	1
Rural	2,065	1.49	0.50	1	2
Croat	2,065	0.10	0.29	0	1
Serb	2,065	0.32	0.47	0	1
Bosniak	2,065	0.54	0.50	0	1

sum supportpride gayrights metgay closetogay knewvictim heardofpride prideknowledge AttendPride ProtestPride dgprogay age Education ethnocentric bosniakfavorable croatfavorable serbfavorable voteeu religious Men unemployed rural Croat Serb Bosniak if panel==0

Summary Statistics for the online panel dataset

Variable	N	Mean	SD	Min	Max
Support for Sarajevo Pride	579	2.53	1.19	1	4
Support for LGBT+ Rights	602	7.58	3.34	0	10
Contact with LGBT+ People	614	2.95	1.19	1	4
Feeling Close to LGBT+ People	607	4.50	3.51	0	10
Contact with LGBT+ Victims	591	2.10	1.12	1	4
Heard of Pride	618	0.98	0.13	0	1
Awareness of Sarajevo Pride	594	2.16	1.31	1	4
Willingness to Attend Pride	604	2.14	3.19	0	10
Willingness to Protest Pride	587	1.22	2.74	0	10
Resource Allocation (Dictator Game)	620	565.80	383.82	0	1000
Age	620	36.27	11.70	18	70
Education	617	8.12	1.64	2	11
Ethnocentrism	616	0.37	0.48	0	1
Bosniak Favorability	509	1.69	0.87	1	4
Croat Favorability	491	2.08	0.95	1	4
Serb Favorability	486	2.20	0.98	1	4
European Union Membership Support	620	0.80	0.40	0	1
Religious	604	1.99	0.70	1	3
Men	620	0.31	0.46	0	1
Unemployed	620	0.11	0.32	0	1
Rural	620	1.07	0.25	1	2
Croat	620	0.07	0.25	0	1
Serb	620	0.01	0.12	0	1
Bosniak	620	0.60	0.49	0	1

sum supportpride gayrights metgay closetogay knewvictim heardofpride prideknowledge AttendPride ProtestPride dgprogay age Education ethnocentric bosniakfavorable croatfavorable serbfavorable voteeu religious Men unemployed rural Croat Serb Bosniak if panel==1

Ethnonationalism Index Construction

We create a dummy **ethnocentric** variable as follows coding it 1 if the in-group variable is value is less than either of the out-group variable values (favorability decreases in the coding). They don't have to be ethnocentric toward both out-groups in this approach in order to be considered ethnocentric.

gen ethnocentric= 1 if bosniakfavorable<croatfavorable | bosniakfavorable<serbfavorable & Bosniak==1
replace ethnocentric = 1 if croatfavorable<bosniakfavorable |croatfavorable<serbfavorable & Croat==1
replace ethnocentric = 1 if serbfavorable<bosniakfavorable | serbfavorable<croatfavorable & Serb==1

Then we set the dummy **ethnocentric** to zero if the following conditions apply. Here respondents are coded as not ethnocentric if there favorability ratings are the same for in-group and out-groups.

replace ethnocentric = 0 if bosniakfavorable==croatfavorable & bosniakfavorable==serbfavorable & Bosniak==1
replace ethnocentric = 0 if croatfavorable==bosniakfavorable & croatfavorable==serbfavorable & Croat==1
replace ethnocentric = 0 if serbfavorable==bosniakfavorable & serbfavorable==croatfavorable & Serb==1

We also set the dummy to zero if those who respond to the ethnicity question as "Bosnian" or "other" show no differentiation on favoring the three main ethnic groups. The logic here is that many Bosnians are simply masking ethnicity identity in their response as "Bosnian" and suggests a lack of underlying ethnocentrism. If they are truly not ethnocentric toward one of the dominant out-groups then they should not report favorable ratings greater for any one group over another.

replace ethnocentric= 0 if bosniakfavorable==croatfavorable & bosniakfavorable==serbfavorable & serbfavorable==croatfavorable & Bosnian==1
replace ethnocentric= 0 if bosniakfavorable==croatfavorable & bosniakfavorable==serbfavorable & serbfavorable==croatfavorable & other==1

Factor Analysis of LGBT+ contact, support Index

Factor	Eigenvalue	Difference	Proportion	Cumulative
Factor1	1.89	1.89	1.19	1.19
Factor2	0.00	0.13	0.00	1.20
Factor3	-0.13	0.05	-0.08	1.11
Factor4	-0.18	.	-0.11	1.00

N = 2393

LR test: independent vs. saturated: chi2(6) = 2978.11 Prob>chi2 = 0.0000
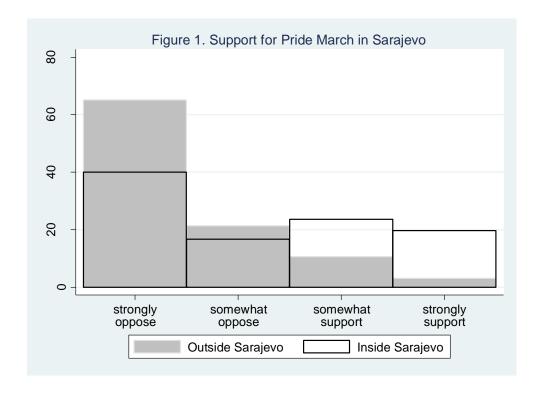
Factor loadings (pattern matrix) and unique variances

Variable	Factor 1	Uniqueness
Support for LGBT+ Rights	0.61	0.63
Contact with LGBT+ People	0.76	0.42
Feeling Close to LGBT+ People	0.78	0.39
Contact with LGBT+ Victims	0.59	0.65

LGBT+ contact, support Index

alpha gayrights metgay closetogay knewvictim, gen(alphaclosecontact)

factor gayrights metgay closetogay knewvictim

Figure 1. Support for Pride March in Sarajevo

twoway (histogram supportpride if sarajevocity==0 & treatment==0, discrete percent) (histogram supportpride if sarajevocity==1 & treatment==0,discrete percent fcolor(none) lcolor(black))

Note: Additional Labeling, Formatting Required

Figure 2. Post-Treatment Support for the Pride
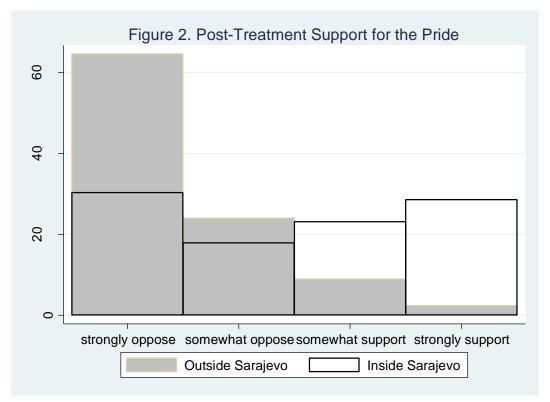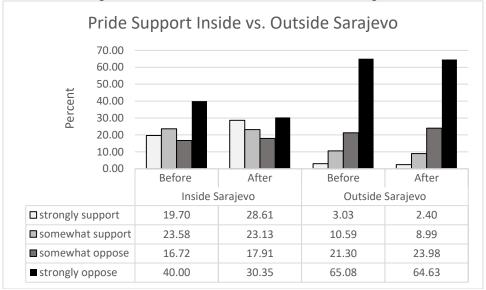
twoway (histogram supportpride if sarajevocity==0 & treatment==1, discrete percent) (histogram supportpride if sarajevocity==1 & treatment==1,discrete percent fcolor(none) lcolor(black))
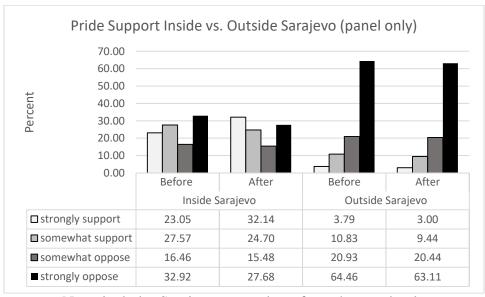
Note: Additional Labeling, Formatting Required

Manuscript Figure 2.

See excel spreadsheet "Bosnia LGBT ESS WVS comparison data"

Pride Support Inside vs. Outside Sarajevo

	Inside Sarajevo		Outside Sarajevo	
	Before	After	Before	After
☐ strongly support	19.70	28.61	3.03	2.40
☐ somewhat support	23.58	23.13	10.59	8.99
■ somewhat oppose	16.72	17.91	21.30	23.98
■ strongly oppose	40.00	30.35	65.08	64.63

Note: includes all Sarajevo respondents (panel + nationwide)
(Sarajevo N = 737, Outside Sarajevo N = 1693)

Pride Support Inside vs. Outside Sarajevo (panel only)

	Inside Sarajevo		Outside Sarajevo	
	Before	After	Before	After
☐ strongly support	23.05	32.14	3.79	3.00
☐ somewhat support	27.57	24.70	10.83	9.44
■ somewhat oppose	16.46	15.48	20.93	20.44
■ strongly oppose	32.92	27.68	64.46	63.11

Note: includes Sarajevo respondents from the panel only
(Sarajevo N = 579, Outside Sarajevo N = 1851)

Nationwide + Sarajevo Online Panel

Alongside the online panel, there were 170 respondents from the city of Sarajevo from the same municipalities as the online panel. Below we pool those respondents with those from the online panel.

Appendix Table 1. Effect of the Pride March on Support for LGBT+ Activism (Panel + Sarajevo nationwide)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride
Treatment	-0.0241	-0.0241	-0.0241
	(0.0448)	(0.0379)	(0.0499)
Sarajevo	0.714***	0.714***	0.714***
	(0.0594)	(0.0696)	(0.144)
Treatment x Sarajevo	0.294***	0.294***	0.294***
	(0.0817)	(0.0954)	(0.0814)
Constant	1.516***	1.516***	1.516***
	(0.0315)	(0.0274)	(0.0438)
Standard Errors	Standard	Robust	Clustered
Observations	2,430	2,430	2,430
R-squared	0.164	0.164	0.164
adj. r2	0.163	0.163	0.163

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity

reg supportpride treatment##sarajevocity, robust

reg supportpride treatment##sarajevocity, cluster(municipality)

Next we report results when we exclude the 170 Sarajevo respondents from the nationwide sample. Pride effects remain strong and significant.

Appendix Table 2. Effect of the Pride March on Support for LGBT+ Activism (Panel - Sarajevo nationwide)

VARIABLES	Support for Sarajevo Pride	Support for Sarajevo Pride	Support for Sarajevo Pride
Treatment	-0.0241	-0.0241	-0.0241
	(0.0438)	(0.0379)	(0.0499)
Sarajevo	0.892***	0.892***	0.892***
	(0.0655)	(0.0797)	(0.0940)
Treatment x Sarajevo	0.230***	0.230**	0.230***
	(0.0877)	(0.106)	(0.0532)
Constant	1.516***	1.516***	1.516***
	(0.0308)	(0.0274)	(0.0438)
Standard Errors	Standard	Robust	Clustered
Observations	2,272	2,272	2,272
R-squared	0.199	0.199	0.199
adj. r2	0.198	0.198	0.198

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##panel if sarajevosurvey~=1

reg supportpride treatment##panel if sarajevosurvey~=1, robust

reg supportpride treatment##panel if sarajevosurvey~=1, cluster(municipality)

Next, we report our results when using ordered probit estimation instead of OLS for the combined nationwide + online panel groups.

Appendix Table 3. Effect of the Pride March on Support for LGBT+ Activism (Ordered Probit)

VARIABLES	Support for Sarajevo Pride	Support for Sarajevo Pride	Support for Sarajevo Pride
Treatment	-0.00493	-0.00493	-0.00493
	(0.0559)	(0.0541)	(0.0667)
Sarajevo	0.946***	0.946***	0.946***
	(0.0807)	(0.0841)	(0.0820)
Treatment x Sarajevo	0.214**	0.214*	0.214***
	(0.107)	(0.112)	(0.0686)
Cut Point One	0.383***	0.383***	0.383***
	(0.0400)	(0.0397)	(0.0634)
Cut Point Two	1.037***	1.037***	1.037***
	(0.0432)	(0.0425)	(0.0787)
Cut Point Three	1.731***	1.731***	1.731***
	(0.0517)	(0.0507)	(0.0972)
Standard Errors	Standard	Robust	Clustered
Observations	2,430	2,430	2,430

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

oprobit supportpride treatment##panel

oprobit supportpride treatment##panel, robust

oprobit supportpride treatment##panel, cluster(municipality)

Next, we report our results when using ordered probit estimation instead of OLS for the combined nationwide + online panel + 170 Sarajevo nationwide respondents.
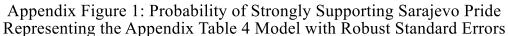
Appendix Table 4. Effect of the Pride March on Support for LGBT+ Activism (Panel + Sarajevo nationwide, Ordered Probit)
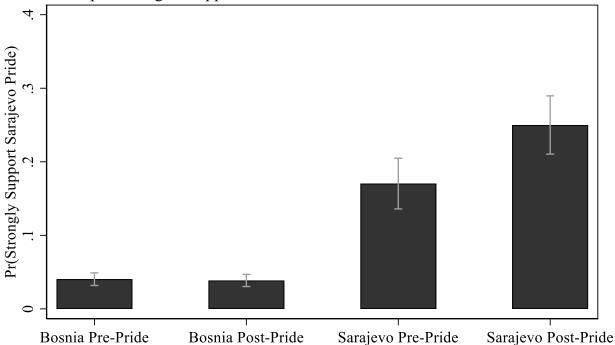
Variables	Support for Sarajevo Pride	Support for Sarajevo Pride	Support for Sarajevo Pride
Treatment	-0.0199	-0.0199	-0.0199
	(0.0588)	(0.0561)	(0.0722)
Sarajevo	0.796***	0.796***	0.796***
	(0.0734)	(0.0764)	(0.154)
Treatment x Sarajevo	0.295***	0.295***	0.295***
	(0.100)	(0.104)	(0.0994)
Constant cut1	0.415***	0.415***	0.415***
	(0.0421)	(0.0413)	(0.0675)
Constant cut2	1.064***	1.064***	1.064***
	(0.0452)	(0.0435)	(0.0701)
Constant cut3	1.748***	1.748***	1.748***
	(0.0534)	(0.0504)	(0.0872)
Standard Errors	Standard	Robust	Clustered
Observations	2,430	2,430	2,430
adj. r2	0.0649	0.0649	0.0649

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1
Note: Pools 170 Sarajevo residents from nationwide survey with online panel

oprobit supportpride treatment##sarajevocity

oprobit supportpride treatment##sarajevocity, robust

oprobit supportpride treatment##sarajevocity, cluster(municipality)

Appendix Figure 1: Probability of Strongly Supporting Sarajevo Pride Representing the Appendix Table 4 Model with Robust Standard Errors

Data source: Bosnia surveys (Panel + Sarajevo nationwide)
Estimates calculated using an ordered probit model

Graph Replication:

gen interaction = treatment*sarajevocity

oprobit supportpride treatment sarajevocity interaction, robust

gen placeholder = 0

keep if _n==1
keep placeholder

> **matrix def b = e(b)**
> **matrix def V = e(V)**
> **mat list b**
> **mat list V**

set more off
> **save PrideModelIVs.dta, replace**

> ***program drop PrideRegression**
program define PrideRegression

```
use PrideModelIVs.dta, clear

drawnorm b1-b6, means(b) cov(V)

gen pSupportSarajevoPost = b1*1 + b2*1 + b3*1*1
gen pSupportSarajevoPre = b1*0 + b2*1 + b3*0*1
gen pSupportBosniaPost = b1*1 + b2*0 + b3*1*0
gen pSupportBosniaPre = b1*0 + b2*0 + b3*0*0

rename b4 a1
rename b5 a2
rename b6 a3

gen SupportSarajevoPost =  1 - normal(a3 - pSupportSarajevoPost)
gen SupportSarajevoPre = 1 - normal(a3 - pSupportSarajevoPre)
gen SupportBosniaPost = 1 - normal(a3 - pSupportBosniaPost)
gen SupportBosniaPre = 1 - normal(a3 - pSupportBosniaPre)

append using PrideModel.dta
save PrideModel.dta, replace

end

clear
save PrideModel.dta, replace emptyok

set more off
//simulating
simulate, reps(1000):  PrideRegression

use PrideModel.dta, clear

browse
set more off

#delimit ;
collapse (mean)
SupportSarajevoPost SupportSarajevoPre SupportBosniaPost SupportBosniaPre
(sd)
SupportSarajevoPost_sd=SupportSarajevoPost
SupportSarajevoPre_sd=SupportSarajevoPre
SupportBosniaPost_sd=SupportBosniaPost SupportBosniaPre_sd=SupportBosniaPre
 ;
#delimit cr

browse
```

```
gen SupportSarajevoPost_hi=SupportSarajevoPost + 1.96*SupportSarajevoPost_sd
gen SupportSarajevoPost_lo=SupportSarajevoPost - 1.96*SupportSarajevoPost_sd

gen SupportSarajevoPre_hi=SupportSarajevoPre + 1.96*SupportSarajevoPre_sd
gen SupportSarajevoPre_lo=SupportSarajevoPre - 1.96*SupportSarajevoPre_sd

gen SupportBosniaPost_hi=SupportBosniaPost + 1.96*SupportBosniaPost_sd
gen SupportBosniaPost_lo=SupportBosniaPost - 1.96*SupportBosniaPost_sd

gen SupportBosniaPre_hi=SupportBosniaPre + 1.96*SupportBosniaPre_sd
gen SupportBosniaPre_lo=SupportBosniaPre - 1.96*SupportBosniaPre_sd

gen axis_1 = 1
gen axis_2 = 2
gen axis_3 = 3
gen axis_4 = 4

lab def Prideplot 1 "Bosnia Pre-Pride" 2 "Bosnia Post-Pride" 3 "Sarajevo Pre-Pride" 4
"Sarajevo Post-Pride"
label val axis_1 Prideplot

#delimit ;
twoway  (bar SupportBosniaPre axis_1,
                color(black) barwidth(.5))
            (rcap SupportBosniaPre_lo SupportBosniaPre_hi axis_1,
                lcolor(gs10))
            (bar SupportBosniaPost axis_2,
                color(black) barwidth(.5))
            (rcap SupportBosniaPost_lo SupportBosniaPost_hi axis_2,
                lcolor(gs10))
            (bar SupportSarajevoPre axis_3,
                color(black) barwidth(.5))
            (rcap SupportSarajevoPre_lo SupportSarajevoPre_hi axis_3,
                lcolor(gs10))
            (bar SupportSarajevoPost axis_4,
                color(black) barwidth(.5))
            (rcap SupportSarajevoPost_lo SupportSarajevoPost_hi axis_4,
                lcolor(gs10))
            ,
legend(off)
ylabel(0(.1).4)
title("Appendix Figure 1: Probability of Strongly Supporting Sarajevo Pride"
"Representing the Appendix Table 4 Model with Robust Standard Errors", size(med))
ytitle("Pr(Strongly Support Sarajevo Pride)", size(medsmall))
```

note("Data source: Bosnia surveys (Panel + Sarajevo nationwide)" "Estimates calculated using an ordered probit model", size(med))
xlabel(#3,valuelabel angle(horizontal))
name(Pridegraph, replace)
scheme(s1mono);
#delimit cr

Next, we report our results when using ordered probit estimation instead of OLS for the combined nationwide + online panel excluding the 170 Sarajevo nationwide respondents.

Appendix Table 5. Effect of the Pride March on Support for LGBT+ Activism (Panel - Sarajevo nationwide)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride
Treatment	-0.0205	-0.0205	-0.0205
	(0.0588)	(0.0565)	(0.0727)
Sarajevo	0.982***	0.982***	0.982***
	(0.0819)	(0.0854)	(0.0986)
Treatment x Sarajevo	0.231**	0.231**	0.231***
	(0.109)	(0.114)	(0.0746)
Constant cut1	0.409***	0.409***	0.409***
	(0.0422)	(0.0416)	(0.0679)
Constant cut2	1.069***	1.069***	1.069***
	(0.0457)	(0.0443)	(0.0723)
Constant cut3	1.782***	1.782***	1.782***
	(0.0550)	(0.0527)	(0.0853)
	Standard	Robust	Clustered
Observations	2,272	2,272	2,272
adj. r2	0.0782	0.0782	0.0782

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1
Note: Omits 170 Sarajevo residents from nationwide.

oprobit supportpride treatment##panel if sarajevosurvey~=1

oprobit supportpride treatment##panel if sarajevosurvey~=1, robust

oprobit supportpride treatment##panel if sarajevosurvey~=1, cluster(municipality)

Next, we examine Pride effects when excluding the nationwide sample, focusing on the panel results only. First, we report results of parametric tests of significance for Pride effects in the online Sarajevo panel.

Appendix Table 6. Effect of the Pride March on Support for LGBT+ Activism (T-tests, Panel and Sarajevo Only)

	Mean Before	Mean After	Sig
Paired T-test (Panel Wave 1 vs. Panel Wave 2)	2.41 (0.07)	2.58 (0.08)	4.07***
Paired T-test (Panel Wave 1 + Panel Wave 2, 3)	2.41 (0.08)	2.61 (0.07)	4.13***
Two-sample T-test (All Sarajevo Before + All Sarajevo After)	2.23 (0.06)	2.5 (0.06)	3.08***

Note: the final T-test includes pooled panel + nationwide data from Sarajevo

xtset sms_id

xtreg supportpride treatment if panel==1 & wave3==0, fe robust
xtreg supportpride treatment if panel==1, fe robust
ttest supportpride if sarajevocity==1, by(treatment) unequal

Next, we apply panel fixed effects to the basic model.

Appendix Table 7. Effect of the Pride March on Support for LGBT+ Activism (Panel fixed effects)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride
Treatment	0.160***	0.160***	0.160*
	(0.0407)	(0.0386)	(0.0531)
Constant	2.434***	2.434***	2.434***
	(0.0305)	(0.0224)	(0.0308)
SEs	Standard	Robust	Clustered
Observations	579	579	579
R-squared	0.046	0.046	0.046
Number of sms_id	255	255	255
adj. r2	-0.708	0.0439	0.0439

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

xtreg supportpride treatment if panel==1, fe
xtreg supportpride treatment if panel==1, fe robust
xtreg supportpride treatment if panel==1, fe cluster(municipality)

Next, we show pride effects when combining the panel sample with 170 respondents from Sarajevo in the nationwide sample.

Appendix Table 8. Effect of the Pride March on Support for LGBT+ Activism (Panel + Nationwide)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride	(4) Support for Sarajevo Pride
Treatment	0.270***	0.270***	0.270**	0.206**
	(0.0877)	(0.0876)	(0.0738)	(0.0607)
Constant	2.230***	2.230***	2.230***	2.230***
	(0.0648)	(0.0641)	(0.158)	(0.158)
SE	Standard	Robust	Clustered	Clustered, omit panel wave 3
Observations	737	737	737	640
R-squared	0.013	0.013	0.013	0.008

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment if sarajevocity==1
reg supportpride treatment if sarajevocity==1, robust
reg supportpride treatment if sarajevocity==1, cluster(municipality)
reg supportpride treatment if sarajevocity==1 & wave3==0, cluster(municipality)

First, we report the regression results from manuscript Figure 3 in Table format. Model 1 is the model used in Figure 3 which examines treatment effects for the combined 170 nationwide respondents + online panel respondents from Sarajevo. Estimates include weights generated from coarsened exact matching on age and rural respondents and standard errors are clustered by municipality.

Appendix Table 9. Pride Effects on LGBT+ Activism, Extended Controls (OLS)

VARIABLES	(1) Support for Sarajevo Pride
Treatment	-0.0179
	(0.0534)
Sarajevo	-0.131
	(0.0881)
Treatment x Sarajevo	0.160***
	(0.0601)
LGBT+ contact, support index	0.330***
	(0.0168)
Heard of Prides	0.00904
	(0.0408)
Awareness of Sarajevo Pride	0.0212
	(0.0141)
EU Membership Support	0.0934*
	(0.0475)
Ethnonationalism	-0.133***
	(0.0459)
Religiosity	-0.115***
	(0.0370)
Bosniak	-0.241***
	(0.0527)
Croat	-0.117
	(0.0905)
Serb	-0.304***
	(0.0726)
Men	-0.00452
	(0.0329)
age	0.00125
	(0.00129)
Education	0.00925
	(0.0100)

rural	-0.0418
	(0.0431)
unemployed	-0.0568
	(0.0520)
Constant	1.399***
	(0.167)
Observations	2,190
R-squared	0.473
adj. r2	0.469

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

cem age rural, treatment(treatment)

reg supportpride treatment##sarajevocity alphaclosecontact heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed [pweight = cem_weight], cluster(municipality)

Next, we report basic treatment effects of the Pride on Support for LGBT+ Activism using different estimation methods to include inverse probability regression weighting and propensity score matching from Manuscript Figure 3.

Appendix Table 10. Treatment Effects Estimation

	ATE of Pride on Support for LGBT Activism in Sarajevo (SE)
Difference-in-Difference Estimation (without extended controls)	0.294*** (0.081)
Difference-in-Difference Estimation (with extended controls, coarsened exact matching on age, rural)	0.160*** (0.06)
Inverse Probability Weighted Regression (weighting on age, rural)	0.275*** (0.87)
Propensity Score Matching (matching on age, rural)	0.285*** (0.82)

diff supportpride, period(treatment) treated(sarajevocity) cluster(municipality)

diff supportpride [pweight = cem_weight], period(treatment) treated(sarajevocity) cov(alphaclosecontact heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed) cluster(municipality)

teffects ipwra (supportpride age rural) (treatment age rural) if sarajevocity==1

teffects psmatch (supportpride)(treatment age rural) if sarajevocity==1, vce(iid)

Next, we estimate Figure 3 with ordered probit regression instead of OLS.

Appendix Table 11. Pride Effects on LGBT+ Activism, Extended Controls (Ordered Probit)

VARIABLES	Support for Sarajevo Pride
Treatment	-0.0275
	(0.0991)
Sarajevo	-0.298**
	(0.141)
Treatment x Sarajevo	0.240**
	(0.105)
LGBT+ contact, support	0.464***
	(0.0279)
Heard of Prides	0.0142
	(0.0844)
Awareness of Sarajevo Pride	0.0532**
	(0.0251)
EU Membership Support	0.162**
	(0.0781)
Ethnonationalism	-0.196***
	(0.0745)
Religiosity	-0.186***
	(0.0557)
Bosniak	-0.289***
	(0.0797)
Croat	-0.0792
	(0.131)
Serb	-0.359***
	(0.121)
Men	-0.0179
	(0.0540)
Age	0.00191
	(0.00215)
Education	0.0225
	(0.0191)
Rural	-0.0893
	(0.0745)
Unemployed	-0.103
	(0.0888)
/cut1	0.678**
	(0.298)
/cut2	1.539***
	(0.313)
/cut3	2.512***

(0.298)

Observations	2,190
Adj. R2	0.232

oprobit supportpride treatment##sarajevocity alphaclosecontact heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed [pweight = cem_weight], cluster(municipality)

Next, we estimate the effects of including municipal level conflict variables using data reported by Hadzic et al. (2017). We find our results are robust to controls for war-time casualties and displacement during the Bosnian war. Our results are also robust to controls for municipal level ethno-nationalist voting in the 2014 general elections using data from Hadzic et al. (2017). The negative correlation with ethnic_vote share suggests how ethnocentrism moderates support for LGBT+ rights at the municipal level as well as at the individual level from our survey data.

Appendix Table 12. Pride Effects on LGBT+ Activism, Extended Controls (OLS inclusion of additional municipal level controls for war-time conflict and ethnic vote share from Hadzic 2017)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride
Treatment	-0.0247	-0.00934
	(0.0531)	(0.0571)
Sarajevo	0.682***	-0.231*
	(0.197)	(0.125)
Treatment x Sarajevo	0.285***	0.146**
	(0.0788)	(0.0634)
Ethnic Vote Share	-0.00387	-0.00708*
	(0.00306)	(0.00386)
log(Municipal Casualties)	-0.0688	-0.0462
	(0.0477)	(0.0364)
Refugees	0.0127	0.00821
	(0.0112)	(0.0112)
LGBT+ contact, support		0.324***
		(0.0176)
Heard of Prides		0.0127
		(0.0411)
Aware of Sarajevo Pride		0.0264*
		(0.0140)

36

EU Membership Support		0.103**
		(0.0466)
Ethnonationalism		-0.130***
		(0.0478)
Religiosity		-0.114***
		(0.0398)
Bosniak		-0.265***
		(0.0512)
Croat		-0.0648
		(0.102)
Serb		-0.214**
		(0.0839)
Men		8.12e-05
		(0.0358)
Age		0.00144
		(0.00132)
Education		0.00897
		(0.00978)
Rural		-0.0656
		(0.0455)
Unemployed		-0.0741
		(0.0524)
Constant	1.784***	1.925***
	(0.264)	(0.321)
Observations	2,218	1,986
R-squared	0.179	0.490
adj. r2	0.177	0.485

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

Note: See Hadzic, Dino, David Carlson, and Margit Tavits. "How exposure to violence affects ethnic voting." *British journal of political science* (2017): 1-18.

reg supportpride treatment##sarajevocity ethnic_vote_share log_casualty refugees [pweight = cem_weight], cluster(municipality)

reg supportpride treatment##sarajevocity ethnic_vote_share log_casualty refugees alphaclosecontact heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed [pweight = cem_weight], cluster(municipality)

Here, we show that our treatment effects are robust when excluding the nationwide sample, focusing on panel level fixed effects in the Sarajevo online sample. Using Logit regression, Model 1 examines basic Pride effects on LGBT+ related covariates in the panel (excluding the nationwide sample). It shows how Awareness of the Sarajevo Pride taking place increased after the Pride, which is a logical mechanism for how the Pride resulted in increased LGBT+ activist support in Sarajevo. Using OLS regression, Models 2 and 3 show the Pride effect for the online Sarajevo excluding the nationwide sample on the main dependent variable. Support for LGBT+ rights and contact with gay people have an independent pre-treatment effect on support for LGBT+ activism in the online panel.

Appendix Table 13. Effect of the Pride March on Support for LGBT+ Activism (Panel Only, Panel Fixed Effects)

VARIABLES	(1) Pride treatment	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride
Treatment		0.178***	0.178***
		(0.0469)	(0.0431)
Support LGBT+ Rights	0.0534	0.0282*	0.0229
	(0.0658)	(0.0168)	(0.0186)
Contact with LGBT+ People	-0.236	-0.0701	-0.0839
	(0.198)	(0.0527)	(0.0611)
Close to LGBT+ People	-0.0557	0.0771***	0.0496**
	(0.0723)	(0.0181)	(0.0213)
Contact with LGBT+ Victims	-0.488***	0.00720	-0.0548
	(0.179)	(0.0486)	(0.0517)
Heard of Prides	-2.206**	0.545**	0.540**
	(1.104)	(0.241)	(0.236)
Awareness of Sarajevo Pride	0.547***	0.0216	0.0497
	(0.100)	(0.0230)	(0.0305)
EU Membership Support	0.532	-0.0597	0.0835
	(0.534)	(0.129)	(0.163)
Ethnonationalism	0.234	-0.146	-0.258**
	(0.380)	(0.0988)	(0.111)
Religious	0.639	-0.00265	0.0162
	(0.468)	(0.119)	(0.142)
Constant		1.599***	1.789***
		(0.390)	(0.437)
Observations	489	501	414
R-squared		0.178	0.204
Number of FE	206	241	234
adj. r2	0.154	0.204	0.178

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

xtset sms_id

xtlogit treatment gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious, fe

xtreg supportpride treatment gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious, fe

xtreg supportpride treatment gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious if wave3==0, fe

First, we show that the randomization of pro-LGBT and anti-LGBT treatments are balanced compared to the control group on key demographics.

Appendix Table 14. Balance Tests for Randomization to Treatment and Control (Logit Regression)

VARIABLES	(1) LGBT+ Activist Treatment	(2) LGBT+ Opposition Treatment
Serb	0.0506	-0.0332
	(0.119)	(0.119)
Bosniak	0.0502	-0.0694
	(0.103)	(0.103)
Men	-0.0515	-0.0488
	(0.0784)	(0.0785)
Age	-0.00350	0.00153
	(0.00264)	(0.00265)
Education	-0.0127	0.0207
	(0.0207)	(0.0208)
Rural	-0.0879	0.0986
	(0.0843)	(0.0843)
Unemployed	0.00609	0.149
	(0.101)	(0.101)
Constant	0.249	-0.400
	(0.278)	(0.278)
SEs	Robust	Robust
Observations	2,671	2,671
adj. r2	0.00102	0.00138

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

logit GayActivistTreatment Serb Bosniak Men age Education rural unemployed, robust
logit HomophobeTreatment Serb Bosniak Men age Education rural unemployed, robust

Nationwide + Sarajevo Online Panel

Next, we report results from Figure 4 without extend controls. Controls for Sarajevo include the Sarajevo online panel and 170 respondents from the nationwide survey in Sarajevo. Models 2 and 4 report the results for the online panel only with panel fixed effects.

Appendix Table 15. Mobilization for and Counter-Mobilization against LGBT+ rights (OLS, Full sample)

VARIABLES	(1) Mobilization Support	(2) Mobilization Support	(3) Mobilization Opposition	(4) Mobilization Opposition
LGBT+ Activist Txt	0.231**	0.822***		
	(0.0988)	(0.165)		
LGBT+ Opposition Txt			0.509***	0.647***
			(0.122)	(0.240)
Pride Treatment	-0.778***		0.139	
	(0.152)		(0.273)	
Sarajevo	0.436*		-0.435	
	(0.238)		(0.338)	
Pride Txt x Sarajevo	0.773**	0.498***	-0.719**	0.0663
	(0.301)	(0.136)	(0.325)	(0.197)
Sample	Full sample	Panel fixed effects	Full sample	Panel fixed effects
Constant	1.788***	1.431***	2.193***	0.853***
	(0.138)	(0.108)	(0.169)	(0.151)
Observations	2,560	604	2,518	587
R-squared	0.033	0.094	0.042	0.024
adj. r2	0.0311	0.0907	0.0400	0.0206

Mobilization Support: 0 (Not likely to attend Pride) – 10 (Very likely to attend Pride). Mobilization Opposition: 0 (Not likely to protest Pride) – 10 (Very likely to protest Pride). Sarajevo: 0 (Bosnia-wide survey), 1 (Sarajevo survey). Pride Treatment: 0 (pre-Pride data), 1 (post-Pride data). Robust standard errors clustered by municipality in parentheses. *** p<0.01, ** p<0.05, * p<0.1

reg AttendPride GayActivistTreatment treatment##sarajevocity, cluster(municipality)
xtset sms_id

xtreg AttendPride GayActivistTreatment treatment##sarajevocity, fe robust

reg ProtestPride HomophobeTreatment treatment##sarajevocity, cluster(municipality)

xtreg ProtestPride HomophobeTreatment treatment##sarajevocity, fe robust

Next, we report results from Figure 4 with and without extend controls, where the control for Sarajevo includes the nationwide and online panel participants.

Appendix Table 16. Mobilization for and Counter-Mobilization against LGBT+ rights (OLS, full sample)

VARIABLES	(1) Mobilization Support	(2) Mobilization Support	(3) Mobilization Opposition	(4) Mobilization Opposition
LGBT+ Activist Txt	0.231**	0.249***		
	(0.0988)	(0.0857)		
LGBT+ Opposition Txt			0.509***	0.550***
			(0.122)	(0.122)
Pride Treatment	-0.778***	-0.644***	0.139	0.161
	(0.152)	(0.158)	(0.273)	(0.285)
Sarajevo	0.436*	-0.962**	-0.435	-0.547
	(0.238)	(0.415)	(0.338)	(0.433)
Pride Txt x Sarajevo	0.773**	0.594**	-0.719**	-0.623*
	(0.301)	(0.254)	(0.325)	(0.336)
Support for LGBT+ Rights		-0.0143		-0.194***
		(0.0171)		(0.0270)
Contact with LGBT+ People		0.351***		0.104**
		(0.0360)		(0.0422)
Closeness to LGBT+ People		-0.0304		0.0408
		(0.0976)		(0.123)
Contact with LGBT+ Victims		0.344***		0.272**
		(0.0951)		(0.130)
Heard of Prides		-1.126***		-0.282
		(0.257)		(0.262)
Awareness of Sarajevo Pride		0.0464		0.129*
		(0.0577)		(0.0742)
EU Membership Support		0.166		-0.343*
		(0.134)		(0.173)
Ethnonationalism		-0.311*		0.305
		(0.157)		(0.200)
Religiosity		-0.299**		0.0662
		(0.123)		(0.140)
Bosniak		-0.422*		0.132
		(0.220)		(0.294)
Croat		0.213		0.935*
		(0.445)		(0.518)
Serb		-0.714***		-0.518
		(0.255)		(0.406)

Men		-0.161		0.0164
		(0.102)		(0.128)
Age		-0.00135		-0.0110*
		(0.00371)		(0.00587)
Education		0.0363		-0.0905**
		(0.0415)		(0.0407)
Rural		-0.00897		-0.588*
		(0.154)		(0.307)
Unemployed		0.396**		0.489***
		(0.168)		(0.178)
Constant	1.788***	2.911***	2.193***	4.001***
	(0.138)	(0.717)	(0.169)	(0.679)
Observations	2,560	2,109	2,518	2,079
R-squared	0.038	0.241	0.024	0.114
adj. r2	0.0363	0.233	0.0225	0.105

Mobilization Support: 0 (Not likely to attend Pride) – 10 (Very likely to attend Pride). Mobilization Opposition: 0 (Not likely to protest Pride) – 10 (Very likely to protest Pride). Sarajevo: 0 (Bosnia-wide survey), 1 (Sarajevo survey). Pride Treatment: 0 (pre-Pride data), 1 (post-Pride data). Robust standard errors clustered by municipality in parentheses. *** p<0.01, ** p<0.05, * p<0.1

reg AttendPride GayActivistTreatment treatment##sarajevocity, cluster(municipality)

reg AttendPride GayActivistTreatment treatment##sarajevocity gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed, cluster(municipality)

reg ProtestPride HomophobeTreatment treatment##sarajevocity, cluster(municipality)

reg ProtestPride HomophobeTreatment treatment##sarajevocity gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed, cluster(municipality)

Next, we show that Figure 4 results are robust to tobit regression.

Appendix Table 17. Mobilization and Counter Mobilization (tobit regression)

VARIABLES	(1) Mobilization Support	(2) Mobilization Support	(3) Mobilization Opposition	(4) Mobilization Opposition
LGBT+ Activist Txt	0.390**	0.404***		
	(0.167)	(0.146)		
LGBT+ Opposition Txt			0.775***	0.837***

			(0.222)	(0.209)
Treatment	-3.934***	-3.383***	-1.870***	-1.835***
	(0.476)	(0.375)	(0.512)	(0.519)
Sarajevo	-0.863**	-3.008***	-2.745***	-2.638***
	(0.438)	(0.693)	(0.766)	(0.745)
Treatment x Sarajevo	3.617***	2.869***	0.206	0.485
	(0.713)	(0.547)	(0.658)	(0.670)
Support for LGBT+ Rights		-0.0309		-0.358***
		(0.0320)		(0.0625)
Contact with LGBT+ People		0.538***		0.143*
		(0.0637)		(0.0736)
Closeness to LGBT+ People		0.00201		0.0436
		(0.177)		(0.233)
Contact with LGBT+ Victims		0.649***		0.504**
		(0.166)		(0.234)
Heard of Prides		-1.688***		-0.385
		(0.435)		(0.411)
Awareness of Sarajevo Pride		0.0637		0.246*
		(0.107)		(0.145)
EU Membership Support		0.412**		-0.499*
		(0.203)		(0.293)
Ethnonationalism		-0.721**		0.430
		(0.293)		(0.358)
Religiosity		-0.476*		0.225
		(0.248)		(0.259)
Bosniak		-0.525		0.681
		(0.363)		(0.624)
Croat		0.462		1.621*
		(0.650)		(0.889)
Serb		-0.985**		-0.503
		(0.405)		(0.750)
Men		-0.223		0.0748
		(0.165)		(0.215)
Age		0.00131		-0.0130
		(0.00548)		(0.00950)
Education		0.0500		-0.162**
		(0.0685)		(0.0707)
Rural		0.00856		-1.033**
		(0.261)		(0.475)
Unemployed		0.683**		0.872***
		(0.300)		(0.328)
Constant	1.737***	2.997**	2.143***	4.374***
	(0.154)	(1.254)	(0.200)	(1.125)
SEs	Clustered	Clustered	Clustered	Clustered

Observations	2,560	2,109	2,518	2,079
adj. r2	0.0348	0.0857	0.0207	0.0429

<div align="center">

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

tobit AttendPride GayActivistTreatment treatment##sarajevocity, ll ul cluster(municipality)

tobit AttendPride GayActivistTreatment treatment##sarajevocity gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed, ll ul cluster(municipality)

tobit ProtestPride HomophobeTreatment treatment##sarajevocity, ll ul cluster(municipality)

tobit ProtestPride HomophobeTreatment treatment##sarajevocity gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed, ll ul cluster(municipality)

</div>

Results are also robust to Tobit regression omitting 170 respondents from the nationwide survey in the Sarajevo control.

Appendix Table 18. Mobilization and Counter Mobilization (Tobit regression, online panel)

VARIABLES	(1) Mobilization Support	(2) Mobilization Support	(3) Mobilization Opposition	(4) Mobilization Opposition
LGBT+ Activist Txt	0.374**	0.429***		
	(0.162)	(0.147)		
LGBT+ Opposition Txt			0.800***	0.855***
			(0.226)	(0.218)
Treatment	-3.881***	-3.208***	-1.909***	-1.820***
	(0.406)	(0.312)	(0.469)	(0.463)
Sarajevo	-2.427***	-5.966***	-5.367***	-5.989***
	(0.473)	(0.549)	(0.527)	(0.658)
Treatment x Sarajevo	4.959***	4.277***	1.924***	2.175***
	(0.446)	(0.324)	(0.542)	(0.713)
Support for LGBT+ Rights		0.0295		-0.305***
		(0.0342)		(0.0537)
Contact with LGBT+ People		0.579***		0.173**
		(0.0604)		(0.0721)
Closeness to LGBT+ People		0.151		0.225
		(0.166)		(0.221)
Contact with LGBT+ Victims		0.731***		0.608***
		(0.148)		(0.226)

Heard of Prides		-1.243***		0.0313
		(0.328)		(0.341)
Awareness of Sarajevo Pride		-0.0833		0.0818
		(0.102)		(0.147)
EU Membership Support		0.404**		-0.580**
		(0.206)		(0.292)
Ethnonationalism		-0.629**		0.561*
		(0.263)		(0.331)
Religiosity		-0.354*		0.327
		(0.194)		(0.225)
Bosniak		-0.914***		0.264
		(0.328)		(0.622)
Croat		0.114		1.242
		(0.562)		(0.855)
Serb		-1.599***		-1.162*
		(0.363)		(0.701)
Men		-0.339**		-0.0567
		(0.142)		(0.223)
Age		-0.00176		-0.0179*
		(0.00580)		(0.0103)
Education		0.0958		-0.105
		(0.0682)		(0.0658)
Rural		0.0633		-0.919**
		(0.265)		(0.429)
Unemployed		0.413		0.599*
		(0.278)		(0.306)
Constant	1.929***	2.453**	2.270***	3.939***
	(0.163)	(1.055)	(0.186)	(1.067)
SEs	Clustered	Clustered	Clustered	Clustered
Observations	2,560	2,109	2,518	2,079
adj. r2	0.0374	0.103	0.0336	0.0548

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

tobit AttendPride GayActivistTreatment treatment##panel, ll ul cluster(municipality)

tobit AttendPride GayActivistTreatment treatment##panel gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed, ll ul cluster(municipality)

tobit ProtestPride HomophobeTreatment treatment##panel, ll ul cluster(municipality)

tobit ProtestPride HomophobeTreatment treatment##panel gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat

Serb Men age Education rural unemployed, ll ul cluster(municipality)

Sarajevo Online Panel

Next, we examine the activist treatment effects on the Sarajevo Online Sample only.

Appendix Table 19. Mobilization and Counter Mobilization (OLS, Sarajevo Online panel, panel fixed effects)

VARIABLES	(1) Mobilization Support	(2) Mobilization Support	(3) Mobilization Opposition	(4) Mobilization Opposition
LGBT+ Activist Txt	0.822***	0.813***		
	(0.178)	(0.193)		
LGBT+ Opposition Txt			0.647***	0.734***
			(0.230)	(0.253)
Pride Treatment	0.498***	0.462***	0.0663	-0.0127
	(0.139)	(0.165)	(0.182)	(0.210)
Support for LGBT+ Rights		0.0128		-0.159**
		(0.0593)		(0.0765)
Close to LGBT+ People		0.167***		0.0811
		(0.0628)		(0.0801)
Contact with LGBT+ People		-0.0767		-0.332
		(0.172)		(0.229)
Contact with LGBT+ Victims		0.120		-0.158
		(0.169)		(0.215)
Heard of Prides		1.221		1.502
		(0.861)		(1.065)
Awareness of Sarajevo Pride		0.0414		0.0657
		(0.0806)		(0.103)
EU Membership Support		-0.0562		-0.699
		(0.460)		(0.588)
Ethnonationalism				0.482
				(0.447)
Religiosity				1.590***
				(0.539)
Constant	1.431***	-0.556	0.853***	-1.326
	(0.136)	(1.145)	(0.177)	(1.771)
Observations	604	518	587	509
R-squared	0.094	0.131	0.024	0.097
Number of FEs	256	242	253	240
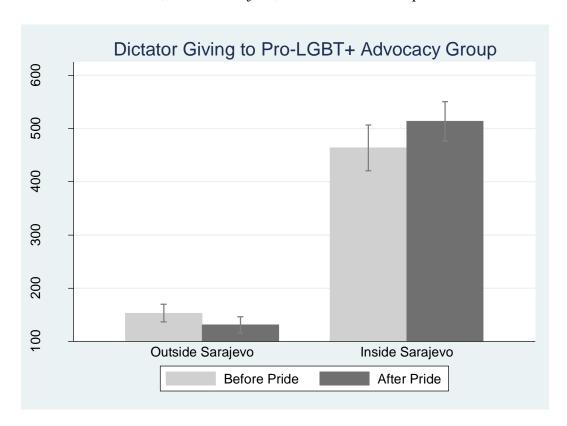
Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1
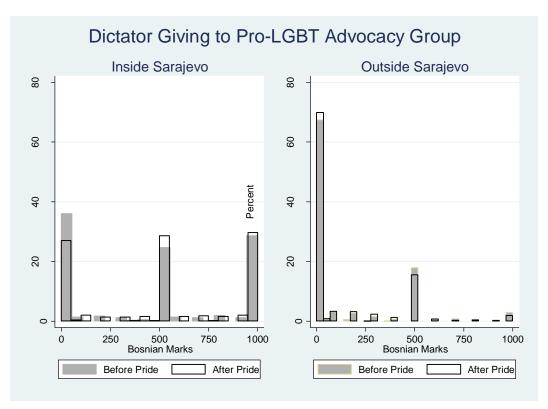
xtset sms_id
xtreg AttendPride GayActivistTreatment treatment, fe
xtreg AttendPride GayActivistTreatment treatment gayrights closetogay metgay
knewvictim heardofpride prideknowledge voteeu ethnocentric religious, fe
xtreg ProtestPride HomophobeTreatment treatment, fe
xtreg ProtestPride HomophobeTreatment treatment gayrights closetogay metgay
knewvictim heardofpride prideknowledge voteeu ethnocentric religious, fe

Robustness Checks for Manuscript Table 5.

First, histograms and kernel density plots show the distribution of choices in the dictator games within, outside Sarajevo, before and after the pride.
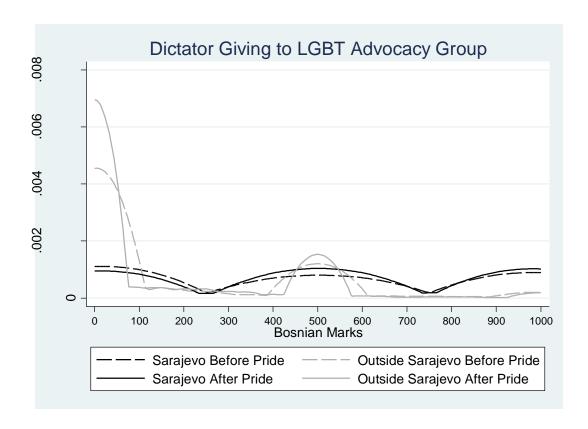
Dictator Giving to Pro-LGBT+ Advocacy Group

cibar dgprogay, over2(sarajevocity) over1(treatment)

Note: Additional labeling and formatting required.

Dictator Giving to Pro-LGBT Advocacy Group
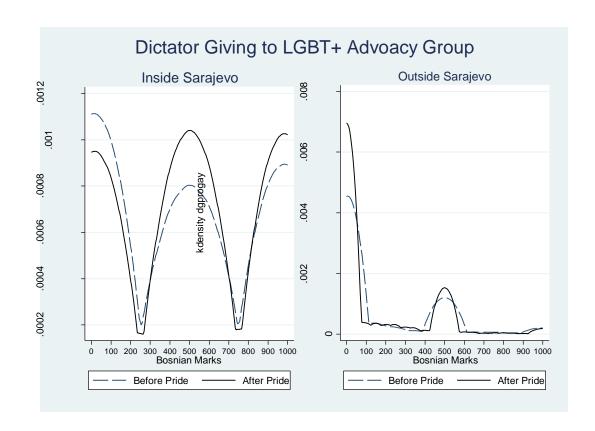
twoway (histogram dgprogay if sarajevocity==1 & treatment==0) (histogram dgprogay if sarajevocity==1 & treatment==1, fcolor(none) lcolor(black))

twoway (histogram dgprogay if sarajevocity==0 & treatment==0) (histogram dgprogay if sarajevocity==0 & treatment==1, fcolor(none) lcolor(black))

graph combine

Note: Additional labeling and formatting required.

Dictator Giving to LGBT Advocacy Group

twoway (kdensity dgprogay if sarajevocity==1 & treatment==0) (kdensity dgprogay if sarajevocity==0 & treatment==0) (kdensity dgprogay if sarajevocity==1 & treatment==1) (kdensity dgprogay if sarajevocity==0 & treatment==1, fcolor(none) lcolor(black))

Note: Additional labeling and formatting required.

Dictator Giving to LGBT+ Advoacy Group

twoway (kdensity dgprogay if sarajevocity==1 & treatment==0) (kdensity dgprogay if sarajevocity==1 & treatment==1, fcolor(none) lcolor(black))

twoway (kdensity dgprogay if sarajevocity==0 & treatment==0) (kdensity dgprogay if sarajevocity==0 & treatment==1, fcolor(none) lcolor(black))

graph combine

Note: Additional labeling and formatting required.

Robustness Checks for Manuscript Figure 6.

First, we provide the original model 1 from manuscript Figure 6. Model 2 shows how the Pride effect is moderated by extended controls.

Appendix Table 20. Mobilization of Resources for LGBT+ Activism (OLS)

VARIABLES	Model 1 Contributing to LGBT+ rights	Model 2 Contributing to LGBT+ rights
Pride Treatment	-21.95	-3.365
	(20.67)	(20.99)
Sarajevo	310.5***	33.47
	(52.92)	(31.79)
Pride Treatment x Sarajevo	71.83**	21.97
	(34.29)	(25.51)
Support for LGBT+ Rights		28.49***
		(3.336)
Contact with LGBT+ People		34.02***
		(3.176)
Closeness to LGBT+ People		0.460
		(8.028)
Contact with LGBT+ Victims		37.09***
		(9.583)
Salience of Prides		39.08**
		(16.84)
Awareness of Sarajevo Pride		-13.37**
		(6.176)
EU Membership Support		29.75**
		(11.62)
Men		-3.261
		(10.27)
Age		0.317
		(0.349)
Education		6.907
		(4.509)
Ethnonationalism		-46.27***
		(15.03)
Religiosity		-38.22***
		(13.25)
Bosniak		-86.01***
		(16.57)
Croat		-43.21
		(32.97)

Serb		-141.9***
		(19.95)
Rural		6.427
		(15.65)
Unemployed		-0.999
		(17.90)
Constant	153.1***	97.01***
	(15.24)	(34.20)
Observations	2,685	2,151
R-squared	0.220	0.541
adj. r2	0.220	0.537

Contributing to LGBT+ rights organization: 0 (marks, currency, allocated to a pro-gay group) – 1000 (marks, currency, allocated to a pro-LGBT+ group). Sarajevo: 0 (Bosnia-wide survey), 1 (Sarajevo survey). Pride Treatment: 0 (pre-Pride data), 1 (post-Pride data). Robust standard errors clustered by municipality in parentheses *** p<0.01, ** p<0.05, * p<0.1

reg dgprogay treatment##sarajevocity, cluster(municipality)

reg dgprogay treatment##sarajevocity gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu Men age Education ethnocentric religious Bosniak Croat Serb rural unemployed, cluster(municipality)

Next, we take the difference between what was given in the DG to the Pro-LGBT+ organization and anti-LGBT organization. The DV is coded 1 if subjects gave more to the anti-LGBT+ organization than the pro-LGBT+ organization (0 represented those who gave equal amounts to pro- and anti- groups, or more to pro- groups). It shows that subjects from Sarajevo were less biased against LGBT+ organizations before the Pride, but the Pride also had a further reductive effect on bias. This is consistent with manuscript Figure 6.

Appendix Table 21. Anti-LGBT Bias in Dictator Giving (logit, Sarajevo nationwide + online panel)

VARIABLES	(1) Dictator Bias	(2) Dictator Bias
Treatment	0.245	0.217
	(0.199)	(0.272)
Sarajevo	-1.558***	0.252
	(0.283)	(0.316)
Treatment x Sarajevo	-0.533**	-0.376
	(0.223)	(0.287)
Support for LGBT+ Rights		-0.257***

		(0.0241)
Close to LGBT+ People		-0.240***
		(0.0334)
Contact with LGBT+ People		-0.0509
		(0.0940)
Contact with LGBT+ Victims		-0.310***
		(0.0920)
Heard of Prides		-0.230
		(0.221)
Awareness of Sarajevo Pride		0.107
		(0.0817)
EU Membership Support		-0.331**
		(0.155)
Ethnonationalism		0.601***
		(0.158)
Religiosity		0.214
		(0.153)
Bosniak		0.408
		(0.270)
Croat		0.00416
		(0.421)
Serb		1.160***
		(0.286)
Men		0.104
		(0.117)
Age		0.00287
		(0.00458)
Education		-0.0912*
		(0.0491)
Rural		0.0727
		(0.181)
Unemployed		-0.0298
		(0.183)
Constant	1.198***	2.202***
	(0.138)	(0.476)
Observations	2,685	2,151
adj. r2	0.125	0.400

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

logit dgbias treatment##sarajevocity, cluster(municipality)

logit dgbias treatment##sarajevocity gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education

rural unemployed, cluster(municipality)

Pride effects are weaker when excluding the 170 Sarajevo Residents. This is partly because of pre-treatment moderators. The online panel is ex-ante more generous to LGBT+ advocacy groups than other cohorts.

Appendix Table 22. Dictator Giving for Sarajevo Panel Only

VARIABLES	(1) Contributing to LGBT+ rights	(2) Contributing to LGBT+ rights	(3) Contributing to LGBT+ rights
Treatment	-20.65	-10.30	
	(19.17)	(20.43)	
Sarajevo	396.5***	91.29***	
	(20.49)	(29.54)	
Treatment x Sarajevo	38.77*	26.42	18.12*
	(19.88)	(19.03)	(6.428)
Support for LGBT+ Rights		27.22***	
		(3.108)	
Close to LGBT+ People		33.08***	
		(3.864)	
Contact with LGBT+ People		-3.986	
		(7.851)	
Contact with LGBT+ Victims		36.55***	
		(9.862)	
Heard of Prides		30.78*	
		(16.61)	
Awareness of Sarajevo Pride		-8.850*	
		(5.084)	
EU Membership Support		33.31***	
		(11.26)	
Ethnonationalism		-48.25***	
		(15.05)	
Religiosity		-38.49***	
		(12.56)	
Bosniak		-75.47***	
		(17.66)	
Croat		-31.22	
		(35.37)	
Serb		-121.6***	
		(23.85)	
Men		0.300	

		(10.58)	
Age		0.427	
		(0.369)	
Education		4.499	
		(3.354)	
Rural		7.927	
		(15.54)	
Unemployed		4.887	
		(18.81)	
Constant	158.7***	94.20***	555.2***
	(15.99)	(35.55)	(19.43)
Observations	2,685	2,151	620
R-squared	0.268	0.547	0.001
adj. r2	0.267	0.543	-0.00107

Contributing to LGBT+ organizations: 0 (marks, currency, allocated to a pro-gay group) – 1000 (marks, currency, allocated to a pro-gay group). Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg dgprogay treatment##panel, cluster(municipality)
reg dgprogay treatment##panel gayrights closetogay metgay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed, cluster(municipality)
reg dgprogay treatment if panel==1, cluster(municipality)

Bosnia and LGBT+ Support in a Global Context

In the figure below, we situate LGBT+ attitudes into a broader global context utilizing common survey items from the most recent Wave 7 of the World Values Survey conducted between 2017 and 2020. Each survey asked the respondents to indicate whether they would dislike having homosexuals as neighbors. The figures below provide the percent of respondents who mentioned not wanting to have homosexuals as neighbors by country and who think homosexuality is 'never justifiable'. Bosnia falls in the conservative range among countries in the WVS on these items. This shows that while Bosnia may be atypical of attitudes toward LGBT+ rights in liberal Western democracies, attitudes are more comparable to Latin America, Asia, Africa, and the Middle East. We consider Bosnia as a moderate conservative case for LGBT+ attitudes in the world today, and reflective of societies which are divided and, in some cases, polarized on questions of LGBT+ rights. As such our research in Bosnia speaks primarily to those moderate or middle-range conservative cases, where LGBT+ rights are contentious. It is unclear how generalizable our results are to the most deeply conservative societies on LGBT+ rights. In those environments, we would anticipate significant restrictions on LGBT+ activism, and if Prides do take place, they are often of the "Ghost" Pride variety or conducted without official government sanctioning.

Question Wording: On this list are various groups of people. Could you please mention any that you would not like to have as neighbors? (*% mentioned Homosexuals*):

See excel spreadsheet "Bosnia LGBT ESS WVS comparison data"
For replication of Figures in this section.

Sources: WVS Database (worldvaluessurvey.org);

LBGT+ Support vs. Pride Support

There is generally a strong correlation between support for LGBT+ rights and support for the Sarajevo Pride (Pearson's r = 0.58). However, one question about Prides in a conservative context like Bosnia is whether some who supports LGBT+ rights might also oppose Prides. Prides may be seen as attracting undesirable attention and detrimental for LGBT+ communities. Furthermore, some may also regard them as overly commercialized and mainstream – though we think these two factors apply less to a first-Pride context like Bosnia. In order to further unpack support for Pride, we examined those who oppose Pride while supporting LGBT+ rights. We do this by creating a dummy variable for respondents who indicated they opposed the Sarajevo Pride but also indicated a positive response to the question that "Gay people should have the right to live their own lives as they wish". 16% of respondents could be identified as Pro-LGBT+ rights but opposed to the Pride using this categorization.

In the table below, we compare these respondents to those who were both Pro-LGBT+ rights and supported the Sarajevo Pride. Model 1 is a logit regression where the dependent variable is coded 1 for people who support LGBT+ rights and support the Sarajevo Pride and 0 for everyone else. It shows that the Pride had a significant impact on those respondents in raising support for LGBT+ activism. In Model 2, the dependent variable is coded 1 for those who support LGBT+ rights but opposed the Sarajevo Pride and 0 for everyone else. For those who did not support the Pride, Model 2 shows that the Pride had no significant effect on raising their support for Pride-type activism. Pro-LGBT+/anti-Pride respondents are also not distinctive from other respondents in the survey on other items related to contact with members of the LGBT+ community or feelings of closeness to LGBT+ people. They are more likely to have heard of Prides, and Bosniaks and Serbs are more likely to be in the Pro-LGBT+/anti-Pride category than Croats. Finally, Model 3 provides a logit regression analysis on a subsample of respondents were the dependent variable is coded 1 for Pro-LGBT+/Pro-Pride respondents and 0 for Pro-LGBT+rights/Anti-Pride respondents. Model 3 shows a significant Pride effect on increasing Pro-LGBT/Pro-Pride respondent support for Prides compared to the anti-Pride group. Pro-LGBT/Pro-Pride respondents also feel closer to other LGBT+ people and are more likely to have known LGBT+ victims of violence than the anti-Pride group, which suggests a mechanism for how violence and group cohesion amplify Pride support. They are also less likely to be ethnonationalistic or religious, which is correlated with opposition to LGBT+ activism. It may be that pro-LGBT+/anti-Pride respondents represent a middle or transitional category between strong activist support and moderate opposition.

In summary, not everyone who supports LGBT+ rights see Pride as an appropriate mechanism to raise awareness. It may be that opposition to Pride is a function of risk tolerance, consistent with other research on high risk, high cost mobilization (McAdam 1986). This is something we need to explore in more detail in future research.

Appendix Table 23. Pride Support vs. LGBT+ Support (Logit Regression)

VARIABLES	(1) Rights Yes and Pride Yes	(2) Rights Yes but Pride No (nationwide)	(3) Rights Yes and Pride Yes vs. Rights Yes but Pride No
Treatment	-0.349	-0.0602	-0.344
	(0.331)	(0.250)	(0.340)
Sarajevo	0.182	0.518*	-0.567**
	(0.283)	(0.277)	(0.251)
Treatment x Sarajevo	0.847***	-0.0952	0.904**
	(0.317)	(0.271)	(0.354)
Close to LGBT+ People	0.0121	0.128	-0.0967
	(0.0923)	(0.0822)	(0.106)
Contact with LGBT+ People	0.293***	-0.0480	0.241***
	(0.0331)	(0.0314)	(0.0325)
Contact with LGBT+ Victims	0.341***	-0.115	0.267***
	(0.0769)	(0.0856)	(0.0910)
Heard of Prides	1.536***	0.932***	0.501
	(0.419)	(0.266)	(0.508)
Awareness of Sarajevo Pride	0.102	0.122*	0.0461
	(0.0630)	(0.0648)	(0.0620)
EU Membership Support	0.106	-0.120	-9.86e-05
	(0.215)	(0.241)	(0.293)
Ethnonationalism	-0.939***	-0.116	-0.703***
	(0.152)	(0.155)	(0.217)
Religiosity	-0.544***	0.109	-0.553***
	(0.138)	(0.150)	(0.175)
Bosniak	-0.320*	0.418**	-0.374**
	(0.180)	(0.178)	(0.190)
Croat	-0.498*	-0.411	0.0954
	(0.267)	(0.309)	(0.337)
Serb	-0.652**	0.926***	-1.139***
	(0.332)	(0.236)	(0.335)
Men	-0.118	0.0730	-0.233
	(0.158)	(0.103)	(0.169)
Age	0.00517	0.00724	-0.00253
	(0.00566)	(0.00488)	(0.00725)
Education	0.0897	0.0630	0.0486
	(0.0550)	(0.0386)	(0.0562)
Rural	-0.256	-0.0200	-0.275
	(0.272)	(0.201)	(0.320)

Unemployed	0.0387	-0.150	0.185
	(0.273)	(0.192)	(0.359)
Constant	-3.295***	-4.062***	0.659
	(0.731)	(0.604)	(0.813)
Observations	2,039	2,039	739
adj. r2	0.406	0.0496	0.258

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

gen rightspride = 1 if supportpride>2 & gayrights>5
replace rightspride = 0 if rightspride==.
replace rightspride = . if supportpride==.
replace rightspride = . if gayrights==.

logit rightspride treatment##sarajevocity metgay closetogay knewvictim heardofpride
prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age
Education rural unemployed [pweight = cem_weight], cluster(municipality)

gen rightsnopride = 1 if gayrights>5 & supportpride<3
replace rightsnopride =0 if rightsnopride==.
replace rightsnopride =. if gayrights==.
replace rightsnopride =. if supportpride==.

logit rightsnopride treatment##sarajevocity metgay closetogay knewvictim heardofpride
prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age
Education rural unemployed [pweight = cem_weight], cluster(municipality)

gen rightsyesnopride = 1 if rightspride==1
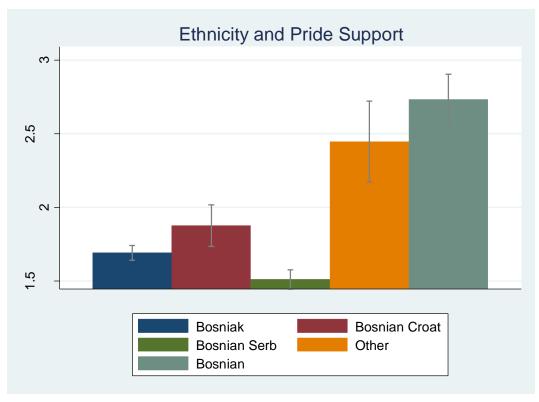**replace rightsyesnopride = 0 if rightsnopride==1**

logit rightsyesnopride treatment##sarajevocity metgay closetogay knewvictim heardofpride
prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age
Education rural unemployed [pweight = cem_weight], cluster(municipality)

Here, we examine the relationship between Pride Support in Bosnia and ethnicity, ethnocentrism, religiosity, ethno-federalism, urban-rural effects, within Sarajevo municipal-level effects, and conflict-related legacies of the Bosnian war more closely.

Ethnicity and Pride Support
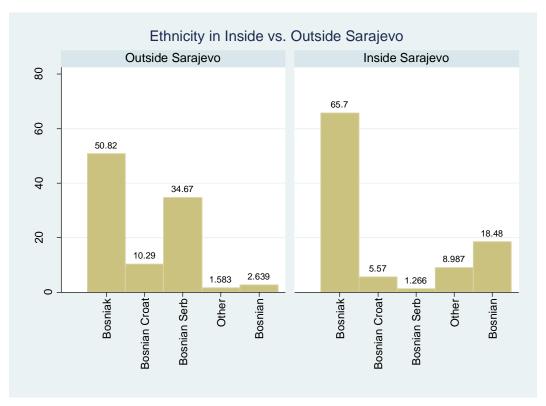
Ethnic divisions have been shown to undermine the ability of groups to pursue common goals in many contexts (Balliet et al. 2013; Bauer et al. 2016). We consider how basic ethnic divisions affect Pride support in our nationally representative samples from across Bosnia and our online panel. The figure below reports mean Pride support for all ethnic demographic categories in the survey with 95% confidence intervals. Approximately 55.2% of respondents in the sample identify as Bosniak, 8.9% as Bosnian Croats, 24.8% as Bosnian Serbs, 3.8% as "other". In addition, 7.3% identify as "Bosnian" which represents a national- or citizenship-based understanding of ethnicity. This is often recognized as a protest response against being categorized by war-time divisions. In prior surveys, people often put the term "Yugoslav" to emphasize their rejection of ethnic categorization. The figure below shows that Bosnian Serbs are the group most opposed to the Sarajevo Pride, while those who indicate their ethnic identity as "other" or "Bosnian" are most supportive. Hence, we do not find that Bosniaks, who are the majority ethnic group in Sarajevo, are clearly the most supportive of the Pride.

Note: Pools all respondents from before and after the Pride

cibar supportpride, over1(ethnicity)

Next, we consider the distribution of those in the "other" and "Bosnian" categories within Sarajevo relative to the rest of the country. The figure below reports the % of respondents identifying as Bosniak, Croat, Serb, Other, and Bosnian inside vs. outside Sarajevo. We find that, consistent with demographics, the majority of respondents in Sarajevo are Bosniak with very few Bosnian Serbs and a limited number of Bosnian Croats remaining inside Sarajevo. We also see a much higher % of people identifying as "other" and "Bosnian" within Sarajevo. This could be indicative of greater rejection of ethnic categorization within Sarajevo relative to other locations in Bosnia.

Note: Pools all respondents from before and after the Pride
histogram ethnicity, by (sarajevocity) discrete percent addlabels

Given that respondents in the "other" and "Bosnian" categories have higher Pride support, we regress these categories on our dependent variable below. The table below indicates the basic model presented in Manuscript Table 2 Model 1 and then Model 2 with extended controls for ethnic categories. In Model 2, Bosniaks are the constant comparison group. The models show that Bosnian Serbs are comparable to Bosniaks on LGBT+ support, while Bosnian Croats and those who identify as "Other" or "Bosnian" are significantly more supportive of the Sarajevo Pride. However, there is still a robust treatment effect of the Pride on increasing LGBT+ support within Sarajevo. Hence, ethnicity plays an important role in explaining overall variation in Pride support but it is not solely responsible for driving the treatment effect. The analysis does suggest how moving away from ascriptive ethnic identification based on war-time cleavages toward more

superordinate identities based on inclusive Bosnian citizenship could enhance LGBT+ support. It also suggests that non-titular minorities (non-Bosniaks, Croats, and Serbs) may have more liberal views regarding LGBT+ rights.

Appendix Table 24. Impact of Ethnicity on Pride Support (OLS Regression)

| VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride
Pride treatment	-0.0241	-0.0190
	(0.0379)	(0.0387)
Sarajevo	0.714***	0.614***
	(0.0696)	(0.0707)
Pride txt x Sarajevo	0.294***	0.265***
	(0.0954)	(0.0913)
Bosnian Croat		0.297***
		(0.0635)
Bosnian Serb		0.0722*
		(0.0424)
Other ethnicity		0.451***
		(0.131)
Bosnian		0.713***
		(0.0854)
Constant	1.516***	1.435***
	(0.0274)	(0.0349)
Observations	2,430	2,430
R-squared	0.164	0.202
adj. r2	0.163	0.200
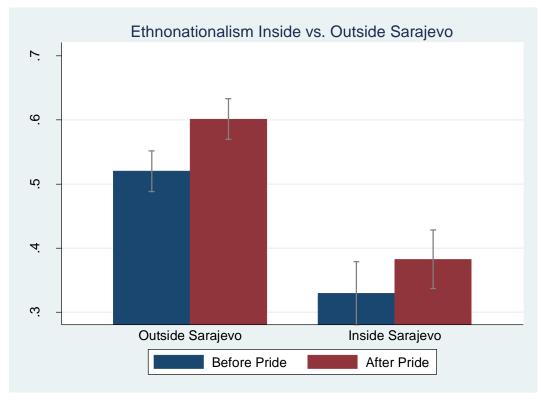
Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity, robust
reg supportpride treatment##sarajevocity i.ethnicity, robust

Ethnocentrism and Pride Support/Opposition

Beyond ethnic identification, we also consider how ethnonationalism could impact Pride support. Ethnonationalism as measured by whether respondents view member of their in-group more favorably than out-groups. We asked respondents whether they had highly unfavorable, somewhat unfavorable, somewhat favorable, or highly favorable views of Bosniaks, Bosnian Croats, and Bosnian Serbs ranging from 1 to 4. We then constructed a simple dummy variable on whether one ethnic group (the in-group) is rated more favorably than other groups (see section: Ethnonationalism index Construction for more detail). Among respondents in the nationwide and panel surveys (N = 2,647), 49.98% indicate that they feel no closer to one group than any other, as indicated by a score of 0. In contrast, 50.02% indicated an ethnonational bias where they rated one group more favorably than others, which is coded 1. Overall, Bosnia is a highly ethnonationalistic society consistent with prior research. This observation holds with more expanded coding of ethnonationalism based on magnitude of biases.

Next, we consider whether people in Sarajevo might be less ethno-nationalistic than elsewhere in the population. The figure below reports the average ethnocentrism score within vs. outside Sarajevo before and after the Pride. It shows that outside Sarajevo, ethnonationalism is greater than inside Sarajevo. However, we see rising ethnonationalism both within and outside Sarajevo after the Pride, which speaks to the possibility that Pride events could induce counter-mobilization by channeling ethnonationalism.

cibar ethnocentric, over2(sarajevocity) over1(treatment)

Next, we regress ethnocentrism on Pride support as in Manuscript Table 2. Below we report the basic Model 1 from Manuscript Table 2 alongside a Model 2 with extended controls for ethnicity and Model 3 with an additional control for ethnocentrism. In Model 3, the inclusion of the ethnonationalism variable has a strong negative effect on Pride support, while the basic treatment effect of the Pride remains positive and significant. Hence, we would argue that ethnonationalism, like ethnicity, plays an important role in explaining Pride opposition both within and outside Sarajevo.

Appendix Table 25. Impact of Ethnicity on Pride Support (OLS Regression)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride
Pride treatment	-0.0241	-0.0190	0.0145
	(0.0379)	(0.0387)	(0.0393)
Sarajevo	0.714***	0.614***	0.588***
	(0.0696)	(0.0707)	(0.0702)
Pride txt x Sarajevo	0.294***	0.265***	0.240***
	(0.0954)	(0.0913)	(0.0905)
Bosnian Croat		0.297***	0.333***
		(0.0635)	(0.0634)
Bosnian Serb		0.0722*	0.0821*
		(0.0424)	(0.0427)
Other ethnicity		0.451***	0.402***
		(0.131)	(0.131)
Bosnian		0.713***	0.647***
		(0.0854)	(0.0875)
ethnonationalism			-0.249***
			(0.0377)
Constant	1.516***	1.435***	1.558***
	(0.0274)	(0.0349)	(0.0402)
Observations	2,430	2,430	2,393
R-squared	0.164	0.202	0.215
adj. r2	0.163	0.200	0.213

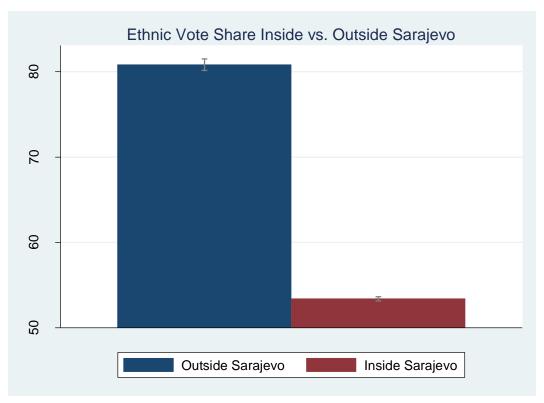Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity, robust
reg supportpride treatment##sarajevocity i.ethnicity, robust
reg supportpride treatment##sarajevocity i.ethnicity ethnocentric, robust

Finally, the impact of ethnicity is not conditional only to our main dependent variable. The table below shows that Bosniaks, Serbs tend to be more conservative and Croats tend to be more liberal on other dimensions of LGBT+ support.

Appendix Table 26 : Unpacking attitudes regarding LGBT+ rights by ethnicity with 95 percent CIs in parentheses			
	Bosniak	Serb	Croat
Means			
Support for Pride (1-4 scale)	1.69 (1.64-1.74)	1.51 (1.45-1.57)	1.88 (1.74-2.01)
Support for LGBT+ Rights (0-10 scale)	3.84 (3.64-4.04)	3.53 (3.24-3.82)	3.69 (3.23-4.15)
Closeness to LGBT+ People (0-10 scale)	1.49 (1.35-1.63)	0.90 (0.74-1.06)	2.22 (1.83-2.61)
Willingness to Attend Pride (0-10 scale)	1.62 (1.49-1.75)	1.15 (1.01-1.30)	2.94 (2.53-3.34)
Willingness to Protest Pride (0-10 scale)	2.39 (2.22-2.55)	1.88 (1.66-2.09)	3.46 (3.01-3.91)
Proportion			
Knowing a gay person	0.25 (0.23-0.27)	0.12 (0.097-0.15)	0.25 (0.20-0.31)
Source: July, September, November Surveys of Bosnia and Herzegovina 2019			

mean supportpride, over(ethnicity)
mean gayrights, over(ethnicity)
mean closetogay, over(ethnicity)
mean AttendPride, over(ethnicity)
mean ProtestPride, over(ethnicity)
recode metgay 4=1 3=1 2=0 1=0, gen(knowinggayperson)
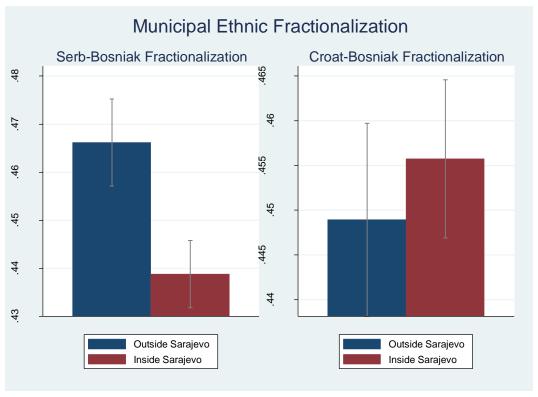**proportion knowinggayperson, over(ethnicity)**

Municipal-level Ethnic voting and Ethnic fractionalization on Pride Support

We now consider at the municipal level whether ethnic voting and ethnic fractionalization could impact Pride support. Ethnic voting represents a proxy for municipal level ethnonationalism which could explain the limited diffusion of Pride messaging beyond Sarajevo. Ethnic fractionalization provides another ethnicity-driven explanation for why diffusion did not occur beyond Sarajevo. If Sarajevo is majority Bosniak, then it is possible that non-Bosniak regions of Bosnia simply did not follow cues on social norms from out-group others. We rely on municipal level ethnic voting and fractionalization data from Hadzic et al. (2017). The figure below indicates the mean ethnic vote share, as measured by Hadzic et al. (2017) as the % vote by municipality of ethno-nationalist political parties (ex. SDA for Bosniaks, HDZ for Croats, and SDS for Serbs) in the 2014 national elections. The figure compares the ethnic vote share for Sarajevo city municipalities relative to the rest of the country and shows nearly 30% less ethnic voting in Sarajevo compared to the average municipality outside Sarajevo.

Note: Pools all respondents from before and after the Pride
cibar ethnic_vote_share , over1(sarajevocity)

Next, we compare municipal level ethnic fractionalization inside and outside Sarajevo using Herfindahl-Hirschman Indices (HHI) compiled by Hadzic et al. (2017) from the 2013 Census in Bosnia. These indices estimate the probability of selecting a Serb or a Croat relative to a Bosniak from the same municipality. The figure below plots the average municipal HHI for municipalities outside Sarajevo city compared to Sarajevo. Serb and Croat probabilities are computed separately. The first figure shows that the probability of selecting a Serb at random from a municipality is significantly greater outside Sarajevo than inside Sarajevo, while Croat-Bosniak fractionalization differences not significant. We can include these indices in a model to assess whether Pride support is more likely to diffuse to municipalities with a lower Serb and Croat concentration relative to Bosniaks.

Note: Pools all respondents from before and after the Pride

cibar hhi_sb, over1(sarajevocity)
cibar hhi_cb, over1(sarajevocity)
graph combine

We now turn to regression analysis to show how increased ethnic vote share at the municipal level is negatively associated with Pride support. This finding is consistent with the observation that ethnonationalism might be an important driver of the lack of diffusion of Pride support outside Sarajevo (Model 1). Next, we examine ethnic fractionalization between Serbs and Croats relative to Bosniaks (Model 2). We label these variables as Serb concentration and Croat concentration which indicate increasing number of Serbs and Croats within a municipality relative to Bosniaks respectively. We find that increasing Serb and Croat concentration has a negative association with Pride support. Hence, there is evidence that ethnic diversity itself is a driver of opposition to Prides. However, it is not clear that simply increasing the number of Bosniaks in a municipality leads to greater Pride support. Though Sarajevo is a majority Bosniak city, most Bosniaks are also

conservative with respect to LGBT+ rights. 85% of Bosniaks nationwide opposed the Sarajevo Pride in our sample compared to 65% in Sarajevo.

Appendix Table 27. Municipal Ethnic Vote Share, Ethnic Fractionalization, and Pride Support (OLS Regression)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride
Pride treatment	0.0313	0.0291
	(0.0417)	(0.0420)
Sarajevo	0.443***	0.425***
	(0.0850)	(0.0847)
Pride txt x Sarajevo	0.225**	0.218**
	(0.0911)	(0.0907)
Bosniak	-0.603***	-0.583***
	(0.0771)	(0.0767)
Croat	-0.130	-0.143
	(0.0981)	(0.102)
Serb	-0.319***	-0.369***
	(0.0917)	(0.0953)
ethnonationalism	-0.240***	-0.236***
	(0.0397)	(0.0397)
ethnic_vote_share	-0.00877***	-0.00871***
	(0.00218)	(0.00220)
Serb concentration		-0.260**
		(0.117)
Croat concentration		-0.315***
		(0.102)
Constant	2.750***	3.017***
	(0.184)	(0.196)
Observations	2,181	2,181
R-squared	0.233	0.238
adj. r2	0.231	0.235

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity Bosniak Croat Serb ethnocentric ethnic_vote_share, robust
reg supportpride treatment##sarajevocity Bosniak Croat Serb ethnocentric ethnic_vote_share hhi_sb hhi_cb, robust

Finally, when we include the additional controls for municipal ethnic vote share and ethnic fractionalization into our main model as below in Model 1, the Pride effect remains robust. The inclusion of municipal fixed effects in Model 2 indicates that Pride effects are robust to time invariant municipal level conditions, as well as to panel-related individual level fixed effects in Model 3. All models include robust standard errors clustered at the municipal level.

Appendix Table 28. Municipal Ethnic Vote Share, Ethnic Fractionalization, and Pride Support
(Extended Controls, OLS)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride
Pride Treatment	-0.00951	0.0115	
	(0.0529)	(0.0570)	
Sarajevo	-0.201***	-0.101	
	(0.0699)	(0.0660)	
Pride txt x Sarajevo	0.177***	0.151**	0.159**
	(0.0567)	(0.0602)	(0.0448)
Support for LGBT+ Rights	0.327***	0.325***	0.111***
	(0.0182)	(0.0211)	(0.0164)
Close to LGBT+ People	0.0361	0.00868	0.587
	(0.0434)	(0.0445)	(0.482)
Contact with LGBT+ People	0.0258*	0.0326**	0.0265
	(0.0138)	(0.0142)	(0.0203)
Contact with LGBT+ Victims	0.115**	0.0961*	-0.0527
	(0.0477)	(0.0542)	(0.0614)
Heard of Prides	-0.136***	-0.140***	-0.108
	(0.0481)	(0.0431)	(0.154)
Awareness of Sarajevo Pride	-0.00442*		
	(0.00232)		
EU Membership Support	-0.0261		
	(0.195)		
Ethnonationalism	0.0880		
	(0.183)		
Ethnic_vote_share	-0.106***	-0.126***	0.0360
	(0.0380)	(0.0367)	(0.152)
Serb concentration	-0.254***	-0.263***	
	(0.0533)	(0.0537)	
Croat concentration	-0.0653	0.00551	
	(0.112)	(0.115)	
Religious	-0.194*	-0.228**	
	(0.0986)	(0.0985)	
Bosniak	0.00769	0.00137	

	(0.0364)	(0.0359)	
Croat	0.00155	0.00162	
	(0.00127)	(0.00130)	
Serb	0.00938	0.0141	
	(0.00993)	(0.0105)	
Men	-0.0488	-0.0406	
	(0.0513)	(0.0568)	
Age	-0.0766	-0.0647	
	(0.0535)	(0.0494)	
Education	0.0176	0.0231*	
	(0.0136)	(0.0134)	
Rural	-0.0496	-0.0455	
	(0.0516)	(0.0606)	
Unemployed	-0.108**	-0.108**	
	(0.0537)	(0.0523)	
Constant	1.597***	1.308***	1.337*
	(0.216)	(0.185)	(0.464)
Observations	1,986	1,986	537
R-squared	0.491	0.378	0.115
adj. r2	0.486	0.373	0.103
		Municipal Fixed Effects	Panel Fixed Effects
Number of Municipal FEs		69	
Number of Individual FEs			248

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##panel alphaclosecontact heardofpride prideknowledge voteeu ethnocentric ethnic_vote_share hhi_sb hhi_cb religious Bosniak Croat Serb Men age Education rural unemployed, cluster(municipality)

xtset municipality

xtreg supportpride treatment##panel alphaclosecontact heardofpride prideknowledge voteeu ethnocentric ethnic_vote_share hhi_sb hhi_cb religious Bosniak Croat Serb Men age Education rural unemployed, fe cluster(municipality)
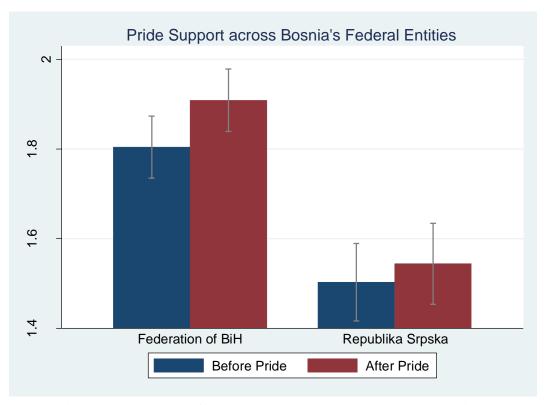
xtset sms_id

xtreg supportpride treatment##panel alphaclosecontact heardofpride prideknowledge voteeu ethnocentric ethnic_vote_share hhi_sb hhi_cb religious Bosniak Croat Serb Men age Education rural unemployed, fe cluster(municipality)

Ethno-federalism and Pride Support

Next, we consider whether ethno-territorial autonomy in the form of Republika Srpska (RS) can explain reduced LGBT+ support outside Sarajevo. Bosnian Serbs in the RS have titular autonomy within Bosnia as an ethno-federal sub-state. One possibility is that the RS serves as an institutional barrier for the diffusion of Pride effects across Bosnia. The figure below suggests that there is some validity to this claim. Average Pride support is lower in the RS before and after the Pride compared to the Bosnian Federation, where Pride support increases on average after the Pride is held.

cibar supportpride if entity~=3, over1(treatment) over2(entity)

In addition, the table below shows that the Serb nationalist-dominated Republika Srpska exhibits higher levels of social conservatism concerning LGBT+ rights in comparison to the Federation of Bosnia and Herzegovina.

Appendix Table 29 : Unpacking attitudes regarding LGBT+ rights by Bosnia's ethnic entities with 95 percent CIs in parentheses		
	Republika Srpska (Serb entity)	Federation of Bosnia and Herzegovina (Bosniak and Croat entity)
Means		
Support for Pride (1-4 scale)	1.52 (1.46-1.58)	1.86 (1.81-1.91)
Support for LGBT+ Rights (0-10 scale)	3.42 (3.15-3.69)	4.35 (4.17-4.53)
Closeness to Gay People (0-10 scale)	0.79 (0.65-0.94)	2.05 (1.91-2.19)
Willingness to Attend Pride (0-10 scale)	1.14 (1.00-1.28)	2.03 (1.90-2.16)
Willingness to Protest Pride (0-10 scale)	1.99 (1.77-2.20)	2.41 (2.26-2.56)
Proportion		
Knowing a gay person	0.12 (0.095-0.14)	0.30 (0.28-0.33)
Source: July, September, November Surveys of Bosnia and Herzegovina 2019		

mean supportpride, over(entity)
mean gayrights, over(entity)
mean closetogay, over(entity)
mean AttendPride, over(entity)
mean ProtestPride, over(entity)
recode metgay 4=1 3=1 2=0 1=0, gen(knowinggayperson2)
proportion knowinggayperson2, over(entity)

In the table below, we regress a dummy variable for the Federation in place of Sarajevo on our main dependent variable: Pride support. In Model 1 we see a significant effect of residing in the Bosnian Federation on Pride Support (Republika Sprska is the constant comparison group). However, when we exclude Sarajevo residents from the sample in Model 2, there is no longer any difference between RS residents and Federation residents on Pride support. Hence, Sarajevo is the main driver of greater Pride support within the Federation compared to the RS. This underscores that proximity, rather than ethno-federal institutional divisions are most likely responsible for Pride effects. We do not see barriers to diffusion at the borders of the RS compared to the Federation. Instead, diffusion appears to stop outside the main city municipalities of Sarajevo itself.

Appendix Table 30. Ethno-federalism and Pride Support (OLS)
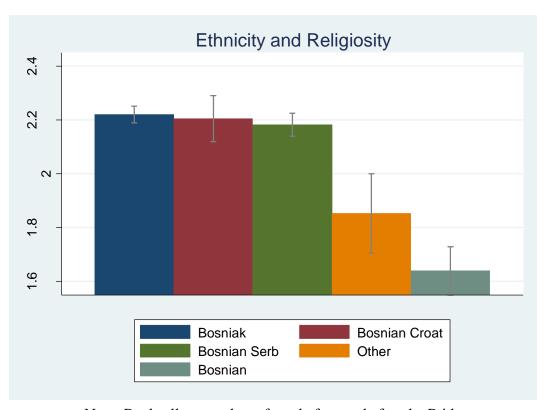
VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride
Pride Treatment	0.0412	0.0412
	(0.0637)	(0.0637)
Federation	0.301***	0.0242
	(0.0564)	(0.0567)
Pride Treatment x Federation	0.0634	-0.105
	(0.0811)	(0.0797)
Constant (RS)	1.503***	1.503***
	(0.0440)	(0.0440)
	Including Sarajevo	Excluding Sarajevo
Observations	2,410	1,673
R-squared	0.023	0.002
adj r2	0.0223	-0.000204

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##federation if entity~=3, robust
reg supportpride treatment##federation if entity~=3 & sarajevocity==0, robust

Religiosity and Pride Support
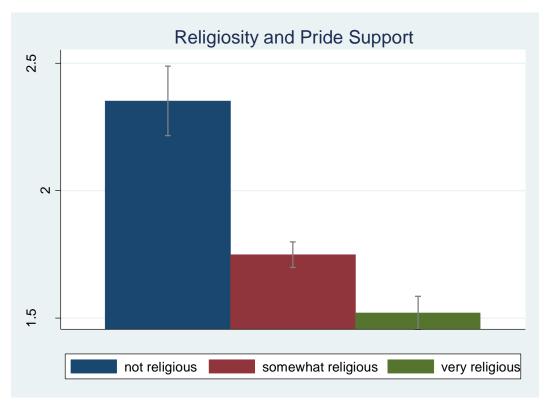
Next, we consider how religious cleavages, which overlap and reinforce ethnic cleavages, may affect Pride support. The figure below reports the distribution of responses to the question "How religious do you consider yourself?" Response options range from 1= not religious, 2 =somewhat religious and 3 = very religious over ethnicity. The figure below shows that religiosity does not vary significantly across ethnicity. All three dominant ethnic groups are moderately religious, while those in the ethnic "other" category and "Bosnian" category are less religious. Recall as well that there are more people in Sarajevo who reject ethnic categorization based on war-time cleavages and claim "Bosnian" status as their ethnicity.

Note: Pools all respondents from before and after the Pride

cibar religious, over1(ethnicity)
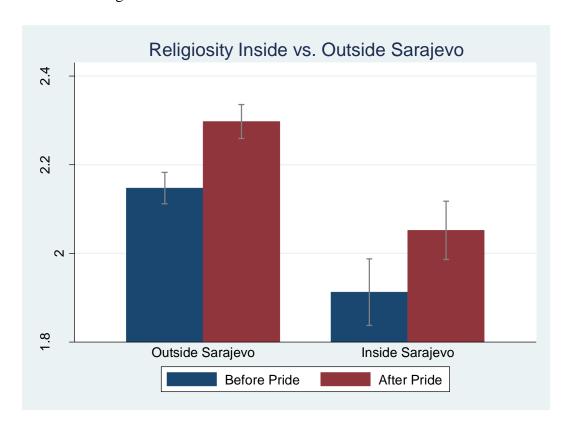
Next, we report the relationship between religiosity and Pride support. The figure below shows that the more religious one is, the less likely they are to support the Sarajevo Pride.

Note: Pools all respondents from before and after the Pride

cibar supportpride, over1(religious)

Next, we compare changes in religiosity before and after the Pride inside and outside Sarajevo. The figure below shows that people in Sarajevo are less religious compared to outside Sarajevo. However, religiosity increased in both samples post-Pride, which suggests that the Pride had a backlash effect on religious Bosnians.

cibar religious, over2(sarajevocity) over1(treatment)

When we plot the effects of religiosity on Pride support using regression analysis in the table below, we find that religiosity has a significant negative effect on Pride support. We also include a control for ethnonationalism and an interaction term between ethnonationalism and religiosity. Although religious cleavages overlap with ethnicity (Bosniaks are predominantly Muslim, Bosnian Croats are predominantly Catholic, and Bosnian Serbs are Orthodox), there appear to be independent effects of ethnonationalism and religiosity on opposition to the Pride. Furthermore, ethnonationalism and religiosity are not as strongly intercorrelated as one might assume (Pearson's $R = 0.19$, $p < 0.0000$). Hence, religiosity and ethnonationalism offer distinct pathways for countermobilizing against LGBT+ activism.

Appendix Table 31. Ethnocentrism, Religiosity and Pride Support

| VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride
Pride Treatment	0.0481	0.0471
	(0.0396)	(0.0396)
Sarajevo	0.564***	0.561***
	(0.0704)	(0.0707)
Pride txt x Sarajevo	0.225**	0.228**
	(0.0901)	(0.0901)
Bosniak	-0.504***	-0.498***
	(0.0770)	(0.0778)
Croat	-0.195**	-0.189**
	(0.0954)	(0.0956)
Serb	-0.440***	-0.432***
	(0.0846)	(0.0850)
Ethnonationalism	-0.222***	-0.315**
	(0.0381)	(0.139)
Religiosity	-0.202***	-0.222***
	(0.0317)	(0.0491)
Ethnonationalism x Religiosity		0.0428
		(0.0617)
Constant	2.488***	2.525***
	(0.0950)	(0.118)
Observations	2,356	2,356
R-squared	0.230	0.230
adj r2	0.228	0.227
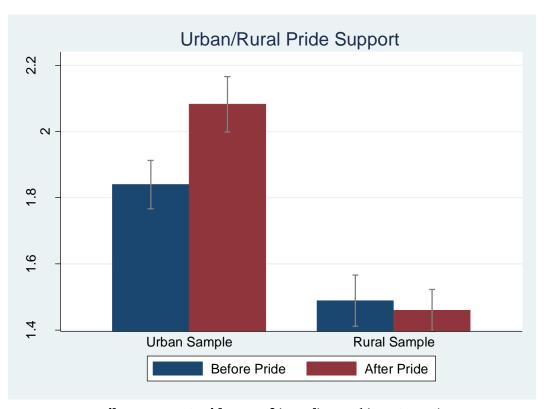
Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity i.ethnicity ethnocentric religious, robust
reg supportpride treatment##sarajevocity i.ethnicity c.ethnocentric##c.religious, robust

Urban-Rural Divisions and Pride Support

Urban environments have been shown to be more open, liberal and cosmopolitan compared to rural locations in other European contexts (Maxwell 2019; Ayoub and Kollman 2020). In the former Yugoslavia, Hodson et al. (1994), Massey et al. (1999) also found greater cosmopolitan attitudes and less in tolerance in urban ethnically mixed areas compared to rural enclaves, and Bosnia was especially tolerant compared to other Yugoslav republics. We consider whether there is a strong urban-rural effect in the data on Pride support that can help explain the lack of diffusion outside Sarajevo. We measure urban-rural differences using a simple binary marker from our sampling frame for urban vs. rural sampling locations as well as a more refined measure of population density based on the 2013 census, as reported by Hadzic et al. 2017 at the municipal level. First, 39.2% of our sampling municipalities are classified as rural and 60.8% urban in the stratification process. Using 2013 census data from Hadzic et al. (2017), population density ranges from 15 people per square km to 2846. The average population density in Bosnia excluding Sarajevo is 141 per sq. km, while Sarajevo is 2248 per sq. km. Hence, most of Bosnia is exceedingly rural by comparison. Bosnia's second most dense city is Tuzla at 434 people per sq. km. The largest city in Republika Srpska is Banja Luka with a population density of only 158 people per sq. km.

The figure below indicates the average Pride support response in urban vs. rural municipalities using the binary sampling stratum for both before and after the Sarajevo Pride. The figure shows that urban municipalities are more supportive of the Pride than rural municipalities and that Pride support increases in urban municipalities following the Sarajevo Pride but not in rural municipalities.

cibar supportpride, over2(rural) over1(treatment)

79

Next, we report the results of OLS regression on Pride support using the binary urban/rural control and the log of population density. In Model 1, we find a negative effect on Pride support in rural locations, while in Model 2, we find that Pride support increases with the log of population density.

Appendix Table 32. Urban-Rural Population Density and Pride Support (OLS Regression)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride
Pride Treatment	-0.00699	-0.0217
	(0.0385)	(0.0401)
Sarajevo	0.656***	0.379***
	(0.0714)	(0.0989)
Pride txt x Sarajevo	0.278***	0.281***
	(0.0955)	(0.0953)
rural	-0.135***	
	(0.0388)	
Log (pop_density)		0.124***
		(0.0248)
Constant	1.714***	0.916***
	(0.0634)	(0.119)
Observations	2,430	2,218
R-squared	0.167	0.182
adj r2	0.166	0.180

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity rural, robust
reg supportpride treatment##sarajevocity log_pop_density, robust

Next, while noting differences in Sarajevo to other urban and rural locations in terms of LGBT+ support, the table below shows that urban-rural locational differences and population density alone do not have a significant impact on Pride support when controlling for other covariates.

Appendix Table 33. Urban-Rural Population Density and Pride Support
(OLS Regression, Extended Controls)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride
Pride Treatment	-0.0201	-0.0242
	(0.0576)	(0.0584)
Sarajevo	-0.115	-0.200
	(0.0866)	(0.159)
Pride txt x Sarajevo	0.157**	0.150**
	(0.0633)	(0.0628)
Support for LGBT+ Rights	0.0818***	0.0803***
	(0.0126)	(0.0137)
Close to LGBT+ People	0.000855	-0.00401
	(0.0261)	(0.0280)
Contact with LGBT+ People	0.0937***	0.0942***
	(0.0127)	(0.0138)
Contact with LGBT+ Victims	0.159***	0.156***
	(0.0350)	(0.0373)
Heard of Prides	0.0187	0.0128
	(0.0446)	(0.0467)
Awareness of Sarajevo Pride	0.0210	0.0276**
	(0.0135)	(0.0132)
EU Membership Support	0.0854	0.105*
	(0.0542)	(0.0547)
Ethnonationalism	-0.144***	-0.136***
	(0.0418)	(0.0442)
Religiosity	-0.114***	-0.111***
	(0.0356)	(0.0385)
Bosniak	-0.227***	-0.241***
	(0.0398)	(0.0383)
Croat	-0.0994	-0.0688
	(0.0856)	(0.0904)
Serb	-0.304***	-0.290***
	(0.0648)	(0.0659)
Men	-0.0222	-0.0149
	(0.0345)	(0.0381)
Age	0.00113	0.00123
	(0.00114)	(0.00113)

Education	0.0150	0.0160
	(0.0114)	(0.0110)
Unemployed	-0.0726	-0.0917*
	(0.0509)	(0.0514)
Rural	-0.0421	
	(0.0439)	
Log (pop_density)		0.0539
		(0.0473)
Constant	1.378***	1.008***
	(0.171)	(0.269)
Observations	2,039	1,848
R-squared	0.484	0.499
adj. r2	0.479	0.494

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education unemployed rural [pweight = cem_weight], cluster(municipality)

reg supportpride treatment##sarajevocity gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education unemployed log_pop_density [pweight = cem_weight], cluster(municipality)

Next, we consider whether Sarajevo exclusively drives the urban effect in Pride support. In the table below, we exclude Sarajevo from the analysis. Model 1 shows the interaction between the urban location dummy variable for all other non-Sarajevo urban locations in the sample. Model 2 does the same thing using a continuous population density variable but excluding Sarajevo. Model 3 looks exclusively at the second largest city in the Federation, Tuzla, and Model 4 examines changes in Pride Support in Republika Srpska's largest city, Banja Luka. None of these models show a significant Pride effect.

Appendix Table 34. Pride Support in Other Urban Locations Outside Sarajevo (OLS)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride	(4) Support for Sarajevo Pride	(5) Support for Sarajevo Pride
Pride treatment	-0.0295	-0.0438	0.136	-0.0111	-0.0386
	(0.0512)	(0.0508)	(0.229)	(0.0388)	(0.0388)
Urban locations	0.350***	0.0718			
	(0.0543)	(0.0548)			

	Including Sarajevo	Excluding Sarajevo	Excluding Sarajevo	Excluding Sarajevo	Excluding Sarajevo
Pride x urban	0.273***	0.0720			
	(0.0763)	(0.0776)			
Ln(pop_density)			0.0420		
			(0.0364)		
Pride x popdens			-0.0357		
			(0.0488)		
Tuzla				0.144	
				(0.138)	
Pride x Tuzla				-0.256	
				(0.176)	
Banja Luka					0.0847
					(0.115)
Pride x BL					0.216
					(0.173)
Constant	1.489***	1.478***	1.306***	1.508***	1.511***
	(0.0396)	(0.0397)	(0.171)	(0.0279)	(0.0282)
Observations	2,430	1,693	1,481	1,693	1,693
R-squared	0.064	0.005	0.001	0.002	0.005
adj r2	0.0624	0.00356	-0.000700	-0.000203	0.00314

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##urban, robust
reg supportpride treatment##urban if sarajevocity==0, robust
reg supportpride treatment##c.log_pop_density if sarajevocity==0, robust
reg supportpride treatment##tuzla if sarajevocity==0, robust
reg supportpride treatment##banjaluka if sarajevocity==0, robust

Next, we show that few sampling locations in Bosnia have levels of Pride support that mirror Sarajevo. The figure below provides box whisker plots of Pride support for the combined 4 municipalities in Sarajevo city followed by all other municipalities in the same. In total we have 790 observations from Sarejevo, which is far more than other locations in the sample. For example, there are only 92 observations from Tulza and 104 from Banja Luka. Most of these locations have a lower mean and inter-quartile range compared to Sarajevo. Exceptions include Bihac (N = 53), Modrica (N = 25), Gracanica (N =45), and Teslic (N = 16), and Novo Gorazde (N = 16) which are comparable to Sarajevo but with such a small N, it is difficult to assess how robust those results are.

graph box supportpride, by(municipality2)

Finally, urban-rural divisions in Pride support are prevalent across other LGBT+ items in our survey. The table below indicates that rural areas tend to be more socially conservative concerning LGBT+ rights in comparison to urban areas.

Appendix Table 35 : Unpacking attitudes regarding LGBT+ rights by rural/urban with 95 percent CIs in parentheses		
	Rural	Urban
Means		
Support for Pride (1-4 scale)	1.47 (1.42-1.52)	1.96 (1.90-2.01)
Support for LGBT+ Rights (0-10 scale)	2.89 (2.67-3.10)	4.89 (4.69-5.09)
Closeness to Gay People (0-10 scale)	0.69 (0.58-0.80)	2.33 (2.17-2.49)
Willingness to Attend Pride (0-10 scale)	1.48 (1.33-1.63)	1.95 (1.81-2.08)
Willingness to Protest Pride (0-10 scale)	2.36 (2.16-2.55)	2.22 (2.06-2.37)
Proportion		
Knowing a gay person	0.12 (0.098-0.14)	0.34 (0.31-0.36)
Source: July, September, November Surveys of Bosnia and Herzegovina 2019		

mean supportpride, over(type)
mean gayrights, over(type)
mean closetogay, over(type)
mean AttendPride, over(type)
mean ProtestPride, over(type)
recode metgay 4=1 3=1 2=0 1=0, gen(knowinggayperson3)
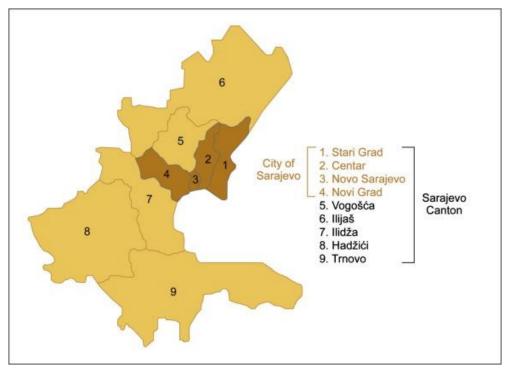**proportion knowinggayperson3, over(type)**

Also, the table below shows that Sarajevo tends to be more liberal, but willingness to attend and protest pride are higher in comparison to other cities, suggestive of the salience of Pride to the Sarajevo community.

| Appendix Table 36 : Unpacking attitudes regarding LGBT+ rights by major city with 95 percent CIs in parentheses			
	Sarajevo	Tuzla	Banja Luka
Means			
Support for Pride (1-4 scale)	2.41 (2.24-2.59)	1.53 (1.35-1.70)	1.69 (1.52-1.86)
Support for LGBT+ Rights (0-10 scale)	6.09 (5.53-6.64)	2.36 (1.75-2.96)	4.79 (4.06-5.51)
Closeness to Gay People (0-10 scale)	3.39 (2.90-3.87)	0.78 (0.41-1.14)	1.26 (0.74-1.78)
Willingness to Attend Pride (0-10 scale)	2.68 (2.24-3.11)	1.36 (0.91-1.82)	1.34 (0.99-1.68)
Willingness to Protest Pride (0-10 scale)	2.2 (1.76-2.64)	2.78 (2.08-3.48)	1.38 (1.01-1.74)
Proportion			
Knowing a gay person	0.55 (0.48-0.62)	0.099 (0.051-0.18)	0.18 (0.11-0.27)
Source: July, September, November Surveys of Bosnia and Herzegovina 2019			
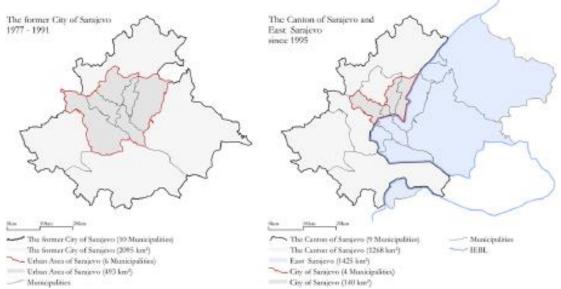
mean supportpride, over(municipality)
mean gayrights, over(municipality)
mean closetogay, over(municipality)
mean AttendPride, over(municipality)
mean ProtestPride, over(municipality)
recode metgay 4=1 3=1 2=0 1=0, gen(knowinggayperson3)
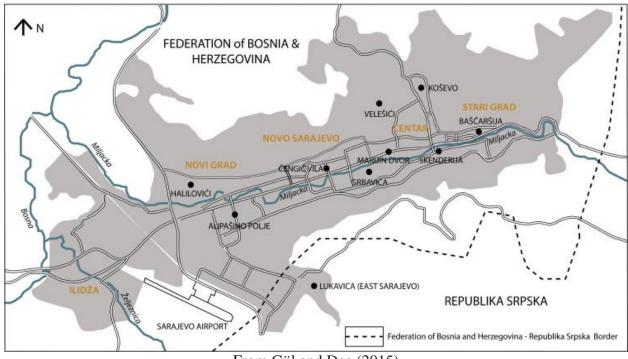**proportion knowinggayperson3, over(municipality)**

Next, we examine variation in Pride support within the main 4 municipalities in Sarajevo city: Stari Grad, Centar, Novo Sarajevo, and Novi Grad (see Maps below). Stari Grad or "Old Town" is the least dense section in Sarajevo (dens = 400 people per sq km), home to the Baščaršija, and other legacies of Sarajevo's Ottoman period, and is considered a more conservative Bosniak quarter of the town (88% of the municipal population) (Gül and Dee 2015). On the opposite end of the city is Novi Grad or "New Town" which was largely an expansion of the city under socialist Yugoslavia, is a much more densely populated section of the city (2846 people per sq km) and is also largely Bosniak (86% as of 2013). In the middle are Novo Sarajevo or "New Sarajevo", an earlier expansion of the city in the 1960s and is also a densely populated Sarajevo municipality (2023 people per sq km). In 2013, 74% of residents identified as Bosniak and 13% as "other". Finally, there is Centar or "Center" Sarajevo (pop dens 2402 per sq. km), which houses most of the main federal and cantonal government buildings and more of the city's Austro-Hungarian architectural influence. By the 2013 census, 14.5% of Centar Sarajevo residents chose a category other than Bosniak, Croat, or Serb as their ethnicity (75.5% are Bosniak). Centar is also the location where the Pride took place, beginning at the "Eternal Flame" WWII memorial on Marshal Tito Street and ending at the Bosnian Parliament building. The remaining municipalities are part of Sarajevo canton and are much less dense. In the Republika Srpska, there are also six small municipalities that comprise "East Sarajevo" or "Serb Sarajevo" created after the war and are comprised of over 90% Bosnian Serbs, predominantly rural, under separate administrative control (see Aquilué and Roca 2016).
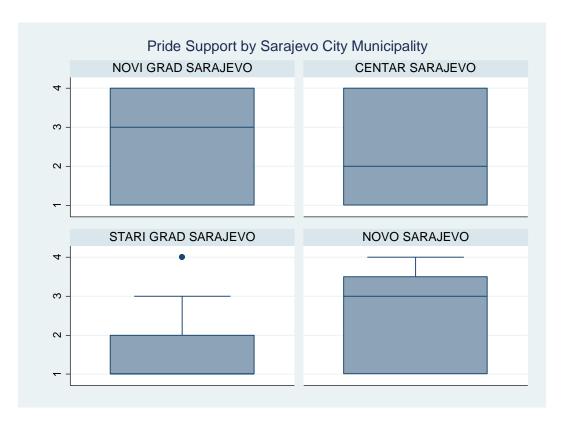

From Gül and Dee (2015)

From (Aquilué and Roca 2016)
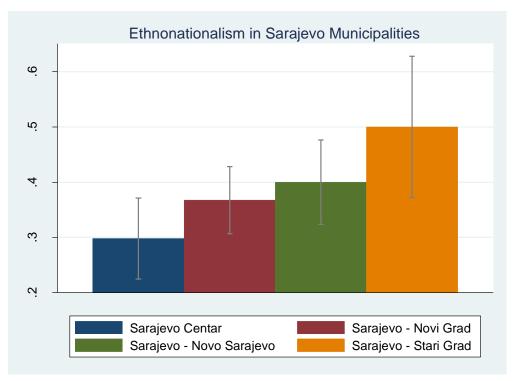
From Gül and Dee (2015)

The figure below includes box-wisher plots of Pride Support for each of the 4 main city municipalities within the Sarajevo sample. The plots show a distribution of support across all 4 municipalities with stronger support in the more densely populated municipalities of Novi Grad, Centar, and Novo Sarajevo compared to the sparser and socially conservative Stari Grad municipality.
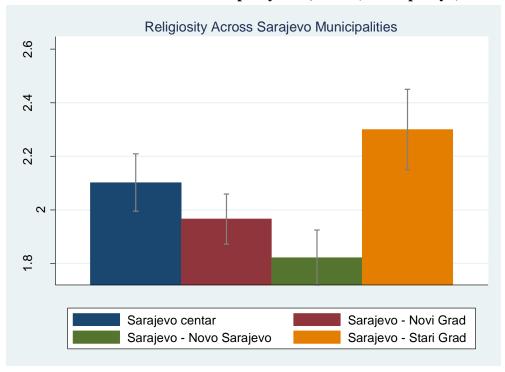
graph box supportpride if sarajevocity==1, by(municipality)

We also note that ethnonationalism and religiosity are higher in Stari Grad Municipality than in the other three municipalities. The figure below reports mean levels of ethnonationalism across each municipality. The figure below reports mean religiosity. Both show greater ethnonationalism and religiosity in Stari Grad compared to other municipalities in Sarajevo city.

cibar ethnocentric if municipality3~=0, over1(municipality3)

cibar religious if municipality3~=0, over1(municipality3)

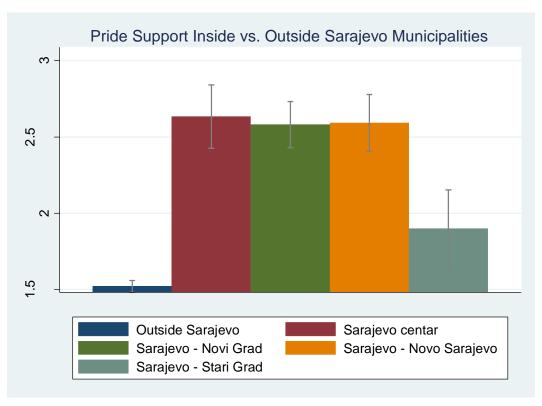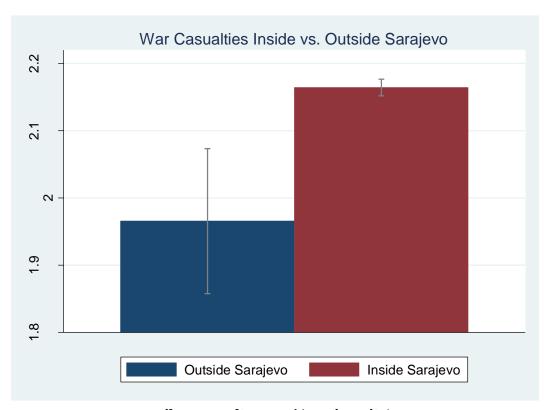Finally, the figure below reports average Pride support within each municipality compared to Outside Sarajevo. Even in Stari Grad, Pride support is greater than what is observed outside Sarajevo. The advantage of pooling the municipalities for analysis is that it provides a larger N of cases within close vicinity of the Pride event from which to assess an effect on changes in Pride support. Examining Pride effects within each municipality separately is challenged by the reduced N (only 60 cases in Stari Grad, for example). However, the inclusion of our Sarajevo panel sample reduces time invariant concerns regarding treatment effects.

cibar supportpride, over1(municipality3)

Conflict-related violence and Pride Support

We examine whether conflict-related casualties and conflict displacement could impact Pride support within Bosnia's post-war municipalities. We rely on municipal-level data from Hadzic et al. (2017) for this analysis. The figure reports average war-related casualties as a percentage of the pre-war municipal population within and outside Sarajevo. Sarajevo is significantly higher in average war-related casualties compared to other sampling locations reflecting its frontline status during the war.

War Casualties Inside vs. Outside Sarajevo

[Bar chart comparing war casualties. Y-axis ranges from 1.8 to 2.2. "Outside Sarajevo" bar (dark blue) at approximately 1.97 with error bars. "Inside Sarajevo" bar (dark red) at approximately 2.16 with error bars.]

Legend: Outside Sarajevo | Inside Sarajevo

cibar casualty, over1(sarajevocity)

The table below includes a control for war-related casualties and finds a negative effect on Pride support. This may be consistent with other research on how war increases ethnonationalism and religiosity, which may impede support for LGBT+ rights. However, the effect is not robust to clustering standard errors by municipality or to the inclusion of extended controls in the analysis, so any effects of conflict-related violence on LGBT+ support appear weak.

Appendix Table 37. Conflict-related Violence and Pride Support (OLS Regression)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride
Pride Treatment	-0.0351	-0.0351	-0.0135
	(0.0399)	(0.0525)	(0.0609)
Sarajevo	0.744***	0.744***	-0.0121
	(0.0711)	(0.147)	(0.0907)
Pride txt x Sarajevo	0.305***	0.305***	0.151**
	(0.0962)	(0.0830)	(0.0692)
Log(casualties)	-0.0465**	-0.0465	-0.0118
	(0.0214)	(0.0414)	(0.0316)
Support for LGBT+ Rights			0.0799***
			(0.0138)
Close to LGBT+ People			0.000316
			(0.0278)
Contact with LGBT+ People			0.0953***
			(0.0132)
Contact with LGBT+ Victims			0.162***
			(0.0377)
Heard of Prides			0.00590
			(0.0480)
Awareness of Sarajevo Pride			0.0245*
			(0.0131)
EU Membership Support			0.143**
			(0.0553)
Ethnonationalism			-0.164***
			(0.0441)
Religiosity			-0.129***
			(0.0402)
Bosniak			-0.0440
			(0.0548)
Croat			0.117
			(0.0702)
Serb			-0.0125
			(0.0389)
Men			0.00131
			(0.00117)

age			0.00998
			(0.0108)
Education			-0.0775*
			(0.0447)
Rural			-0.100*
			(0.0536)
Unemployed			1.217***
			(0.187)
Constant	1.522***	1.522***	
	(0.0303)	(0.0470)	1,848
Standard Errors	Robust	Clustered	0.494
Observations	2,218	2,218	0.489
R-squared	0.175	0.175	0.403
adj. r2	0.174	0.174	0.395

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity log_casualty , robust
reg supportpride treatment##sarajevocity log_casualty, cluster(municipality)
reg supportpride treatment##sarajevocity log_casualty gayrights metgay closetogay
knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat
Men age Education rural unemployed [pweight = cem_weight], cluster(municipality)

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Exploring Causal Mechanisms: Mediators, Moderators, Confounders and Covariates

While theory is ultimately critical to distinguishing among potential mediators, moderators, confounders, or independent covariates of LGBT+ activist support, given the early state of research on Pride events and their effects, we treat this analysis as an exploratory theory-building exercise to inform future research on causal mechanisms and pathways.

In estimating the impact of the Sarajevo Pride on support for LGBT+ activism, we consider the possibility that other observable covariates in our dataset confounded, moderated, or mediated the Pride effect. The following diagram, taken from Field-Fote (2019) illustrates the difference among mediator, moderator, confounding variables, and otherwise independent covariates with our outcome variable. A moderator variable is one that influences the strength of the relationship between an intervention (the Sarajevo Pride) and an outcome measure (support for LGBT+ activism). Moderation occurs when an interaction between the intervention and the moderator variable produces a change in the outcome. For example, in our study, proximity to the Pride is a moderator of Pride effects. The interaction between the Pride treatment and a dummy variable for Sarajevo leads to positive outcomes in Sarajevo, but no effect outside Sarajevo. In contrast, a mediator variable *explains* the relationship between an intervention and an outcome variable such that the intervention produces a change in the mediator variable which produces as change in the outcome variable (Baron and Kenney 1986; Imai et al. 2010). Both moderators and mediators can play an important role in the causal mechanism or pathway between an intervention and an outcome, such as how the Sarajevo Pride "works" to increase support and/or opposition to LGBT+ activism.

Moderators can include time invariant factors like ethnicity, gender, age, education, urban-rural demographics that might influence the effect of the Pride on support or opposition to LGBT+ activism. In contrast, time invariant factors cannot be mediators because the treatment cannot change them (ex. the Pride cannot make someone become more rural or more Bosniak). However, time variant factors like attitudes toward LGBT+ rights, ethnocentrism, or religiosity could be either moderators or mediators, depending on their relationship to the intervention and the outcome in question.

For example, if Prides help increase awareness and visibility for the LGBT+ community, which in turn increases support for LGBT+ activism, then raising awareness could be a mediator of Pride effects. As another example, contact with LGBT+ people could be a mediator of Pride effects if it increases as a result of the Pride and leads to greater support for LGBT+ activism. However, if Pride effects vary with contact but the Pride itself does not lead to increased contact with the LGBT+ community, then contact is more of a moderator than a mediator.
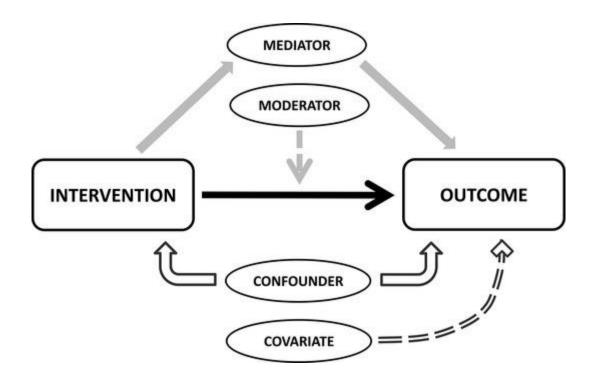
Mediator and moderator variables could also have negative effects on the relationship between the Pride and LGBT+ support. We examine the possibility that the Pride could have provoked anti-LGBT sentiment in the population, resulting in a backlash against gay-rights activism. If ethnocentrism and religiosity intensify as a result of the Pride, increasing opposition to LGBT+ activism, then they are negative mediators. If ethnocentrism and religiosity are not affected by the Pride itself, but reduce the impact of the Pride on support for LGBT+ activism through interaction effects, then they are more likely negative moderator variables.

In contrast to mediators and moderators, confounders are variables that operate outside the causal pathway that predict both the intervention and the outcome variable. Confounders are

95

similar to mediators except for the direction of the causal arrows. Also, like moderators, confounders can also include both time invariant (ethnicity, gender, education, urban-rural division) as well as time variant factors (etc. awareness, support for LGBT+ rights, ethnocentrism, religiosity). Whether a variable is a confounder, moderator, or mediator depends again on the theoretical pathways under consideration as well as the empirical relationship between the intervention, outcome, and confounder/mediator in question.

Confounding is made possible because the Sarajevo Pride is not a random intervention. Pride effects could be endogenous and therefore confounded by demographic covariates or pre-existing attitudes or support for LGBT+ activism. For example, if controlling for pre-existing attitudes toward the LGBT+ community eliminates any measurable impact of the Pride on LGBT+ support, then we might consider this a confounding variable (or a fully moderating variable depending on the causal pathway in question). EU support could serve as another potential confounder of Pride effects, because many people desire EU membership for Bosnia, and the EU has mandated some degree of tolerance and legal acceptance of LGBT+ rights as conditional to EU membership. Ethnonationalism and religiosity might also confound the effects of the Pride if these factors are associated with homophobia and elevated in areas outside Sarajevo. As always, much depends on the specification of the causal pathway under consideration. Confounders, unlike moderators and mediators, are operating outside of the theorized causal framework.

Finally, there may be covariates that predict the outcome variable independently of the intervention which neither confound, mediate, or moderate the effect of the intervention itself. For example, how close one feels to LGBT+ people would be an independent covariate if it is not correlated with the intervention but positively correlated with the outcome variable.

To explore the impact of these changes on support for LGBT+ activism, we turn to formal causal mediation analysis (Barron and Kenney 1986; Imai et al. 2010). For a variable to mediate the effect of the Pride on support for LGBT+ activism, it must predict the outcome variable, it must also be predicted by the intervention or treatment (the Pride event), and the inclusion of the mediator must lead to an increase or decrease in the treatment effect on the outcome variable. The table below shows the effect of including potential mediator variables on Pride effects within Sarajevo. Model 1 indicates the basic model where the interaction term Pride x Sarajevo is positive and significant. Models 2-10 include plausible mediator variables. Model 2-8 show that mediator variables for support for LGBT+ rights, contact with LGBT+ people, feeling close to LGBT+ people, and knowing LGBT+ people who are victims of violence, salience of (heard of) Prides, awareness of the Sarajevo Pride, and EU support are all positively correlated with support for the Pride. In contrast, ethnocentrism and religiosity in Models 8-9 are negatively correlated with support for the Sarajevo Pride. The mediating effect of each variable on support for the Pride in Sarajevo pre-treatment and post-treatment can be observed in how the coefficients for Sarajevo and Pride txt x Sarajevo change with the inclusion of the mediator.

Appendix Table 38. Mediation of Pride Awareness, Contact, and Religiosity on Pride Effects (OLS, Logit)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride	(3) Support for Sarajevo Pride	(4) Support for Sarajevo Pride	(5) Support for Sarajevo Pride
Treatment	-0.0241	-0.00216	-0.0735	-0.0104	-0.0791
	(0.0379)	(0.0599)	(0.0486)	(0.0475)	(0.0482)
Sarajevo	0.714***	0.290***	0.329***	0.174*	0.501***
	(0.0696)	(0.108)	(0.107)	(0.0900)	(0.118)
Treatment x Sarajevo	0.294***	0.158*	0.305***	0.211***	0.312***
	(0.0954)	(0.0855)	(0.0594)	(0.0688)	(0.0721)
Support for LGBT+ rights		0.130***			
		(0.0167)			
Contact with LGBT+ people			0.297***		
			(0.0302)		
Closeness to LGBT+ people				0.175***	
				(0.0112)	
Knew victims					0.375***
					(0.0316)
Constant	1.516***	1.143***	1.122***	1.380***	1.016***
	(0.0274)	(0.0628)	(0.0563)	(0.0417)	(0.0571)
Observations	2,430	2,363	2,389	2,398	2,339

R-squared	0.164	0.366	0.251	0.347	0.266
adj.r2	0.163	0.365	0.250	0.346	0.264

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

VARIABLES	(6) Support for Sarajevo Pride	(7) Support for Sarajevo Pride	(8) Support for Sarajevo Pride	(9) Support for Sarajevo Pride	(10) Support for Sarajevo Pride
Pride Treatment	-0.0352	-0.130**	-0.0352	0.0114	0.0236
	(0.0508)	(0.0570)	(0.0508)	(0.0502)	(0.0521)
Sarajevo	0.707***	0.701***	0.707***	0.661***	0.655***
	(0.144)	(0.139)	(0.144)	(0.141)	(0.141)
Pride txt x Sarajevo	0.296***	0.338***	0.296***	0.265***	0.274***
	(0.0814)	(0.0821)	(0.0814)	(0.0867)	(0.0943)
Heard of Prides	0.164***				
	(0.0533)				
Awareness of Sarajevo Pride		0.0939***			
		(0.0238)			
Support EU membership			0.164***		
			(0.0533)		
Ethnonationalism				-0.289***	
				(0.0746)	
Religiosity					-0.281***
					(0.0803)
Constant	1.396***	1.357***	1.396***	1.665***	2.116***
	(0.0531)	(0.0514)	(0.0531)	(0.0589)	(0.177)
Observations	2,430	2,269	2,430	2,393	2,393
R-squared	0.169	0.175	0.169	0.182	0.193
adj. r2	0.167	0.173	0.167	0.181	0.191

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##sarajevocity, cluster(municipality)
reg supportpride treatment##sarajevocity gayrights, cluster(municipality)
reg supportpride treatment##sarajevocity metgay, cluster(municipality)
reg supportpride treatment##sarajevocity closetogay, cluster(municipality)
reg supportpride treatment##sarajevocity knewvictim, cluster(municipality)
reg supportpride treatment##sarajevocity HeardOfPride, cluster(municipality)
reg supportpride treatment##sarajevocity prideknowledge, cluster(municipality)
reg supportpride treatment##sarajevocity voteeu, cluster(municipality)
reg supportpride treatment##sarajevocity ethnocentric, cluster(municipality)

reg supportpride treatment##sarajevocity religious, cluster(municipality)

As a further assessment of mediation effects, we utilize a mediation package developed by Hicks and Tingley (2011) for use in Stata. The following tables report bi-variate direct effects of the Sarajevo Pride on support for LGBT+ activism, the Average Causal Mediating Effect (ACME) for each proposed mediator variable, the total effect resulting from the Sarajevo Pride + mediation, and the % of the total effect that is mediated. Each table also reports the results from sensitivity analysis, which provide an estimate of the likelihood that the mediating effect could be confounded by the inclusion of additional covariate controls. As a rule of thumb, the greater the value of Rho, and the product of the R2 for the mediation and outcome models, the less likely the mediation effect (ACME) would be confounded by an omitted variable. As there was no treatment effect outside Sarajevo, this mediation analysis is restricted to the Sarajevo sample.

Appendix Table 39. Mediation Analysis on Pride Effects (OLS, Logit)

	Support for LGBT+ Rights	Contact with LGBT+ People	Knew Victims	Heard of Pride
ACME	0.178	0.024	0.031	0.096
Direct Effect	0.102	0.235	0.237	0.182
Total Effect	0.280	0.260	0.268	0.279
% of Tot Eff mediated	0.634	0.093	0.114	0.344
Rho at which ACME = 0	0.6285	0.4186	0.4216	0.2298
R^2_M*R^2_Y* at which ACME = 0:	0.395	0.1752	0.1777	0.0528
R^2_M~R^2_Y~ at which ACME = 0:	0.2319	0.1428	0.1442	0.0479

	Awareness of Sarajevo Pride	EU Support	Ethno-nationalism	Religiosity
ACME	0.034	0.019	-0.043	-0.091
Direct Effect	0.255	0.261	0.306	0.355
Total Effect	0.289	0.281	0.263	0.264
% of Tot Eff mediated	0.119	0.069	-0.158	-0.339
Rho at which ACME = 0	0.0468	0.1138	-0.2602	-0.346
R^2_M*R^2_Y* at which ACME = 0:	0.0022	0.013	0.0677	0.1197
R^2_M~R^2_Y~ at which ACME = 0:	0.002	0.0126	0.0621	0.1029

To install **medeff, medsens** commands in Stata, see the following:

medeff (regress gayrights treatment) (regress supportpride treatment gayrights) if sarajevocity==1, mediate(gayrights) treat(treatment) sims(500)
medsens (regress gayrights treatment) (regress supportpride treatment gayrights) if sarajevocity==1, mediate(gayrights) treat(treatment) sims(500)

medeff (regress metgay treatment) (regress supportpride treatment metgay) if sarajevocity==1, mediate(metgay) treat(treatment) sims(500)
medsens (regress metgay treatment) (regress supportpride treatment metgay) if sarajevocity==1, mediate(metgay) treat(treatment) sims(500)

medeff (regress closetogay treatment) (regress supportpride treatment closetogay) if sarajevocity==1, mediate(closetogay) treat(treatment) sims(500)
medsens (regress closetogay treatment) (regress supportpride treatment closetogay) if sarajevocity==1, mediate(closetogay) treat(treatment) sims(500)

medeff (regress knewvictim treatment) (regress supportpride treatment knewvictim) if sarajevocity==1, mediate(knewvictim) treat(treatment) sims(500)
medsens (regress knewvictim treatment) (regress supportpride treatment knewvictim) if sarajevocity==1, mediate(knewvictim) treat(treatment) sims(500)
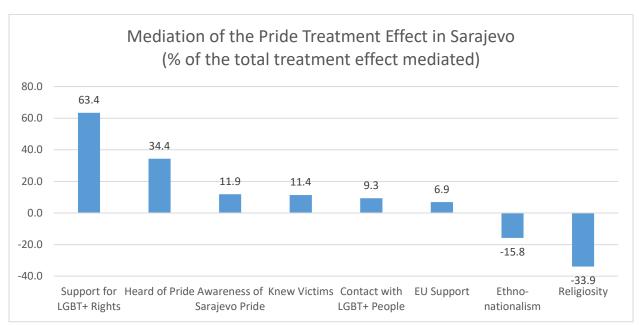
medeff (regress heardofpride treatment) (regress supportpride treatment heardofpride) if sarajevocity==1, mediate(heardofpride) treat(treatment) sims(500)
medsens (regress heardofpride treatment) (regress supportpride treatment heardofpride) if sarajevocity==1, mediate(heardofpride) treat(treatment) sims(500)

medeff (regress prideknowledge treatment) (regress supportpride prideknowledge treatment) if sarajevocity==1, mediate(prideknowledge) treat(treatment) sims(500)
medsens (regress prideknowledge treatment) (regress supportpride prideknowledge treatment) if sarajevocity==1, mediate(prideknowledge) treat(treatment) sims(500)

medeff (regress voteeu treatment) (regress supportpride treatment voteeu) if sarajevocity==1, mediate(voteeu) treat(treatment) sims(500)
medsens (regress voteeu treatment) (regress supportpride treatment voteeu) if sarajevocity==1, mediate(voteeu) treat(treatment) sims(500)

medeff (regress ethnocentric treatment) (regress supportpride treatment ethnocentric) if sarajevocity==1, mediate(ethnocentric) treat(treatment) sims(500)
medsens (regress ethnocentric treatment) (regress supportpride treatment ethnocentric) if sarajevocity==1, mediate(ethnocentric) treat(treatment) sims(500)

medeff (regress religious treatment) (regress supportpride treatment religious) if sarajevocity==1, mediate(religious) treat(treatment) sims(500)
medsens (regress religious treatment) (regress supportpride treatment religious) if sarajevocity==1, mediate(religious) treat(treatment) sims(500)

Mediation of the Pride Treatment Effect in Sarajevo (% of the total treatment effect mediated)

See excel spreadsheet "Bosnia LGBT ESS WVS comparison data"

Among the positive mediators, support for LGBT+ rights and Pride awareness have the strongest mediating effect on overall support for LGBT+ activism. In contrast, ethnonationalism and religiosity have a strong negative mediating effect. Not only did religiosity increase after the pride, but the increase had a negative impact on LGBT+ support. The % total positive and negative mediating effect of Pride awareness, Contact, and Religiosity are graphed in the Figure above.

Next, we consider how these potential mediators interact in combined models. We utilize regression models to explore the mediating, moderating, confounding or independent predictive effects of key covariates (Baron and Kenney 1986) In the table below, we examine the possible relationship between the Pride and covariates of LGBT+ activist support in our Sarajevo and nationwide samples. In Model 1, we search for possible pre-treatment covariates with our dependent variable, *Support for the Sarajevo Pride*, in the form of support for LGBT+ rights, contact with LGBT+ people in general, contact with LGBT+ victims of violence, Pride awareness variables, EU support, ethnonationalism, and religiosity as well as demographic controls. Model 1 includes only the pre-Pride sample. Before the Pride took place, we find that contact with LGBT+ people, including victims of violence (*Contact with LGBT+ Victims*), and feelings of closeness to LGBT+ people were all predictive of support for the Pride. However, salience of Prides (*Heard of Prides*) and awareness of Sarajevo Pride are not predictive of support *prior to* the Sarajevo Pride Demographically, age is correlated with greater support for activism pre-treatment, while Serbs and Bosniaks are less supportive compared to other groups. Finally, items measuring ethnonationalism and religiosity predict opposition to LGBT+ activism, as theorized. We do not yet know if these items are indeed moderators, mediators, or confounders of Pride effects, but they are at least significant covariates with our outcome variable.

Next, we explore possible moderators or mediators of Pride effects in relation to Sarajevo. In Model 2, we show with logit regression that the Sarajevo panel sample, pre-treatment, has more positive LGBT+ attitudes than the nationwide sample. The dependent variable is coded 1 if a subject, pre-treatment, took part in the online or 0 if in the nationwide sample. Results are robust

to the inclusion or exclusion of people who took part in the nationwide sample inside Sarajevo city. The results show that Sarajevo residents, compared to the nationwide sample, are more supportive of LGBT+ rights, have more contact with LGBT+ people, and have a greater awareness of Prides before the actual Pride took place in September. These variables could potentially help explain why the Pride treatment has a greater impact inside rather than outside Sarajevo. The negative correlation on treatment salience (*Awareness of Sarajevo Pride*) indicates that Sarajevo residents are less likely to think the city has already held a Pride in the past compared to the nationwide sample, which is, of course, correct and this serves as a measure of treatment salience. Finally, Bosniaks, Croats, and especially Serbs are underrepresented in the online panel compared to the nationwide sample because fewer Serbs live in Sarajevo, and more people in the Sarajevo panel identified as "Bosnian" than nationwide. The online Sarajevo panel also tends to be more female, younger, better educated, less likely to be unemployed, and less rural than the nationwide sample. However, except for age, none of these demographic covariates are significant pre-treatment predictors of support for LGBT+ activism (as shown in Model 1).

Next, we explore possible mediators of Pride effects by examining how the Pride impacted key covariates of LGBT+ support. Model 3 indicates the treatment effect of the Pride on covariates of LGBT+ support using logit regression. The dependent variable is coded 1 for the post-treatment group and 0 for the pre-treatment group. Model 3 shows that the Pride did not have a significant impact on increasing support for LGBT+ rights. It is likely that people in Sarajevo were more already more supportive of LGBT+ rights *before* the Pride. The main treatment effects appear to be increased contact with LGBT+ people, which is a plausible mediator if gay people became more visible as a result of the Pride. More people also indicate salience that a Pride in Sarajevo took place after the actual event than before it (*Awareness of Sarajevo Pride*), underscoring the effect of the Pride on raising awareness. The positive effect on *Rural* people simply reflects the imbalance between pre-post treatment groups discussed in the sampling section of the manuscript, which we will address through covariate matching. In addition, the results show an increase in religiosity following the treatment. We note that the LGBT+ activism items in our survey preceded the religiosity question, so they likely had a priming effect on religious Bosnians. This suggests to us that religiosity is not only an important covariate of LGBT+ rights support at the onset but may have intensified as a result of the actual Pride.

Appendix Table 40. Exploring Mediators, Moderators, and Confounders of Pride Effects (OLS, Logit)

	Model 1	Model 2	Model 3
VARIABLES	Support for Sarajevo Pride Pre-Treatment	Sarajevo Pre-treatment	Possible Treatment effects
Support for LGBT+ rights	0.0849***	0.161***	0.0131
	(0.0125)	(0.0587)	(0.0299)
Contact with LGBT+ people	0.0417	0.470***	0.119**
	(0.0420)	(0.126)	(0.0552)
Close to LGBT+ People	0.0793***	0.0386	-0.00584
	(0.0207)	(0.0598)	(0.0268)

Contact with LGBT+ Victims	0.0985***	0.370**	0.102
	(0.0345)	(0.178)	(0.0753)
Heard of Prides	0.124*	2.978***	-0.360
	(0.0694)	(0.853)	(0.240)
Awareness of Sarajevo Pride	0.0296	-0.355**	0.875***
	(0.0317)	(0.157)	(0.117)
EU Membership Support	0.0757	-0.390	0.261**
	(0.0760)	(0.257)	(0.128)
Ethnonationalism	-0.125***	0.0675	0.304**
	(0.0424)	(0.281)	(0.145)
Religious	-0.167***	0.323	0.457***
	(0.0436)	(0.216)	(0.0971)
Bosniak	-0.109**	-0.760**	-0.558***
	(0.0481)	(0.358)	(0.174)
Croat	-0.0979	-1.132**	-0.614**
	(0.100)	(0.489)	(0.290)
Serb	-0.203**	-4.085***	-0.861***
	(0.0805)	(0.640)	(0.215)
Men	0.0152	-0.722***	0.0298
	(0.0381)	(0.146)	(0.0715)
Age	0.00387**	-0.032***	-0.000373
	(0.00155)	(0.00442)	(0.00272)
Education	0.00640	0.458***	-0.00189
	(0.0140)	(0.0691)	(0.0356)
Rural	-0.0335	-2.161***	0.435**
	(0.0612)	(0.394)	(0.177)
Unemployed	-0.107	-0.857***	-0.0375
	(0.0715)	(0.316)	(0.123)
Constant	1.212***	-4.396***	-3.353***
	(0.240)	(1.421)	(0.636)
	OLS	Logit	Logit
Observations	1,012	1,062	2,151
R-squared	0.455		
adj. r2	0.446	0.617	0.184

Support for Sarajevo Pride: 1 (strongly oppose Pride) – 4 (strongly support Pride). Sarajevo: 0 (Bosnia-wide survey), 1 (Sarajevo survey). Pride Treatment: 0 (pre-Pride data), 1 (post-Pride data). Robust standard errors in parentheses. *** p<0.01, ** p<0.05, * p<0.1

reg supportpride gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed if treatment==0, cluster(municipality)

logit panel gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed if treatment==0, cluster(municipality)

logit treatment gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed, cluster(municipality)

Finally, we compare Pride effects with and without extended controls. Model 1 includes the basic treatment effect on the Sarajevo panel group while Model 2 includes extended controls. First, the effect of Sarajevo being more supportive of LGBT+ activism is fully moderated by the inclusion of extended controls related to attitudes toward LGBT+ rights, contact with and closeness to LGBT+ people, as well as ethnonationalism and religiosity. However, the Pride effect remains strong. This suggests that these items are weak moderators or mediators collectively when factoring in other extended controls or their combined positive and negative mediating/moderating effects may cancel each other out. In terms of omitted variable bias, using the Altonji et al. (2005) method, we estimate that the effect of an unobserved confounder would need to be roughly 10 times greater than the effects of all covariates in the model to explain away the impact of the Pride on LGBT+ activism in Sarajevo.[1] This is highly unlikely. Furthermore, variance inflation factor tests preclude the likelihood of multi-collinearity problems in our model due to interactions among covariates (Mean VIF = 1.86). Each covariate is sufficiently independent from the others to include in a combined OLS model. This increases confidence that the Pride effect we observe is unlikely to be easily confounded or explained away by pre-treatment moderators or independent covariates. The mediation we observe is fairly limited, which means that causal mechanisms related to Pride events require further exploration from future research.

Appendix Table 41. Pride Effects with Extended Controls (OLS)

VARIABLES	(1) Support for Sarajevo Pride	(2) Support for Sarajevo Pride
treatment	-0.0161	-0.0206
	(0.0468)	(0.0536)
Sarajevo	0.868***	-0.154**
	(0.0794)	(0.0722)
Treatment x Sarajevo	0.222***	0.201***
	(0.0504)	(0.0568)
Support for LGBT+ Rights		0.0825***
		(0.0129)
Contact with LGBT+ People		0.00173

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[1] Altonji et. al. (2005) use a ratio of regression coefficients from models with full and restricted control variables ($\beta F/(\beta R - \beta F)$) to assess how much greater the effect of an unobserved variable would need to be relative to observable factors to explain away a key explanatory variable. In our case, the restricted coefficient is obtained in Model 1, which is $\beta R = 0.222$. The coefficient from the full model, Model 2 is 0.201. The ratio of full to restricted models is 9.6.

		(0.0263)
Closeness to LGBT+ People		0.0939***
		(0.0125)
Contact with LGBT+ Victims		0.161***
		(0.0351)
Awareness of Prides		0.0285
		(0.0453)
Salience of Treatment		0.0202
		(0.0137)
EU support		0.0871
		(0.0547)
Ethnonationalism		-0.142***
		(0.0427)
religious		-0.108***
		(0.0349)
Bosniak		-0.231***
		(0.0418)
Croat		-0.102
		(0.0817)
Serb		-0.308***
		(0.0626)
Men		-0.0229
		(0.0343)
age		0.00111
		(0.00112)
Education		0.0147
		(0.0119)
rural		-0.0391
		(0.0454)
unemployed		-0.0767
		(0.0528)
Constant	1.539***	1.354***
	(0.0450)	(0.165)
Observations	2,430	2,039
R-squared	0.179	0.484
adj. r2	0.178	0.479

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

reg supportpride treatment##panel, cluster(municipality)

cem age rural, treatment(treatment)

reg supportpride treatment##panel gayrights metgay closetogay knewvictim heardofpride prideknowledge voteeu ethnocentric religious Bosniak Croat Serb Men age Education rural unemployed [pweight = cem_weight], cluster(municipality)

vif

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