

## Treatment group 1

## Treatment group 2

	Google Alle Bilder Maps Video Plus		Google Alle Bilder Maps Video Plus
5)	Government (1)		Government (2)
top	National newspaper	(top 5)	Personal blog
) mc	Free newspaper		Neutral platform easyvote.ch
Random	Economic association	Random	Political party
<b>8</b>	National television	R	Regional newspaper
#6	Regional newspaper	#6	Government (1)
#7	Personal blog	#7	National newspaper
#8	Government (2)	#8	National television
#9	Political party	#9	Economic association
#10	Neutral platform easyvote.ch	#10	Free newspaper

## Treatment group 3

## Treatment group 4

Google Alle Bilder Maps Video Plus			ogle Alle Bilder Maps Video Plus
#1	Government (1)	#1	Economic association (ads)
#2	Government (2)	#2	Political party (ads)
Random (least 8)	National newspaper	Random (least 8)	Government (1)
	Economic association		Government (2)
	National television		National newspaper
	Regional newspaper		National television
	Personal blog		Regional newspaper
	Free newspaper		Personal blog
	Political party		Free newspaper
	Neutral platform easyvote.ch		Neutral platform easyvote.ch