Supplementary Materials for
Can Video Advertisements Change Partisanship? Results From Panel Survey Experiments

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Contents

A   Main results on additional outcome variables

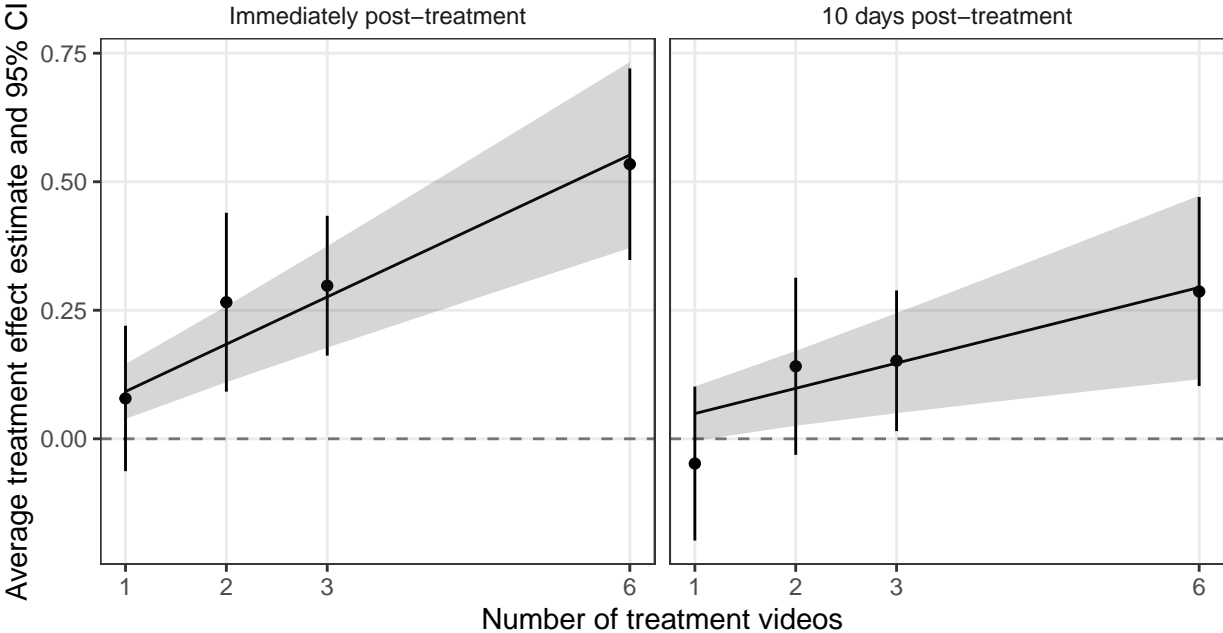Figure A.1: Effects of advertising dosage on post-treatment net (Dem - Rep) favorability
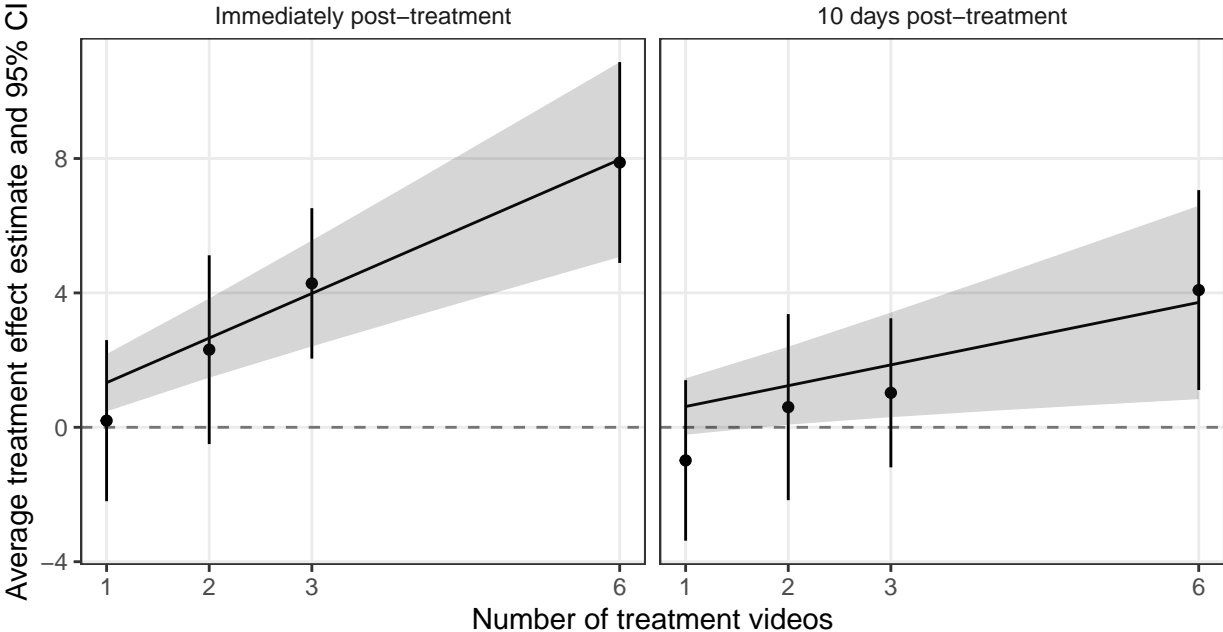

Figure A.2: Effects of advertising dosage on post-treatment net (Dem - Rep) thermometer rating
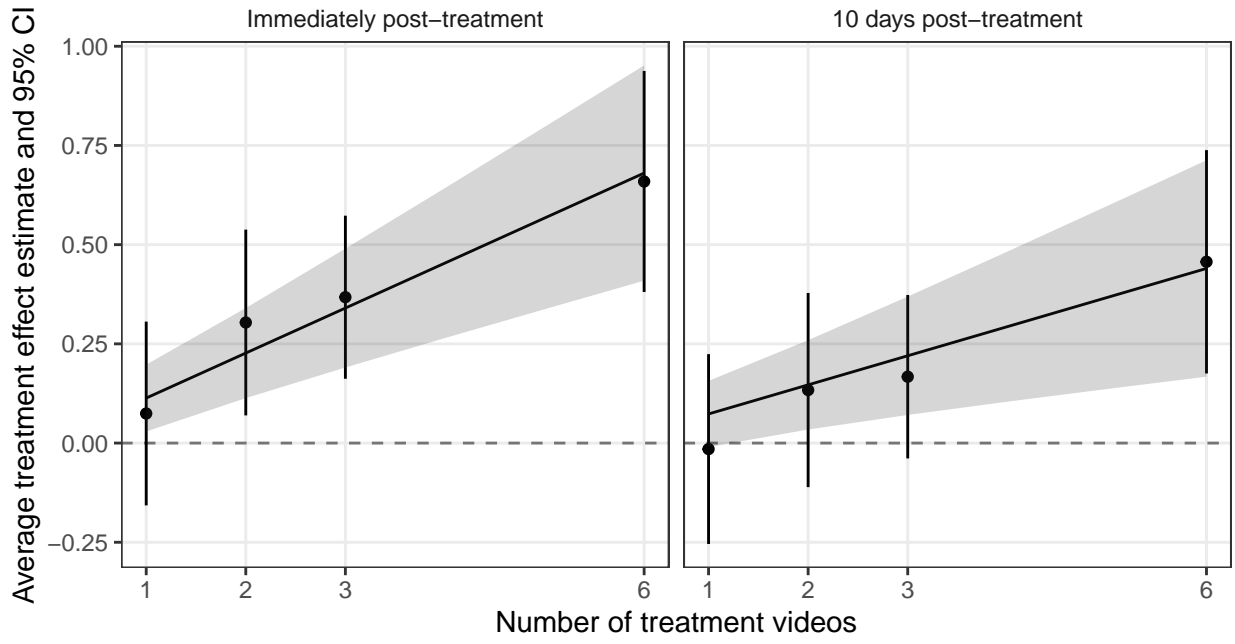
Figure A.3: Effects of advertising dosage on post-treatment net (Dem - Rep) self-description
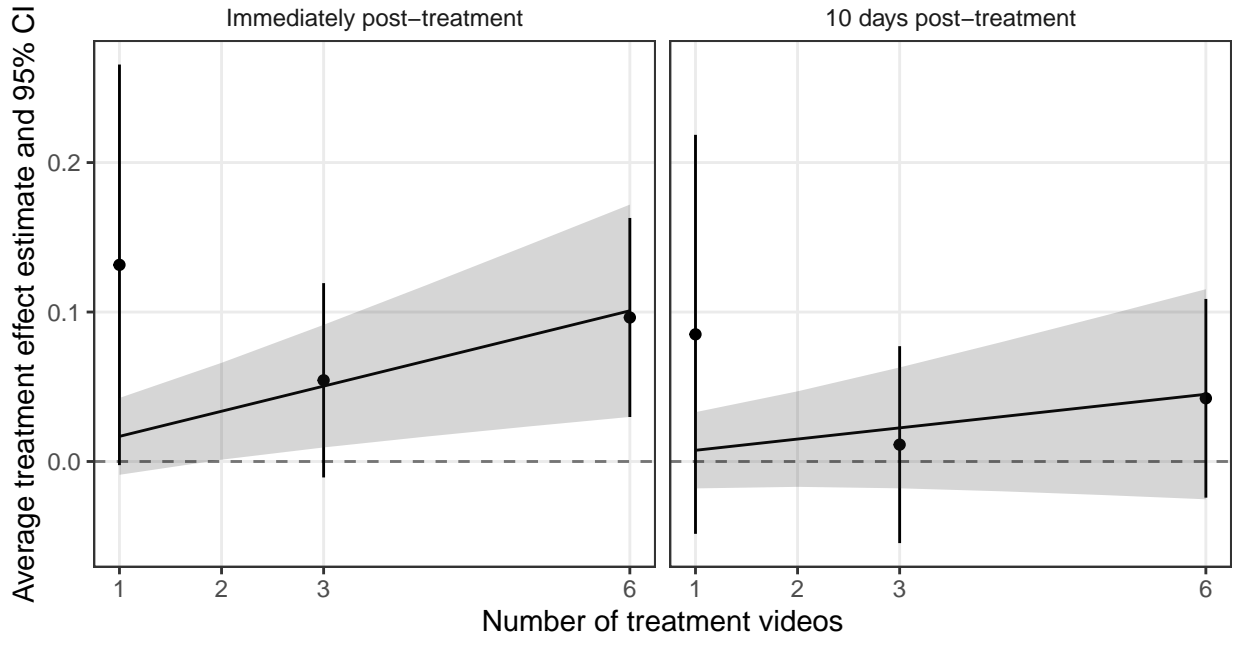

Figure A.4: Effects of advertising dosage on post-treatment net (Dem - Rep) marry

B Pooled regression estimates

Table B.1: Effects of advertising dosage on post-treatment 7-point party identification

	Immediate	After 10 days	Immediate	After 10 days
One video	0.064	0.014		
	(0.038)	(0.037)		
Two videos	0.060	0.056		
	(0.034)	(0.037)		
Three videos	0.082	0.051		
	(0.032)	(0.031)		
Six videos	0.132	0.048		
	(0.045)	(0.043)		
Number of videos			0.023	0.010
			(0.007)	(0.007)
Pre-treatment 7-point Party ID	0.929	0.954	0.929	0.954
	(0.006)	(0.005)	(0.006)	(0.005)
(Intercept)	0.385	0.231	0.422	0.235
	(0.052)	(0.048)	(0.041)	(0.036)
Num.Obs.	8291	8291	8291	8291
R2	0.798	0.815	0.797	0.815

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table B.2: Effects of advertising dosage on post-treatment net (Dem - Rep) favorability

	Immediate	After 10 days	Immediate	After 10 days
One video	0.078	-0.048		
	(0.072)	(0.076)		
Two videos	0.266	0.141		
	(0.089)	(0.088)		
Three videos	0.298	0.152		
	(0.069)	(0.070)		
Six videos	0.534	0.286		
	(0.095)	(0.094)		
Number of videos			0.092	0.049
			(0.015)	(0.015)
Pre-treatment 7-point Party ID	1.323	1.408	1.323	1.408
	(0.012)	(0.011)	(0.012)	(0.011)
(Intercept)	-4.898	-5.246	-4.911	-5.334
	(0.101)	(0.102)	(0.078)	(0.075)
Num.Obs.	8182	8182	8182	8182
R2	0.643	0.669	0.643	0.669

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table B.3: Effects of advertising dosage on post-treatment net (Dem - Rep) thermometer rating

	Immediate	After 10 days	Immediate	After 10 days
One video	0.198	-0.985		
	(1.223)	(1.218)		
Two videos	2.311	0.601		
	(1.433)	(1.412)		
Three videos	4.283	1.027		
	(1.142)	(1.132)		
Six videos	7.881	4.085		
	(1.524)	(1.517)		
Number of videos			1.328	0.619
			(0.239)	(0.239)
Pre-treatment 7-point Party ID	22.852	23.239	22.852	23.240
	(0.188)	(0.184)	(0.188)	(0.184)
(Intercept)	-84.373	-86.659	-85.393	-88.110
	(1.682)	(1.650)	(1.268)	(1.234)
Num.Obs.	8150	8150	8150	8150
R2	0.671	0.680	0.671	0.680

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table B.4: Effects of advertising dosage on post-treatment net (Dem - Rep) self-description

	Immediate	After 10 days	Immediate	After 10 days
One video	0.075	-0.015		
	(0.118)	(0.122)		
Two videos	0.304*	0.134		
	(0.119)	(0.125)		
Three videos	0.368*	0.167		
	(0.105)	(0.105)		
Six videos	0.659*	0.457*		
	(0.142)	(0.144)		
Number of videos			0.113*	0.073*
			(0.022)	(0.022)
Pre-treatment 7-point Party ID	2.320*	2.349*	2.320*	2.350*
	(0.019)	(0.019)	(0.019)	(0.019)
(Intercept)	-8.769*	-9.120*	-8.801*	-9.194*
	(0.171)	(0.168)	(0.135)	(0.129)
Num.Obs.	6924	6924	6924	6924
R2	0.712	0.714	0.712	0.714

* $p < 0.05$
HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table B.5: Effects of advertising dosage on post-treatment party ID index scale

	Immediate	After 10 days	Immediate	After 10 days
One video	0.004	-0.017		
	(0.022)	(0.022)		
Two videos	0.041	0.011		
	(0.026)	(0.025)		
Three videos	0.077	0.020		
	(0.020)	(0.020)		
Six videos	0.141	0.074		
	(0.027)	(0.027)		
Number of videos			0.024	0.011
			(0.004)	(0.004)
Pre-treatment 7-point Party ID	0.409	0.416	0.409	0.416
	(0.003)	(0.003)	(0.003)	(0.003)
(Intercept)	-1.706	-1.747	-1.724	-1.773
	(0.030)	(0.029)	(0.023)	(0.022)
Num.Obs.	8143	8143	8143	8143
R2	0.673	0.682	0.673	0.682

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table B.6: Effects of advertising dosage on post-treatment 101-point Trump feeling thermometer

	Immediate	After 10 days	Immediate	After 10 days
One video	0.323	0.661		
	(0.956)	(0.995)		
Two videos	-1.194	-1.075		
	(1.134)	(1.173)		
Three videos	-0.903	-0.228		
	(0.930)	(0.948)		
Six videos	-2.033	-1.747		
	(1.307)	(1.301)		
Number of videos			-0.344	-0.257
			(0.202)	(0.202)
Pre-treatment 7-point Party ID	-12.329*	-12.561*	-12.330*	-12.564*
	(0.134)	(0.136)	(0.134)	(0.136)
(Intercept)	85.851*	86.933*	86.458*	87.769*
	(1.334)	(1.379)	(1.014)	(1.035)
Num.Obs.	6915	6915	6915	6915
R2	0.524	0.523	0.524	0.523

* $p < 0.05$
HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table B.7: Effects of advertising dosage on post-treatment vote choice

	Immediate	After 10 days	Immediate	After 10 days
One video	0.000	-0.005		
	(0.012)	(0.012)		
Two videos	0.024	0.021		
	(0.014)	(0.014)		
Three videos	0.014	0.006		
	(0.012)	(0.011)		
Six videos	0.055	0.018		
	(0.017)	(0.016)		
Number of videos			0.008	0.003
			(0.003)	(0.003)
Pre-treatment 7-point Party ID	0.173	0.177	0.173	0.177
	(0.002)	(0.001)	(0.002)	(0.001)
(Intercept)	-0.141	-0.152	-0.149	-0.160
	(0.017)	(0.016)	(0.012)	(0.012)
Num.Obs.	6916	6916	6916	6916
R2	0.575	0.595	0.575	0.595

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

C Heterogeneous treatment effects

This section assembles regression tables correspondeing to the analysis of treatment effect heterogeneity by age and partisanship.

C.1 Age

Table C.8: Effects of advertising dosage on post-treatment 7-point party identification by age

	Immediate	After 10 days	Immediate	After 10 days
One video	0.046	0.007		
	(0.038)	(0.035)		
Two videos	0.040	0.024		
	(0.040)	(0.040)		
Three videos	0.053	0.043		
	(0.038)	(0.037)		
Six videos	0.061	-0.010		
	(0.050)	(0.050)		
One video X Age: 18-35	0.037	0.013		
	(0.057)	(0.057)		
Two videos X Age: 18-35	0.045	0.073		
	(0.068)	(0.073)		
Three videos X Age: 18-35	0.067	0.019		
	(0.067)	(0.065)		
Six videos X Age: 18-35	0.196	0.167		
	(0.088)	(0.082)		
Number of videos			0.012	0.001
			(0.008)	(0.008)
Number of videos X Age: 18-35			0.030	0.025
			(0.013)	(0.012)
Pre-treatment 7-point Party ID	0.928	0.952	0.928	0.952
	(0.006)	(0.006)	(0.006)	(0.006)
Age: 18-35	0.034	0.100	0.032	0.088
	(0.045)	(0.047)	(0.031)	(0.031)
(Intercept)	0.373	0.191	0.409	0.197
	(0.051)	(0.046)	(0.041)	(0.036)
Num.Obs.	8291	8291	8291	8291
R2	0.798	0.816	0.798	0.816

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.9: Effects of advertising dosage on post-treatment net (Dem - Rep) favorability by age

	Immediate	After 10 days	Immediate	After 10 days
One video	0.057	-0.018		
	(0.087)	(0.088)		
Two videos	0.187	0.178		
	(0.119)	(0.116)		
Three videos	0.320	0.133		
	(0.092)	(0.091)		
Six videos	0.491	0.260		
	(0.118)	(0.116)		
One video X Age: 18-35	0.043	-0.063		
	(0.114)	(0.117)		
Two videos X Age: 18-35	0.175	-0.077		
	(0.167)	(0.165)		
Three videos X Age: 18-35	-0.051	0.049		
	(0.138)	(0.139)		
Six videos X Age: 18-35	0.137	0.098		
	(0.176)	(0.173)		
Number of videos			0.088	0.042
			(0.018)	(0.018)
Number of videos X Age: 18-35			0.014	0.022
			(0.027)	(0.026)
Pre-treatment 7-point Party ID	1.321	1.404	1.321	1.404
	(0.012)	(0.011)	(0.012)	(0.011)
Age: 18-35	0.127	0.192	0.137	0.144
	(0.088)	(0.092)	(0.062)	(0.063)
(Intercept)	-4.950	-5.326	-4.969	-5.396
	(0.107)	(0.107)	(0.082)	(0.079)
Num.Obs.	8182	8182	8182	8182
R2	0.644	0.670	0.644	0.670

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.10: Effects of advertising dosage on post-treatment net (Dem - Rep) thermometer rating by age

	Immediate	After 10 days	Immediate	After 10 days
One video	-0.432	-0.934		
	(1.442)	(1.416)		
Two videos	1.080	0.398		
	(1.926)	(1.833)		
Three videos	3.198	1.146		
	(1.497)	(1.472)		
Six videos	6.986	3.690		
	(1.887)	(1.858)		
One video X Age: 18-35	1.340	-0.131		
	(1.873)	(1.919)		
Two videos X Age: 18-35	2.786	0.488		
	(2.697)	(2.659)		
Three videos X Age: 18-35	2.572	-0.242		
	(2.288)	(2.259)		
Six videos X Age: 18-35	2.523	1.426		
	(2.809)	(2.800)		
Number of videos			1.168	0.571
			(0.294)	(0.290)
Number of videos X Age: 18-35			0.454	0.170
			(0.426)	(0.423)
Pre-treatment 7-point Party ID	22.805	23.192	22.807	23.193
	(0.189)	(0.185)	(0.189)	(0.185)
Age: 18-35	0.985	2.480	1.675	2.266
	(1.474)	(1.523)	(1.016)	(1.038)
(Intercept)	-84.713	-87.679	-86.100	-89.070
	(1.772)	(1.736)	(1.328)	(1.294)
Num.Obs.	8150	8150	8150	8150
R2	0.672	0.681	0.671	0.680

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.11: Effects of advertising dosage on post-treatment net (Dem - Rep) self-description by age

	Immediate	After 10 days	Immediate	After 10 days
One video	-0.006	-0.005		
	(0.136)	(0.141)		
Two videos	0.305	0.045		
	(0.156)	(0.156)		
Three videos	0.300	0.146		
	(0.135)	(0.135)		
Six videos	0.516	0.381		
	(0.173)	(0.177)		
One video X Age: 18-35	0.177	-0.015		
	(0.194)	(0.199)		
Two videos X Age: 18-35	0.003	0.204		
	(0.227)	(0.239)		
Three videos X Age: 18-35	0.162	0.055		
	(0.213)	(0.212)		
Six videos X Age: 18-35	0.408	0.230		
	(0.266)	(0.267)		
Number of videos			0.092	0.061
			(0.027)	(0.028)
Number of videos X Age: 18-35			0.059	0.036
			(0.041)	(0.041)
Pre-treatment 7-point Party ID	2.315	2.346	2.315	2.346
	(0.020)	(0.019)	(0.020)	(0.019)
Age: 18-35	0.117	0.141	0.139	0.131
	(0.138)	(0.145)	(0.103)	(0.106)
(Intercept)	-8.824	-9.183	-8.865	-9.254
	(0.173)	(0.170)	(0.134)	(0.129)
Num.Obs.	6924	6924	6924	6924
R2	0.713	0.715	0.713	0.715

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.12: Effects of advertising dosage on post-treatment party ID index scale by age

	Immediate	After 10 days	Immediate	After 10 days
One video	-0.008	-0.018		
	(0.026)	(0.025)		
Two videos	0.018	0.005		
	(0.034)	(0.033)		
Three videos	0.058	0.021		
	(0.027)	(0.026)		
Six videos	0.125	0.067		
	(0.034)	(0.033)		
One video X Age: 18-35	0.026	0.000		
	(0.033)	(0.034)		
Two videos X Age: 18-35	0.052	0.012		
	(0.048)	(0.047)		
Three videos X Age: 18-35	0.047	-0.002		
	(0.041)	(0.040)		
Six videos X Age: 18-35	0.045	0.027		
	(0.050)	(0.050)		
Number of videos			0.021	0.010
			(0.005)	(0.005)
Number of videos X Age: 18-35			0.008	0.003
			(0.008)	(0.008)
Pre-treatment 7-point Party ID	0.408	0.415	0.408	0.415
	(0.003)	(0.003)	(0.003)	(0.003)
Age: 18-35	0.016	0.042	0.030	0.040
	(0.026)	(0.027)	(0.018)	(0.018)
(Intercept)	-1.711	-1.765	-1.736	-1.790
	(0.032)	(0.031)	(0.024)	(0.023)
Num.Obs.	8143	8143	8143	8143
R2	0.673	0.683	0.673	0.683

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.13: Effects of advertising dosage on post-treatment 101-point Trump feeling thermometer by age

	Immediate	After 10 days	Immediate	After 10 days
One video	1.272	1.342		
	(1.199)	(1.221)		
Two videos	0.618	-0.038		
	(1.584)	(1.585)		
Three videos	0.281	0.627		
	(1.265)	(1.271)		
Six videos	-2.324	-2.425		
	(1.593)	(1.590)		
One video X Age: 18-35	-1.971	-1.411		
	(1.562)	(1.596)		
Two videos X Age: 18-35	-3.983	-2.283		
	(2.129)	(2.213)		
Three videos X Age: 18-35	-2.631	-1.915		
	(1.828)	(1.880)		
Six videos X Age: 18-35	0.813	1.690		
	(2.321)	(2.332)		
Number of videos			-0.352	-0.334
			(0.248)	(0.248)
Number of videos X Age: 18-35			-0.007	0.154
			(0.350)	(0.353)
Pre-treatment 7-point Party ID	-12.298	-12.529	-12.303	-12.535
	(0.134)	(0.136)	(0.134)	(0.136)
Age: 18-35	0.183	-0.487	-1.394	-1.731
	(1.224)	(1.255)	(0.840)	(0.856)
(Intercept)	85.680	87.074	87.049	88.508
	(1.451)	(1.481)	(1.097)	(1.118)
Num.Obs.	6915	6915	6915	6915
R2	0.524	0.524	0.524	0.523

HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.14: Effects of advertising dosage on post-treatment vote choice by age

	Immediate	After 10 days	Immediate	After 10 days
One video	-0.002	-0.002		
	(0.015)	(0.015)		
Two videos	0.001	0.011		
	(0.019)	(0.018)		
Three videos	0.011	0.008		
	(0.015)	(0.015)		
Six videos	0.048	0.031		
	(0.020)	(0.019)		
One video X Age: 18-35	0.005	-0.007		
	(0.020)	(0.020)		
Two videos X Age: 18-35	0.049	0.024		
	(0.028)	(0.027)		
Three videos X Age: 18-35	0.007	-0.003		
	(0.023)	(0.023)		
Six videos X Age: 18-35	0.021	-0.028		
	(0.031)	(0.030)		
Number of videos			0.007	0.005
			(0.003)	(0.003)
Number of videos X Age: 18-35			0.003	-0.003
			(0.005)	(0.005)
Pre-treatment 7-point Party ID	0.172	0.176	0.172	0.176
	(0.002)	(0.001)	(0.002)	(0.001)
Age: 18-35	0.012	0.035	0.016	0.036
	(0.016)	(0.016)	(0.011)	(0.011)
(Intercept)	-0.145	-0.166	-0.155	-0.175
	(0.018)	(0.017)	(0.013)	(0.013)
Num.Obs.	6916	6916	6916	6916
R2	0.576	0.596	0.576	0.596

HC2 robust standard errors are in parentheses.
All models include study fixed effects.
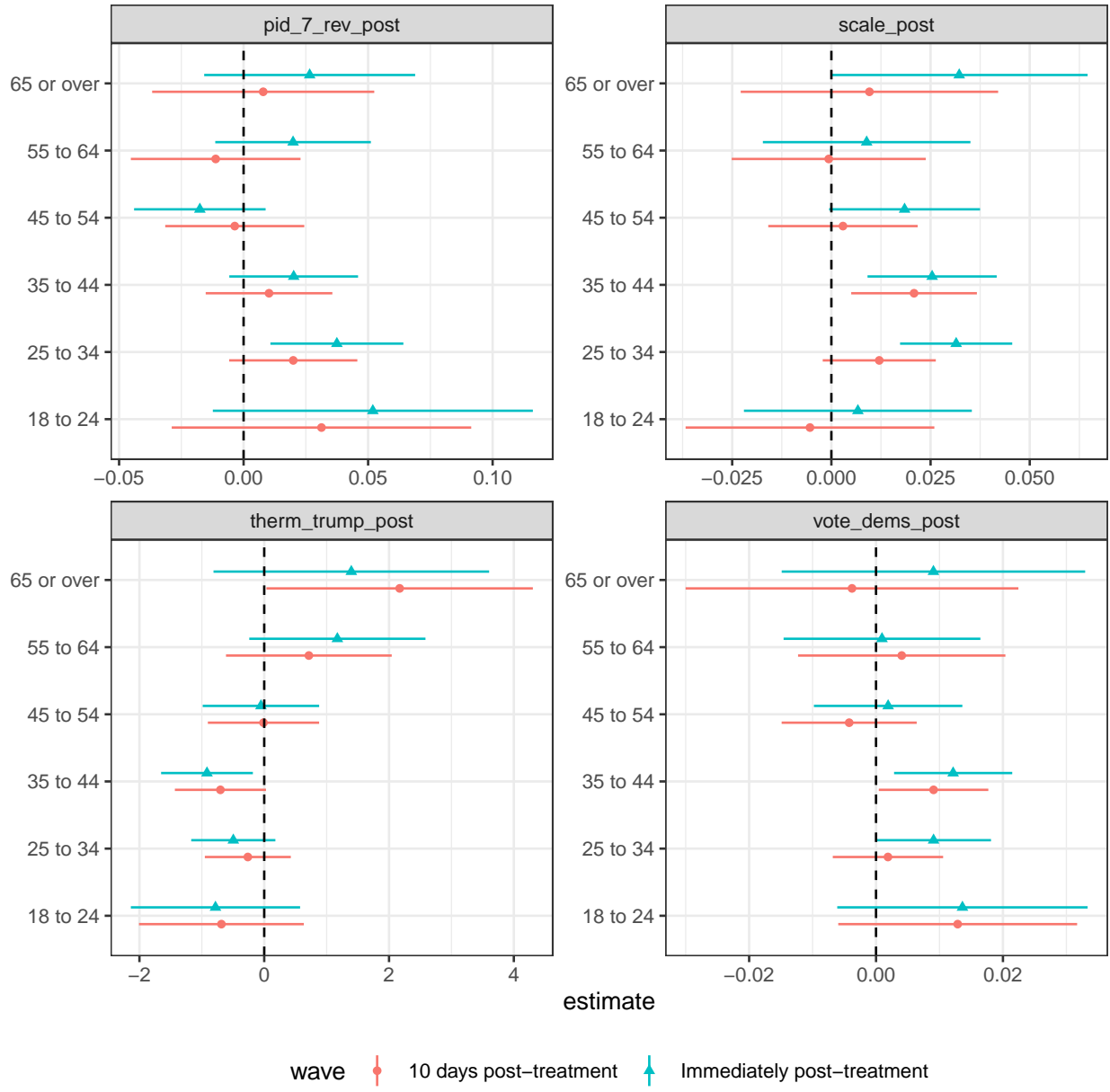
Figure C.5: CATEs by finer categories of respondent age

C.2 Partisanship

Table C.15: Effects of advertising dosage on post-treatment 7-point party identification by pre-treatment partisanship

	Immediate	After 10 days	Immediate	After 10 days
One video	0.092*	0.062		
	(0.044)	(0.044)		
Two videos	0.023	0.046		
	(0.037)	(0.035)		
Three videos	-0.002	0.057		
	(0.037)	(0.038)		
Six videos	0.040	0.052		
	(0.046)	(0.053)		
One video X Republican	-0.089	-0.126		
	(0.093)	(0.090)		
Two videos X Republican	0.033	-0.012		
	(0.089)	(0.098)		
Three videos X Republican	0.127	-0.077		
	(0.073)	(0.070)		
Six videos X Republican	0.144	-0.065		
	(0.103)	(0.096)		
One video X Independent	-0.079	-0.130		
	(0.081)	(0.093)		
Two videos X Independent	0.094	0.042		
	(0.087)	(0.108)		
Three videos X Independent	0.148	0.052		
	(0.084)	(0.093)		
Six videos X Independent	0.178	0.037		
	(0.110)	(0.123)		
Number of videos X Republican			0.027	-0.013
			(0.016)	(0.015)
Number of videos X Independnt			0.033	0.007
			(0.017)	(0.020)
Number of videos			0.005	0.011
			(0.007)	(0.008)
(Intercept)	7.675*	7.631*	7.753*	7.677*
	(0.055)	(0.053)	(0.031)	(0.034)
Num.Obs.	8291	8291	8291	8291
R2	0.810	0.823	0.810	0.823

* $p < 0.05$
HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.16: Effects of advertising dosage on post-treatment net (Dem - Rep) favorability by pre-treatment partisanship

	Immediate	After 10 days	Immediate	After 10 days
One video	0.144	-0.040		
	(0.083)	(0.094)		
Two videos	0.285*	0.147		
	(0.103)	(0.098)		
Three videos	0.390*	0.156		
	(0.085)	(0.089)		
Six videos	0.584*	0.425*		
	(0.118)	(0.123)		
One video X Republican	-0.233	-0.096		
	(0.170)	(0.174)		
Two videos X Republican	-0.178	-0.168		
	(0.213)	(0.205)		
Three videos X Republican	-0.417*	-0.141		
	(0.154)	(0.153)		
Six videos X Republican	-0.284	-0.321		
	(0.211)	(0.205)		
One video X Independent	-0.040	0.068		
	(0.198)	(0.210)		
Two videos X Independent	0.032	0.063		
	(0.266)	(0.299)		
Three videos X Independent	0.163	0.162		
	(0.200)	(0.208)		
Six videos X Independent	0.105	-0.263		
	(0.264)	(0.265)		
Number of videos X Republican			-0.063	-0.053
			(0.033)	(0.032)
Number of videos X Independnt			0.019	-0.031
			(0.042)	(0.042)
Number of videos			0.105*	0.068*
			(0.018)	(0.019)
(Intercept)	4.675*	5.144*	4.711*	5.046*
	(0.113)	(0.126)	(0.086)	(0.091)
Num.Obs.	8182	8182	8182	8182
R2	0.662	0.684	0.662	0.684

* $p < 0.05$

HC2 robust standard errors are in parentheses.

All models include study fixed effects.

Table C.17: Effects of advertising dosage on post-treatment net (Dem - Rep) thermometer rating by pre-treatment partisanship

	Immediate	After 10 days	Immediate	After 10 days
One video	1.610	-0.531		
	(1.480)	(1.521)		
Two videos	3.615*	1.348		
	(1.735)	(1.671)		
Three videos	6.020*	2.085		
	(1.455)	(1.452)		
Six videos	9.225*	6.094*		
	(1.984)	(2.002)		
One video X Republican	-4.689	-2.197		
	(2.931)	(2.822)		
Two videos X Republican	-5.004	-4.252		
	(3.495)	(3.357)		
Three videos X Republican	-7.186*	-5.466*		
	(2.565)	(2.499)		
Six videos X Republican	-4.709	-4.742		
	(3.412)	(3.370)		
One video X Independent	-0.550	0.318		
	(2.919)	(3.231)		
Two videos X Independent	-1.223	0.693		
	(3.899)	(4.358)		
Three videos X Independent	2.269	3.216		
	(3.218)	(3.339)		
Six videos X Independent	-0.064	-3.413		
	(4.135)	(4.231)		
Number of videos X Republican			-1.083*	-0.971
			(0.536)	(0.531)
Number of videos X Independnt			0.023	-0.346
			(0.656)	(0.675)
Number of videos			1.629*	0.950*
			(0.309)	(0.312)
(Intercept)	85.923*	88.683*	85.915*	87.341*
	(1.963)	(2.008)	(1.430)	(1.470)
Num.Obs.	8150	8150	8150	8150
R2	0.683	0.691	0.683	0.691

* $p < 0.05$
HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.18: Effects of advertising dosage on post-treatment net (Dem - Rep) self-description by pre-treatment partisanship

	Immediate	After 10 days	Immediate	After 10 days
One video	0.241	0.203		
	(0.143)	(0.154)		
Two videos	0.447*	0.227		
	(0.144)	(0.146)		
Three videos	0.418*	0.233		
	(0.129)	(0.139)		
Six videos	0.728*	0.526*		
	(0.179)	(0.192)		
One video X Republican	-0.563	-0.569*		
	(0.287)	(0.286)		
Two videos X Republican	-0.609*	-0.427		
	(0.300)	(0.305)		
Three videos X Republican	-0.393	-0.378		
	(0.237)	(0.231)		
Six videos X Republican	-0.361	-0.181		
	(0.314)	(0.321)		
One video X Independent	0.001	-0.376		
	(0.249)	(0.276)		
Two videos X Independent	0.069	0.012		
	(0.298)	(0.367)		
Three videos X Independent	0.274	0.193		
	(0.288)	(0.304)		
Six videos X Independent	0.149	-0.178		
	(0.381)	(0.388)		
Number of videos X Republican			-0.076	-0.046
			(0.049)	(0.050)
Number of videos X Independnt			0.030	-0.016
			(0.060)	(0.062)
Number of videos			0.127*	0.086*
			(0.028)	(0.030)
(Intercept)	8.580*	8.436*	8.673*	8.532*
	(0.195)	(0.207)	(0.149)	(0.155)
Num.Obs.	6924	6924	6924	6924
R2	0.727	0.725	0.726	0.725

* $p < 0.05$
HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.19: Effects of advertising dosage on post-treatment party identification scale by pre-treatment partisanship

	Immediate	After 10 days	Immediate	After 10 days
One video	0.029	-0.009		
	(0.026)	(0.027)		
Two videos	0.064*	0.023		
	(0.031)	(0.030)		
Three videos	0.108*	0.038		
	(0.026)	(0.026)		
Six videos	0.164*	0.109*		
	(0.035)	(0.036)		
One video X Republican	-0.084	-0.039		
	(0.052)	(0.050)		
Two videos X Republican	-0.088	-0.074		
	(0.062)	(0.060)		
Three videos X Republican	-0.127*	-0.095*		
	(0.046)	(0.044)		
Six videos X Republican	-0.081	-0.081		
	(0.061)	(0.060)		
One video X Independent	-0.011	0.004		
	(0.052)	(0.058)		
Two videos X Independent	-0.022	0.012		
	(0.070)	(0.078)		
Three videos X Independent	0.041	0.057		
	(0.058)	(0.060)		
Six videos X Independent	0.000	-0.060		
	(0.074)	(0.076)		
Number of videos X Republican			-0.019*	-0.017
			(0.010)	(0.009)
Number of videos X Independnt			0.001	-0.006
			(0.012)	(0.012)
Number of videos			0.029*	0.017*
			(0.006)	(0.006)
(Intercept)	1.342*	1.391*	1.342*	1.368*
	(0.035)	(0.036)	(0.025)	(0.026)
Num.Obs.	8143	8143	8143	8143
R2	0.685	0.693	0.685	0.693

* $p < 0.05$

HC2 robust standard errors are in parentheses.

All models include study fixed effects.

Table C.20: Effects of advertising dosage on post-treatment 101-point Trump feeling thermometer by pre-treatment partisanship

	Immediate	After 10 days	Immediate	After 10 days
One video	0.701	0.340		
	(1.007)	(1.071)		
Two videos	-0.566	-0.449		
	(1.101)	(1.161)		
Three videos	-1.118	-1.075		
	(0.948)	(0.986)		
Six videos	-1.916	-1.759		
	(1.391)	(1.396)		
One video X Republican	0.235	2.489		
	(2.162)	(2.232)		
Two videos X Republican	1.042	0.345		
	(2.633)	(2.710)		
Three videos X Republican	0.970	2.073		
	(2.041)	(2.045)		
Six videos X Republican	0.879	1.716		
	(2.807)	(2.743)		
One video X Independent	-3.322	-3.396		
	(3.295)	(3.447)		
Two videos X Independent	-3.298	-1.740		
	(3.893)	(4.284)		
Three videos X Independent	-0.138	2.056		
	(3.378)	(3.522)		
Six videos X Independent	0.249	0.053		
	(4.598)	(4.604)		
Number of videos X Republican			0.202	0.368
			(0.438)	(0.429)
Number of videos X Independnt			-0.051	0.114
			(0.735)	(0.738)
Number of videos			-0.332	-0.306
			(0.213)	(0.216)
(Intercept)	5.055*	5.468*	5.987*	6.049*
	(1.286)	(1.383)	(0.939)	(0.984)
Num.Obs.	6915	6915	6915	6915
R2	0.568	0.566	0.568	0.565

* $p < 0.05$
HC2 robust standard errors are in parentheses.
All models include study fixed effects.

Table C.21: Effects of advertising dosage on post-treatment vote choice by pre-treatment partisanship

	Immediate	After 10 days	Immediate	After 10 days
One video	0.010	0.005		
	(0.011)	(0.011)		
Two videos	0.011	0.019*		
	(0.009)	(0.009)		
Three videos	0.005	0.007		
	(0.009)	(0.009)		
Six videos	0.027*	0.008		
	(0.013)	(0.014)		
One video X Republican	-0.032	-0.044		
	(0.024)	(0.024)		
Two videos X Republican	0.023	-0.001		
	(0.030)	(0.029)		
Three videos X Republican	0.018	-0.005		
	(0.023)	(0.022)		
Six videos X Republican	0.043	0.000		
	(0.035)	(0.032)		
One video X Independent	-0.026	0.002		
	(0.055)	(0.055)		
Two videos X Independent	-0.028	-0.051		
	(0.067)	(0.068)		
Three videos X Independent	0.017	-0.001		
	(0.055)	(0.055)		
Six videos X Independent	0.030	-0.005		
	(0.077)	(0.079)		
Number of videos X Republican			0.007	0.000
			(0.005)	(0.005)
Number of videos X Independnt			0.004	-0.002
			(0.012)	(0.012)
Number of videos			0.004	0.002
			(0.002)	(0.002)
(Intercept)	0.960*	0.973*	0.966*	0.976*
	(0.013)	(0.014)	(0.010)	(0.009)
Num.Obs.	6916	6916	6916	6916
R2	0.639	0.661	0.639	0.661

* $p < 0.05$
HC2 robust standard errors are in parentheses.
All models include study fixed effects.

D   Drawing upon Theories of Partisan Change

The large literature on the drivers of partisan identification offered our ad-makers a menu of ingredients from which to draw as they devised the videos we tested. As will soon be clear, our ad-makers did not make ads that *only* zeroed in on one theoretical perspective or another. Instead, as our ultimate interest was in whether we could measure changes to partisan identification and downstream beliefs *at all*, we permitted the ad-makers latitude in constructing the videos, and we pooled over messages in our analysis.

In our discussions with professional ad-makers, we emphasized four overarching theoretical perspectives, which the ads eventually came to reflect. The first and arguably most prominent theory emphasizes the role of *spatial proximity* (Franklin and Jackson, 1983). The extensive literature on "issue ownership" (Petrocik, 1996; Holian, 2004), the idea that parties stake out distinct positions that appeal to voters in specific issue domains, emphasizes the strategic imperative of declaring an election to "be about" an issue dimension along which a candidate or party is favored. The voter, whose ideological location may be situated on one or more ideological dimensions, prefers the party that is closest according to some loss function that weights each of the dimensions. For example, suppose the issue dimensions of concern to the voter were social welfare liberalism and international interventionism. If this voter were staunchly opposed to social welfare spending and supportive of increased U.S. military presence abroad, the Republican Party would currently be more proximal than the Democratic Party. In the absence of further information about the issue stances of specific candidates, this voter might make a "standing decision" in favor of Republican candidates due to their presumed like-mindedness (Key, 1966).

A second theoretical position stresses the role of performance evaluations, especially evaluations of the chief executive. Fiorina (1981) pioneered research in this area, demonstrating that individuals in panel surveys changed their party attachments as their evaluations of the president changed. Although this specific demonstration has drawn criticism on methodological grounds (Green, 1991), it seems clear that performance evaluations shape beliefs about party competence even if they do not markedly alter respondents' party attachments (Green, Palmquist, and Schickler, 2002, chp. 5). In aggregate data, evaluations of the party in power deteriorate during economic recessions and improve during expansions, and even the balance of party identification shifts gradually during economic swings.

A third theory of partisan change focuses on the outsized role that specific political figures play in party politics (Harris, 1954). Presidents such as Eisenhower, Reagan, or Obama are said to have the capacity to win converts to their party in part because of their personal popularity but also because a large segment of the electorate understands politics at a fairly low "level of conceptualization" (Converse, 1964) that revolves around individuals rather than policies. Among the testable implications of this theory is the hypothesis that partisan attitudes can be changed through words and images that dramatize the personal magnetism of partisan figures such as Reagan or, conversely, the failings of figures such as Nixon or Trump. This view echoes the way that popular media often portray presidential campaigns, with candidates rising and falling based on their supposed charisma or character flaws.

A fourth theory of partisan attitude change stresses the role of group affinities and stereotypes. This theory is premised on the idea that people have a sense of which groups they like or dislike (Brady and Sniderman, 1985; Kinder and Kalmoe, 2017), as well as a mapping of which groups are associated with which parties. For example, a person may dislike corporate executives and associate them with the Republican Party; all else being equal, this perception leads to more

negative assessments of the Republican Party. Like the spatial model of issue proximity, a model of group affinities implies that partisan attitudes represent a weighted average of feelings toward a range of different groups that are, to varying degrees, associated with one party or another.

One important implication of this hypothesis is that partisan change occurs when salient social groups become associated with a political party. A classic example of this phenomenon occurred after the 1965 Voting Rights Act, which brought large numbers of blacks into the Democratic Party and, in turn, put off Southern whites who were hostile to them. A corollary point is party attitudes may change in the wake of events that call attention to existing ties between a political party and a social group. Achen and Bartels (2016) argue that the South's Republican realignment occurred because of the importance of "Southern identity" for whites, with policy preferences "probably of secondary importance."

While we did not discuss it with our ad-makers, a final theoretical perspective questions whether voters attend to or care about these messaging nuances at all. A large segment of the electorate is said to harbor only a general sense about "the nature of the times" (Converse, 1964). Voters' diffuse feelings about the political parties come about "primarily because of their temporal association in the past with broad societal states of war or peace, prosperity or depression" (Converse 1964, p. 16). When a party and its leaders are presented by the media in a positive light, voters will regard the nature of the times more favorably, and will come to regard the party and its leaders fondly, too. When the party falters in the media's eyes, evaluations about the times will grow dim, and so will evaluations of the party. Think here of the way in which coverage of wars, natural disasters and other significant events have been said to affect enthusiasm for parties and their presidents (Iyengar et al., 1984; Krosnick and Kinder, 1990; Krosnick and Brannon, 1993; Althaus and Kim, 2006). In such cases, it is not the events per se that are said to have affected attitudes toward the parties but the evaluative messages that were conveyed about them. Critically, this perspective concerns voters' *general* reaction to the political messages they receive. In line with Lippmann (1922), it supposes that voters do not attend to the precise details of political messages but draw inferences based on the tone of what they receive.

Doubtless, all of the above theories are true to some extent, at least under some conditions. Our goal is to learn whether, taken together, messages inspired by these theories can change partisan identification and related attitudes.

E Treatments

Issues (Firm A)

Audio	Video
Why would someone become a Democrat?	
	Fighting climate change
	More affordable college
	Protecting Planned Parenthood
	Protecting all your health care
	Raising the minimum wage
	Letting people love who they love
	Letting people be who they are
Democrats are right on the issues that matter	
`https://youtu.be/Wn3fjL7Ict0`	

Performance (Firm A)

Audio	Video
Why would someone become a Democrat?	
Democrats build a safety net	FDR
Democrats challenge us to be greater	JFK
And build a greater society.	LBJ
Democrats make America honest again.	Jimmy Carter
Build bridges to the future,	Bill Clinton
And, oh yeah, put more money in our pockets.	Barack Obama
	Positive economic growth chart
Democrats just do better for us.	
`https://youtu.be/x4iODdq1r_A`	

Charisma (Firm A)

Audio	Video
Why would someone become a Democrat?	
	JFK hanging with the Rat Pack
	Bill Clinton playing the saxophone
	Barack Obama sings Al Green
	Bernie Sanders and bird
	Michelle Obama dancing on Ellen Democrats get it.
`https://youtu.be/2tKjcYY1IZg`	

Social Identity (Firm A)

Audio	Video
Why would someone become a Democrat?	
	Montage of dozens of diverse faces, each labelled "Democrat"
People like you are Democrats.	
`https://youtu.be/sirgS-7etD0`	

Generic (DNC)

Audio	Video
For decades, Democrats have fought on behalf of the notion that anyone from any walk of life should have a fair shot at achieving their hopes and aspirations We're the party of the American Dream and America's Dreamers. Democrats are the party of "good trouble" and "sí se puede" From Selma to Stonewall, we've taken to the streets for the cause of equal rights. Because every American deserves basic fairness, No matter an individual's gender, faith, race, who they are or who they love. We're the party of clean air and water. And we're never going to stop fighting for the world we leave our kids. We're the party of common sense gun violence solutions because this epidemic has go to end. Democrats are the party of reproductive health because women, not politicians, should be in charge of their own bodies. We're the party of Medicare and Social Security. And our fight for the wellbeing of American's didn't stop at the desk of LBJ. Generations later, we're fighting for the Affordable Care Act because no family should have to choose between going to the grocery store or going to the doctor, paying for food or paying for cancer treatment. We're the party of the New Deal and the economic recovery. Because we know in our hearts that if you work hard and play by the rules, anyone ought to be able to get ahead. Democrats know that our nation is stronger when we have an economy that grows paychecks, creates good-paying jobs, and gives regular folks a chance to succeed. We know from our history the power of ordinary people to affect extraordinary change. And we're ready to affect extraordinary change like never before. We are Democrats.	

`https://youtu.be/yvhto8BeBuI`

Performance (Firm B)

Audio	Video
Emotional, crescendo music. MILLENNIAL MALE V/O: Republicans are entitled to their own opinions, but NOT to their own facts.	Compelling slow-motion footage and stills.
	Time-lapse footage of Wall Street, Suburban highway loop.
And the fact is this: since World War II, the economy does much better when Democrats are in the White House.	Chart that shows economic growth since World War II begins to animate in from the right – based on presidencies. Democrats are in blue, Republicans in red. TEXT above that says "economic growth since WWII"
Democrats have created 25 million more jobs than Republicans.	Democrats: 25 million more jobs
The economy grows significantly more under Democrats.	Democrats: 44% more growth
And on the flip side, unemployment is higher under Republicans.	Republicans: 18% more unemployed
Facts are stubborn, and when it comes to our economy, there's only one party with a proven record of success.	Blue bars merge on the left, red bars merge on the right. Red bars disappear and blue bars move into the center. The text "25 million more jobs" and "44% more growth" appear.
One party that keeps Wall Street banks in check. One party responsible enough to lead our future. The Democratic Party – our party.	Democratic Party logo

`https://youtu.be/Ez-Ud4biibk`

Charisma (Firm B)

Audio	Video
Emotional, crescendo music. FDR V/O: My fellow Americans – let my assert my firm belief ... That the only thing we have to fear is fear itself.	Compelling animation of footage and stills. Montage of FDR's inaugural speech with images of WPA, Great Depression, Social Security.
JFK V/O: Ask not – what your country can do for you ... Ask what you can do for your country.	Montage of JFK's inaugural speech with images of the Peace Corps, Space Race, and meeting with civil rights leaders.
LBJ V/O: And if our efforts continue, and if our will is strong ... And if – courage remains our constant companion, I am confident ... We shall overcome.	Montage of LBJ's We Shall Overcome speech with images of Medicare, War on Poverty, Civil Rights Act, with MLK and Rosa Parks.
Obama V/O: Do we participate in a politics of cynicism, or do we participate in a politics of hope?	Montage of Obama's 2004 speech with images of Douglass and Tubman, immigrants, Statue of Liberty, ACA, Rainbow White House, and Selma group photo.
It's the hope of slaves sitting around a fire singing freedom songs. The hope of immigrants setting out from distant shores. The hope of a skinny kid with a funny name who believes that America has a place for him too. Hope, hope in the face of uncertainty, hope in the face of difficulty, the audacity of hope.	
	Democratic Party logo

`https://youtu.be/https://youtu.be/lkyxIPQxFPY`

Social Identity (Firm B)

Audio	Video
Emotional, crescendo music.	Compelling slow-motion footage and stills.
They don't want to share America with us.	B&W slow-motion shots or stills of white men in MAGA hats.
They never have.	Archival jump to segregationist rally from the 1960's.
But our purpose is not about them. It's to fulfill the dreams of our people.	Portraits of diverse Americans
We are all colors, all creeds, all genders. What unites us is our belief that out of many, we are one. That America is more than just a country, it is an idea.	Shot of multicultural kids doing the Pledge of Allegiance
Our purpose is to live the American Dream the best way we know how...	A portrait of a young white man with a hard-hat job.
...And to make it real for future generations.	Shot of an interracial family with their child.
There's only one party that fights for everyone.	Shot of a photo of multicultural crowds cheering at a recent DNC convention.
One party that looks towards the future.	Shot of Obama shaking hands at a rally.
One party - that loves us all.	Portrait shot of a young ethnically ambiguous child smiling, with her hand out stretched towards the camera.
The Democratic Party. Our Party.	Democratic Party logo

https://youtu.be/O3OwZjbfbHQ

Issues (Firm B, version 1)

Audio	Video
Energetic, declarative music.	Montage of issues-driven photos and footage.
Some issues are not up for debate.	Text animation
The climate is changing.	A shot of two hurricanes about to hit the US.
We get to choose who we love.	Footage of two men holding hands, walking.
Weapons of war should be illegal.	
And we should all be treated as equals because we were born that way.	Shot of multicultural kids playing, and then looking at the camera.
There's only one party that fights for these issues.	Shot of a DNC convention.
Democrats are fighting climate change across America.	Footage of windmills and solar panels.
Standing up for marriage equality from the Supreme Court to City Hall.	Edie Windsor and others on the steps of the Supreme Court.
Passing legislation that keeps our children safe.	
And protecting our rights in the workplace, at the voting booth, and at home.	Protesting for the right to vote, for labor rights.
There's only one party that stands up for what we believe in.	Footage of multicultural people at a recent DNC convention.
One party that fights for what's right.	
The Democratic Party. Our Party.	Democratic Party logo

https://youtu.be/Lb_QrkywjNY

Issues (Firm B, version 2)

Audio	Video
Energetic, declarative music.	Montage of issues-driven photos and footage.
Some issues are not up for debate.	Text animation
The climate is changing.	A shot of two hurricanes about to hit the US.
We get to choose who we love.	Footage of two men holding hands, walking.
Prison should only be for violent criminals, not drug offenders.	Families reunited after release from prison.
And we should all be treated as equals because we were born that way.	Shot of multicultural kids playing, and then looking at the camera.
There's only one party that fights for these issues.	Shot of a DNC convention.
Democrats are fighting climate change across America.	Footage of windmills and solar panels.
Standing up for marriage equality from the Supreme Court to City Hall.	Edie Windsor and others on the steps of the Supreme Court.
Leading campaigns to end the criminalization of marijuana...	Stores selling marijuana.
And protecting our rights in the workplace, at the voting booth, and at home.	Protesting for the right to vote, for labor rights.
There's only one party that stands up for what we believe in. One party that fights for what's right.	Footage of multicultural people at a recent DNC convention.
The Democratic Party. Our Party.	Democratic Party logo

`https://youtu.be/Yy7nffACvr8`

Issues (Firm B, version 3)

Audio	Video
Energetic, declarative music.	Montage of issues-driven photos and footage.
Some issues are not up for debate.	Text animation
The climate is changing.	A shot of two hurricanes about to hit the US.
We get to choose who we love.	Footage of two men holding hands, walking.
And we should all be treated as equals because we were born that way.	Shot of multicultural kids playing, and then looking at the camera.
There's only one party that fights for these issues.	Shot of a DNC convention.
Democrats are fighting climate change across America.	Footage of windmills and solar panels.
Standing up for marriage equality from the Supreme Court to City Hall.	Edie Windsor and others on the steps of the Supreme Court.
And protecting our rights in the workplace, at the voting booth, and at home.	Protesting for the right to vote, for labor rights.
There's only one party that stands up for what we believe in. One party that fights for what's right.	Footage of multicultural people at a recent DNC convention.
The Democratic Party. Our Party.	Democratic Party logo

`https://youtu.be/QB9Y5mfZhP8`

F   Clip enjoyment by partisanship

Figure F.6: Average enjoyment of clips, by partisanship

How would you rate your enjoyment of the clip you just watched, on a sca with 1 being no enjoyment and 5 being the most enjoyment?
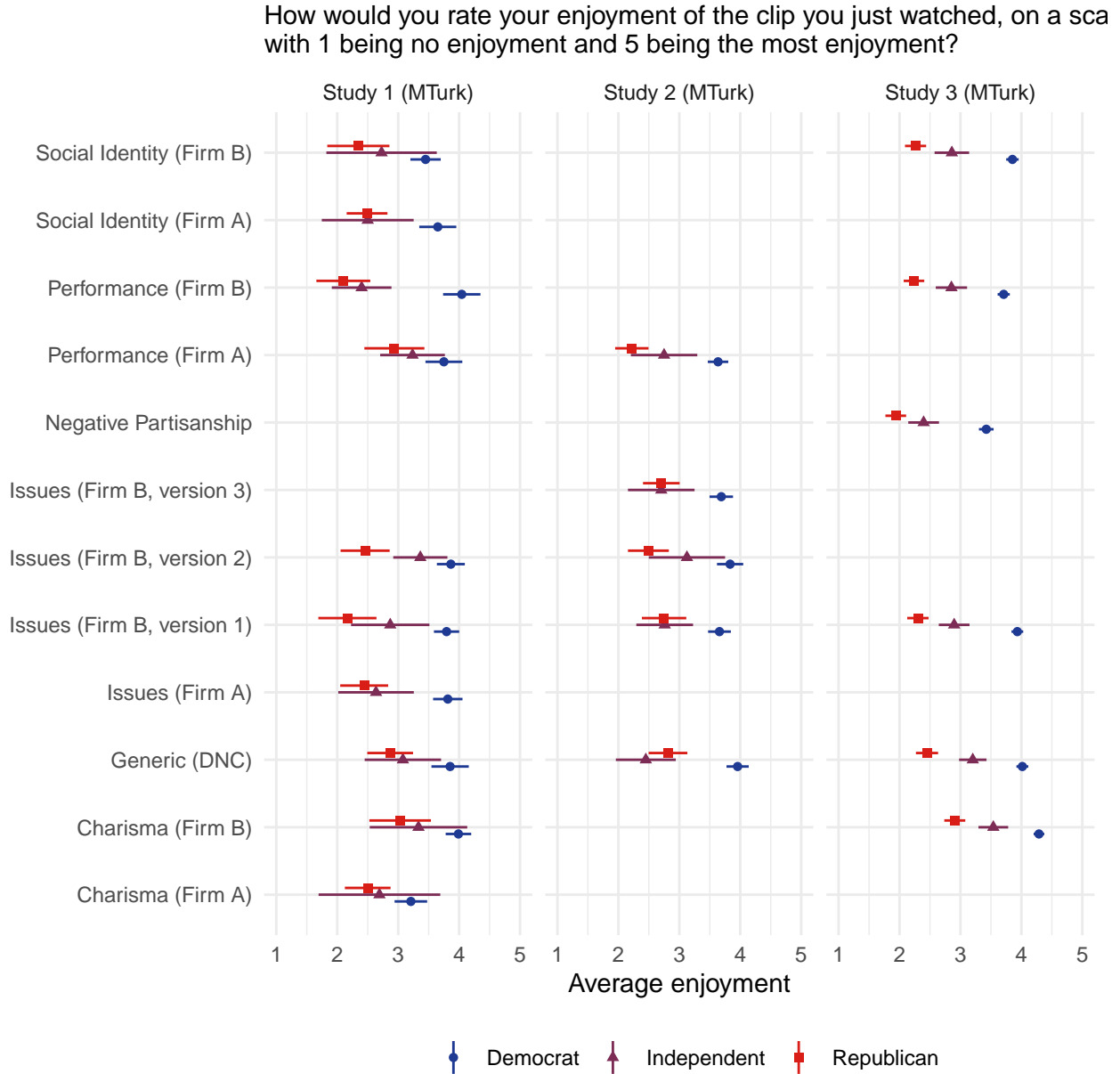
G Survey Instruments

G.1 Wave 1 Survey items

- How old are you? [Under 18, 18 - 24, 25 - 34, 35 - 44, 45 - 54, 55 - 64, 65 or over, (I am over 18, but I prefer not to say how old)]

- When it comes to politics do you usually think of yourself as liberal, moderate, or conservative, or haven't you thought much about this? [Liberal, Moderate, Conservative, Haven't thought much about this]

- What is your gender? [Male, Female, Other / Prefer not to say]

- What is the highest level of education you have completed? [Less than high school, High School/GED, Some College, 4-year College Degree, Graduate School]

- What is your race/ethnicity [White, non Hispanic, African-American, Hispanic, Asian or Pacific Islander, Native American, Other, Prefer not to say]

- (Study 4 Only) Please describe how often you attend religious services: [Never, A few times a year, Once or twice a month, Once a week, More than once a week]

- Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all? [Most of the time, Some of the time, Only now and then, Hardly at all]

- Which political office does PAUL RYAN currently hold?

- Which political office does THERESA MAY currently hold?

- Which political office does JOHN ROBERTS currently hold?

- Which party has the most members in the House of Representatives? [Democrats, Republicans, I don't know]

- Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what? [Republican, Democrat, Independent, Other]

  - (If Republican) Would you call yourself a strong Republican or a not very strong Republican? [Strong, Not very strong]
  - (If Democrat) Would you call yourself a strong Democrat or a not very strong Democrat? [Strong, Not very strong]
  - (If neither) Do you think of yourself as closer to the Republican or Democratic party? [Republican, Democratic, Neither]

- (Study 4 Only) On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Republican party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]

- (Study 4 Only) On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Democratic party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]

- (Study 4 Only) If the 2018 midterm elections were held today, would you want to see the Republican or Democratic Party win control of the House of Representatives? [The Republican Party, The Democratic Party]

- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person.

  - The Democratic Party
  - The Republican Party
  - Gays and Lesbians
  - Atheists
  - Muslims
  - Wall Street Bankers
  - Police

- Refugees
- Socialists

- For each of the areas below, should federal spending be increased, decreased, or kept about the same?

  - Tightening border security to prevent illegal immigration
  - Foreign aid
  - Dealing with crime
  - Social Security
  - Fighting climate change
  - War on terrorism
  - Health care

- (Study 4 only) On a scale from 1 to 10, where '10' represents a description that is perfect for you, and '1' a description that is totally wrong for you, how well do each of the following describe you?

  - A Republican
  - A Democrat
  - A Southerner
  - An environmentalist
  - A feminist
  - An evangelical Christian

G.2 Wave 2 Survey items

All questions asked post-treatment.

- How would you rate your enjoyment of the clip you just watched, on a scale of 1 to 5, with 1 being no enjoyment and 5 being the most enjoyment? [1 - did not enjoy the clip, 2, 3, 4, 5 - enjoyed the clip very much]

- How would you rate the quality of the camera work of the clip you just watched, on a scale of 1 to 5, with 1 being the lowest quality and 5 being the highest quality? [1 - Low Quality, 2, 3, 4, 5 - High Quality]

- Do think that this clip would be persuasive to others if it were aired on television? [No, not persusasive, Maybe, somewhat persusaive, Yes, persuasive]

- Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all? [Most of the time, Some of the time, Only now and then, Hardly at all]

- Do you support or oppose requiring background checks for all gun buyers? [Support, Oppose, No opinion]

- Do you think it is too easy to buy a gun in the US today, too difficult to buy a gun in the US today, or about right? [Too easy, Too difficult, About right]

- Do you think Congress is doing enough to reduce gun violence or do you think Congress needs to do more to reduce gun violence? [Congress is doing enough to reduce gun violence, Congress needs to do more to reduce gun violence, No opinion]

- Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what? [Republican, Democrat, Independent, Other]

  - (If Republican) Would you call yourself a strong Republican or a not very strong Republican? [Strong, Not very strong]
  - (If Democrat) Would you call yourself a strong Democrat or a not very strong Democrat? [Strong, Not very strong]
  - (If neither) Do you think of yourself as closer to the Republican or Democratic party? [Republican, Democratic, Neither]

- On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Republican party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]

- On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Democratic party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]

- (Study 4 only) On a scale from 1 to 10, where '10' represents a description that is perfect for you, and '1' a description that is totally wrong for you, how well do each of the following describe you?

  - A Republican
  - A Democrat
  - A Southerner
  - An environmentalist
  - A feminist
  - An evangelical Christian

- If the 2018 midterm elections were held today, would you want to see the Republican or Democratic Party win control of the House of Representatives? [The Republican Party, The Democratic Party]

- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person.

  - Hillary Clinton
  - Barack Obama
  - Bernie Sanders

- Donald Trump
- Ivanka Trump
- Paul Ryan
- Mitt Romney
- Mike Pence
- Joe Biden

- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the group. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the group and that you don't care too much for that group. You would rate the group at the 50 degree mark if you don't feel particularly warm or cold toward the group.

  - The Democratic Party
  - The Republican Party
  - The National Rifle Association
  - Black Lives Matter
  - Planned Parenthood
  - The American Civil Liberties Union

- How would you react if an immediate family member were to marry a Republican? [I would be happy, I would be unhappy, It doesn't matter]

- How would you react if an immediate family member were to marry a Democrat? [I would be happy, I would be unhappy, It doesn't matter]

- As we head into the midterm elections, there is a lot of talk about the nation's political parties and the groups that support them. For each of the following groups below, please tell us whether each group seems like supporters of the Republican Party or the Democratic Party.

  - Union members
  - Business executives
  - African-Americans
  - Women
  - Environmentalists
  - Christian Conservatives
  - Latinos / Hispanics
  - Asian-Americans

G.3   Wave 3 Survey items

- Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all? [Most of the time, Some of the time, Only now and then, Hardly at all]

- Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what? [Republican, Democrat, Independent, Other]

    – (If Republican) Would you call yourself a strong Republican or a not very strong Republican? [Strong, Not very strong]

    – (If Democrat) Would you call yourself a strong Democrat or a not very strong Democrat? [Strong, Not very strong]

    – (If neither) Do you think of yourself as closer to the Republican or Democratic party? [Republican, Democratic, Neither]

- (Study 3 only) Where would you place yourself on this scale? [I prefer the Democrats, I am basically independent but lean toward the Democrats, I am independent, I have no preference for either party, I am basically independent but lean toward the Republicans, I prefer the Republicans, I strongly prefer the Republicans]

- On a scale from 1 to 10, where '10' represents a description that is perfect for you, and '1' a description that is totally wrong for you, how well do each of the following describe you?

    – A Republican

    – A Democrat

    – A Southerner

    – An environmentalist

    – A feminist

    – An evangelical Christian

- On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Republican party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]

- On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Democratic party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]

- If the 2018 midterm elections were held today, would you want to see the Republican or Democratic Party win control of the House of Representatives? [The Republican Party, The Democratic Party]

- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person.

    – Hillary Clinton

    – Barack Obama

    – Bernie Sanders

    – Donald Trump

    – Ivanka Trump

    – Paul Ryan

    – Mitt Romney

    – Mike Pence

    – Joe Biden

- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the group. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the group and that you don't care too much for that group. You would rate the group at the 50 degree mark if you don't feel particularly warm or cold toward the group.

    – The Democratic Party

    – The Republican Party

- – The National Rifle Association
- – Black Lives Matter
- – Planned Parenthood
- – The American Civil Liberties Union

- How would you react if an immediate family member were to marry a Republican? [I would be happy, I would be unhappy, It doesn't matter]

- How would you react if an immediate family member were to marry a Democrat? [I would be happy, I would be unhappy, It doesn't matter]

- As we head into the midterm elections, there is a lot of talk about the nation's political parties and the groups that support them. For each of the following groups below, please tell us whether each group seems like supporters of the Republican Party or the Democratic Party.

  - – Union members
  - – Business executives
  - – African-Americans
  - – Women
  - – Environmentalists
  - – Christian Conservatives
  - – Latinos / Hispanics
  - – Asian-Americans

- (Study 4 only) There is always discussion about what issues the nation's political parties support. For each of the following issues below, please tell us whether you agree with the position of the Republican Party or the Democratic Party. [Strongly agree with the Democrats, Agree with the Democrats, Somewhat agree with the Democrats, Don't agree with either party, Somewhat agree with the Republicans, Agree with the Republicans, Strongly Agree with the Republicans]

  - – Gun control
  - – Immigration
  - – Trade
  - – Abortion
  - – Taxes
  - – The environment
  - – Foreign policy
  - – Gay rights
  - – Civil rights

- (Study 4 only) The nation's political parties have strengths and weaknesses. For each of the following items below, please tell us whether you think it is a strength of the Democrats or the Republicans. [This is a strength of the Democrats, This is not a strength of either party, This is a strength of the Republicans]

  - – Keeping a balanced budget
  - – Combatting corruption in government
  - – Standing up for America in the world
  - – Growing the economy
  - – Uniting the country
  - – Representing American values abroad
  - – Representing American values at home

- Under Donald Trump, Republican policy shifted from jailing families that were caught illegally crossing the Mexican border to separating parents and children, putting children into custody while parents await trial. In this photo, for example, a child is crying at the border after being separated from her mother. To what extent did you follow news coverage of this change in policy? [Not at all closely, Not too closely, Fairly closely, Very closely]

- (Study 3 only) Do you support or oppose requiring background checks for all gun buyers? [Support, Oppose, No opinion]

- (Study 3 only) Do you think it is too easy to buy a gun in the US today, too difficult to buy a gun in the US today, or about right? [Too easy, Too difficult, About right]

- (Study 3 only) Do you think Congress is doing enough to reduce gun violence or do you think Congress needs to do more to reduce gun violence? [Congress is doing enough to reduce gun violence, Congress needs to do more to reduce gun violence, No opinion]

H Pre-analysis plan and deviations

This section includes a preanalysis plan (PAP) for a closely-related study we conducted that followed very similar sampling, assignment, measurement, and analysis strategies as we employ in the main paper. The main difference is that the study discussed in this PAP used student-made treatment videos, which were entirely ineffective. We did not view the null results of the student-made ads as theoretically enlightening, so we removed them from this paper. We report this preanalysis plan because we did not register the five studies we do report that employed videos made by professional ad-makers.

The regression specification we describe in this PAP applies directly. We regress outcomes on treatment and pre-treatment party identification, with HC2 robust standard errors. It also indicates that we will consider heterogeneity by pre-treatment partisanship, but it does not pre-specific the age analysis we do, nor the specific form of heterogeneity analysis we conduct, for the main reason that this PAP did not cover the the meta-analytic analysis strategy we use to combine studies.

Parallel Ads to Mint Partisans

PRE-ANALYSIS PLAN

November 26, 2018

Introduction

In late October and early November 2018, a two-wave survey experiment was conducted to evaluate the effects of eight original 30-second video advertisements on political party identification. The experiment was conducted over Amazon's Mechanical Turk service.

Building on past experiments, this experiment was designed to evaluate whether video messages can increase party identification. The experiment tests eight ads, four of which were meant to increase identification with the Democratic Party and four meant to increase identification with the Republican Party.

Each of the ads tests one of four theories about partisan identification. For each motivating theory, two ads were produced, one for Republicans and the other for Democrats. The scripts are almost entirely the same, while the party being promoted varies. Some ads test *performance,* or whether claims to superior performance when a party is in office can increase identification with that party. Other ads test *persona,* or whether the charisma of individual party leaders can increase identification with that party. Still others test *social identity,* or whether conveying information about the social groups that make up a party's coalition can increase identification with that party. Finally, other ads test *issues,* or whether messages which emphasize policies a party supports can increase identification with that party.

Hypotheses

The principal hypothesis is that exposure to the ads will increase identification with the party being advertised. Our outcome measure will be the 7-point Party ID scale. A one-sided test will be used to assess this hypothesis at alpha .05.

We will also evaluate how the ads affect Party ID when they are grouped by motivating theory and compared to placebo. We do not have strong expectations about which theories, if any, will prove better than others at affecting Party ID.

In addition, we will also measure how the ads affect partisan intensity---that is, how strongly people feel about their attachment to a political party. Details appear below.

Sample

Subjects were recruited over Amazon's Mechanical Turk platform. Demographic information, including Party ID, was collected in the first wave. Randomized exposure to videos occurred in the second wave, in accordance with a block randomization scheme described below. 1,082 subjects completed the second wave. This pre-analysis plan is prospective, insofar as we have not yet accessed the outcome data.

Random Assignment of Treatment

The accompanying randomization script shows how the block-random assignment was conducted. Blocks were constructed using BlockTools on R, with blocks based on pre-treatment Party ID, age, responses to 0-100 feeling thermometers for the Republican and Democratic Party, education on a 5-point scale, race and responses to a question about how closely the respondent follows politics as measured on a 4-point scale.

Intervention

The eight treatment videos used in this study may be found in the attached supplementary materials. The scripts were written by the researchers. The videos were produced by an undergraduate research assistant without the aid of any party committee or political candidates. A same-length commercial for Bounty paper towels was used as a placebo.

Data and Outcome Measures

Our primary outcome measure will consist of subjects' post-treatment self-reported Party ID as measured on the standard 7-point scale. To measure partisan intensity, we will "fold" the 7-point scale so that 4 becomes 0, 3 and 5 becomes 1, 4 and 6 become 2, and 1 and 7 become 3.

Method for Estimating Average Treatment Effects

One regression model will measure post-treatment Party ID on a seven-point scale, with indicator variables for the eight treatment conditions and the placebo condition omitted. As a covariate, we will include subjects' pre-treatment Party ID.

Another regression will be constructed identically but use the partisan intensity scale described above as the dependent variable. Partisan intensity measures overall partisan attitudes as opposed to a focus solely on party identification.

For all regression estimates, we will report 95% confidence intervals for the average treatment effect, constructed from HC2 robust standard errors multiplied by the appropriate critical value from the t-distribution. Given our large sample size, we will obtain two-sided p-values by comparing observed values to a null distribution approximated by the appropriate t-distribution. We will call estimates with p-values less than 0.05 "significant."

We will also report regressions with only treatment indicators, omitting pre-treatment Party ID. We expect these results to be similar but less precisely estimated. When interpreting the results, we will rely primarily on the covariate-adjusted estimates.

Heterogeneous effects analysis

We might reasonably suspect that the effects of the videos could be different for subjects with different partisan attachments. To explore this possibility, we will conduct the above analysis separately for the seven partisan subgroups defined by the seven-point party id scale. Because any particular comparison between the estimated effects for two subgroups will be quite noisy, we will conduct a joint test of the hypothesis that the effects are the same for all seven subgroups, via an F-test (using the HC2 robust variance-covariance matrix).

Default Procedures for Decisions Not Explicitly Specified

For any decisions not explicitly specified in this pre-analysis plan, we plan to follow the "standard operating procedure" document of Donald P. Green's research group (version 1.05, June 7, 2016), which can be found on GitHub.

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