

Experiment instructions for:

## **News Customization with AI**

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### **Summary**

Section A provides the experiment instructions for the human validation study.

Section B provides the experiment instructions for the demand experiment.

Section C provides the experiment instructions for the usage incentive experiment.



## A Human Validation Study

### A.1 Wave 1

This study is conducted by researchers from the Frankfurt School of Finance & Management, NHH Norwegian School of Economics, University of Cologne, and MIT. You must be at least 18 years of age to participate in this study. If you do not fulfill these requirements, please do not continue any further.

The goal of this study is to assess newspaper articles. We do not anticipate any risks or discomforts from participating in this study.

Your responses to this survey will be anonymous; we will not collect your name or any other personal identifiers. We will only collect your Prolific ID to track your participation in this study, administer potential bonus payments, and invite you to potential future follow-up studies.

You are not allowed to participate in this study more than once. If you experience a technical error or problem, do not try to restart or retake the study. Rather, send us an email with a description of your problem and we will get back to you.

If you have any questions regarding this study, please email  
roth@wiso.uni-koeln.de

If you feel you have been treated unfairly, or you have questions regarding your rights as a research subject, you may contact the Chairman of the Committee on the Use of Humans as Experimental Subjects, M.I.T., Room E25-143b, 77 Massachusetts Ave, Cambridge, MA 02139, phone 1-617-253-6787.

Do you consent to participate in this study?

I consent

I do not consent and wish to exit the study



This question is about the following problem. Sometimes there are participants who do not carefully read the questions and just quickly click through the survey. This means that there are a lot of random answers which compromise the results of research studies. To show that you read our questions carefully, please choose both "Very strongly interested" and "Not at all interested" as your answer to the question below.

How interested are you in sports?

Very strongly interested

Somewhat interested

A little interested

Almost not interested

Not at all interested



### Instructions

You will see pairs of newspaper articles. For each pair, you will be asked to compare them along one of the following dimensions:

- **Entertaining:** use of humor, puns, clever word choices, and a more playful narrative style
- **Liberal perspective:** use of language that is more commonly used by liberals and highlights issues that matter to liberals
- **Conservative perspective:** use of language that is more commonly used by conservatives and highlights issues that matter to conservatives
- **Positive:** use of more positive language and highlighting positive aspects
- **Negative:** use of more negative language and highlighting negative aspects
- **Less complex:** use of simpler terms and brief explanations for unfamiliar concepts

We provide examples of the types of questions that you will encounter below.

### Example: conservative perspective

Article A	Article B
<b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b>  Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.	<b>Trump Rallies Black Voters and Conservatives in Key Michigan Stops</b>  Donald Trump aims to unite Black voters and conservatives with strong economic and border security messages during key events in Michigan, challenging Biden in a crucial state.

Which article is more aligned with a conservative perspective?

Article A is more aligned with a conservative perspective

Article B is more aligned with a conservative perspective

### Example: entertaining

Article A	Article B
<b>Trump's Michigan Gambit: Wooing Black Voters and Wading into Extremist Waters</b>  Trump sets out on a bold Michigan tour to woo Black voters and speak at a controversial conservative convention, highlighting his strategy to dent Biden's diverse voter base in this battleground state.	<b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b>  Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.

Article A is more entertaining

Article B is more entertaining

**Example: positive**

Article A	Article B
<p><b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b></p> <p>Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.</p>	<p><b>Trump Engages Black Voters and Conservative Leaders in Michigan Push</b></p> <p>Donald Trump plans to engage Black voters and connect with conservative leaders in Michigan, highlighting his strategy to unite diverse voter groups and challenge President Biden in a key state.</p>

Which article is more positive?

- Article A is more positive
- Article B is more positive

**Example: less complex**

Article A	Article B
<p><b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b></p> <p>Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.</p>	<p><b>Trump Courts Black Voters and Conservatives in Michigan</b></p> <p>Donald Trump plans to speak at a Black church in Detroit and at a conservative convention tied to extremists, aiming to unite different voter groups ahead of the next election.</p>

Which article is less complex?

- Article A is less complex
- Article B is less complex

**Example: liberal perspective**

Article A	Article B
<p><b>Trump's Michigan Tour Targets Black Voters While Embracing Controversial Conservative Group</b></p> <p>Donald Trump aims to sway Black voters with economic and border security messages in a crucial Michigan visit, while aligning with Turning Point Action, a group criticized for extremist ties, to consolidate conservative support.</p>	<p><b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b></p> <p>Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.</p>

Which article is more aligned with a liberal perspective?

- Article A is more aligned with a liberal perspective
- Article B is more aligned with a liberal perspective

**Example: negative**

Article A	Article B
<p><b>Trump Courts Black Voters While Embracing Extremists</b></p> <p>In a desperate bid to win over Black voters, Donald Trump is simultaneously aligning with a controversial conservative group linked to white supremacists during his Michigan stops, highlighting his struggle to unite disparate voter groups against Joe Biden.</p>	<p><b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b></p> <p>Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.</p>

Which article is more negative?

- Article A is more negative
- Article B is more negative



On the next few pages, you will be asked to rate **6 article pairs** along **one dimension for each**. It is important that you take this task seriously.



### Round 1/6: Which article is more aligned with a conservative perspective?

Article A	Article B
<p><b>Judge Orders DOJ to Uncover Pence Probe Details in Trump Election Case</b></p> <p><i>In a significant development in Donald Trump's election interference case, a federal judge has directed prosecutors to search for Justice Department information related to Mike Pence's handling of classified documents, which Trump's defense claims could be pivotal.</i></p> <p>In the election interference case against Donald Trump, a federal judge has instructed prosecutors to search for and provide any Justice Department information related to a separate investigation into Mike Pence's handling of classified documents. This decision follows an argument from Trump's lawyers that such information could be crucial to their defense, particularly if it reveals that Pence had motives to implicate Trump while facing his own investigation.</p> <p>Although special counsel Jack Smith's team claims no involvement in the Pence investigation beyond public knowledge, U.S. Dis...</p> <p><a href="#">Show more</a></p>	<p><b>Judge Orders DOJ to Disclose Evidence in Trump-Pence Investigation</b></p> <p><i>A federal judge has directed prosecutors to reveal Justice Department information on Mike Pence's classified documents probe, supporting Trump's defense claims of potential bias in the politically charged election interference case.</i></p> <p>In the election interference case against Donald Trump, a federal judge has instructed prosecutors to search for and provide any Justice Department information related to a separate investigation into Mike Pence's handling of classified documents. This decision follows an argument from Trump's legal team that such information could be essential for a fair defense, especially if it uncovers any motives Pence might have had to unduly implicate Trump while under his own investigation.</p> <p>Although special counsel Jack Smith's team claims no involvement in the Pence investigation beyond publ...</p> <p><a href="#">Show more</a></p>

Which article is more aligned with a conservative perspective?

Article A is more conservative

Article B is more conservative



**Round 2/6: Which article is more aligned with a conservative perspective?**

Article A	Article B
<p><b>Georgia's Record Early Voting Reflects Commitment to Election Integrity</b></p> <p><i>Georgia's early voting surge, with over 540,000 ballots cast, highlights the state's dedication to securing election integrity with stringent mail-in voting measures, as voters express strong partisan motivations.</i></p> <p>In Georgia, early voting has kicked off with remarkable enthusiasm, as over 540,000 ballots have been cast by Wednesday, surpassing 10% of the anticipated voter turnout for this election cycle. This early surge includes over 310,000 people voting in person on Tuesday, setting a new record for first-day early voting turnout, and an additional 180,000 by Wednesday afternoon. Additionally, 30,000 mail-in ballots have been accepted. This follows the significant participation of 5 million Georgians in the 2020 presidential election, underscoring the vital role Georgia plays as a battleground sta...</p> <p><a href="#">Show more</a></p>	<p><b>Georgia's Early Voting Sets Record Pace as Voters Navigate New Rules and Political Divides</b></p> <p><i>Over 540,000 ballots have already been cast in Georgia's early voting, highlighting intense voter interest amid new voting regulations and deep partisan divides in the battleground state.</i></p> <p>In Georgia, early voting is off to a strong start with over 540,000 ballots cast by Wednesday, surpassing 10% of the expected voter turnout for this election cycle. This early surge includes more than 310,000 people voting in person on Tuesday, marking the highest first-day early voting turnout on record, and another 180,000 by Wednesday afternoon. Additionally, 30,000 mail-in ballots have been accepted. This comes in the context of the 5 million Georgians who voted in the 2020 presidential election, highlighting the intensity and importance of this electoral cycle in the battleground state...</p> <p><a href="#">Show more</a></p>

Which article is more aligned with a conservative perspective?

Article A is more conservative

Article B is more conservative



### Round 3/6: Which article is less complex?

Article A	Article B
<p><b>Protesters Arrested at New York Rally Against Israeli Actions</b></p> <p>About 200 people were arrested during a protest outside the New York Stock Exchange against Israel's military actions in Gaza, organized by Jewish Voice for Peace, calling for an end to U.S. support of Israel and highlighting tensions in the ongoing conflict.</p> <p>About 200 people were arrested while protesting against Israel's military actions in Gaza outside the New York Stock Exchange. The protest was organized by a group called Jewish Voice for Peace. Protesters chanted slogans like "Let Gaza live!" to urge the U.S. government to stop supporting Israel's military actions. The protesters accused the U.S. of helping what they call a genocide of Palestinians. They said the U.S. sends bombs that are used against people in Gaza, and that American weapons companies are making money from this.</p> <p>The protesters did not enter the stock exchange build...</p> <p><a href="#">Show more</a></p>	<p><b>Protesters Arrested at New York Stock Exchange Rally Against U.S. Support for Israel</b></p> <p>Approximately 200 demonstrators were arrested during a protest organized by Jewish Voice for Peace outside the New York Stock Exchange, as they called for an end to U.S. support for Israel's military actions in Gaza amid escalating tensions in the region.</p> <p>Around 200 demonstrators were arrested during a protest against Israel's military actions in Gaza outside the New York Stock Exchange. The protest, organized by Jewish Voice for Peace, featured chants such as "Let Gaza live!" and focused on urging the U.S. government to cease supporting Israel's military efforts. The demonstrators accused the U.S. of contributing to what they termed a genocide of Palestinians by supplying bombs, which they claim are being used to kill communities in Gaza, while U.S. weapons manufacturers benefit financially.</p> <p>Although none of the protesters breached t...</p> <p><a href="#">Show more</a></p>

Which article is less complex?

Article A is less complex

Article B is less complex



**Round 4/6: Which article is more aligned with a liberal perspective?**

Article A	Article B
<p><b>Trump Targets California Base with Strategic Coachella Visit Ahead of Election Day</b></p> <p><i>Despite California's Democratic leanings, Donald Trump's visit to Coachella aims to energize his supporter base, raise funds, and bolster Republican efforts in key nationwide races.</i></p> <p>Donald Trump's decision to visit California, a solidly Democratic stronghold, just weeks before Election Day seems puzzling given his slim chances of winning the state. However, there are strategic reasons for his stop in Coachella, a city known for its famous music festival. Despite losing California by a wide margin in 2020, Trump garnered over six million votes, with strong support in rural counties. This large base of supporters serves as potential volunteers for state races and phone banking efforts targeting more contested states. The visit also ensures extensive media coverage...</p> <p><a href="#">Show more</a></p>	<p><b>Trump Courts California Conservatives as Election Day Nears</b></p> <p><b>Lead:</b> Despite facing an uphill battle in California, Trump's visit to Coachella aims to galvanize his base, boost fundraising, and draw media attention, highlighting contrasts with Democratic leadership while energizing Republican supporters.</p> <p><i>Lead: Despite facing an uphill battle in California, Trump's visit to Coachella aims to galvanize his base, boost fundraising, and draw media attention, highlighting contrasts with Democratic leadership while energizing Republican supporters.</i></p> <p>Donald Trump's decision to visit California, a bastion of Democratic values, just weeks before Election Day raises questions, especially considering his minimal chances of success in the state. However, there are strategic reasons for his stop in Coachella, a city known for its famous music festival. Despite losing California by a wide margin in 2020, Trump garnered over six million votes, with strong support in rural counties. This large base of supporters serves as potential volunteers for state races and phone banking efforts targeting more contested states. The visit also ensures extens...</p> <p><a href="#">Show more</a></p>

Which article is more aligned with a liberal perspective?

Article A is more liberal

Article B is more liberal



**Round 5/6: Which article is more aligned with a conservative perspective?**

Article A	Article B
<p><b>Kamala Harris' Campaign Faces Gender Bias Hurdle: Engaging Male Voters Remains a Challenge</b></p> <p>As Kamala Harris' presidential campaign navigates potential gender biases, her team intensifies efforts to engage male voters amid concerns over apathy and misinformation.</p> <p>Concerns have emerged about potential gender bias affecting Kamala Harris' candidacy as she seeks to break barriers as a female presidential candidate. While Harris seldom discusses her gender on the campaign trail, her supporters are actively appealing to male voters to combat sexism and apathy. Former President Barack Obama has addressed this issue, particularly targeting Black men, suggesting that reluctance may stem from discomfort with the idea of a woman in the presidency. Actor Ed O'Neill also calls on men to support Harris by voting for a woman. Efforts to engage Hispanic mal...</p> <p><a href="#">Show more</a></p>	<p><b>Gender Politics Overshadow Policy in Kamala Harris' Presidential Campaign</b></p> <p>Kamala Harris' campaign is criticized for focusing on gender bias issues, overshadowing critical policy discussions, as attempts to sway male voters through identity politics distract from her qualifications and record.</p> <p>Concerns are being raised about potential gender bias influencing Kamala Harris' candidacy as she attempts to make history as a female presidential candidate, a focus that diverts from addressing core policy issues. While Harris seldom discusses her gender on the campaign trail, her supporters are actively appealing to male voters to combat sexism and apathy. Former President Barack Obama has weighed in on this topic, focusing on Black men, suggesting that any reluctance could be tied to unease with a female president, rather than considering valid policy concerns. Actor Ed O'Neill u...</p> <p><a href="#">Show more</a></p>

Which article is more aligned with a conservative perspective?

Article A is more conservative

Article B is more conservative



### Round 6/6: Which article is more entertaining?

Article A	Article B
<p><b>Election 2024: Trump and Harris Court Male Voters with Diverging Visions of Masculinity</b></p> <p>As the November 5th election approaches, Donald Trump's and Kamala Harris's campaigns are intensifying efforts to win over male voters by presenting contrasting narratives of masculinity and identity politics.</p> <p>In the lead-up to the November 5th election, Donald Trump and Kamala Harris's campaigns are heavily targeting male voters, highlighting a significant gender and identity politics dynamic. Trump's strategy employs a hypermasculine tone, appealing to traditional gender roles and casting a vote for him as a symbol of American manliness. This approach is evident in his appearances on podcasts and gaming platforms, where figures like Charlie Kirk assert that voting for Trump is a measure of masculinity. Trump's narrative positions him as a protector, particularly appealing to suburban women whil...</p> <p><a href="#">Show more</a></p>	<p><b>Battle of the Genders: Trump vs. Harris in Macho Showdown</b></p> <p>As Trump amps up the macho appeal and Harris courts diverse men with relatable charm, the fierce battle for male votes unfolds in a gender-divided election drama.</p> <p>As the countdown to the November 5th election intensifies, Donald Trump and Kamala Harris are locked in a fierce battle for the hearts—and votes—of the nation's male populace. Trump is turning up the macho factor to eleven, crafting a narrative where casting a vote for him is akin to striking a heroic pose on the cover of an all-American comic book. This testosterone-fueled rally cry echoes across podcasts and gaming platforms, with cheerleaders like Charlie Kirk declaring that a vote for Trump is the ultimate test of manhood. Trump paints himself as the gallant protector, hoping to win ove...</p> <p><a href="#">Show more</a></p>

Which article is more entertaining?

Article A is more entertaining

Article B is more entertaining



How do you primarily consume news?

- Online
- TV
- Radio
- Print news

Which of the newspapers below have you read at least once during the last 12 months? Please select all that apply.

- Breitbart
- BuzzFeed News
- Boston Herald
- Chicago Sun-Times
- Daily Mail
- Drudge Report
- InfoWars
- Los Angeles Times
- New Republic
- Newsmax
- New York Daily News
- New York Post
- Palmer Report
- The Denver Post
- The Huffington Post
- The Mercury News
- The New York Times
- The Wall Street Journal
- The Washington Post
- The Washington Times
- USA Today
- I have not read any of the newspapers above during the past 12 months

How often do you watch or read politics and economic news?

Frequently

Somewhat frequently

Occasionally

Rarely

Never

How interested are you in political and economic news?

Very interested

Interested

Somewhat interested

Not interested

Not at all interested

How much do you trust news in general?

A great deal

A lot

A moderate amount

A little

None at all



What is your gender?

Male

Female

What is your age?

Which category best describes your highest level of education?

Did not graduate high school

High school degree/GED

Some college

2-year college degree

4-year college degree

Master's degree

Doctoral degree

Professional degree (JD, MD, MBA)

Which of the following best describes your race or ethnicity?

African American/Black

Asian/Asian American

Caucasian/White

Native American, Inuit or Aleut

Native Hawaiian/Pacific Islander

Other

Are you of Hispanic, Latino, or Spanish origin?

Yes

No

What was your household's gross income in 2023?

- Less than \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

- Republican
- Democrat
- Independent

What is your region of residence?

- Northeast (CT, ME, MA, NH, RI, VT, NJ, NY, PA)
- Midwest (IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD)
- South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)
- West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)

What is your current employment status?

- Full-time employee
- Part-time employee
- Self-employed or small business owner
- Unemployed and looking for work
- Student
- Not in labor force (for example: retired or full-time parent)

Are you liberal or conservative?

Very liberal

Liberal

Neither liberal nor conservative

Conservative

Very conservative



## A.2 Wave 2

This study is designed to be completed on a **desktop computer**.

You will also need a **second mobile device (phone or tablet)** for authentication -- please keep it ready.



### Please confirm

**Response quality is important for the quality of this research project. For this reason, we will review responses and reject respondents who**

- speed through the survey
- submit invalid data
- use bots or artificial intelligence (AI, e.g. ChatGPT or Google Gemini)

You don't need these AI tools anyway. This survey is all about your own views and thoughts.

**Please respond carefully to this survey.**

I confirm



## **Authentication**

**To help us prevent bots and automated programs from participating in this study, we ask you to verify your participation using a second device.**

### **Here's how it works:**

On the next page, a QR code will appear. Please scan it with a second device (such as a smartphone or tablet). This will open a secure webpage on that device, confirming your participation. Because scanning a QR code requires human action, this helps us verify that you are a real person.

You can complete this step only once, and it must be done within 60 seconds. It is required in order to continue with the survey.



Scan this code with your second device to continue ...



Waiting for phone ...

0057

This study is conducted by researchers from the Frankfurt School of Finance & Management, NHH Norwegian School of Economics, University of Cologne, and MIT. You must be at least 18 years of age to participate in this study. If you do not fulfill these requirements, please do not continue any further.

The goal of this study is to assess newspaper articles. We do not anticipate any risks or discomforts from participating in this study.

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You are not allowed to participate in this study more than once. If you experience a technical error or problem, do not try to restart or retake the study. Rather, send us an email with a description of your problem and we will get back to you.

If you have any questions regarding this study, please email  
[roth@wiso.uni-koeln.de](mailto:roth@wiso.uni-koeln.de)

If you feel you have been treated unfairly, or you have questions regarding your rights as a research subject, you may contact the Chairman of the Committee on the Use of Humans as Experimental Subjects, M.I.T., Room E25-143b, 77 Massachusetts Ave, Cambridge, MA 02139, phone 1-617-253-6787.

Do you consent to participate in this study?

I consent

I do not consent and wish to exit the study

This question is about the following problem. Sometimes there are participants who do not carefully read the questions and just quickly click through the survey. This means that there are a lot of random answers which compromise the results of research studies. To show that you read our questions carefully, please choose both “Very strongly interested” and “Not at all interested” as your answer to the question below.

How interested are you in sports?

- Very strongly interested
- Somewhat interested
- A little interested
- Almost not interested
- Not at all interested



## Instructions

You will see pairs of newspaper articles. For each pair, you will be asked to compare them along one of the following dimensions:

- **Entertaining:** use of humor, puns, clever word choices, and a more playful narrative style
- **Liberal perspective:** use of language that is more commonly used by liberals and highlights issues that matter to liberals
- **Conservative perspective:** use of language that is more commonly used by conservatives and highlights issues that matter to conservatives
- **Positive:** use of more positive language and highlighting positive aspects
- **Negative:** use of more negative language and highlighting negative aspects
- **Less complex:** use of simpler terms and brief explanations for unfamiliar concepts
- **Facts only:** use of fact-driven language and removing of opinions

We provide examples of the types of questions that you will encounter below.

### Example: conservative perspective

Article A	Article B
<b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b>  Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.	<b>Trump Rallies Black Voters and Conservatives in Key Michigan Stops</b>  Donald Trump aims to unite Black voters and conservatives with strong economic and border security messages during key events in Michigan, challenging Biden in a crucial state.

Which article is more aligned with a conservative perspective?

- Article A is more aligned with a conservative perspective
- Article B is more aligned with a conservative perspective

### Example: entertaining

Article A	Article B
<p><b>Trump's Michigan Gambit: Wooing Black Voters and Wading into Extremist Waters</b></p> <p>Trump sets out on a bold Michigan tour to woo Black voters and speak at a controversial conservative convention, highlighting his strategy to dent Biden's diverse voter base in this battleground state.</p>	<p><b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b></p> <p>Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.</p>

Article A is more entertaining

Article B is more entertaining

### Example: negative

Article A	Article B
<p><b>Trump Courts Black Voters While Embracing Extremists</b></p> <p>In a desperate bid to win over Black voters, Donald Trump is simultaneously aligning with a controversial conservative group linked to white supremacists during his Michigan stops, highlighting his struggle to unite disparate voter groups against Joe Biden.</p>	<p><b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b></p> <p>Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.</p>

Which article is more negative?

Article A is more negative

Article B is more negative

**Example: less complex**

Article A	Article B
<p><b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b></p> <p>Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.</p>	<p><b>Trump Courts Black Voters and Conservatives in Michigan</b></p> <p>Donald Trump plans to speak at a Black church in Detroit and at a conservative convention tied to extremists, aiming to unite different voter groups ahead of the next election.</p>

Which article is less complex?

- Article A is less complex
- Article B is less complex

**Example: facts only**

Article A	Article B
<p><b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b></p> <p>Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.</p>	<p><b>Trump Meets Black Voters and Conservative Group in Michigan Campaign Stop</b></p> <p>Donald Trump will meet with Black voters and a conservative group in Michigan during a campaign visit for the 2024 presidential election. The group has been accused of having ties to white supremacists.</p>

Which article is facts only?

- Article A is facts only
- Article B is facts only

**Example: liberal perspective**

Article A	Article B
<b>Trump's Michigan Tour Targets Black Voters While Embracing Controversial Conservative Group</b>  Donald Trump aims to sway Black voters with economic and border security messages in a crucial Michigan visit, while aligning with Turning Point Action, a group criticized for extremist ties, to consolidate conservative support.	<b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b>  Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.

Which article is more aligned with a liberal perspective?

- Article A is more aligned with a liberal perspective
- Article B is more aligned with a liberal perspective

**Example: positive**

Article A	Article B
<b>Trump Targets Black Voters and Controversial Conservative Group in Michigan Campaign Push</b>  Donald Trump plans to court both Black voters and a conservative group with alleged ties to white supremacists in a strategic Michigan visit to boost his 2024 election bid.	<b>Trump Engages Black Voters and Conservative Leaders in Michigan Push</b>  Donald Trump plans to engage Black voters and connect with conservative leaders in Michigan, highlighting his strategy to unite diverse voter groups and challenge President Biden in a key state.

Which article is more positive?

- Article A is more positive
- Article B is more positive



On the next few pages, you will be asked to rate **6 article pairs** along **one dimension for each**. It is important that you take this task seriously.



**Round 1/6: Which article is more positive?**

Article A	Article B
<p><b>Tennessee Expands School Choice with Transformative Voucher Program</b></p> <p>Tennessee's expanded school voucher program will provide 20,000 families with increased educational options and enhanced parental rights, marking a historic step in school choice.</p> <p>Tennessee lawmakers have approved a transformative expansion of the state's school voucher program, offering more families access to public funds for private school tuition, regardless of income. The legislation, backed enthusiastically by Republican Governor Bill Lee and supported by President Trump's advocacy, will provide 20,000 vouchers of approximately \$7,000 each starting next year. Half of these vouchers will be reserved for lower-income families, students with disabilities, and other eligible participants, while the remaining vouchers will be available to any student eligible to attend...</p> <p><a href="#">Show more</a></p>	<p><b>Tennessee Expands School Voucher Program, Opens Access to All Students</b></p> <p>Tennessee has approved a major expansion of its school voucher program, granting public funds for private education to all eligible families, sparking heated debate over its impact on public schools.</p> <p>Tennessee lawmakers approved a significant expansion of the state's school voucher program, allowing more families to use public funds for private school tuition regardless of income. The legislation, strongly supported by Republican Governor Bill Lee and bolstered by President Trump's advocacy, includes 20,000 vouchers of approximately \$7,000 each starting next year. Half will be reserved for lower-income families, students with disabilities, or other eligible participants, while the remaining vouchers will be available to any student eligible to attend public schools.</p> <p>The approval ...</p> <p><a href="#">Show more</a></p>

Which article is more positive?

- Article A is more positive
- Article B is more positive



### Round 2/6: Which article is facts only?

Article A	Article B
<p><b>President Trump to Use Guantanamo Bay for Migrant Detention Amid Capacity Strains</b></p> <p><i>President Trump plans to detain tens of thousands of migrants at Guantanamo Bay as part of his administration's ongoing efforts to address immigration challenges and capacity limits.</i></p> <p>President Donald Trump announced plans to use the detention center at Guantanamo Bay, Cuba, to hold tens of thousands of migrants who cannot be returned to their home countries. This decision aligns with Trump's continued emphasis on deportation as a key policy priority.</p> <p>The naval base at Guantanamo Bay, best known for housing terrorism suspects post-9/11, also contains the Migrant Operations Center, which has been used for decades to detain migrants intercepted at sea, primarily from Haiti and Cuba. Reports from advocacy groups have criticized the conditions at the facility, describ...</p> <p><a href="#">Show more</a></p>	<p><b>President Trump Plans to Use Guantanamo for Migrant Detention</b></p> <p><i>President Trump announced plans to use Guantanamo Bay's facilities to detain tens of thousands of migrants who cannot be deported to their home countries.</i></p> <p>President Donald Trump announced plans to use the detention center at Guantanamo Bay, Cuba, to hold tens of thousands of migrants who cannot be returned to their home countries. This decision reflects the administration's focus on deportation as a policy priority.</p> <p>The naval base at Guantanamo Bay, best known for housing terrorism suspects post-9/11, also contains the Migrant Operations Center, which has been used for decades to detain migrants intercepted at sea, primarily from Haiti and Cuba. Advocacy groups have reported concerns about the conditions at the facility, describing the...</p> <p><a href="#">Show more</a></p>

Which article is more fact-driven?

- Article A is more fact-driven
- Article B is more fact-driven



### Round 3/6: Which article is more negative?

Article A	Article B
<p><b>Netanyahu Seeks Meeting with Trump Amid Middle East Tensions</b></p> <p>Israeli Prime Minister Benjamin Netanyahu is making efforts to secure a meeting with President Donald Trump in Washington as early as next week, despite the uncertainty surrounding the plans.</p> <p>Israeli Prime Minister Benjamin Netanyahu is desperately attempting to arrange a meeting with President Donald Trump in Washington as early as next week, according to U.S. officials involved in preliminary trip planning. If finalized, Netanyahu could gain the symbolic but largely superficial distinction of being the first foreign leader to meet Trump at the White House since his inauguration. The planning remains highly uncertain, and details may solidify during a visit to Israel by Trump's special Middle East envoy, Steve Witkoff, this week. The White House has yet to comment, and N...</p> <p><a href="#">Show more</a></p>	<p><b>Netanyahu May Meet Trump in Washington Amid Ceasefire Diplomacy</b></p> <p>Israeli Prime Minister Benjamin Netanyahu is considering a meeting with President Donald Trump at the White House next week, as efforts to reinforce Middle East ceasefires continue.</p> <p>Israeli Prime Minister Benjamin Netanyahu is exploring the possibility of meeting President Donald Trump in Washington as early as next week, according to U.S. officials involved in preliminary trip planning. If finalized, Netanyahu would become the first foreign leader to meet Trump at the White House since his inauguration. The planning remains uncertain, and details may solidify during a visit to Israel by Trump's special Middle East envoy, Steve Witkoff, this week. The White House has yet to comment, and Netanyahu's spokesperson, Omer Dostri, confirmed no official invitation has ...</p> <p><a href="#">Show more</a></p>

Which article is more negative?

Article A is more negative

Article B is more negative



#### Round 4/6: Which article is facts only?

Article A	Article B
<p><b>Judge Temporarily Halts Trump Administration Federal Funding Freeze</b></p> <p>A federal judge temporarily blocked the Trump administration's efforts to freeze federal funding, mandating uninterrupted allocation to states under existing laws and regulations.</p> <p>A federal judge has issued a temporary hold on the Trump administration's efforts to freeze federal funding, related to the allocation of trillions of dollars in grants and loans. Judge John McConnell ruled in favor of nearly two dozen states seeking to prevent federal agencies from halting funding while the court considers their request for a preliminary injunction. His order mandates that federal financial assistance to the states must continue uninterrupted, restricted only by existing laws, regulations, and terms.</p> <p>This ruling follows the Office of Management and Budget's withdraw...</p> <p><a href="#">Show more</a></p>	<p><b>Federal Judge Blocks Trump Administration's Attempt to Freeze Funding</b></p> <p>A federal judge has temporarily halted the Trump administration's effort to freeze federal funding, ensuring continued financial assistance to states while legal challenges proceed.</p> <p>A federal judge has issued a temporary hold on the Trump administration's efforts to freeze federal funding, marking another development in the battle over the allocation of trillions of dollars in grants and loans. Judge John McConnell ruled in favor of nearly two dozen states seeking to prevent federal agencies from halting funding while the court considers their request for a preliminary injunction. His order mandates that federal financial assistance to the states must continue uninterrupted, restricted only by existing laws, regulations, and terms.</p> <p>This ruling comes even after t...</p> <p><a href="#">Show more</a></p>

Which article is more fact-driven?

- Article A is more fact-driven
- Article B is more fact-driven



### Round 5/6: Which article is more negative?

Article A	Article B
<p><b>Trump Deflects Blame with Baseless Diversity Hiring Claims After Crash</b></p> <p><i>President Trump irresponsibly linked diversity hiring to an aviation crash without evidence, deflecting blame and offering no clear plan to enhance safety.</i></p> <p>President Trump began a White House briefing with a perfunctory moment of silence for the victims of a collision between an American Airlines plane and a U.S. Army helicopter at Reagan National Airport, before quickly turning the focus away from the tragedy. However, his remarks quickly derailed into unfounded accusations against diversity hiring, irresponsibly insinuating that such policies might have contributed to the crash without providing any evidence. He cited previous administration efforts to diversify the Federal Aviation Administration (FAA) workforce, claiming they compromised s...</p> <p><a href="#">Show more</a></p>	<p><b>President Trump Links FAA Diversity Policies to Reagan Airport Crash Without Evidence</b></p> <p><i>President Trump criticized past diversity policies during a briefing on a deadly aircraft collision at Reagan National Airport, despite authorities not yet determining the cause of the crash.</i></p> <p>President Trump began a White House briefing with a moment of silence for the victims of a collision between an American Airlines plane and a U.S. Army helicopter at Reagan National Airport. However, his remarks soon shifted to criticizing diversity hiring and suggesting, without evidence, that such policies might have contributed to the crash. He cited previous administration efforts to diversify the Federal Aviation Administration (FAA) workforce, claiming they compromised standards, though he provided no supporting details. Authorities are still investigating the cause of the inci...</p> <p><a href="#">Show more</a></p>

Which article is more negative?

- Article A is more negative
- Article B is more negative



### Round 6/6: Which article is more aligned with a liberal perspective?

Article A	Article B
<p><b>Trump's Baseless Claims on FAA Diversity Spark Backlash</b></p> <p><i>President Trump has faced criticism for linking an aviation tragedy to FAA diversity policies without evidence, reigniting debates over inclusion in federal agencies.</i></p> <p>President Donald Trump has controversially linked the recent aviation disaster—the deadliest in over twenty years—to a Federal Aviation Administration (FAA) diversity hiring program, a claim that has been met with widespread criticism for its lack of evidence and divisive rhetoric. The collision between an American Airlines regional jet and an Army Black Hawk helicopter on Wednesday claimed 67 lives. Despite Trump's claims, no evidence has emerged connecting the FAA's diversity efforts to the crash. These comments have reignited debates around diversity policies and their role in federal ag...</p> <p><a href="#">Show more</a></p>	<p><b>President Trump Links FAA Diversity Program to Deadly Aviation Crash</b></p> <p><i>President Trump has attributed the recent aviation tragedy to FAA diversity hiring policies, sparking controversy despite a lack of evidence supporting the claim.</i></p> <p>President Donald Trump has linked the recent aviation disaster—the deadliest in over twenty years—to a Federal Aviation Administration (FAA) diversity hiring program, suggesting it compromised safety. The collision between an American Airlines regional jet and an Army Black Hawk helicopter on Wednesday claimed 67 lives. Despite Trump's claims, no evidence has emerged connecting the FAA's diversity efforts to the crash. These comments have reignited debates around diversity policies and their role in federal agencies. The FAA has long faced a shortage of air traffic controllers, an is...</p> <p><a href="#">Show more</a></p>

Which article is more aligned with a liberal perspective?

- Article A is more liberal
- Article B is more liberal



How do you primarily consume news?

- Online
- TV
- Radio
- Print news

Which of the newspapers below have you read at least once during the last 12 months? Please select all that apply.

- Breitbart
- BuzzFeed News
- Boston Herald
- Chicago Sun-Times
- Daily Mail
- Drudge Report
- InfoWars
- Los Angeles Times
- New Republic
- Newsmax
- New York Daily News
- New York Post
- Palmer Report
- The Denver Post
- The Huffington Post
- The Mercury News
- The New York Times
- The Wall Street Journal
- The Washington Post
- The Washington Times
- USA Today
- I have not read any of the newspapers above during the past 12 months

How often do you watch or read politics and economic news?

Frequently

Somewhat frequently

Occasionally

Rarely

Never

How interested are you in political and economic news?

Very interested

Interested

Somewhat interested

Not interested

Not at all interested

How much do you trust news in general?

A great deal

A lot

A moderate amount

A little

None at all



What is your gender?

Male

Female

What is your age?

Which category best describes your highest level of education?

Did not graduate high school

High school degree/GED

Some college

2-year college degree

4-year college degree

Master's degree

Doctoral degree

Professional degree (JD, MD, MBA)

Which of the following best describes your race or ethnicity?

African American/Black

Asian/Asian American

Caucasian/White

Native American, Inuit or Aleut

Native Hawaiian/Pacific Islander

Other

Are you of Hispanic, Latino, or Spanish origin?

Yes

No

What was your household's gross income in 2023?

Less than \$15,000

\$15,000 to \$24,999

\$25,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$99,999

\$100,000 to \$149,999

\$150,000 to \$199,999

\$200,000 or more

In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

Republican

Democrat

Independent

What is your region of residence?

Northeast (CT, ME, MA, NH, RI, VT, NJ, NY, PA)

Midwest (IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD)

South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)

West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)

What is your current employment status?

- Full-time employee
- Part-time employee
- Self-employed or small business owner
- Unemployed and looking for work
- Student
- Not in labor force (for example: retired or full-time parent)

Are you liberal or conservative?

- Very liberal
- Liberal
- Neither liberal nor conservative
- Conservative
- Very conservative





## B Demand Experiment

This study is conducted by researchers from the Frankfurt School of Finance & Management, NHH Norwegian School of Economics, University of Cologne, and MIT. You must be at least 18 years of age to participate in this study. If you do not fulfill these requirements, please do not continue any further.

The goal of this study is to assess an AI-powered news platform, focusing on user experience and content relevance.

Your participation will help understand people's user experience and improve the platform. We do not anticipate any risks or discomforts from participating in this study.

Your responses to this survey will be anonymous; we will not collect your name or any other personal identifiers. We will only collect your Prolific ID to track your participation in this study, administer potential bonus payments, and invite you to potential future follow-up studies.

You are not allowed to participate in this study more than once. If you experience a technical error or problem, do not try to restart or retake the study. Rather, send us an email with a description of your problem and we will get back to you.

If you have any questions regarding this study, please email [roth@wiso.uni-koeln.de](mailto:roth@wiso.uni-koeln.de)

If you feel you have been treated unfairly, or you have questions regarding your rights as a research subject, you may contact the Chairman of the Committee on the Use of Humans as Experimental Subjects, M.I.T., Room E25-143b, 77 Massachusetts Ave, Cambridge, MA 02139, phone 1-617-253-6787.

Do you consent to participate in this study?

I consent

I do not consent and wish to exit the study

What operating system (os) does your primary mobile phone have?

Android

iOS (iPhone)

Windows

Other/Not applicable

Don't know



This question is about the following problem. Sometimes there are participants who do not carefully read the questions and just quickly click through the survey. This means that there are a lot of random answers which compromise the results of research studies. To show that you read our questions carefully, please choose both “Very strongly interested” and “Not at all interested” as your answer to the question below. How interested are you in sports?

Very strongly interested

Somewhat interested

A little interested

Almost not interested

Not at all interested



What is your gender?

Male

Female

Other

What is your age?

Which category best describes your highest level of education?

Did not graduate high school

High school degree/GED

Some college

2-year college degree

4-year college degree

Master's degree

Doctoral degree

Professional degree (JD, MD, MBA)

Which of the following best describes your race or ethnicity?

African American/Black

Asian/Asian American

Caucasian/White

Native American, Inuit or Aleut

Native Hawaiian/Pacific Islander

Other

Are you of Hispanic, Latino, or Spanish origin?

Yes

No

What was your household's gross income (before taxes) in 2023?

- Less than \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

- Republican
- Democrat
- Independent

What is your region of residence?

- Northeast (CT, ME, MA, NH, RI, VT, NJ, NY, PA)
- Midwest (IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD)
- South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)
- West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)

Are you liberal or conservative?

Very liberal

Liberal

Neither liberal nor conservative

Conservative

Very conservative

Who did you vote for in the 2020 presidential election between Donald Trump and Joe Biden, or did you not vote?

Donald Trump

Joe Biden

Someone else

Did not vote

Who did you vote for in the 2024 presidential election between Donald Trump and Kamala Harris, or do you not vote?

Donald Trump

Kamala Harris

Someone else

Did not vote

Do you currently have any paid subscriptions to news platforms (printed newspaper, news website or app, newsletter)?

Yes

No

How do you primarily consume news?

Online

TV

Radio

Print news

For reading news, what device do you mainly use?

Phone

Tablet

Computer

Print

I don't read any news

How many news apps do you have on your phone?

How satisfied are you with your overall news consumption over the past few days?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

How interested are you in political and economic news?

- Very interested
- Interested
- Somewhat interested
- Not interested
- Not at all interested

How often do you watch or read politics and economic news?

- Frequently
- Somewhat frequently
- Occasionally
- Rarely
- Never

How often do you feel fatigued or tired of hearing about political and economic news?

Always

Often

Sometimes

Rarely

Never

How satisfied are you with how the news media currently covers political and economic news?

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied



In this survey, we are going to tell you about our app and will ask whether you are interested in downloading it to your phone.

**Please note that your payment for the survey will not depend on whether you download the app.** Everyone who finishes the survey will be paid irrespective of whether they download the app.



## **Get early access to our news app!**

We're excited to offer you access to our AI-powered news app.

# **TAILORMADETIMES**

### **Our sources**

Each article is rewritten using advanced AI technology to deliver essential information quickly and clearly. The content is based on trending stories from the Associated Press (AP), ensuring professional journalism and high accuracy.

### **Accurate reporting**

While our AI tailors the presentation to make it more concise, the underlying facts mentioned in the article remain unchanged from the AP sources, guaranteeing the same level of factual accuracy. We also have a human review of articles, just to be sure.

One the next page, you will see what the app looks like.



## Get early access to our news app!

We're excited to offer you access to our AI-powered news app.

# TAILORMADETIMES

### Tailored news, vetted facts!

The key feature of our news app is that you can tailor the news stories according to your preferences. Click the **Tailor** button and move the sliders to choose how you want the news to be reported:

- **Complexity** (*regular, less complex*): Makes the article more accessible so readers can understand the content easily and quickly. Replaces difficult terms with simpler ones and adds brief explanations for unfamiliar concepts.
- **Sentiment** (*more positive, regular, more negative*): Changes the language of the article to be either more positive or negative. Highlights positive aspects and avoids negative terms to create a more positive sentiment, or emphasizes potential downsides for a more negative sentiment.
- **Entertainment** (*regular, entertaining*): Makes the article more entertaining by adding humor, puns, and clever word choices. Also rewrites some articles using a playful narrative style.
- **Political learning** (*liberal, regular, and conservative*): Changes the political perspective of the article by using language and terms that are more commonly used by either conservatives or liberals. Also changes the focus of the article to highlight themes and issues that matter most to each political group.

You can change slider settings at any point in time, and the app will update the writing of all articles in real-time. **Irrespective of how you tailor the news, the underlying facts remain constant.** Tailoring does also not affect the selection of articles – it only changes how they are presented.

### Our sources

Each article is rewritten using advanced AI technology to deliver essential information quickly and clearly. The content is based on trending stories from the Associated Press (AP), ensuring

## Get early access to our news app!

We're excited to offer you access to our AI-powered news app.

# TAILORMADETIMES

### Tailored news, vetted facts!

The key feature of our news app is that you can tailor the news stories according to your preferences. Click the **Tailor** button and move the sliders to choose how you want the news to be reported:

- **Complexity** (*regular, less complex*): Makes the article more accessible so readers can understand the content easily and quickly. Replaces difficult terms with simpler ones and adds brief explanations for unfamiliar concepts.
- **Sentiment** (*more positive, regular, more negative*): Changes the language of the article to be either more positive or negative. Highlights positive aspects and avoids negative terms to create a more positive sentiment, or emphasizes potential downsides for a more negative sentiment.
- **Entertainment** (*regular, entertaining*): Makes the article more entertaining by adding humor, puns, and clever word choices. Also rewrites some articles using a playful narrative style.
- **Facts only** (*regular, facts only*): Makes the article less opinionated by focusing on facts only. Also avoids subjective assessments and judgements, and uses more neutral language.

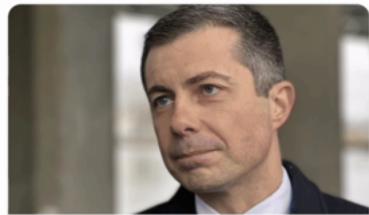
You can change slider settings at any point in time, and the app will update the writing of all articles in real-time. **Irrespective of how you tailor the news, the underlying facts remain constant.** Tailoring does also not affect the selection of articles – it only changes how they are presented.

### Our sources

Each article is rewritten using advanced AI technology to deliver essential information quickly and clearly. The content is based on trending stories from the Associated Press (AP), ensuring professional journalism and high accuracy.

Trending

Politics >



Governor Race | 3h ago

**Michigan Democrats Urge Pete Buttigieg to Consider 2026 Gubernatorial Run**

As Michigan Democrats grapple with recent political setbacks and an increasingly complex gubernatorial race, some are looking to Pete Buttigieg as a potential unifying candidate for 2026.



U.S.-Japan Alliance | 9h ago

**U.S. Defense Secretary Austin Visits Japan to Strengthen Alliance Amid R...**



Bankruptcy Auction | 9h ago

**Judge Reviews The Onion's \$1.75M Satirical Bid for Infowars Assets**

≡ TAILORMADETIMES 

Trending

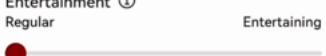
Politics >

You can tailor one dimension at a time.  
To learn more, click on the info icons.

Political Leaning ⓘ  
Liberal      Regular      Conservative  
 A horizontal slider with a red dot indicating the current setting between 'Liberal' and 'Conservative'. The slider has a thin red border and a white background.

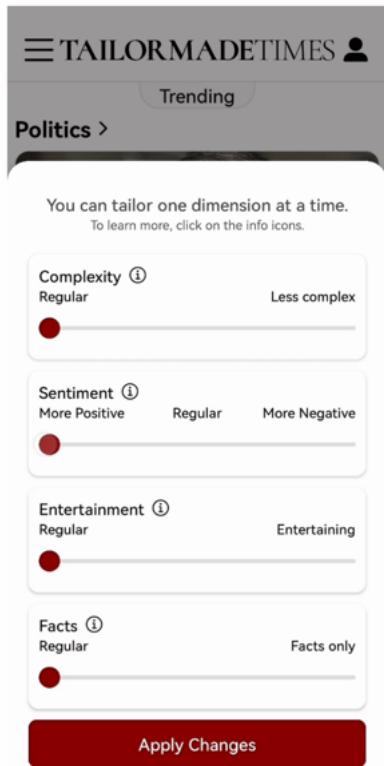
Complexity ⓘ  
Regular      Less complex  
 A horizontal slider with a red dot indicating the current setting between 'Regular' and 'Less complex'. The slider has a thin red border and a white background.

Sentiment ⓘ  
More Positive      Regular      More Negative  
 A horizontal slider with a red dot indicating the current setting between 'More Positive' and 'More Negative'. The slider has a thin red border and a white background.

Entertainment ⓘ  
Regular      Entertaining  
 A horizontal slider with a red dot indicating the current setting between 'Regular' and 'Entertaining'. The slider has a thin red border and a white background.

**Apply Changes**





You will now receive the opportunity to download the news app to your phone. If you say yes, we will provide you with instructions on how to download the app on the next page.

- Yes, I want to download the app
- No, I do not want to download the app



## How to download the news app before its public release

Below are instructions how you can get **exclusive access** to the news app **before its public release**.

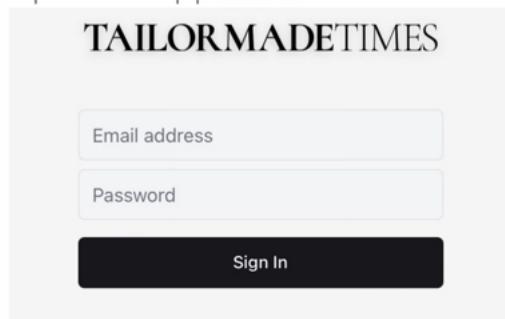
### Step 1: Download our app *TailorMadeTimes*

Download our app using this link: <https://play.google.com/store/apps/details?id=com.tailormadetimes.app> or scanning this QR:



### Step 2: Open the app *TailorMadeTimes*

Open the app. You will see this:



### Step 3: Log in

Log in using your login details below:

Username: [REDACTED] [Copy Username](#)

Password: [REDACTED] [Copy Password](#)

We will also send you your username and password as a message on Prolific in case you need to look them up again later.

### How to download the news app before its public release

Below are instructions how you can get **exclusive access** to the news app **before its public release**.

#### Step 1: Download the app *TestFlight*

TestFlight is an app developed by Apple that allows developers to distribute beta versions of their apps to a select group of testers before the official release. All apps in TestFlight are carefully reviewed and approved by Apple.

Download the app from the the App Store using this link: <https://apps.apple.com/us/app/testflight/id899247664> or scanning this QR:



Then continue with Step 2 to get our app (*you cannot enter a code in TestFlight directly!*)

#### Step 2: Download our app *TailorMadeTimes*

Download our app using this link: <https://testflight.apple.com/join/w6lyc7zg> or scanning this QR:



#### Step 3: Open the app *TailorMadeTimes*

Open the app. You will see this:



#### Step 4: Log in

Log in using your login details below:

Username: [Copy Username](#)

Password: [Copy Password](#)

We will also send you your username and password as a message on Prolific in case you need to look them up again later.



If you plan to download the app, it is important that you follow the instructions on the previous page. You will not be able to download the app at a later stage.

Do you want to see the instructions again on how to download the app?

Yes, I want to see the instructions again

No, I have already downloaded the app or no longer want to download the app



Did you download the app?

Yes

No



## C Usage Incentive Experiment

**Welcome!**

Thanks for participating  
in this study!

I'm not a robot

 reCAPTCHA  
Privacy • Terms



This study is conducted by researchers from the Frankfurt School of Finance & Management, NHH Norwegian School of Economics, University of Cologne, and MIT. You must be at least 18 years of age to participate in this study. If you do not fulfill these requirements, please do not continue any further.

The goal of this study is to assess an AI-tailored news platform, focusing on user experience and content relevance.

Your participation will help understand people's user experience and improve the platform. We do not anticipate any risks or discomforts from participating in this study.

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You are not allowed to participate in this study more than once. If you experience a technical error or problem, do not try to restart or retake the study. Rather, send us an email with a description of your problem and we will get back to you.

If you have any questions regarding this study, please email  
[roth@wiso.uni-koeln.de](mailto:roth@wiso.uni-koeln.de)

If you feel you have been treated unfairly, or you have questions regarding your rights as a research subject, you may contact the Chairman of the Committee on the Use of Humans as Experimental Subjects, M.I.T., Room E25-143b, 77 Massachusetts Ave, Cambridge, MA 02139, phone 1-617-253-6787.

Do you consent to participate in this study?

I consent

I do not consent and wish to exit the study

This question is about the following problem. Sometimes there are participants who do not carefully read the questions and just quickly click through the survey. This means that there are a lot of random answers which compromise the results of research studies. To show that you read our questions carefully, please choose both "Very strongly interested" and "Not at all interested" as your answer to the question below. How interested are you in sports?

Very strongly interested

Somewhat interested

A little interested

Almost not interested

Not at all interested



What operating system (OS) does your primary mobile phone have?

- Android
- ios (iPhone)
- Windows
- Other/Not applicable
- Don't know



Do you currently have any paid subscriptions to news platforms (printed newspaper, news website or app, newsletter)?

Yes

No

How do you primarily consume news?

Online

TV

Radio

Print news

For reading news, what device do you mainly use?

Phone

Tablet

Computer

Print

I don't read any news

How many news apps do you have on your phone?

Which, if any, have you used in the last week as a news source?  
Please select all that apply.

Instagram

Facebook

65

Twitter / X

TikTok

Which of the news outlets below have you consumed at least once during the last 12 months? Please select all that apply.

- Breitbart
- BuzzFeed News
- Boston Herald
- Chicago Sun-Times
- Daily Mail
- Drudge Report
- InfoWars
- Los Angeles Times
- New Republic
- Newsmax
- New York Daily News
- New York Post
- Palmer Report
- The Denver Post
- The Huffington Post
- The Mercury News
- The New York Times
- The Wall Street Journal
- The Washington Post
- The Washington Times
- USA Today
- I have not consumed any of the news outlets above during the past 12 months

How satisfied are you with your overall news consumption over the past few days?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

How interested are you in political and economic news?

- Very interested
- Interested
- Somewhat interested
- Not interested
- Not at all interested

How often do you watch or read politics and economic news?

- Frequently
- Somewhat frequently
- Occasionally
- Rarely
- Never

How often do you feel fatigued or tired of hearing about political and economic news?

- Always
- Often
- Sometimes
- Rarely

How satisfied are you with your overall news consumption over the past few days?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

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- Never

How often do you feel fatigued or tired of hearing about political and economic news?

- Always
- Often
- Sometimes
- Rarely

How much do you trust news in general?

- A great deal
- A lot
- A moderate amount
- A little
- None at all

How much do you trust news about politics and the economy?

- A great deal
- A lot
- A moderate amount
- A little
- None at all



How much do you trust AI technology, such as language models, in general?

A great deal

A lot

A moderate amount

A little

None at all

How much do you trust AI to accurately and impartially tailor news about politics and the economy?

A great deal

A lot

A moderate amount

A little

None at all



How often do you use ChatGPT or other large language models?

- Every day
- Multiple times per week
- A few times a month
- Once a month
- Never



To what extent do you agree with the following statement: *AI technology has the potential to make the news more relevant for me.*

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



We would like you to rate your feelings toward some different groups and individuals with whom you may agree or disagree politically. Ratings are made on what we call a 'feeling thermometer.' The scale ranges from 0 to 100. When you rate an individual or group, a score of 0 degrees means you feel as cold and unfavorable as possible towards them. A score of 100 degrees means you feel as warm and favorable as possible. You would rate them at 50 degrees if you do not feel particularly warm or cold toward them.

**Please rate how you feel about the following groups or individuals.**



Democrats

○

## Republicans

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Imagine that you had to split 100 dollars between two other people, Person A and Person B. Person A is a randomly chosen person among those who voted for the Democrat party in the last presidential election, while Person B is a randomly chosen person among those who voted for the Republican party in the last presidential election.

How much money would you like to give to Person A and how much money would you like to give to Person B?

**Person A** (a Democrat)

0

**Person B** (a Republican)

0

Total

0



Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Donald Trump.

Very favorable

Somewhat favorable

Somewhat unfavorable

Very unfavorable

Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Joe Biden.

Very favorable

Somewhat favorable

Somewhat unfavorable

Very unfavorable

Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Kamala Harris.

Very favorable

Somewhat favorable

Somewhat unfavorable

Very unfavorable



Overall, do you think that free trade agreements between the US and other countries have been a good thing or a bad thing for the United States?

Good thing

Bad thing

Overall, would you say that blacks or whites are treated more fairly in dealing with the police?

Blacks

Whites

Do you think that employers firing men who have been accused of sexual harassment or assault before finding out all the facts is a major or a minor problem?

Major problem

Minor problem

On the whole, do you think immigration is a good thing or a bad thing for this country today?

Good thing

Bad thing

In general, do you feel that the laws covering the sale of firearms should be made less strict, more strict, or kept as they are now?

Less strict

Kept as they are

More strict

Over the next presidential turn, how much higher or lower do you expect the average **inflation rate** to be under a Trump presidency compared to a Harris presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump

Over the next presidential turn, how much higher or lower do you expect the average **crime rate** to be under a Trump presidency compared to a Harris presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump

Over the next presidential turn, how much higher or lower do you expect the average **unemployment rate** to be under a Trump presidency compared to a Harris presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump



Over the past two weeks, how often have you been bothered by any of the following problems?

	Not at all	On several days	Nearly half of the days	More than half of the days	Every day
Little interest or pleasure in doing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling down, depressed or hopeless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how happy have you felt over the past few days?

- Very happy
- Happy
- Neutral
- Unhappy
- Very unhappy



### **Early access to an AI-tailored news app**

Be among the first to experience our new AI-tailored news app for iPhone and Android. We are offering exclusive **free early access** to a select group of users before the official launch. You have the chance to explore the site and discover its features ahead of the public.

On the next page, we will provide more information about the news app.



## **Transforming news with AI technology**

Before deciding on whether you want **free early access**, we want to highlight some unique aspects of our **AI-tailored news app**:

### **Stay informed with the most relevant news**

Experience the latest and most relevant news stories from the US. Our AI-tailored news platform provides frequent updates, ensuring you stay informed with the most current and trending stories without being overwhelmed by lengthy articles.

### **Concise and accurate articles**

Each article is rewritten using advanced AI technology to deliver essential information quickly and clearly. The content is based on trending stories from the **Associated Press (AP)**, ensuring professional journalism and high accuracy.

### **Trustworthy reporting**

While our AI improves the presentation, the core facts remain unchanged from the AP sources, guaranteeing the same level of trust and credibility you expect from seasoned journalists.



**Are you interested in early access to our news app?**

Please tell us whether you are interested in getting early access to our news app.

Yes, I want early access

No, I decline early access



We will invite you for a follow-up survey in the next few days where we'll provide instructions on how to get early access.



What is your gender?

Male

Female

Other

What is your age?

Which category best describes your highest level of education?

Did not graduate high school

High school degree/GED

Some college

2-year college degree

4-year college degree

Master's degree

Doctoral degree

Professional degree (JD, MD, MBA)

Which of the following best describes your race or ethnicity?

African American/Black

Asian/Asian American

Caucasian/White

Native American, Inuit or Aleut

Native Hawaiian/Pacific Islander

Other

What was your household's gross income (before taxes) in 2023?

Less than \$15,000

\$15,000 to \$24,999

\$25,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$99,999

\$100,000 to \$149,999

\$150,000 to \$199,999

\$200,000 or more

In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

Republican

Democrat

Independent

What is your region of residence?

Northeast (CT, ME, MA, NH, RI, VT, NJ, NY, PA)

Midwest (IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD)

South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)

West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)

What is your current employment status?

Full-time employee

Part-time employee

Self-employed or small business owner

Unemployed and looking for work

Are you liberal or conservative?

Very liberal

Liberal

Neither liberal nor conservative

Conservative

Very conservative

Who did you vote for in the 2020 presidential election between Donald Trump and Joe Biden, or did you not vote?

Donald Trump

Joe Biden

Someone else

Did not vote

Who did you vote for in the 2024 presidential election between Donald Trump and Kamala Harris, or did you not vote?

Donald Trump

Kamala Harris

Someone else

Did not vote



Thank you for participating!



## C.1 Download Survey

This study is conducted by researchers from the Frankfurt School of Finance & Management, NHH Norwegian School of Economics, University of Cologne, and MIT. You must be at least 18 years of age to participate in this study. If you do not fulfill these requirements, please do not continue any further.

The goal of this study is to assess an AI-tailored news platform, focusing on user experience and content relevance.

Your participation will help understanding people's user experience and improve the platform. We do not anticipate any risks or discomforts from participating in this study.

Your responses to this survey will be anonymous; we will not collect your name or any other personal identifiers. We will only collect your Prolific ID to track your participation in this study, administer potential bonus payments, and invite you to potential future follow-up studies.

You are not allowed to participate in this study more than once. If you experience a technical error or problem, do not try to restart or retake the study. Rather, send us an email with a description of your problem and we will get back to you.

If you have any questions regarding this study, please email [roth@wiso.uni-koeln.de](mailto:roth@wiso.uni-koeln.de)

If you feel you have been treated unfairly, or you have questions regarding your rights as a research subject, you may contact the Chairman of the Committee on the Use of Humans as Experimental Subjects, M.I.T., Room E25-143b, 77 Massachusetts Ave, Cambridge, MA 02139, phone 1-617-253-6787.

Do you consent to participate in this study?

I consent

I do not consent and wish to exit the study

## **Early access to an AI-tailored news app**

You recently completed our survey and expressed interest in our AI-tailored news app.

Are you still interested in getting early access to the app?

Yes, I'm interested

No, I'm not interested



**Get early access to our AI-tailored news app and earn a \$2 bonus!**

We're excited to offer you early access to our AI-tailored news app, **TailorMadeTimes**, available to you before its public launch.

## TAILORMADETIMES

Downloading the app is optional and will not impact your base payment for completing this survey.

If you download the app and enable push notifications, you will receive a \$2 bonus.



## **How do you get the bonus?**

In order to qualify for the \$2 bonus you will need to complete the following steps:

- Download our app from the Google Play Store
- Use the login credentials that we provide you with to log into our app
- Start a short onboarding process in our app to receive a verification code
- Enter the verification code in the survey
- Complete the onboarding process on the app and enable push notifications

## **Are you willing to download the app and enable push notifications?**

(If you are willing to download the app and enable push notifications, you will get additional information on how to get the app and complete the above steps.)

- Yes, I am willing to download the app and enable push notifications for the \$2 bonus
- No, I am not interested in downloading the app



## **How do you get the bonus?**

In order to qualify for the \$2 bonus you will need to complete the following steps:

- Download TestFlight on your iPhone (an official app from Apple)
- Download our app through TestFlight
- Use the login credentials that we provide you with to log into our app
- Start a short onboarding process in our app to receive a verification code
- Enter the verification code in the survey
- Complete the onboarding process on the app and enable push notifications

## **Are you willing to download the app and enable push notifications?**

(If you are willing to download the app and enable push notifications, you will get additional information on how to get the app and complete the above steps.)

Yes, I am willing to download the app and enable push notifications for the \$2 bonus

No, I am not interested in downloading the app



## How to download the news app before its public release

Below are instructions how you can get **exclusive access** to the news app **before its public release**.

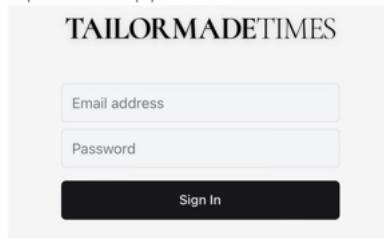
### Step 1: Download our app *TailorMadeTimes*

Download our app using this link: <https://play.google.com/store/apps/details?id=com.tailormadetimes.app> or scanning this QR:



### Step 2: Open the app *TailorMadeTimes*

Open the app. You will see this:



### Step 3: Log in

Log in using your login details below:

Username: [Copy Username](#)

Password: [Copy Password](#)

We will also send you your username and password as a message on Prolific in case you need to look them up again later.

### Step 4: Enter your access code

You will see this app onboarding screen with an access code.



### Bonus payment.

Before you proceed with the onboarding process, please copy the code below into the Qualtrics survey to redeem your bonus:

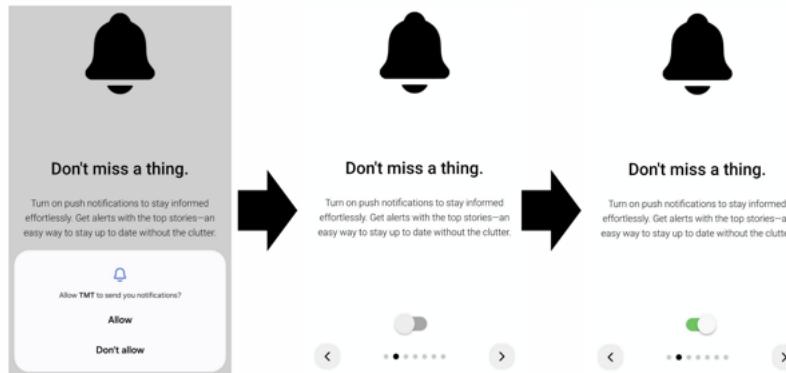
A red oval highlights a redacted access code, represented by a black rectangle with a small white icon in the center.

**Enter the access code here:**

You only qualify for the bonus if you enter the access code.

After you have copy pasted the access code from the app to the survey you can proceed to the next page in the app which allows you to enable push notifications.

To receive the \$2 bonus, you will then be asked to turn on push notifications for the TailorMadeTimes app. Moving the slider to the right allows you to turn on push notifications in your phone's settings and after that you will be able to switch the slider to green.



Did you enable push notifications for TailorMadeTimes?

Yes

No



## How do you download the app

### Step 1: Download the app *TestFlight*

TestFlight is an app developed by Apple that allows developers to distribute beta versions of their apps to a select group of testers before the official release. All apps in TestFlight are carefully reviewed and approved by Apple.

Download the app from the App Store using this link: <https://apps.apple.com/us/app/testflight/id899247664> or scanning this QR code:



Then continue with Step 2 to get our app (**you cannot enter a code in TestFlight directly!**)

### Step 2: Download our app *TailorMadeTimes* through *TestFlight*

Now you can download our app though TestFlight using this link: <https://testflight.apple.com/join/w6lyC7zg> or scanning this QR:



### Step 3: Log in to the app

Open the app. You will see this:



### Step 4: Log in

Log in using your login details below:

Username: [Copy Username](#)

Password: [Copy Password](#)

We will also send you your username and password as a message on Prolific in case you need to look them up again later.

### Step 5: Enter your access code

You will see this app onboarding screen with an access code.



#### Bonus payment.

Before you proceed with the onboarding process, please copy the code below into the Qualtrics survey to redeem your bonus:



#### Enter the access code here:

You only qualify for the bonus if you enter the access code.

A light gray rectangular input field for entering the access code.

After you have copy pasted the access code from the app to the survey you can proceed to the next page in the app which allows you to enable push notifications.

To receive the \$2 bonus, you will then be asked to turn on push notifications for the TailorMadeTimes app. Moving the slider to the right allows you to turn on push notifications in your phone's settings and after that you will be able to switch the slider to green.



Don't miss a thing.

Turn on push notifications to stay informed effortlessly. Get alerts with the top stories—an easy way to stay up to date without the clutter.



Don't miss a thing.

Turn on push notifications to stay informed effortlessly. Get alerts with the top stories—an easy way to stay up to date without the clutter.



Did you enable push notifications for this app?

Yes

No

## Onboarding

Please take a few minutes to finish the onboarding process in the app and read one or two articles to get a sense of how the app works.

We will then ask you a few questions about your user experience.

When you're done with the onboarding and have read one or two articles, click next.



## Feedback

We'd like your feedback about the onboarding and your first impression of the app.

Did you finish the onboarding in the app?

Yes

No

How many articles did you read?

0

1

2

3

More than 3

Please give us some feedback about different aspects of the app. For each aspect, tell us how much you liked it on a scale from 0 (Do not like it at all) to 10 (Like it a lot).

0      1      2      3      4      5      6      7      8      9      10

Layout



Ease of use



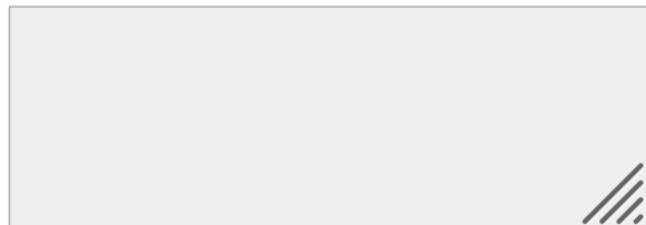
Content



Onboarding



How was your experience with downloading and setting up the app? Please let us know about any difficulties or challenges you encountered.



Did you use the **tailor** button to customize articles?

Yes

No



Which customization dimensions did you use? Check all that apply.

Political leaning: liberal

Political leaning: conservative

Less complex

Sentiment: more positive

Sentiment: more negative

Entertaining



## **Some more information about the app**

### **Our sources**

Each article is rewritten using advanced AI technology to deliver essential information quickly and clearly. The content is based on trending stories from the Associated Press (AP), ensuring professional journalism and high accuracy.

### **Accurate reporting**

While our AI improves the presentation, the underlying facts mentioned in the article remain unchanged from the AP sources, guaranteeing the same level of factual accuracy. We also have a human review of articles, just to be sure.



## Some more information about the app

### Our sources

Each article is rewritten using advanced AI technology to deliver essential information quickly and clearly. The content is based on trending stories from the Associated Press (AP), ensuring professional journalism and high accuracy.

### Accurate reporting

While our AI improves the presentation, the underlying facts mentioned in the article remain unchanged from the AP sources, guaranteeing the same level of factual accuracy. We also have a human review of articles, just to be sure.

### Customization

Our language customization gives you control over your news feed, while maintaining high factual accuracy. Click the **Tailor** button and move the sliders to change the following dimensions:

- **Complexity** (*regular, less complex*): Makes the article more accessible so readers can understand the content easily and quickly. We replace difficult terms with simpler ones and add brief explanations for unfamiliar concepts.
- **Sentiment** (*more positive, regular, more negative*): Changes the language of the article to be either more positive or negative. We highlight positive aspects and avoid negative terms to create a more positive sentiment, or emphasize potential downsides for a more negative sentiment.
- **Entertainment** (*regular, entertaining*): Makes the article more entertaining by adding humor, puns, and clever word choices. We also rewrite some articles using a playful narrative style.
- **Political learning** (*liberal, regular, and conservative*): Changes the political perspective of the article by using language and terms that are more commonly used by either conservatives or liberals. We also change the focus of the article to highlight themes and issues that matter most to each political group.

You can only change one dimension at a time (all other dimensions will be set back to "regular" if you change a second slider). You can change slider settings at any point in time, and the app will update the writing of all articles in real-time.

You will always see the same set of articles, no matter what your current customization looks like.

Trending

## Politics >



Carter Trump Legacy | 28min ago

### Jimmy Carter's Legacy and Final Act of Civic Duty Contrasted with Trump's Return

Former President Jimmy Carter's passing at age 100, shortly after casting his final vote, highlights a stark contrast between his legacy of humanitarian efforts and Donald Trump's ongoing political journey.



Board Appointme... | 21min a...

### Meta Expands Board with Additions from Sports, Business, and Tech Sectors

Regular



Trade Relations | 25min ago

### Biden Blocks Nippon Steel's \$15 Billion U.S. Steel Acquisition Straining



## Some more information about the app

### Our sources

Each article is rewritten using advanced AI technology to deliver essential information quickly and clearly. The content is based on trending stories from the Associated Press (AP), ensuring professional journalism and high accuracy.

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- **Complexity** (*regular, less complex*): Makes the article more accessible so readers can understand the content easily and quickly. We replace difficult terms with simpler ones and add brief explanations for unfamiliar concepts.
- **Sentiment** (*more positive, regular, more negative*): Changes the language of the article to be either more positive or negative. We highlight positive aspects and avoid negative terms to create a more positive sentiment, or emphasize potential downsides for a more negative sentiment.
- **Entertainment** (*regular, entertaining*): Makes the article more entertaining by adding humor, puns, and clever word choices. We also rewrite some articles using a playful narrative style.
- **Facts** (*regular, facts only*): Makes the article less opinionated by focusing only on the facts. Also avoids subjective assessments and judgements and uses more neutral language.

You can only change one dimension at a time (all other dimensions will be set back to "regular" if you change a second slider). You can change slider settings at any point in time, and the app will update the writing of all articles in real-time.

You will always see the same set of articles, no matter what your current customization looks like.

Trending

## Politics &gt;



Regular

Carter Trump Legacy | 34min ago

**Jimmy Carter's Legacy and Final Act of Civic Duty Contrasted with Trump's Return**

Former President Jimmy Carter's passing at age 100, shortly after casting his final vote, highlights a stark contrast between his legacy of humanitarian efforts and Donald Trump's ongoing political journey.



Board Appointme... | 26min a...

**Meta Expands Board with Additions from Sports, Business, and Tech Sectors**

Regular



Trade Relations | 30min ago

**Biden Blocks Nippon Steel's \$15 Billion U.S. Steel Acquisition Straining**

How many dimensions can you tailor at a time?

1

2

3

4

What happens when you customize articles using the tailor button?

I see a rewritten version of the same articles with the same underlying facts

I see a rewritten version of the same articles with different facts

I see different articles



*On the previous page, you provided an incorrect response to the following question:*

**How many dimensions can you tailor at a time?**

The correct answer is: "You can tailor **one dimension at a time.**"

*On the previous page, you provided an incorrect response to the following question:*

**What happens when you customize articles using the tailor button?**

The correct answer is: "I see a **rewritten version** of the same articles **with the same underlying facts.**"



How attractive do you find each of the customization dimensions?

	Not at all attractive	Not attractive	Somewhat attractive	Attractive	Very attractive
Political leaning: liberal	<input type="radio"/>				
Political leaning: conservative	<input type="radio"/>				
Less complex	<input type="radio"/>				
Sentiment: more positive	<input type="radio"/>				
Sentiment: more negative	<input type="radio"/>				
Entertaining	<input type="radio"/>				



How attractive do you find each of the customization dimensions?

	Not at all attractive	Not attractive	Somewhat attractive	Attractive	Very attractive
Facts only	<input type="radio"/>				
Less complex	<input type="radio"/>				
Sentiment: more positive	<input type="radio"/>				
Sentiment: more negative	<input type="radio"/>				
Entertaining	<input type="radio"/>				



## **App use incentives: Earn \$1 every day you use the app**

Starting tomorrow and until February 6, you will receive an **additional \$1 for each day that you read 3 or more articles** on our app.

Additionally, you will get an **additional \$2 bonus** if you keep the app on your phone with push notifications for TailorMadeTimes **enabled** for the next three weeks (21 days). As proof of keeping the app and push notifications, you will have to open the article featured in the push notification after three weeks—we will send you a reminder the day before.

You will receive invitations for future surveys during this time.

Over the next three weeks, do you plan to keep push notifications for TailorMadeTimes enabled?

- Yes, I plan to keep push notifications for TailorMadeTimes enabled.
- No, I will not keep push notifications for TailorMadeTimes enabled.



## **Screen time on your phone**

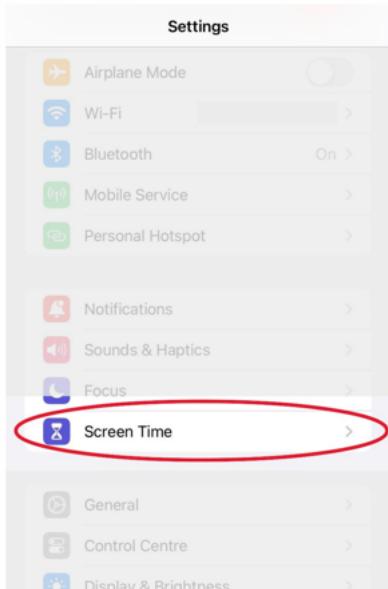
In 10 days, we will invite you for a follow-up survey where you can earn an **additional** bonus payment of \$1 if you share a screenshot of your screen time with us.



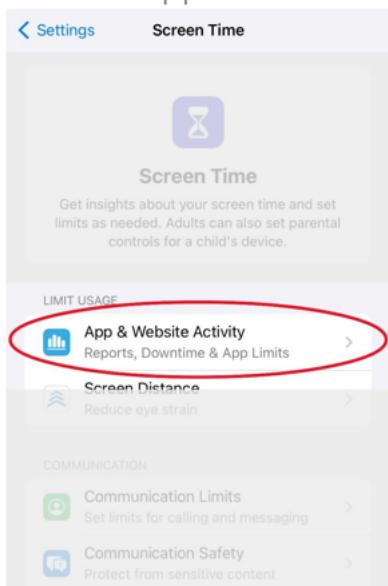
## Enabling screen time on your iPhone

In 10 days, we will invite you for a follow-up survey where you can earn an **additional** bonus payment of \$1 if you share a screenshot of your screen time with us. To be able to do so, turn on screen time on your iPhone now:

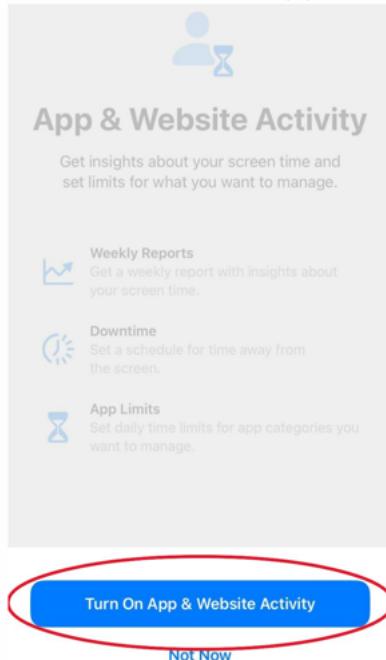
1. Go to settings
2. Click on "Screen Time"



3. Click on "App & Website Activity"



4. Click on "Turn on App & Website Activity"



(If it is already on, skip Step 4.)

Have you turned on screen time on your phone?

Yes

No



As part of this study, we have offered you many opportunities to earn additional bonuses over the next three weeks. Here is an overview to make sure you do not miss out on any of them.

**App use:** Starting tomorrow and until February 6, you can earn an additional **\$1 for each day that you read three or more articles** on our app.

**Push notifications:** Earn **\$2 for keeping push notifications enabled** for the TailorMadeTimes app for the next three weeks.

**Screen time:** Earn **\$1 if you share a screenshot of your app usage** with us in a future survey.

If you seize all of the above bonus opportunities, you can earn **up to \$13** over the next three weeks in addition to the \$2 bonus that you will receive for having downloaded our app and enabled push. We will also invite you to future surveys over the next three weeks.



As part of this study, we have offered you many opportunities to earn additional bonuses over the next three weeks. Here is an overview to make sure you do not miss out on any of them.

**App use:** Starting tomorrow and until February 6, you can earn an additional **\$1 for each day that you read three or more articles** on our app.

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**Screen time:** Earn **\$1 if you share a screenshot of your app usage** with us in a future survey.

If you seize all of the above bonus opportunities, you can earn **up to \$13** over the next three weeks in addition to the \$2 bonus that you will receive for having downloaded our app and enabled push. We will also invite you to future surveys over the next three weeks.



Thank you for participating!



## C.2 Midline Survey

This study is conducted by researchers from the Frankfurt School of Finance & Management, NHH Norwegian School of Economics, University of Cologne, and MIT. You must be at least 18 years of age to participate in this study. If you do not fulfill these requirements, please do not continue any further.

The goal of this study is to assess an AI-tailored news app, focusing on user experience and content relevance.

Your participation will help understand people's user experience and improve the app. We do not anticipate any risks or discomforts from participating in this study.

Your responses to this survey will be anonymous; we will not collect your name or any other personal identifiers. We will only collect your Prolific ID to track your participation in this study, administer potential bonus payments, and invite you to potential future follow-up studies.

You are not allowed to participate in this study more than once. If you experience a technical error or problem, do not try to restart or retake the study. Rather, send us an email with a description of your problem and we will get back to you.

If you have any questions regarding this study, please email [roth@wiso.uni-koeln.de](mailto:roth@wiso.uni-koeln.de)

If you feel you have been treated unfairly, or you have questions regarding your rights as a research subject, you may contact the Chairman of the Committee on the Use of Humans as Experimental Subjects, M.I.T., Room E25-143b, 77 Massachusetts Ave, Cambridge, MA 02139, phone 1-617-253-6787.

### Do you consent to participate in this study?

I consent

I do not consent and wish to exit the study

We would like you to rate your feelings toward some different groups and individuals with whom you may agree or disagree politically. Ratings are made on what we call a 'feeling thermometer.' The scale ranges from 0 to 100. When you rate an individual or group, a score of 0 degrees means you feel as cold and unfavorable as possible towards them. A score of 100 degrees means you feel as warm and favorable as possible. You would rate them at 50 degrees if you do not feel particularly warm or cold toward them.

**Please rate how you feel about the following groups or individuals.**



## **Republicans**

## **Democrats**

[View Details](#) | [Edit](#) | [Delete](#)



Imagine that you had to split 100 dollars between two other people, Person A and Person B. Person A is a randomly chosen person among those who voted for the Democrat party in the last presidential election, while Person B is a randomly chosen person among those who voted for the Republican party in the last presidential election.

How much money would you like to give to Person A and how much money would you like to give to Person B?

**Person A** (a Democrat)

0

**Person B** (a Republican)

0

Total

0



Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **Donald Trump**.

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable

Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **Joe Biden**.

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable

Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **Kamala Harris**.

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable

Overall, do you think that free trade agreements between the US and other countries have been a good thing or a bad thing for the United States?

Good thing

Bad thing

Overall, would you say that blacks or whites are treated more fairly in dealing with the police?

Blacks

Whites

Do you think that employers firing men who have been accused of sexual harassment or assault before finding out all the facts is a major or a minor problem?

Major problem

Minor problem

On the whole, do you think immigration is a good thing or a bad thing for this country today?

Good thing

Bad thing

In general, do you feel that the laws covering the sale of firearms should be made less strict, more strict, or kept as they are now?

Less strict

Kept as they are

More strict



Over the current presidential turn, how much higher or lower do you expect the average **inflation rate** to be under President Trump compared to what it would have been had Harris won the presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump

Over the current presidential turn, how much higher or lower do you expect the average **crime rate** to be under President Trump compared to what it would have been had Harris won the presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump

Over the current presidential turn, how much higher or lower do you expect the average **unemployment rate** to be under President Trump compared to what it would have been had Harris won the presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump



Powered by Qualtrics ▾

Over the past two weeks, how often have you been bothered by any of the following problems?

	Not at all	On several days	Nearly half of the days	More than half of the days	Every day
Little interest or pleasure in doing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling down, depressed or hopeless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how happy have you felt over the past few days?

Very happy

Happy

Neutral

Unhappy

Very unhappy



## News quiz

On the next pages, we will ask you **15 factual questions** about the news coverage of the past few days. Please answer according to the best of your current knowledge and do not consult any other sources while answering these questions.

You will get a bonus payment based on your answers:

- **20 cents** for each question answered correctly.
- You need to answer each question within **20 seconds** to qualify for the bonus



What action did Canada take in response to the tariffs imposed by President Trump?

- They did not offer an immediate response and instead attempted to bargain directly with President Trump.
- They banned imports of select American dairy products.
- They threatened to abandon NAFTA unless the tariffs were rescinded.
- They lodged a complaint with the World Trade Organization.
- They imposed 25% retaliatory tariffs on \$155 billion worth of American products.



What concern has been raised by OpenAI and U.S. officials regarding the Chinese tech company DeepSeek?

- DeepSeek openly acknowledged using OpenAI's models without permission.
- DeepSeek may have used ChatGPT technology to develop its AI model.
- DeepSeek has filed a lawsuit against OpenAI for patent infringement.
- DeepSeek is accused of hacking into OpenAI's systems to steal data.
- DeepSeek has admitted to using OpenAI's source code for its AI.



What executive order from President Trump has led to the removal of certain public data from government websites?

- An order to promote the publication of taxpayer-funded datasets
- An order to strip references to "gender ideology" from federal materials
- An order to increase the transparency of climate change data
- An order to remove all references to healthcare statistics
- An order to enhance vaccine-related information on federal websites



What was the primary stated purpose of President Trump's announced tariffs on Canadian and Mexican imports?

- To retaliate against trade imbalances with Canada and Mexico
- To increase government revenue and reduce the national deficit
- To promote domestic manufacturing and reduce reliance on foreign goods
- To curb illegal immigration and the smuggling of chemicals used in fentanyl production
- To stabilize oil prices by limiting imports from Canada and Mexico



Why was there recently a dispute between President Trump and Colombia?

- Trump threatened a 25% tariff on Colombian exports unless Colombia accepted U.S. flights carrying deported immigrants.
- Trump warned of visa restrictions on Colombian officials unless Colombia allowed U.S. deported immigrant flights.
- Trump insisted on increased U.S.-Colombia military cooperation, threatening aid cuts unless deported immigrants were repatriated.
- Trump threatened to impose tariffs on Colombian crude oil imports unless Colombia revised its overall trade policies.
- Trump demanded that Colombia boost its flower exports for Valentine's Day, or else face new trade tariffs.



What is a key reason for U.S. Secretary of State Marco Rubio's visit to Panama?

- To finalize a trade agreement between the U.S. and Panama.
- To promote tourism from the U.S. to Panama.
- To discuss Panama's purchase of U.S. military equipment.
- To oversee the construction of a new canal in Panama.
- To negotiate the U.S. regaining control of the Panama Canal.



What controversial proposal did President Trump make in relation to the Middle East conflict?

- He proposed mediating direct negotiations between Israel and Hamas to secure a lasting ceasefire.
- He stated that a two-state solution would never work in practice and should no longer be discussed.
- He proposed bolstering the U.S. presence in the Middle East to protect Israel against its enemies.
- He proposed threatening Saudi Arabia with tariffs if it did not support normalization of diplomatic efforts with Israel.
- He proposed that the U.S. seize control of Gaza, potentially by force.



What roadblock did House Republicans encounter while crafting a bill to extend and expand the tax cuts they passed in President Donald Trump's first term?

- Gathering support from Elon Musk, who wanted the tax cuts to be even more aggressive
- Figuring out how to pay for the multitrillion-dollar cost of extending and expanding the tax cuts
- Determining how to reconcile Medicaid spending cuts with other budget priorities
- Convincing Democrats to support the tax bill
- Resolving disagreements over the allocation of funds for border security



What major initiative did India's government recently announce?

- Increased tariffs on US exports in response to tariff threats by President Trump.
- A comprehensive plan to boost digital learning and invest in artificial intelligence.
- A new budget focusing on middle-class tax relief, agriculture, manufacturing, and clean energy to spur economic growth.
- A ban on imports of Chinese electric vehicles.
- An initiative to improve relations with the US and the newly elected Trump administration.



How did the stock market react to President Trump's tariff threats on imports from Canada, Mexico, and China?

- Stocks showed a mixed performance, with some sectors—such as technology and automotive—posting gains while others declined.
- Stocks rallied as investors anticipated that higher tariffs would boost domestic manufacturing.
- Stocks across multiple sectors fell sharply as investors grew increasingly concerned about trade disruptions and rising production costs.
- The overall market remained largely unchanged, with traders expecting the tariff threats to be only temporary.
- The overall market registered an increase, although oil companies experienced significant drops amid the trade tensions.



Why was the U.S. Postal Service recently featured in the news?

- It introduced an expedited international shipping service to meet increased demand from overseas retailers.
- It launched a new digital tracking system for international packages to improve delivery times.
- It suspended parcel deliveries from China and Hong Kong following Trump's executive order that imposed a 10% tariff on Chinese goods.
- It reversed a longstanding policy that allowed small-value packages to enter the U.S. tax-free in order to enforce stricter tariff regulations.
- It partnered with private carriers to expand its service into additional global markets.



What controversial actions has Elon Musk taken as part of his role in overseeing the Department of Government Efficiency?

- Making all forms of affirmative action illegal for all government agencies.
- Implementing large pay cuts for government officials.
- Requiring all federal agencies to cut their staff by 20% by the end of the year.
- Moved to fire or sideline career government officials and gained access to sensitive taxpayer databases.
- Implementing transparency measures to give the public more oversight of government spending and operations.



What did President Donald Trump claim his administration has been doing in relation to the war in Ukraine?

- Establishing a no-fly zone over Ukraine to protect civilians
- Funding humanitarian aid exclusively for Ukrainian refugees
- Imposing new sanctions on Russia to pressure them into ending the war
- Engaging in "very serious" discussions with Russia to address the conflict
- Collaborating with NATO to increase military support for Ukraine



Why were the Marines recently in the news?

- They bolstered border security as part of President Trump's efforts by installing extra concertina wire along the border wall.
- A senior general warned about insufficient equipment to handle multiple simultaneous threats facing the U.S.
- They conducted tactical exercises close to Greenland.
- They participated in a joint training exercise with local law enforcement to improve border patrol tactics.
- They scrapped all Diversity, Equity, and Inclusion (DEI) training initiatives.



What controversial executive order was recently blocked in court?

- Trump's order to end birthright citizenship for children born in the U.S. to undocumented immigrants.
- Trump's order to reallocate military funds for enhanced border security.
- Trump's order to reduce federal funding for the Environmental Protection Agency.
- Trump's order to dismantle the Deferred Action for Childhood Arrivals (DACA) program.
- Trump's order to require mandatory voter ID for federal elections.



### Your experience with the app

A few days ago, you were offered early access to our news app, *TailorMadeTimes*. We would now like to learn more about your experience using the app over the past few days.

## TAILORMADETIMES



How satisfied are you with the news that you have been reading over the past week?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied



How did access to the app affect your time spent consuming news from **other news sources** over the past few days?

- Spent **much less** time consuming news from other news sources than usual
- Spent **slightly less** time consuming news from other news sources than usual
- Spent **about the same** time consuming news from other news sources as usual
- Spent **slightly more** time consuming news from other news sources than usual
- Spent **much more** time consuming news from other news sources than usual

How did access to the app affect your **total time** consuming news over the past few days?

- Spent **much less** time consuming news than usual
- Spent **slightly less** time consuming news than usual
- Spent **about the same** time consuming news as usual
- Spent **slightly more** time consuming news than usual
- Spent **much more** time consuming news than usual



Over the past few days, relative to what is typical for you, would you say you spent more or less of your free time (i.e. excluding work time) on...?

	A lot less	Somewhat less	Same	Somewhat more	A lot more
using social media apps?	<input type="radio"/>				
online (on your computer, tablet, smartphone, etc.) for things other than social media?	<input type="radio"/>				
watching TV or movies by yourself?	<input type="radio"/>				
on non-screen activities (e.g. cooking, reading books, exercising— anything without an electronic screen in front of you) by yourself?	<input type="radio"/>				
doing anything with friends and family (in person)?	<input type="radio"/>				



How complex or simple do you find the articles in the TailorMadeTimes app?

Very simple

Simple

Neither simple nor complex

Complex

Very complex

How would you rate the political bias of the articles in the TailorMadeTimes app?

Very right-wing biased

Somewhat right-wing biased

Not biased

Somewhat left-wing biased

Very left-wing biased

How would you rate the quality of articles in the TailorMadeTimes app?

Very high quality

High quality

Medium quality

Low quality

Very low quality

How would you characterize the articles on TailorMadeTimes on a continuum from opinionated to fact-driven?

- Very opinionated
- Somewhat opinionated
- Balanced/Neutral
- Somewhat fact-driven
- Very fact-driven

How entertaining do you find the articles in the TailorMadeTimes app?

- Very entertaining
- Entertaining
- Somewhat entertaining
- Not entertaining
- Not entertaining at all

How accurate are the articles in the TailorMadeTimes app?

- Very accurate
- Accurate
- Somewhat accurate
- Inaccurate
- Very inaccurate

How trustworthy do you find the articles in the TailorMadeTimes app?

Very trustworthy

Trustworthy

Somewhat trustworthy

Not trustworthy

Not trustworthy at all

How would you rate the sentiment of the articles in the TailorMadeTimes app?

Very negative sentiment

Somewhat negative sentiment

Neutral sentiment

Somewhat positive sentiment

Very positive sentiment



How much do you trust AI technology, such as language models, in general?

A great deal

A lot

A moderate amount

A little

None at all

How much do you trust AI to accurately and impartially tailor news about politics and the economy?

A great deal

A lot

A moderate amount

A little

None at all



To what extent do you agree with the following statement: *AI technology has the potential to make the news more relevant for me.*

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



How often did you use the app?

- Never
- Once
- A few times
- Multiple times, but not daily
- Daily
- Multiple times a day



**How would you describe your overall experience with the app?**

Please respond in full sentences.



What do you think about the **length of the articles** in the app?

- Too short
- Somewhat short
- About the right length
- Somewhat long
- Too long

What do you think about the **update frequency of the articles** in the app?

- Updated too frequently
- Updated somewhat too frequently
- Updated about at the right frequency
- Updated somewhat too infrequently
- Updated too infrequently

What do you think about the **number of articles** in the app?

- Too few articles
- Somewhat too few articles
- About the right number of articles
- Somewhat too many articles
- Too many articles

What do you think about the **number of push notifications** by the app?

- Too few notifications
- Somewhat too few notifications
- About the right number of notifications
- Somewhat too many notifications
- Too many notifications

How satisfied were you with the **selection of the articles** included in the app?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied



How satisfied were you with your **overall experience** with the app?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied



Did you encounter any technical issues with the app?

- Yes
- No



Compared to the regular article, do you think the customized versions have higher, lower, or the same factual accuracy?

Much higher

Higher

Same

Lower

Much lower

How would you rate the overall article quality for each of the following rewrites compared to the regular article?

	Much lower quality than regular	Lower quality than regular	About the same quality as regular	Higher quality than regular	Much higher quality than regular
Conservative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liberal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Compared to the regular article, do you think the customized versions have higher, lower, or the same factual accuracy?

Much higher

Higher

Same

Lower

Much lower

How would you rate the overall article quality for each of the following rewrites compared to the regular article?

	Much lower quality than regular	Lower quality than regular	About the same quality as regular	Higher quality than regular	Much higher quality than regular
Facts only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



How attractive do you find the different customization options?

	Not at all attractive	Not attractive	Somewhat attractive	Attractive	Very attractive
<b>Sentiment</b> (more positive, regular, more negative)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Political leaning</b> (liberal, regular, conservative)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Complexity</b> (regular, less complex)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Entertainment</b> (regular, entertaining)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



How attractive do you find the different customization options?

	Not at all attractive	Not attractive	Somewhat attractive	Attractive	Very attractive
<b>Complexity</b> (regular, less complex)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sentiment</b> (more positive, regular, more negative)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Entertainment</b> (regular, entertaining)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Facts</b> (regular, facts only)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Bonus part: Screen Time

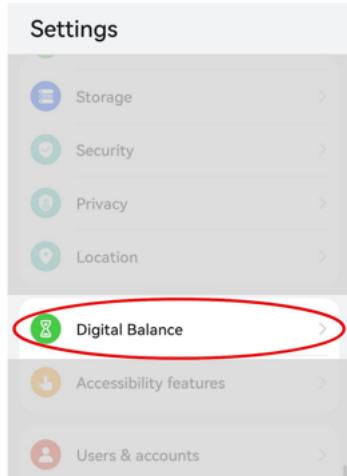
In this part, you can get a \$2 bonus payment. Your base payment for the survey does not depend on the answers you give in this part.

Screen Time is a feature on phones that provides a summary of how much time you spend on different apps.

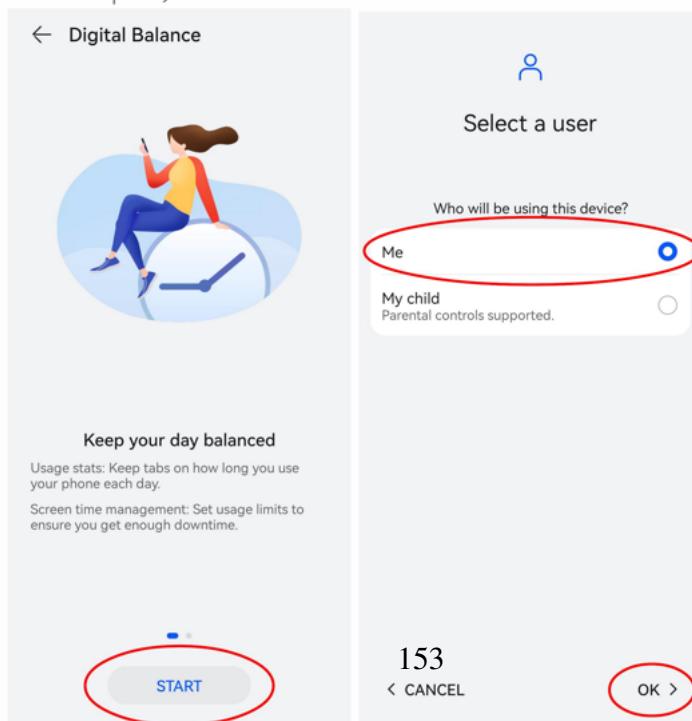
You can now earn an **additional bonus of \$2** for sharing a screenshot of the Screen Time page from your phone.

Here are step-by-step instructions on how to do this:

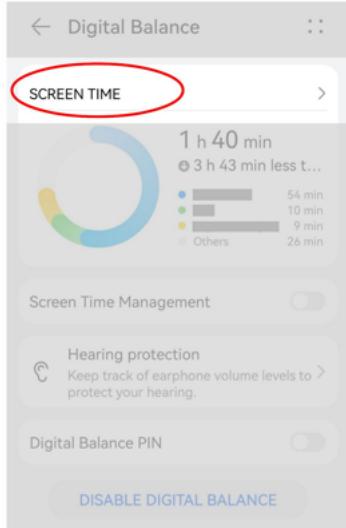
1. Go to settings.
2. Click on "Digital Balance"



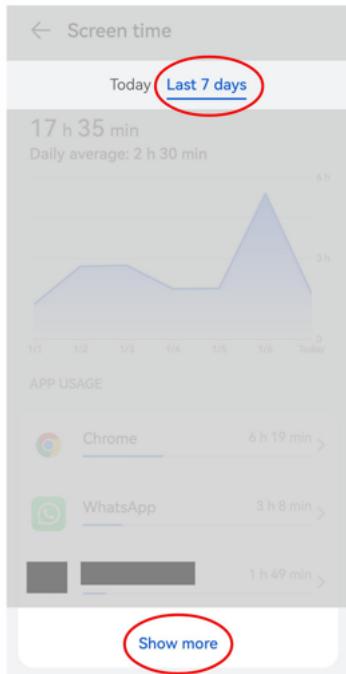
3. If it is not activated yet, click on "Start", then select "Me" and click "OK". (If it is already activated, skip this step and continue with Step 4.)



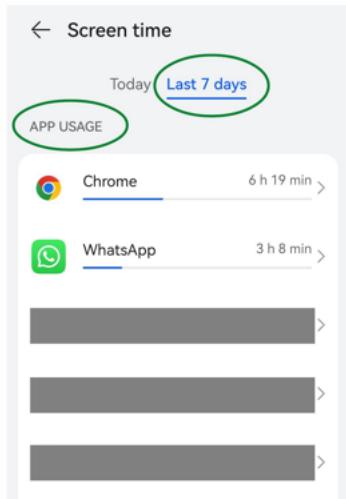
4. Click on "SCREEN TIME".



5. Click on "Last 7 days" at the top and then on "Show more" at the bottom.



6. Scroll down to the list of apps. Now take a screenshot. It should look like this:  
(The date range should be "Last 7 days" and it should show "APP USAGE" with a list of apps and time.)



7. Upload the screenshots below.

**Please upload the screenshot of your app usage from your phone below.**

Drop files or click here to upload

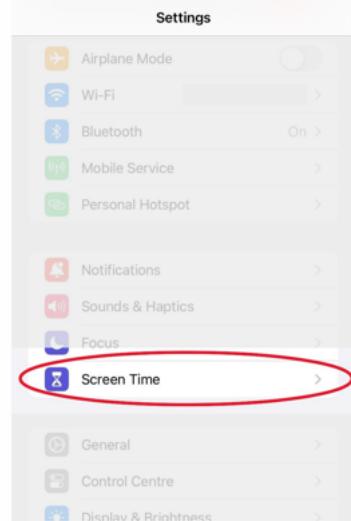


## Bonus part: Screen Time

In this part, you can get a \$2 bonus payment. Your base payment for the survey does not depend on the answers you give in this part.

Screen Time is a feature on iPhones that provides a summary of how much time you spend on different apps.

You can find Screen Time by going to **Settings** and scrolling down until you see **Screen Time**:



**Do you currently have Screen Time activated on your iPhone?**

Yes

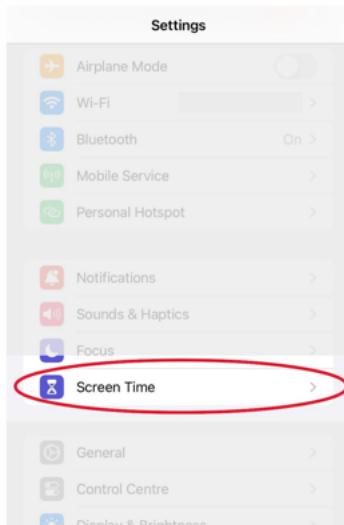
No



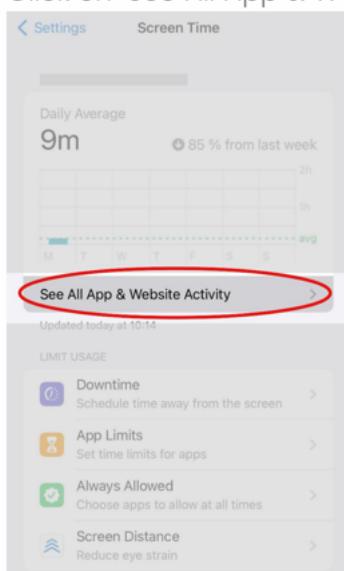
You can now earn an **additional bonus of \$2** for sharing a screenshot of the Screen Time page from your iPhone.

Here are step-by-step instructions on how to do this:

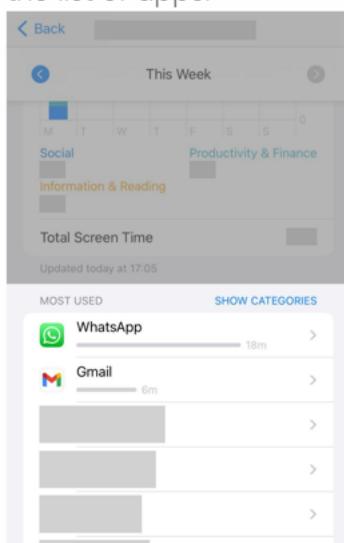
1. Go to settings.
2. Click on "Screen Time"



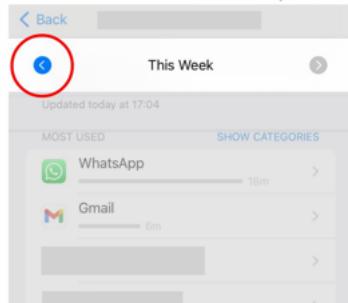
3. Click on "See All App & Website Activity".



4. Scroll down to "MOST USED" and click on "Show More" below the list of apps.

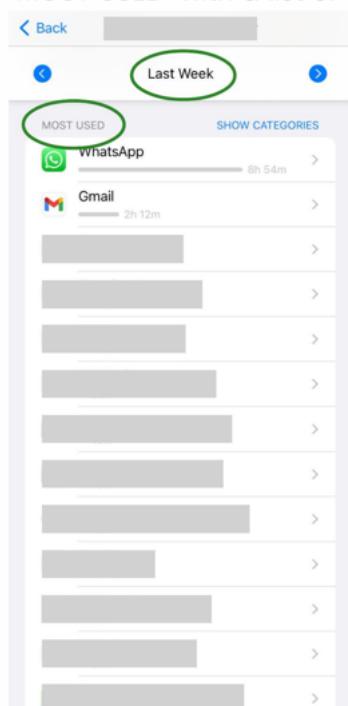


5. Click the arrow at top left to go to previous week.



6. Now take a screenshot. It should look like this:

(The date range should be "Last Week" and it should show "MOST USED" with a list of apps and time.)



7. Upload the screenshots below.

**Please upload the screenshot of your app usage from your phone below.**

Drop files or click here to upload

Thank you for participating!

If there are any remarks that you would like to make or clarifications that you would like to obtain, please do let us know by writing them into the field below.



### C.3 Endline Survey

This study is conducted by researchers from the Frankfurt School of Finance & Management, NHH Norwegian School of Economics, University of Cologne, and MIT. You must be at least 18 years of age to participate in this study. If you do not fulfill these requirements, please do not continue any further.

The goal of this study is to assess an AI-tailored news app, focusing on user experience and content relevance.

Your participation will help understanding people's user experience and improve the app. We do not anticipate any risks or discomforts from participating in this study.

Your responses to this survey will be anonymous; we will not collect your name or any other personal identifiers. We will only collect your Prolific ID to track your participation in this study, administer potential bonus payments, and invite you to potential future follow-up studies.

You are not allowed to participate in this study more than once. If you experience a technical error or problem, do not try to restart or retake the study. Rather, send us an email with a description of your problem and we will get back to you.

If you have any questions regarding this study, please email [roth@wiso.uni-koeln.de](mailto:roth@wiso.uni-koeln.de)

If you feel you have been treated unfairly, or you have questions regarding your rights as a research subject, you may contact the Chairman of the Committee on the Use of Humans as Experimental Subjects, M.I.T., Room E25-143b, 77 Massachusetts Ave, Cambridge, MA 02139, phone 1-617-253-6787.

#### **Do you consent to participate in this study?**

I consent

I do not consent and wish to exit the study

We would like you to rate your feelings toward some different groups and individuals with whom you may agree or disagree politically. Ratings are made on what we call a 'feeling thermometer.' The scale ranges from 0 to 100. When you rate an individual or group, a score of 0 degrees means you feel as cold and unfavorable as possible towards them. A score of 100 degrees means you feel as warm and favorable as possible. You would rate them at 50 degrees if you do not feel particularly warm or cold toward them.

**Please rate how you feel about the following groups or individuals.**



## **Democrats**

C

## **Republicans**

C



Imagine that you had to split 100 dollars between two other people, Person A and Person B. Person A is a randomly chosen person among those who voted for the Democrat party in the last presidential election, while Person B is a randomly chosen person among those who voted for the Republican party in the last presidential election.

How much money would you like to give to Person A and how much money would you like to give to Person B?

**Person A** (a Democrat)

0

**Person B** (a Republican)

0

Total

0



Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **Donald Trump**.

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable

Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **Joe Biden**.

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable

Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **Kamala Harris**.

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable

Overall, do you think that free trade agreements between the US and other countries have been a good thing or a bad thing for the United States?

Good thing

Bad thing

Overall, would you say that blacks or whites are treated more fairly in dealing with the police?

Blacks

Whites

Do you think that employers firing men who have been accused of sexual harassment or assault before finding out all the facts is a major or a minor problem?

Major problem

Minor problem

On the whole, do you think immigration is a good thing or a bad thing for this country today?

Good thing

Bad thing

In general, do you feel that the laws covering the sale of firearms should be made less strict, more strict, or kept as they are now?

Less strict

Kept as they are

More strict



Over the current presidential turn, how much higher or lower do you expect the average **inflation rate** to be under President Trump compared to what it would have been had Harris won the presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump

Over the current presidential turn, how much higher or lower do you expect the average **crime rate** to be under President Trump compared to what it would have been had Harris won the presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump

Over the current presidential turn, how much higher or lower do you expect the average **unemployment rate** to be under President Trump compared to what it would have been had Harris won the presidency?

- More than 10 percentage points higher under Trump
- Between 5 and 10 percentage points higher under Trump
- Between 2 and 5 percentage points higher under Trump
- Between 0 and 2 percentage points higher under Trump
- Between 0 and 2 percentage points lower under Trump
- Between 2 and 5 percentage points lower under Trump
- Between 5 and 10 percentage points lower under Trump
- More than 10 percentage points lower under Trump



Over the past two weeks, how often have you been bothered by any of the following problems?

	Not at all	On several days	Nearly half of the days	More than half of the days	Every day
Little interest or pleasure in doing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling down, depressed or hopeless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how happy have you felt over the past few days?

Very happy

Happy

Neutral

Unhappy

Very unhappy



## News quiz

On the next pages, we will ask you **15 factual questions** about the news coverage of the past few days. Please answer according to the best of your current knowledge and do not consult any other sources while answering these questions.

You will get a bonus payment based on your answers:

- **20 cents** for each question answered correctly.
- You need to answer each question within **20 seconds** to qualify for the bonus



What hurdles is President Trump facing over his numerous executive orders targeting immigration?

- Political pushback from Congress, with some lawmakers planning to override portions of the orders.
- Mass resignations within Immigration and Customs Enforcement and other federal agencies.
- Concerns from wealthy donors and conservative think tanks about potential labor shortages for essential seasonal work.
- A lack of cooperation from host countries in managing the repatriation of deported individuals.
- Legal challenges and logistical issues due to limited enforcement personnel and difficulties in coordinating among federal agencies.



What did the parent company of Truth Social, President Trump's social media platform, recently report?

- Plans to join a consortium to buy TikTok in the U.S.
- A strategic collaboration with the social media platform X and its owner Elon Musk.
- A \$400.9 million profit and an increase in revenue.
- A \$400.9 million loss and a drop in revenue.
- A massive boost in membership numbers after President Trump's inauguration.



What key proposal did Canadian Prime Minister Justin Trudeau make in response to President Trump's tariff threats?

- He proposed immediate retaliatory tariffs on \$155 billion CAD worth of U.S. goods.
- He suggested a deal in which Canada would impose stricter border controls to appease President Trump.
- He proposed a joint meeting with President Trump at Mar-a-Lago to discuss the issues over a round of golf.
- He urged Canada to collaborate with the U.S. and expand global trade partnerships to mitigate the impact of potential tariffs.
- He proposed coordinating countermeasures with the EU to exert stronger pressure on the U.S.



What action did the Trump administration recently take regarding wildfire mitigation funds?

- They added funds to enforce stricter oversight measures, ensuring that funds are properly allocated for wildfire mitigation efforts.
- They froze funding for wildfire mitigation projects under the Bipartisan Infrastructure Law and Inflation Reduction Act, sparking concerns about forest management and community safety.
- They encouraged a matching scheme in which states contribute their own funds to supplement federal wildfire mitigation support.
- They redirected existing wildfire mitigation funds to prioritize the hiring and training of seasonal wildland firefighters to enhance emergency readiness.
- They increased funding to private initiatives to bolster public-private collaboration on wildfire mitigation.



What new tariff initiative did President Trump recently announce?

- A graduated tariff scale that increases duties based on a country's trade deficit with the U.S.
- A measure to impose additional tariffs on imports from countries that fail to reciprocate U.S. market access
- A "reciprocal tariffs" system, aiming to match foreign import tariffs.
- A plan to implement temporary tariffs that automatically adjust based on economic indicators like inflation and trade balances.
- A proposal to lower tariffs for allied nations in exchange for them purchasing U.S. military equipment.



Why has Illinois Governor J.B. Pritzker delayed the plan to prevent invasive carp from entering the Great Lakes?

- Sufficient natural barriers already preventing carp migration
- Lack of support from local environmental groups
- Rising costs of the project beyond the initial budget
- Concerns about the federal government's financial commitment
- Completion of the project ahead of schedule



What did a January survey reveal about American attitudes towards government spending?

- Approximately two-thirds of Americans believe that the government overspends on social programs, including Social Security and education.
- Only a small minority of Americans support increasing funding for programs like Medicare and Medicaid.
- The survey found that most Americans favor significant cuts to government spending in areas such as healthcare and education.
- About two-thirds of Americans believe that the government spends too little on Social Security and education.
- The survey revealed that Americans are largely satisfied with current spending levels on social services.



What did President Donald Trump express interest in during an interview aired before the Super Bowl?

- Having Canada become the 51st state of the United States
- Ending all DEI initiatives on college campuses
- Imposing new tariffs on Canada
- Building a wall along the U.S.-Canada border
- Closing the border to Canada unless they stop all drug trafficking



What controversial proposal did President Trump make regarding Gaza?

- He suggested annexing Gaza to Israel.
- He suggested installing U.S. bases in Gaza to guarantee peace and security in the region.
- He suggested a joint initiative to invest in the rebuilding of Gaza if Hamas agreed to release all hostages.
- He proposed transforming Gaza into an international free trade zone to boost economic growth.
- He suggested developing Gaza into a Mediterranean tourist destination.



What did Federal Reserve Chair Jerome Powell recently announce regarding the Fed's interest rate policies?

- The Fed would consider raising its annual inflation target to 3%.
- President Trump's tariff policies might allow the Fed to cut rates sooner than expected.
- The Fed would end its current efforts to maintain a gender balance on its board.
- The Fed would base its decisions solely on economic data and conditions, not on political pressure.
- The Fed would take President Trump's calls for lower interest rates into account when deciding on whether to cut rates soon.



How was President Trump's approach to U.S.-Russia talks on ending the Ukraine war received by European leaders?

- They praised it as a much-needed initiative to end the conflict.
- They objected to direct U.S. involvement in what they considered a European conflict.
- They wanted to focus on arming Ukraine rather than engaging in diplomatic talks.
- They criticized Trump for not letting the EU lead the discussions.
- They were concerned about being sidelined in the direct negotiations with Russia.



What did Vice President JD Vance emphasize during his address at the Artificial Intelligence Action Summit in Paris?

- That the U.S. and Europe should establish a common regulatory framework for AI.
- The importance of U.S.-Europe collaboration on AI to address competition from Chinese AI companies.
- The need for the United States to retain global dominance in AI while urging European nations to avoid overregulation, warning it could stifle innovation.
- That European countries should invest in U.S. tech companies rather than trying to develop their own AI sector.
- That Europe risks falling behind China in the AI race unless it slashes regulation and invests more money in innovation.



What action did President Trump recently take related to electric vehicles (EVs) under the National Electric Vehicle Infrastructure (NEVI) program?

- He directed states to pause spending on electric vehicle charging projects funded through the NEVI program.
- He mandated that every charging station funded through the NEVI program meet a minimum standard of five chargers to reduce waiting times.
- He proposed banning Chinese-made EVs from using chargers subsidized through the NEVI program.
- He proposed significantly increasing federal funding under the NEVI program to accelerate the development of EV charging infrastructure.
- He ordered that all funds allocated through the NEVI program be reallocated to boost Tesla's Supercharging network.



What trade policy did President Trump recently propose regarding steel and aluminum imports?

- He suggested coordinating with Europe to impose additional tariffs on Chinese steel and aluminum.
- He proposed temporarily suspending tariffs on steel and aluminum imports from Canada and Mexico until March 1.
- He planned to impose 25% tariffs on steel and aluminum imports as part of a broader effort to reshape international trade.
- He recommended boosting domestic production of steel and aluminum by subsidizing U.S. manufacturers instead of imposing new tariffs.
- He planned to impose 50% tariffs on steel and aluminum imports specifically from China.



What recent initiative by President Trump was halted by a federal judge?

- An order aimed at eliminating all affirmative action requirements in the awarding of public contracts.
- An executive order requiring government employees to return to in-person office work promptly, with disciplinary measures for those who persistently refuse.
- An order to end the teaching of critical race theory on college campuses.
- A federal workforce reduction initiative offering financial buyouts to encourage government officials to voluntarily leave their positions.
- A plan to merge and reorganize several federal agencies to reduce administrative redundancy.



### **Your experience with the app**

You were recently offered early access to our news app, *TailorMadeTimes*. We would now like to learn more about your experience using the app over the past few days.

**TAILORMADETIMES**



How satisfied are you with the news that you have been reading over the past week?

Very satisfied

Somewhat satisfied

Neutral

Somewhat dissatisfied

Very dissatisfied



How did access to the app affect your time spent consuming news from **other news sources** over the past few days?

- Spent **much less** time consuming news from other news sources than usual
- Spent **slightly less** time consuming news from other news sources than usual
- Spent **about the same** time consuming news from other news sources as usual
- Spent **slightly more** time consuming news from other news sources than usual
- Spent **much more** time consuming news from other news sources than usual

How did access to the app affect your **total time** consuming news over the past few days?

- Spent **much less** time consuming news than usual
- Spent **slightly less** time consuming news than usual
- Spent **about the same** time consuming news as usual
- Spent **slightly more** time consuming news than usual
- Spent **much more** time consuming news than usual



Over the past few days, relative to what is typical for you, would you say you spent more or less of your free time (i.e. excluding work time) on...?

	A lot less	Somewhat less	Same	Somewhat more	A lot more
using social media apps?	<input type="radio"/>				
online (on your computer, tablet, smartphone, etc.) for things other than social media?	<input type="radio"/>				
watching TV or movies by yourself?	<input type="radio"/>				
on non-screen activities (e.g. cooking, reading books, exercising- anything without an electronic screen in front of you) by yourself?	<input type="radio"/>				
doing anything with friends and family (in person)?	<input type="radio"/>				



How would you rate the quality of articles in the TailorMadeTimes app?

Very high quality

High quality

Medium quality

Low quality

Very low quality

How would you characterize the articles on TailorMadeTimes on a continuum from opinionated to fact-driven?

Very opinionated

Somewhat opinionated

Balanced/neutral

Somewhat fact-driven

Very fact-driven

How complex or simple do you find the articles in the TailorMadeTimes app?

Very simple

Simple

Neither simple nor complex

Complex

Very complex

How entertaining do you find the articles in the TailorMadeTimes app?

- Very entertaining
- Entertaining
- Somewhat entertaining
- Not entertaining
- Not entertaining at all

How would you rate the sentiment of the articles in the TailorMadeTimes app?

- Very negative sentiment
- Somewhat negative sentiment
- Neutral sentiment
- Somewhat positive sentiment
- Very positive sentiment

How would you rate the political bias of the articles in the TailorMadeTimes app?

- Very right-wing biased
- Somewhat right-wing biased
- Not biased
- Somewhat left-wing biased
- Very left-wing biased

How trustworthy do you find the articles in the TailorMadeTimes app?

- Very trustworthy
- Trustworthy
- Somewhat trustworthy
- Not trustworthy
- Not trustworthy at all

How accurate are the articles in the TailorMadeTimes app?

- Very accurate
- Accurate
- Somewhat accurate
- Inaccurate
- Very inaccurate



How much do you trust AI technology, such as language models, in general?

A great deal

A lot

A moderate amount

A little

None at all

How much do you trust AI to accurately and impartially tailor news about politics and the economy?

A great deal

A lot

A moderate amount

A little

None at all



To what extent do you agree with the following statement: *AI technology has the potential to make the news more relevant for me.*

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree



We will eventually open the app to the public with a subscription model.

How much would you be willing to pay (in USD) for a monthly subscription to the *TailorMadeTimes*?

\$



Which of the newspapers below are you most interested in consuming?

LA Times

Wall Street Journal

New York Post

New York Times

Washington Times

Washington Post



How much would you be willing to pay (in USD) for a monthly online subscription to the ?

\$



## Bonus part: Screen Time

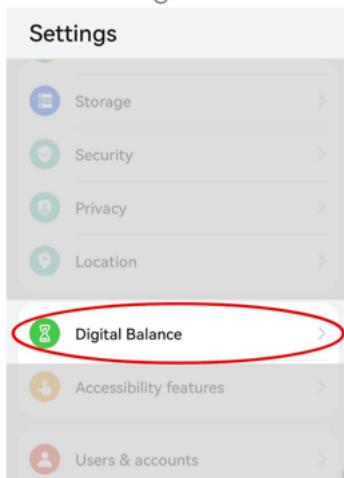
In this part, you can get a \$2 bonus payment. Your base payment for the survey does not depend on the answers you give in this part.

Screen Time is a feature on phones that provides a summary of how much time you spend on different apps.

You can now earn an **additional bonus of \$2** for sharing a screenshot of the Screen Time page from your phone.

Here are step-by-step instructions on how to do this:

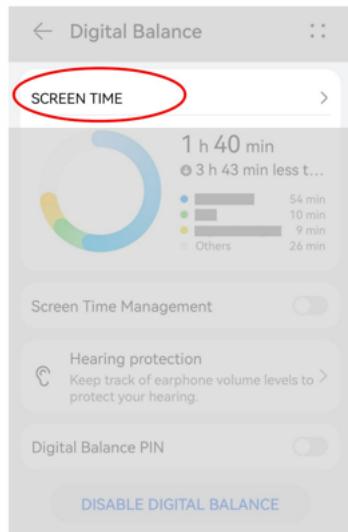
1. Go to settings.
2. Click on "Digital Balance"



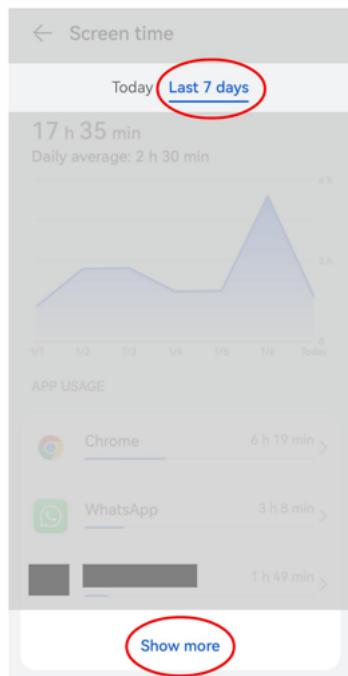
3. If it is not activated yet, click on "Start", then select "Me" and click "OK". (If it is already activated, skip this step and continue with Step 4.)

Two screenshots illustrating the setup process. The left screenshot shows the 'Digital Balance' screen with a large blue 'START' button at the bottom. The right screenshot shows a 'Select a user' dialog box asking 'Who will be using this device?' with two options: 'Me' (selected) and 'My child'. Both the 'Me' radio button and the 'OK' button at the bottom right are circled in red.

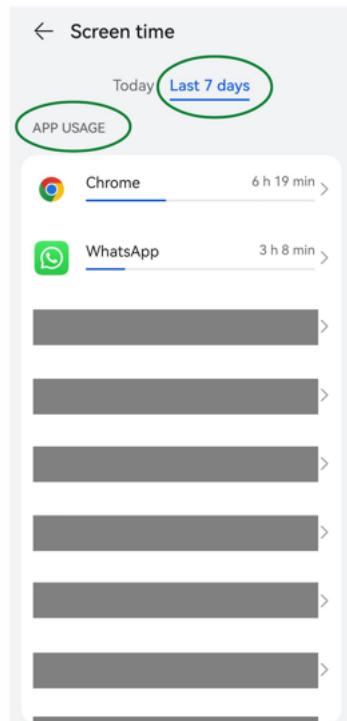
4. Click on "SCREEN TIME".



5. Click on "Last 7 days" at the top and then on "Show more" at the bottom.



6. Scroll down to the list of apps. Now take a screenshot. It should look like this:  
(The date range should be "Last 7 days" and it should show "APP USAGE" with a list of apps and time.)



7. Upload the screenshots below.

**Please upload the screenshot of your app usage from your phone below.**

Drop files or click here to upload

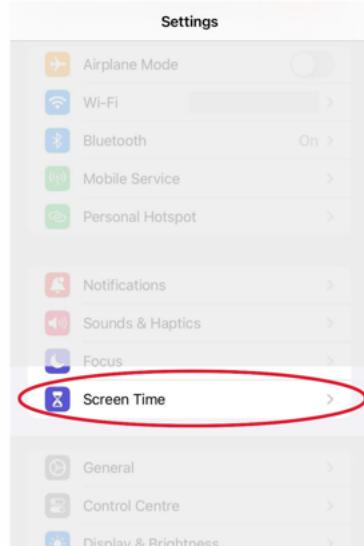


## Bonus part: Screen Time

In this part, you can get a \$2 bonus payment. Your base payment for the survey does not depend on the answers you give in this part.

Screen Time is a feature on iPhones that provides a summary of how much time you spend on different apps.

You can find Screen Time by going to **Settings** and scrolling down until you see **Screen Time**:



**Do you currently have Screen Time activated on your iPhone?**

Yes

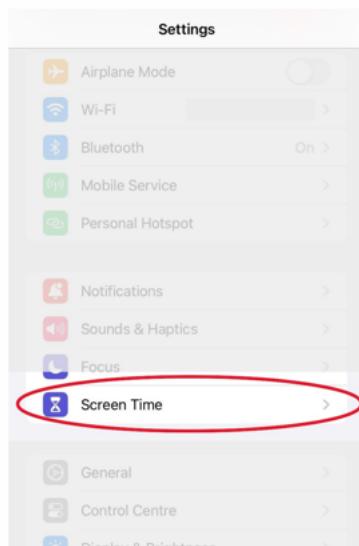
No



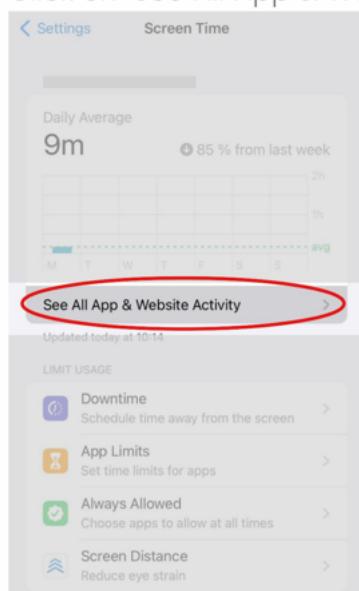
You can now earn an **additional bonus of \$2** for sharing a screenshot of the Screen Time page from your iPhone.

Here are step-by-step instructions on how to do this:

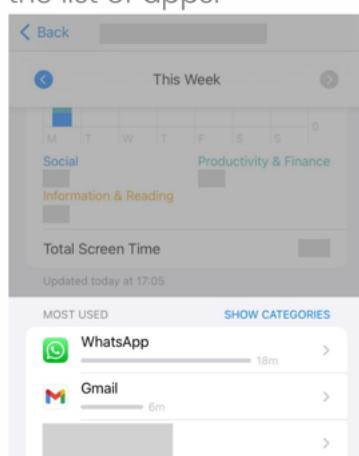
1. Go to settings.
2. Click on "Screen Time"



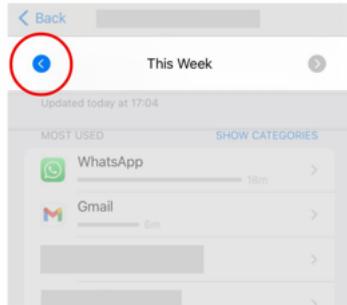
3. Click on "See All App & Website Activity".



4. Scroll down to "MOST USED" and click on "Show More" below the list of apps.

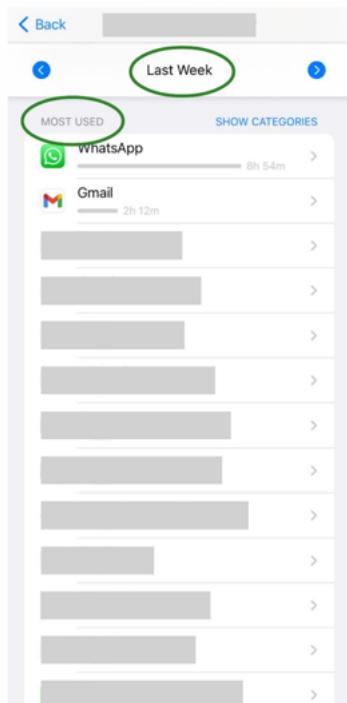


5. Click the arrow at top left to go to previous week.



6. Now take a screenshot. It should look like this:

(The date range should be "Last Week" and it should show "MOST USED" with a list of apps and time.)



7. Upload the screenshots below.

**Please upload the screenshot of your app usage from your phone below.**

Drop files or click here to upload

Thank you for participating!

If there are any remarks that you would like to make or clarifications that you would like to obtain, please do let us know by writing them into the field below.

