

Reporting Standards

Rivera, Michael U., D. Alex Hughes, and Micah Gell-Redman. (2020) "Email Mobilization Messages Suppress Turnout Among Black and Latino Voters: Experimental Evidence From the 2016 General Election: Supplemental Information". Journal of Experimental

A. Hypotheses

- State specific objectives or hypotheses.
 - What question(s) was (were) the experiment designed to address?
 - What is the effect of an unsolicited email encouragement on voter turnout?
 - What are the specific hypotheses to be tested?
 - Email message that prime social norms about voting will increase voter turnout
 - Email message that prime social norms about voting will increase voter turnout differently among voters from different racial/ethnic groups

B. Subjects and Context

- Report eligibility and exclusion criteria for participants.
 - Why was this subject pool selected?
 - In contrast to other state voter files, the Florida (FL) voter file include self-reported voter race/ethnicity. This was an important feature to test one of our hypothesis.
 - Who was eligible to participate in the study?
 - FL registered voters who submitted a valid email address at the time of registering to vote.
 - What would result in the exclusion of a participant?
 - An individual was not a registered voter in FL or did not submit a valid email address at the time of registering to vote.
 - Were any aspects of recruitment changed (such as the exclusion criteria) after recruitment began?
 - No.
- Report procedures used to recruit and select participants.
 - As described above, all FL registered voters who submitted a valid email address at the time of registering to vote were included into the study.
- How were participants contacted for recruitment? Were incentives offered?
 - Respondents were contacted via email the morning of November 7, 2016, one day before the 2020 presidential election. No incentive was offered.
- Report recruitment dates defining the periods of recruitment and when the experiments were conducted.
 - We used the October 10, 2016 voter roll provided by the Florida Division of Elections to recruit participants. The messages were sent out on November 7, 2016.
- Describe settings and locations where the data were collected.
 - To calculate treatment effects after election day, we use the June 14, 2017 voter roll provided by the Florida Division of Elections.

C. Allocation Method

- Report details of the procedure used to generate the assignment sequence (e.g., randomization procedures).
 - Random assignment to receive an email message was blocked on congressional district and self-reported race.
 - If there is more than one person living at a house, then we cluster randomize each person at that household into the same condition, using their Congressional District as a blocking factor.
 - One can find evidence that the randomization worked as planned in the Randomization Check section of the SI.
- Describe blinding.
 - Participants were unaware of condition assignment. They were unaware that other conditions existed (see our description about randomization above in case there was more than one person at a residence)
 - Those administering the intervention and assessing the outcomes were aware of condition assignment.

D. Treatments

- Provide a detailed description of the interventions in each treatment condition, as well as a description of the control group.
 - The control group was sent no email messages, and was not contacted in any method.
 - The treatment group was sent a single email message, from the sender noreply@utexas.edu.
 - All emails included the following common language:

Dear Registered Voter,

You are currently a registered voter in the State of Florida. This is a friendly reminder that tomorrow is Election Day. <Cue Text>

If you have any questions about the voting process, please call the Florida Department of State voter assistance hotline toll free at 1-866-308-6739.

Sincerely,

Michael Rivera
Department of Government
The University of Texas at Austin

- We designed the experiment to evaluate four different messages internal to the email. We do not report specific message effects in the published manuscript, but report these message effects in the (non-peer reviewed) Supplemental Information.
- State how and when manipulations or interventions were administered.
 - All treatment emails were distributed from a Qualtrics email management service, through University of Texas at Austin servers.
 - All emails were sent Nov 7, 2016, beginning at 10:00 eastern.

E. Results

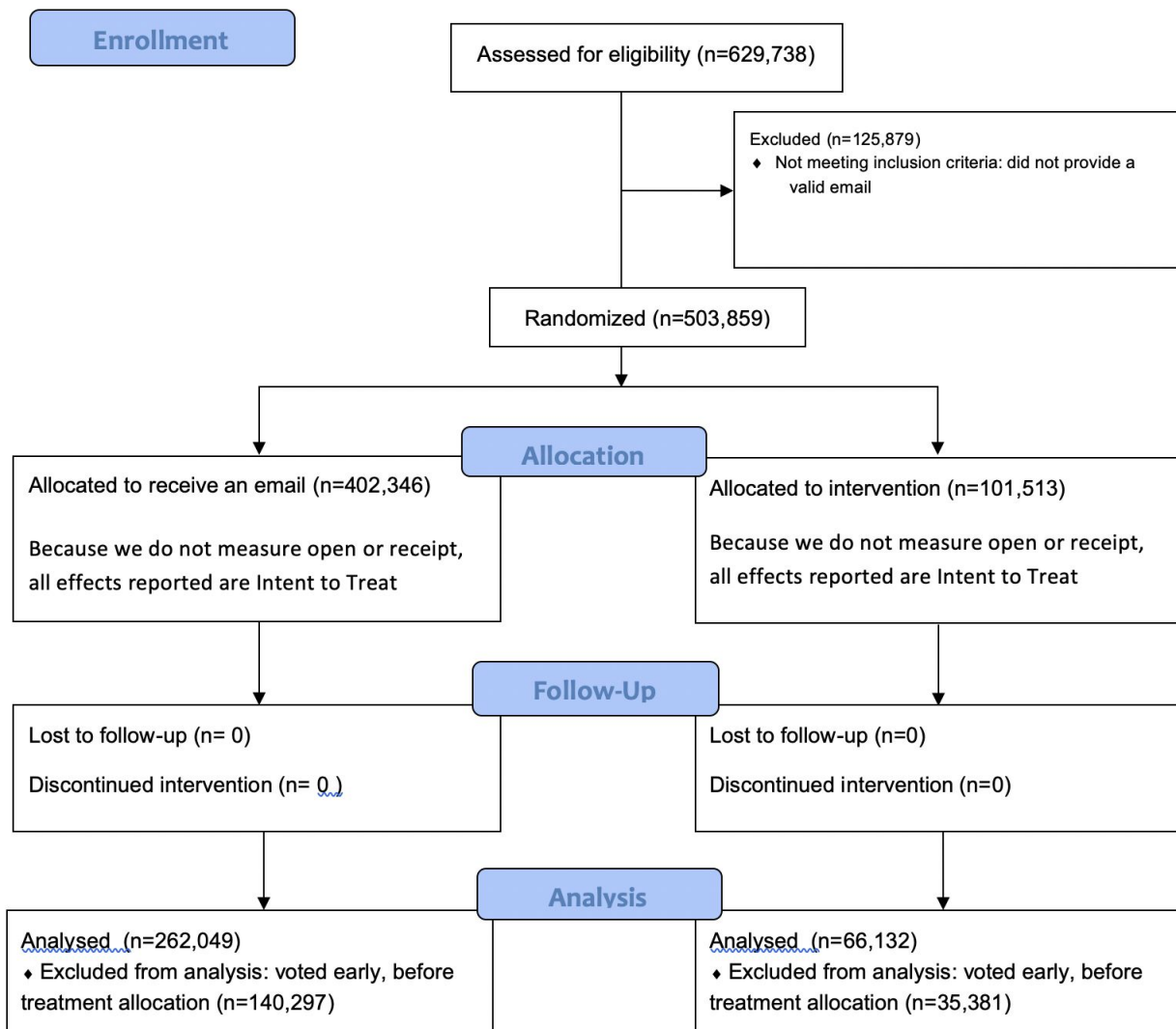
1. Outcome Measures and Covariates

- Provide precise definitions of all primary and secondary measures and covariates.
 - **Turnout:** Dichotomous variable that indicates if the individual voted in 2020 general election, reported by official voter roll from Florida Secretary of State
 - **Assigned message / any message:** Dichotomous variable to indicate if voter was assigned to received any message
 - **Republican:** Dichotomous variable to indicate if the voter is a registered Republican (baseline is a Democratic voter), reported by official voter roll from Florida Secretary of State
 - **Independent:** Dichotomous variable to indicate if the voter is a registered Independent. (baseline is a Democratic voter), reported by official voter roll from Florida Secretary of State
 - **Black:** Dichotomous variable to indicate if the voter self-identifies as Black in the FL voter file, reported by official voter roll from Florida Secretary of State (baseline is white, non-latino voter)
 - **Latino:** Dichotomous variable to indicate if the voter self-identifies as Latino in the FL voter file, reported by official voter roll from Florida Secretary of State (baseline is white, non-latino voter)
 - **Other:** Dichotomous variable to indicate if the voter self-identifies as one of the following racial/ethnic categories in the FL voter file: American Indian or Alaskan Native; Asian or Pacific Islander; other; multi-racial; unknown (baseline is white, non-latino voter)
 - **Age:** voter age in years
 - **Age-squared:** voter age in years squared
 - **Baseline:** Dichotomous variable to indicate if voter was assigned to received the baseline message (compared to assignment to receive no message)
 - **Descriptive social norm:** Dichotomous variable to indicate if voter was assigned to received the descriptive social norm (compared to assignment to receive no message)
 - **Ethnic descriptive social norm 1:** Dichotomous variable to indicate if voter was assigned to received the ethnic descriptive social norm 1 (compared to assignment to receive no message)
 - **Ethnic descriptive social norm 2:** Dichotomous variable to indicate if voter was assigned to received the ethnic descriptive social norm 2 (compared to assignment to receive no message)
- Clearly state which of the outcomes and subgroup analyses were specified prior to the experiment and which were the result of exploratory analysis.
 - All comparisons reported in the published manuscript were outlined in the pre-analysis plan.

- i. Turnout between voters who were assigned to the any-email-message condition compared to voters assigned to control.
 - ii. Turnout between voters who were assigned to a specific message condition compared to voters assigned to control.
 - iii. Turnout between voters who were assigned to one of the three social norm message conditions compared to voters assigned to the baseline message condition.
- For the comparisons, we also specify in the pre-analysis plan that we will examine these treatment-by-treatment effects within voters' self-reported racial/ethnic groups.

2. CONSORT Participant Information

CONSORT 2010 Flow Diagram



3. Statistical Analysis

- Researchers will conduct statistical analysis and report their results in the manner they deem appropriate. We recommend that this reporting include the following:

Treatment Condition	Mean Turnout	Standard Error of Mean
Assigned to Control	78.65%	0.16%
Assigned to Receive Treatment	78.12%	0.08%

- Report other missing data (not outcome variables):
 - There is no missing data on party or race. There is a very small rate of missingness on the age variable. 0.07% of the treatment group, and 0.07% of the control group have missing values. Combining both treatment and control, there are 358 missing values out of 503,859 total records.
 - Because this rate is so small, we use listwise deletion for models that include the age variable.

F. Other Information

- Provide additional information about the experiment.
 - Was the experiment reviewed and approved by an IRB?
 - Yes
 - If the experimental protocol was registered, where and how can the filing be accessed?
 - Rivera, Michael U., D. Alex Hughes and Micah Gell-Redman. 2016. "Mobilizing Voters Using Email." *Evidence in Governance and Politics: Experimental Pre-Registration*. Registration ID: 20161129AA. URL: <http://egap.org/registration/2283>
 - What was the source of funding? What was the role of the funders in the analysis of the experiment?
 - No funding sources.
 - Were there any restrictions or arrangements regarding what findings could be published? Are there any funding sources where conflict of interest might be an issue?
 - There were no restrictions or arrangements regarding what findings could be published.
 - If a replication data set is available, provide the URL.
 - Rivera, Michael; Hughes, D. Alex; Gell-Redman, Micah, 2020, "Replication Data for: Email Mobilization Messages Suppress Turnout Among Black and Latino Voters: Experimental Evidence From the 2016 General Election", <https://doi.org/10.7910/DVN/YIZEA7>, Harvard Dataverse, V1