

Table 1: Effect of exposure to Tweet on attitudes

	Fear	Institutional	Rare	Empathy	Dehumanization	Miscegeny
Constant	1.78*** (0.12)	2.48*** (0.10)	2.21*** (0.12)	1.70*** (0.10)	13.44*** (2.54)	23.70*** (3.44)
Tweet only	-0.04 (0.11)	0.06 (0.09)	0.03 (0.11)	0.06 (0.09)	-3.68 (2.25)	3.18 (3.03)
Counternormative comments	0.00 (0.12)	0.08 (0.09)	-0.05 (0.12)	0.04 (0.09)	-2.38 (2.34)	-2.40 (3.16)
Normative comments	-0.15 (0.12)	0.19* (0.09)	0.03 (0.12)	-0.00 (0.09)	-4.98* (2.35)	-3.62 (3.18)
Mixed comments	0.00 (0.11)	0.11 (0.09)	-0.09 (0.11)	0.09 (0.09)	-3.75 (2.31)	-1.21 (3.11)
Low racial resentment	0.07 (0.09)	-0.89*** (0.08)	-0.65*** (0.09)	-0.28*** (0.07)	-7.57*** (1.92)	-10.01*** (2.60)
PID: other	-0.38*** (0.05)	0.19*** (0.04)	-0.07 (0.05)	-0.06 (0.04)	-4.97*** (1.03)	-4.68*** (1.39)
PID: republican	0.23*** (0.05)	0.41*** (0.04)	0.60*** (0.04)	0.20*** (0.04)	-1.71 (0.94)	2.53* (1.27)
Bachelor's	0.36*** (0.05)	-0.12** (0.04)	0.38*** (0.05)	0.14*** (0.04)	3.20** (1.03)	2.29 (1.38)
30- 44 years old	0.24** (0.07)	0.05 (0.06)	0.28*** (0.07)	-0.04 (0.06)	-1.27 (1.51)	-3.30 (2.06)
45- 49 years old	0.30*** (0.07)	0.03 (0.05)	0.28*** (0.06)	-0.03 (0.05)	-0.78 (1.38)	-5.04** (1.87)
60+ years old	0.29*** (0.07)	0.01 (0.06)	0.23*** (0.07)	-0.06 (0.05)	0.79 (1.48)	-3.61 (2.01)
Male	0.25*** (0.04)	0.07* (0.03)	0.36*** (0.04)	0.23*** (0.03)	1.77* (0.77)	0.78 (1.04)
Income	-0.09*** (0.01)	-0.00 (0.01)	-0.07*** (0.01)	-0.03*** (0.01)	-0.35 (0.22)	-0.26 (0.29)
Tweet only × low RR	0.03 (0.13)	-0.21* (0.10)	-0.09 (0.13)	-0.09 (0.10)	1.78 (2.66)	-8.31* (3.59)
Counternormative comments × low RR	-0.00 (0.13)	-0.07 (0.11)	0.04 (0.13)	-0.02 (0.10)	1.09 (2.73)	0.37 (3.69)
Normative comments × low RR	0.16 (0.13)	-0.25* (0.11)	-0.04 (0.13)	-0.05 (0.10)	4.22 (2.74)	0.28 (3.71)
Mixed comments × low RR	-0.10 (0.13)	-0.23* (0.11)	0.01 (0.13)	-0.12 (0.10)	3.36 (2.70)	1.08 (3.65)
R ²	0.11	0.32	0.22	0.09	0.02	0.04
N	3036	2958	2990	2971	3409	3463

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Resentment is high if scores $>.67$. The FIRE battery taps into four dimensions of racism. Each is on a scale from 1-4 coded such that higher values mean more racist. **Fear**- I am fearful of people of other races ; **Institutional**- White people in the US have certain advantages because of the color of their skin.; **Rare**-Racial problems in the US are rare, isolated situations; **Empathy**-I am angry that racism exists. **Dehumanization** is the perceived humanity of whites minus the perceived humanity of blacks. Higher values of **Miscegeny** indicates an individual disagrees with the statement 'it is all right for blacks and whites to date each other'

Table 2: Effect of exposure to Tweet on opinions

	Norm 1	Norm 2	Norm 3	Counter-norm 1	Counter-norm 2	Counter-norm 3
Constant	2.14*** (0.10)	2.07*** (0.10)	1.45*** (0.09)	2.72*** (0.13)	2.62*** (0.12)	2.18*** (0.13)
Tweet only	-0.42*** (0.09)	-0.27** (0.09)	-0.05 (0.08)	0.25* (0.12)	0.21 (0.11)	-0.10 (0.12)
Counternormative comments	-0.24* (0.10)	-0.12 (0.10)	-0.01 (0.08)	0.06 (0.13)	-0.01 (0.12)	-0.06 (0.12)
Normative comments	-0.32** (0.10)	-0.18 (0.09)	-0.13 (0.08)	0.29* (0.12)	0.19 (0.12)	-0.26* (0.12)
Mixed comments	-0.14 (0.09)	-0.10 (0.09)	0.01 (0.08)	0.18 (0.12)	0.26* (0.11)	-0.30* (0.12)
Low racial resentment	-0.52*** (0.08)	-0.55*** (0.08)	-0.19** (0.07)	0.51*** (0.10)	0.67*** (0.09)	-0.54*** (0.10)
PID: other	0.01 (0.04)	0.19*** (0.04)	-0.08* (0.04)	0.20*** (0.05)	0.05 (0.05)	0.24*** (0.05)
PID: republican	0.21*** (0.04)	0.16*** (0.04)	0.12*** (0.03)	-0.41*** (0.05)	-0.55*** (0.05)	0.43*** (0.05)
Bachelor's	0.03 (0.04)	0.02 (0.04)	0.16*** (0.03)	-0.28*** (0.05)	-0.28*** (0.05)	0.31*** (0.05)
30- 44 years old	0.06 (0.06)	0.04 (0.06)	0.16** (0.05)	-0.28*** (0.08)	-0.32*** (0.07)	0.35*** (0.08)
45- 49 years old	-0.00 (0.05)	-0.02 (0.05)	0.20*** (0.05)	-0.33*** (0.07)	-0.34*** (0.07)	0.31*** (0.07)
60+ years old	0.03 (0.06)	-0.01 (0.06)	0.20*** (0.05)	-0.28*** (0.07)	-0.27*** (0.07)	0.25** (0.08)
Male	0.12*** (0.03)	0.17*** (0.03)	0.22*** (0.03)	-0.34*** (0.04)	-0.33*** (0.04)	0.42*** (0.04)
Income	-0.02* (0.01)	-0.01 (0.01)	-0.03*** (0.01)	0.07*** (0.01)	0.06*** (0.01)	-0.05*** (0.01)
Tweet only \times low RR	0.24* (0.11)	0.17 (0.11)	0.00 (0.09)	-0.18 (0.14)	-0.13 (0.13)	0.04 (0.14)
Counternormative comments \times low RR	0.08 (0.11)	0.16 (0.11)	0.02 (0.10)	-0.14 (0.15)	0.02 (0.14)	0.20 (0.14)
Normative comments \times low RR	0.10 (0.11)	0.10 (0.11)	0.06 (0.10)	-0.34* (0.14)	-0.19 (0.14)	0.29* (0.14)
Mixed comments \times low RR	0.00 (0.11)	0.07 (0.11)	-0.06 (0.09)	-0.17 (0.14)	-0.15 (0.13)	0.30* (0.14)
R ²	0.09	0.09	0.07	0.13	0.18	0.13
N	2973	2935	3098	2951	2946	2814

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Resentment is high if scores $> .67$. All values are coded such that higher values are counter-normative **Norm 1** The announcer should be fired from his job. **Norm 2** Using racially insensitive language should always be punished. **Norm 3** Racial slurs should never be used. **Counter-norm** The announcer was merely exercising his right to free speech. **Counter-norm 5** Using racially insensitive language is often made into a bigger issue than it actually is. **Counter-norm 6** No words should ever be banned.