MEASURING POLITICAL KNOWLEDGE IN WEB-BASED SURVEYS: AN EXPERIMENTAL VALIDATION OF VISUAL VERSUS VERBAL INSTRUMENTS

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SUPPLEMENTARY MATERIALS

Text on the introductory page (translated from German)

On the following pages you see four politicians [listed] at a time who hold or held an office (e.g., minister, prime minister, chancellor). Two of them belong together, because one is the DIRECT successor in office of the other. Select the current office holder and his or her DIRECT predecessor [(always click on two images, the order of clicking does not matter)]! By clicking on an image for a second time you can cancel the selection.

Example:
Angela Merkel has succeeded Gerhard Schröder as chancellor of the Federal Republic of Germany. Helmut Schmidt was chancellor once, but neither Angela Merkel nor Gerhard Schröder succeeded him in office. Günther Jauch is no politician at all. Therefore, click on Angela Merkel and Gerhard Schröder. Then click on "next".

Standard text for all items (translated from Germany)
Click on the current office holder and his DIRECT predecessor (always select two pictures)! By clicking on an image for a second time you can cancel the selection.

Figure A1: Explanatory information for survey respondents on the political knowledge
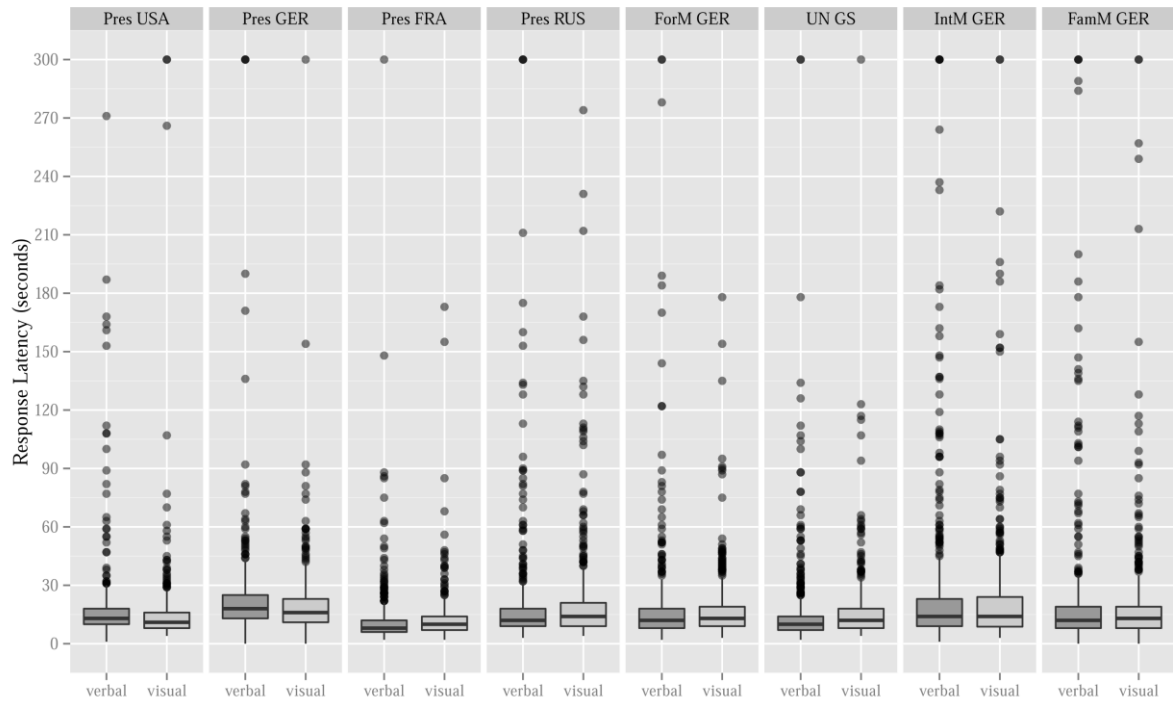
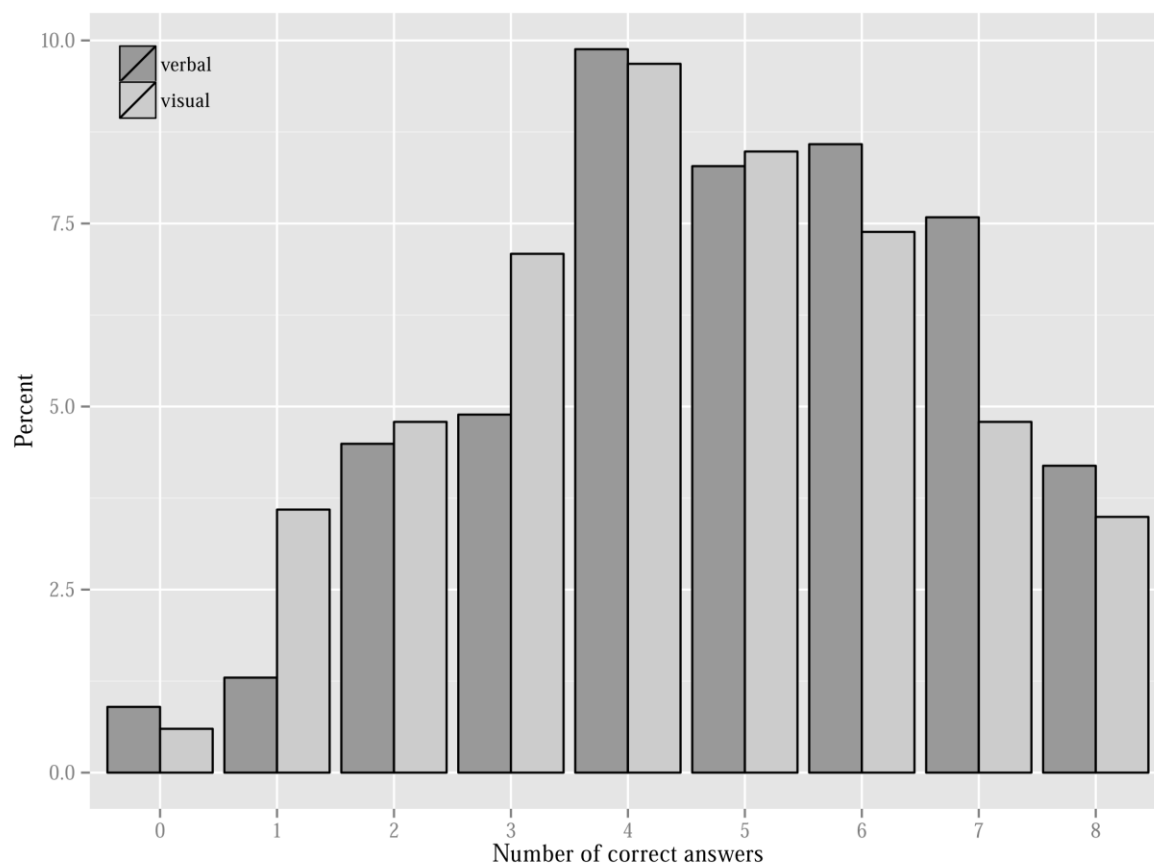Figure A2: Response latencies by item and treatment.

Figure A3: Total number of correct answers by treatment.

Office	Answers (correct pair underlined)
German Federal President	Katrin Göring-Eckardt, <u>Christian Wulff</u>, <u>Joachim Gauck</u>, Johannes Rau
US President	Colin Powell, Ronald Reagan, <u>George W. Bush</u>, <u>Barack Obama</u>
Russian President	<u>Dmitri Medwedew</u>, Sergei Lawrow, Wiktor Janukowytsch, <u>Wladimir Putin</u>
French President	<u>Nicolas Sarkozy</u>, Viviane Reding, <u>François Hollande</u>, Christine Lagarde
German Foreign Minister	<u>Guido Westerwelle</u>, Christian Lindner, Hans-Peter Friedrich, <u>Frank-Walter Steinmeier</u>
German Interior Minister	Rainer Brüderle, <u>Thomas de Maizière</u>, <u>Hans-Peter Friedrich</u>, Kristina Schröder
UN General Secretary	<u>Ban Ki-moon</u>, Hu Jintao, Benjamin Netanyahu, <u>Kofi Annan</u>
German Family Minister	Jürgen Trittin, <u>Manuela Schwesig</u>, Peter Ramsauer, <u>Kristina Schröder</u>

Table A1. Battery of political knowledge questions; office (not given to the respondents) and names of the presented politicians.

Coefficient	Estimate (S.E.)
Intercept	2.85 (0.03)
Visual treatment	0.03 (0.03)
Right answer	0.06 (0.02)
Item (baseline: Pres GER)	
Pres USA	-0.27 (0.02)
Pres RUS	-0.16 (0.02)
Pres FRA	-0.51 (0.02)
ForM GER	-0.21 (0.02)
UN GS	-0.06 (0.02)
IntM GER	-0.33 (0.02)
FamM GER	-0.22 (0.03)
Respondent-level variance	0.14
Residual variance, verbal group	0.29
Residual variance, visual group	0.28

Table A2. REML estimates of the model of log response latencies

Coefficient	Estimate (S.E.)
Intercept	-5.01 (0.50)
Visual treatment	-0.14 (0.19)
Political interest (from 1 = "not interested at all" to 5 = "very interested")	**0.22 (0.11)**
Formal education (baseline: high school)	
Lower secondary school	-0.10 (0.25)
Middle school	-0.21 (0.23)
Age (baseline: 18 – 29 years)	
30 – 44 years	-0.01 (0.25)
45 – 59 years	-0.19 (0.27)
60 years or more	-0.07 (0.31)
Respondent-level variance	1.31

Table A3. REML estimates of the model of suspicious response latencies