## **Outcome variable: Reader Happy (political)** ATE (stds) Political Leaning Political Party Gender Age Race 1.9 1.1 1.1 1.1 1.1 0.3 0.3 0.3 0.3 0.3 -0.5-0.5-0.5-0.5-0.5-1.3-1.3-1.3fal iidht 55.6A 35-44 A5.5A CATE (stds) Why Twitter **Education Level** Household Income **Ethnicity Primary Category of Content** 1.1 1.1 0.3 0.3 0.3 0.3 0.3 -0.5-0.5-0.5-0.5-0.5-1.3 -1.3 2520504 50to 100x Hoppies bolitics Mous Other