

Read the annotation instructions below carefully:

Some United States politicians have chosen to use social media during their election or reelection competitions in order to communicate with voters. For each set of questions, there is a photo of a United States Senate, House of Representatives, or Governor candidate who competed during the 2018 election cycle (**left**). Additionally, there is included a Facebook image and its caption that this politician chose to post during their campaign (**right**).

Appeal is defined to be the action of requesting aid, support, sympathy, or another object and can be either *explicit* (made obvious) or *implicit* (indirectly stated). A politician, in particular, may appeal to a group of individuals to gain their support in the form of votes.

Please answer the following questions related to these shared Facebook images and their captions (**right**):

By sharing the following image and caption to Facebook, do you believe this politician intended to appeal to:

1. Black voters:

☐ Yes

☐ No

2. Hispanic voters:

☐ Yes

☐ No

3. Asian voters:

☐ Yes

☐ No

4. LGBTQ+ voters:

☐ Yes

☐ No

*A candidate's own race or ethnicity alone **does not** determine appeal

*LGBTQ+ refers to lesbian, gay, bisexual, transgender, questioning,
and other underrepresented sexual and gender groups