

Appendix

Participant Demographics

We obtained a total of 280 valid survey responses, and participants' demographics are displayed in Table 1.

Demographics		n	%
Age	18-20	2	0.7
	21-29	59	21.1
	30-39	125	44.6
	40-49	60	21.4
	50-59	25	8.9
	60 or older	8	2.9
	N/A	1	0.4
Gender	Female	100	35.7
	Male	179	63.9
	Non-binary	1	0.4
Race	White/Caucasian	222	79.3
	Hispanic American	11	3.9
	Asian	31	11.1
	Multiple Ethnicity	5	1.8
	Black or African American	11	3.9
Household Income	Less than \$25,000	37	13.2
	\$25,000-\$49,000	81	28.9
	\$50,000-\$74,999	90	32.1
	\$75,000-\$150,000	63	22.5
	Over \$150,000	9	3.2
Education	Less than high school degree or equivalent	47	16.8
	Attending college	28	10.0
	Bachelor / Associate Degree	164	58.6
	Graduate degree	40	14.3
	N/A	1	0.4
Occupation	Unemployed	20	7.1
	Natural resources, construction, maintenance	13	4.6
	Sales and office	54	19.3
	Service	33	11.8
	Professional and related	77	27.5
	Management, business, financial operations	83	29.6

Table 1: Participants' demographics

Scenario design

All participants were asked to take on the following persona:

You are a 39-year-old working mom with a 3-year-old daughter. You are a product manager in a mid-sized tech company in New York and a member of the Democratic Party. You are an avid Reddit user, having used the platform for over three years. On average, you post on Reddit three times a week and frequently reply to others' posts.

The post shown in each scenario:

Scenario 1 - submitting to the r/parenting subreddit: *Hello, we are now in the process of looking for a daycare for our 3-year-old daughter. There are three daycares, one has the best staff-to-child ratio, but it's the farthest from our home. The second one is the nearest, and its price is within our budget, but it only has a very small outdoor play area. The third one is near, and it has clean, safe, and well-maintained facilities, but the staff-to-child ratio is 1:5 and it's more expensive than the other two. I wondered which one to choose and what to look for when trying to find a good "fit" for your child?*

Scenario 2 - submitting to the r/ProjectManagement subreddit: *Hey r/ProductManagement, as a seasoned PM with 5*

years under my belt at a mid-sized tech company in NY, I'm feeling the heat with all the budget cuts and on in the industry lately. With a 3k/month mortgage and a young daughter to support, the thought of a layoff is quite concerning. I'm turning to this community for advice on staying competitive and reducing the risk of facing the ax. Any suggestions or recommendations would be greatly appreciated, thanks!

Scenario 3 - submitting to the r/politicaldiscussion subreddit: *I just wanted to take a moment to say that I have no regrets about supporting President Smith. I know there's been a lot of debate and division lately, but the choice was clear to me. Here are some of the reasons why I support him: 1. His focus on rebuilding the economy and creating jobs. The pandemic has devastated the economy, and I believe President Smith's plans to invest in infrastructure, education, and small businesses will help get us back on track. 2. His leadership during the pandemic. The pandemic has been a huge challenge for everyone, and I believe President Smith has shown a steady hand in navigating the crisis and working to get the country vaccinated. I know there are differing opinions out there, but for me, President Smith is the right choice for our country. What's your opinion?*