**Appendix B: Experiment 1 Topics**

Younger-age Topics

Smart phones

Hip-hop music

Online privacy

Blogging

Current job market

WiFi

The Internet

Texting

Standardized testing

School loans

Older-age Topics

Steam engines

Retirement

Investing

Traditions

The economy

401k

Unions

Taxes

Cassette players

Home ownership

Male Topics

Fishing

Plumbing

Computers

Cars

Engines

Guns

Prostate cancer

Muscle building

Male pattern baldness

Erectile dysfunction

Female

Pregnancy

Menopause

Couponing

Cooking

Home Design

Gardening

Birth Control

Breast Cancer

Botox

Menstrual Cycles