

## APPENDIX

### Socially Mediated Internet Surveys: Recruiting Participants for Online Experiments

#### Sample Recruitment Scripts

##### Blogs

*Below are samples of emails that were sent to Bloggers in an effort to recruit social mediators.*

##### E-mail #1

I came across your blog and was wondering if you would be willing to help a team of researchers at BLANK University. We are conducting a national study of how people make sense of the information they encounter on the Internet. We think that your readership would make for an interesting and important group to be included in this project.

The survey takes roughly 10 minutes or so to complete, and responses are completely anonymous. In addition, participants will be eligible to enter a raffle for a \$50 Gift Certificate to Amazon.com.

Please take a few moments to take (and test) the survey yourself, and then we would really appreciate it if you could post the link for your readers (To avoid biasing potential respondents, we ask that you not discuss the details of the study if you do decide to help us and post the link.).

[ LINK TO SURVEY ]

Thanks so much for your consideration.

Best Regards,

NAME

ACADEMIC TITLE AND ADDRESS

##### Email #2

I am a graduate student in Political Science at BLANK University. I'm hoping you can help me out. Political scientists are doing a fairly bad job at examining what I think is a very important development in American politics: the emergence of political blogs. It is an area that is begging for further research. I am attempting to investigate the political significance of blogs and online political discourse. Any results I find will likely be presented at national and international political science conferences and hopefully published in national political science journals. In addition, and more importantly, I plan to use this data as part of my dissertation.

I have created a survey designed to examine who visits political blogs and how these people think about the 2008 election and respond to online political discussions. All survey responses will be completely confidential, and all identifying information will be stripped by the survey collection software.

I would appreciate it very much if you could post the link to this survey on your site and encourage your readers to participate. I am very happy to send you the results of the data I collect.

I have contacted 200 other blogs—liberal, conservative, and nonpartisan—and hope to receive a wide range of responses.

Any suggestions you may have for me would also be very welcome. Bloggers are far ahead of political scientists in thinking about this information.

The link to the survey is:

[ LINK TO SURVEY ]

If you choose to post it, please let me know, and please discourage your readers from discussing it (disabling the comments section would be ideal). It could bias my results if people go into it with specific expectations.

Many thanks and best regards,

NAME

ACADEMIC TITLE AND ADDRESS

#### E-mail #3

I recently discovered BLOG and have read several of your posts. In particular, I just finished reading your post, "TITLE," and found it fascinating and very informative. I especially like your emphasis on the need for clear, coherent objectives in the War on Terror, as well as establishing limits at which we will stop pursuing them. Anyway, my point is that I especially enjoyed your recent posts.

I am a graduate student in Political Science, and I am currently working on a research project concerning emotions and politics for my dissertation. I was wondering if you would you be willing to help me collect data for my project by posting a link to a very short survey (it should take less than 5 minutes to complete). It would benefit me greatly to have politically active people such as your readers take my survey. Of course, I would be more than happy to share my results with you (and your readers), once they are available.

In addition, if you agree to post the link, you will be entered into a raffle to win two \$20 gift cards to Amazon.com—one for the winning blogger and the other intended for a reader of the blogger's choosing.

If you have any reservations, I encourage you to take the survey yourself before posting it to your blog. I think you will find that it is quick, easy to complete, and interesting. If you do decide to publish the link, here is an example of what you might want to post directly to your blog:

\* \* \*

A team of researchers from BLANK University have asked us to help them study the role that emotion plays in politics. I have completed the survey myself, and it only took me a few minutes to

finish. The survey is completely anonymous. I encourage you to take a few minutes to help these researchers out.

Click the link below to begin the survey:

[ LINK TO SURVEY ]

\* \* \*

Thanks so much for your consideration!

Best Regards,

NAME

ACADEMIC TITLE AND ADDRESS

Note: This study has been approved by Blank University's Institutional Review Board protecting research involving human subjects.

### **Facebook**

*Below is an example of the type of message that could be posted on social media website like Facebook to solicit participants.*

Hi Everyone! I am working with a team of researchers at BLANK University, and we really need help recruiting participants for our online survey about religion and politics. The survey is completely anonymous and should take less than 10 minutes to complete.

We recognize that there are many different opinions on the issue. For example, some people think that this country is becoming too secular and want to see more people in government who share their values. In contrast, others think that religious groups have too much influence in politics and would rather keep religion and politics separate. We are very interested in your thoughts on this matter. What do you think about religion and politics in the U.S.?

Here is the link to the survey: If you have any questions about this survey, please contact NAME at EMAIL.

## Question Wording for Survey Items in Tables 2 and 3

**Party Identification and Political Ideology:** standard 7-point Likert scales coded with high scores correspond to a strong Democratic Party or liberal identification.

**Political Participation:** measures vary across studies. All are additive indices, but the component items vary.

Culture Wars Study (0 to 6 participatory acts):

- In talking to people about elections we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. How about you, did you vote in the 2004 elections?
- During the campaign, did you talk to any people and try to show them why they should vote for or against one of the parties or candidates?
- Did you go to any political meetings, rallies, speeches, dinners, or things like that in support for a particular candidate?
- Did you wear a campaign button, put a campaign sticker on your car, or place a sign in your window or in front of your house?
- Did you give money to an individual candidate running for public office?
- Did you give money to a political party during this election year?

Partisan Identity Studies (0 to 6 participatory acts):

- Have you ever worked for a political candidate, political party, or any other organization that supports candidates?
- Have you ever participated in a political protest, march, or demonstration?
- Have you ever written a letter to your Congressman (or Congresswoman) or any other public official?
- Have you ever contributed money to a political party or candidate?
- Did you vote in 2004?
- Did you vote in 2006?

American National Election Study, 2008 Time Series: (0 to 8 participatory acts):

- Did you vote in 2008?
- During the campaign, did you talk to any people and try to show them why they should vote for or against one of the parties or candidates?
- Did you wear a campaign button, put a campaign sticker on your car, or place a sign in your window or in front of your house?
- Did you go to any political meetings, rallies, speeches, dinners, or things like that in support of a particular candidate?
- Did you do any (other) work for one of the parties or candidates?
- Did you give money to an INDIVIDUAL CANDIDATE running for public office?
- Did you give money to a POLITICAL PARTY during this election year?
- Did you give any money to ANY OTHER GROUP that supported or opposed candidates?

**Religiosity** is captured by two items, which are analyzed separately. Both are coded such that high scores correspond to greater levels of religiosity.

*Interpretation of the Bible* is the standard NES item that asks which of the following comes closer to the respondent's view: (1) The Bible is a book written by men and is not the word of god, (2) The Bible is the word of God but not everything in it should be taken literally, word for word, (3) The Bible is the actual word of god and is to be taken literally, word for word.

*Religious Service Attendance*: the wording of items varies across studies. For the culture wars and NES studies, the options are: (1) Never, (2) once or twice a year, (3) once or twice a month, (4) almost once a week, (5) once a week, (6) more than once a week. In the partisan identity studies, options included Never (1), once every few years (2), once a year (3), a few times a year (4), once a month (5), a few times a month (6), once a week (7), and more than once a week (8).

**Vote choice.** In the Culture Wars study, respondents were asked whether they intended to vote for Kerry (1) or Bush (0) in 2004. In the Partisan Identity studies, respondents were asked whom they intended to vote for in 2008 (Clinton, Obama, Edwards, McCain, Guiliani, Romney in 2007, and McCain vs Obama in 2008) and a dummy variable created for Democratic vote for president.

### **Political Sophistication/Knowledge**

#### Culture Wars (5 items)

- **What job or political office does Dick Cheney now hold?** (Secretary of State, President, Attorney General, Don't Know)
- **What job or political office does Tony Blair now hold?** (British Prime Minister, Israeli Prime Minister, Supreme Court Justice, Attorney General, Don't Know)
- **What are the first 10 amendments of the US constitution called?** (Bill of Rights, Articles of Confederation, States' Right, Declaration of Independence, Don't Know)
- **Whose responsibility is it to determine if a law is constitutional or not . . . is it the President, the Congress, or the Supreme Court?** (President, Congress, Supreme Court, Don't Know)
- **How long is the term of a United States Senator?** (2 years, 4 years, 6 years, 8 years, don't know)

#### Partisan Identity Studies (5 items)

- **What job or political office does Dick Cheney now hold?** (Secretary of State/President of the United States/Presidential Chief of Staff/Vice President of the United States)
- **What job or political office does Harry Reid now hold?** (Secretary of State/Senate Minority Leader/Speaker of the House of Representatives/Senate Majority Leader)
- **What job or political office does John Roberts now hold?** (Vice President of the United States/Chief Justice of the United States/Senate Minority Leader/Presidential Chief of Staff)
- **What job or political office does Nancy Pelosi now hold?** (Senate Minority Leader/Speaker of the House of Representatives/Presidential Chief of Staff/Secretary of State)
- **Which party controls a majority of seats in the U.S. House of Representatives?** (Democrats/Republicans)

#### Political Metaphors, 2007 (8 items)

- **Is one of the parties more conservative than the other at the national level? Which party is more conservative?** (Democratic party; Republican party; Neither party; Don't Know)

- **What job or political office is now held by Dick Cheney?** (open-ended; **Vice President**)
- **Whose responsibility is it to determine if a law is constitutional or not?** (President; Congress; **Supreme Court**; Don't Know)
- **Which party currently has the most members in the U.S. House of Representatives?** (**Democratic party**; Republican party; Neither party; Don't Know)
- **What is the name of the current U.S. Secretary of State?** (open-ended; **Condoleezza Rice**)
- **How many judges are on the U.S. Supreme Court?** (choose a number between 1 and 30; **9**)
- **How much of a majority is required for the U.S. Senate and House of Representatives to override a presidential veto?** (open-ended; **2/3**)
- **Which branch of government does the U.S. Constitution give the sole authority to declare war?** (Executive branch; Judicial branch; **Legislative branch**; Don't Know)

Political Metaphors, 2008 (8 items)

- **Which one of the parties is more conservative than the other at the national level?** (Democratic party; **Republican party**; Neither party; Don't Know)
- **Whose responsibility is it to determine if a law is constitutional or not?** (President; Congress; **Supreme Court**; Don't Know)
- **What job does Condoleezza Rice currently hold?** (**Secretary of State**; National Security Advisor; Secretary of Defense; Director of the Central Intelligence Agency; Don't Know)
- **Which party currently has the most elected members in the U.S. House of Representatives?** (**Democratic party**; Republican party; Neither party; Don't Know)
- **How much of a majority of the both the House of Representatives and Senate are required to override a presidential veto?** (1/2; 1/2 plus 1; 3/5; **2/3**; 3/4; All members of Congress; Congress cannot override a presidential veto; Don't Know)
- **How many justices are there on the U.S. Supreme Court?** (open-ended; **9**)
- **Which branch of government does the U.S. Constitution give the sole authority to declare war?** (Executive branch; Judicial branch; **Legislative branch**; Don't Know)
- **What job does Harry Reid currently hold?** (Attorney General; Speaker of the House; Secretary of Defense; **Senate Majority Leader**; Don't Know)

ANES 2008 Time Series (3 items)

- Do you happen to know which party had the most members in the House of Representatives in Washington BEFORE the election (this/last) month?
- Do you happen to know which party had the most members in the U.S. Senate BEFORE the election (this/last) month?
- Which party is more conservative?