Online Appendix
From Protest to Child-Rearing:
How Movement Politics Shape Socialization Priorities

Contents

Appendix 1 Facebook Posts

Data were collected through CrowdTangle's interface. CrowdTangle's terms and conditions prevent sharing the raw data (i.e., original posts and attendant information). Our replication data include our coded dataset to respect these terms and conditions of use. Details on the parenting pages used and the coding scheme are on the article's Dataverse page.

Appendix 2 Observational Study

2.1 Tables and Figures for Observational Survey Study

- Table A.1 reports the full parameter estimates for the observational analyses from the RPS study reported in the main text in Table 2.

- Table A.2 reports the parameter estimates from observational analyses using a measure of total protest activity within 25 miles of a respondent instead of the share of peaceful protests.

- Tables A.3 and A.4 report the results from analyses moderating all predictors by partisanship, done by estimating separate linear regressions by partisanship with independent "leaners" coded with their related partisan group.

- The supplementary material on the article's Dataverse page includes discussion on data quality checks and additional analyses investigating the influence of various weighting schemes on the Lucid quota sample. We find results look similar across different sample composition benchmarks, and few respondents qualify as careless.

Table A.1: Correlates of Parenting Actions Compared to Never-Doers, Share Peaceful Protest Measure

	In-Home Actions		Public-Facing Actions	
	Any	First Time	Any	First Time
Partisanship (Republican)	−.146*	−.091	−.128*	−.119*
	(.039)	(.053)	(.038)	(.044)
COVID Left Workforce	.050	.042	.040	.050
	(.060)	(.063)	(.049)	(.051)
COVID Reduced Hours	.121*	.229*	.184*	.160*
	(.034)	(.045)	(.033)	(.036)
Share Peaceful Protests	−.022	.042	.148	.286*
	(.154)	(.183)	(.138)	(.140)
Heard BLM	−.023	−.073*	−.060*	−.039
	(.030)	(.036)	(.028)	(.028)
Understand BLM	.023	.038	.083*	.081*
	(.023)	(.027)	(.021)	(.022)
Oldest Child's Age	.002	.058	.147*	.157*
	(.076)	(.088)	(.064)	(.068)
Age	−.271*	−.480*	−.512*	−.432*
	(.120)	(.137)	(.107)	(.110)
Education	.241*	.403*	.279*	.262*
	(.063)	(.078)	(.055)	(.056)
Income	.056	−.058	.090	.095
	(.078)	(.095)	(.069)	(.069)
Woman	−.111*	−.182*	−.182*	−.177*
	(.038)	(.050)	(.038)	(.041)
Zip: Proportion Black	.073	−.046	.019	.002
	(.112)	(.163)	(.101)	(.118)
Zip: Proportion College Degree	.299	.236	.108	.114
	(.221)	(.264)	(.212)	(.223)
Zip: Median Income	−.284	−.359	−.056	−.037
	(.220)	(.272)	(.202)	(.223)
Zip: Biden Margin	.062	.220	.284*	.220
	(.111)	(.144)	(.113)	(.123)
Constant	.674*	.519*	.204	−.051
	(.164)	(.197)	(.143)	(.145)
Observations	803	501	803	663
R^2	.191	.366	.377	.339
Residual Std. Error	.430	.403	.395	.383

Note: OLS regression results with robust standard errors in parentheses. Measures scaled 0-1. The models labeled "Any" compare those who report taking actions after May 2020 (1) to those who do not report taking action (0). The models labeled "First Time" restrict the sample to never-doers (0) and first timers (1), thus providing a more restrictive test by comparing parents who are not habitually taking these actions in their racial parenting. *p<0.05.

Table A.2: Correlates of Parenting Actions Compared to Never-Doers, Protest Intensity Measure

	In-Home Actions		Public-Facing Actions	
	Any	First Time	Any	First Time
Partisanship (Republican)	−.155*	−.094	−.136*	−.131*
	(.038)	(.052)	(.037)	(.042)
COVID Left Workforce	.026	.014	.029	.041
	(.058)	(.060)	(.046)	(.048)
COVID Reduced Hours	.099*	.203*	.174*	.149*
	(.033)	(.044)	(.032)	(.035)
Protest Intensity	.001	−.003	−.003	−.009*
	(.005)	(.006)	(.004)	(.004)
Heard BLM	−.024	−.080*	−.068*	−.052
	(.030)	(.036)	(.027)	(.027)
Understand BLM	.029	.051	.080*	.076*
	(.022)	(.026)	(.020)	(.021)
Oldest Child's Age	.010	.070	.171*	.178*
	(.074)	(.087)	(.062)	(.065)
Age	−.271*	−.484*	−.500*	−.415*
	(.119)	(.136)	(.104)	(.106)
Education	.252*	.400*	.284*	.275*
	(.061)	(.076)	(.054)	(.055)
Income	.042	−.065	.098	.103
	(.076)	(.092)	(.067)	(.067)
Woman	−.108*	−.181*	−.178*	−.168*
	(.038)	(.050)	(.037)	(.040)
Zip: Proportion Black	.072	−.028	.024	.013
	(.111)	(.161)	(.100)	(.116)
Zip: Proportion College Degree	.267	.233	.197	.196
	(.215)	(.257)	(.204)	(.215)
Zip: Median Income	−.226	−.292	−.094	−.072
	(.217)	(.268)	(.197)	(.214)
Zip: Biden Margin	.051	.224	.291*	.243*
	(.111)	(.143)	(.112)	(.122)
Constant	.644*	.553*	.339*	.238*
	(.097)	(.126)	(.090)	(.091)
Observations	839	523	839	696
R^2	.187	.355	.383	.342
Residual Std. Error	.432	.406	.392	.380

Note: OLS regression results with robust standard errors in parentheses. Measures scaled 0-1. The models labeled "Any" compare those who report taking actions after May 2020 (1) to those who do not report taking action (0). The models labeled "First Time" restrict the sample to never-doers (0) and first timers (1), thus providing a more restrictive test by comparing parents who are not habitually taking these actions in their racial parenting. *p<0.05.

Table A.3: Correlates of In-Home Parenting Decisions by Partisanship

	Any				First-Time			
	Dems.	Reps.	Dems.	Reps.	Dems.	Reps.	Dems.	Reps.
COVID Left Workforce	.045	.249**	.036	.194*	.117	.101	.104	.025
	(.080)	(.109)	(.080)	(.103)	(.101)	(.126)	(.100)	(.107)
COVID Reduced Hours	.101**	.151***	.084*	.139**	.234***	.251***	.212***	.226***
	(.044)	(.058)	(.043)	(.057)	(.070)	(.067)	(.070)	(.065)
Share Peaceful Protest	.112	−.275			.109	−.154		
	(.209)	(.245)			(.287)	(.284)		
Protest Intensity			−.005	.006			−.005	.003
			(.006)	(.008)			(.010)	(.009)
Heard BLM	.001	−.039	.009	−.049	−.084	−.025	−.078	−.042
	(.041)	(.052)	(.040)	(.050)	(.058)	(.057)	(.058)	(.054)
Understand BLM	.047	.010	.040	.024	.070*	.019	.077*	.036
	(.031)	(.036)	(.030)	(.035)	(.041)	(.040)	(.042)	(.039)
Oldest Child's Age	−.031	.065	−.047	.102	−.035	.107	−.075	.178
	(.099)	(.129)	(.097)	(.125)	(.138)	(.141)	(.137)	(.138)
Age	−.405**	−.403**	−.400**	−.381*	−.654***	−.635***	−.676***	−.635***
	(.173)	(.198)	(.171)	(.196)	(.202)	(.218)	(.202)	(.218)
Education	.154*	.370***	.165*	.378***	.349***	.466***	.347***	.444***
	(.087)	(.104)	(.086)	(.100)	(.121)	(.117)	(.122)	(.113)
Income	.029	.066	.044	.018	−.088	−.087	−.066	−.117
	(.114)	(.130)	(.112)	(.126)	(.164)	(.148)	(.164)	(.142)
Woman	−.159***	−.058	−.147***	−.066	−.215***	−.148*	−.204***	−.156**
	(.050)	(.068)	(.050)	(.067)	(.075)	(.081)	(.076)	(.079)
Zip: Proportion Black	.079	.125	.069	.181	.095	−.091	.073	.005
	(.126)	(.228)	(.127)	(.223)	(.211)	(.315)	(.210)	(.311)
Zip: Proportion College Degree	.062	.360	.050	.312	−.002	.079	−.075	.278
	(.276)	(.450)	(.267)	(.429)	(.375)	(.524)	(.368)	(.494)
Zip: Median Income	−.116	−.290	−.110	−.131	−.131	−.129	−.063	−.148
	(.271)	(.430)	(.267)	(.419)	(.376)	(.497)	(.376)	(.486)
Zip: Biden Margin	−.020	.047	.008	−.033	.104	.261	.143	.181
	(.140)	(.206)	(.137)	(.210)	(.208)	(.248)	(.204)	(.253)
Constant	.657***	.714***	.776***	.398**	.578*	.569*	.695***	.379**
	(.221)	(.276)	(.140)	(.156)	(.336)	(.302)	(.218)	(.181)
Observations	389	319	402	338	222	216	227	230
R^2	.148	.195	.138	.184	.342	.324	.323	.316
Residual Std. Error	.386	.454	.386	.457	.407	.413	.412	.414

Note: OLS regression results with robust standard errors in parentheses. Measures scaled 0-1. The models labeled "Any" compare those who report taking actions after May 2020 (1) to those who do not report taking action (0). The models labeled "First Time" restrict the sample to never-doers (0) and first timers (1), thus providing a more restrictive test by comparing parents who are not habitually taking these actions in their racial parenting. *$p<0.05$.

4

Table A.4: Correlates of Public Facing Parenting Decisions by Partisanship

	Any				First-Time			
	Dems.	Reps.	Dems.	Reps.	Dems.	Reps.	Dems.	Reps.
COVID Left Workforce	.061	.087	.058	.047	.035	.117	.043	.073
	(.074)	(.076)	(.073)	(.067)	(.085)	(.076)	(.083)	(.067)
COVID Reduced Hours	.163***	.221***	.158***	.200***	.130**	.195***	.124**	.176***
	(.048)	(.053)	(.047)	(.052)	(.055)	(.055)	(.053)	(.054)
Share Peaceful Protest	.067	.141			.337	.172		
	(.230)	(.190)			(.263)	(.167)		
Protest Intensity			−.003	.001			−.011	−.001
			(.007)	(.006)			(.008)	(.006)
Heard BLM	−.050	−.036	−.051	−.051	−.031	−.025	−.034	−.041
	(.041)	(.040)	(.042)	(.039)	(.047)	(.037)	(.048)	(.036)
Understand BLM	.168***	.012	.156***	.013	.210***	−.001	.192***	.0004
	(.032)	(.031)	(.034)	(.029)	(.036)	(.031)	(.038)	(.030)
Oldest Child's Age	.272***	.025	.288***	.081	.361***	−.037	.377***	.015
	(.096)	(.099)	(.095)	(.096)	(.105)	(.099)	(.104)	(.095)
Age	−.882***	−.394**	−.846***	−.406***	−.976***	−.225	−.934***	−.234*
	(.148)	(.159)	(.147)	(.153)	(.157)	(.149)	(.156)	(.141)
Education	.350***	.336***	.368***	.319***	.373***	.320***	.408***	.308***
	(.081)	(.084)	(.079)	(.082)	(.084)	(.084)	(.082)	(.081)
Income	.108	.117	.121	.112	.101	.136	.114	.127
	(.109)	(.100)	(.106)	(.096)	(.113)	(.094)	(.112)	(.090)
Woman	−.175***	−.193***	−.168***	−.192***	−.139**	−.202***	−.129**	−.197***
	(.052)	(.060)	(.051)	(.057)	(.060)	(.061)	(.059)	(.058)
Zip: Proportion Black	.054	−.011	.046	.046	.104	−.044	.089	.024
	(.120)	(.213)	(.120)	(.207)	(.160)	(.213)	(.162)	(.207)
Zip: Proportion College Degree	−.107	−.062	−.019	.096	−.072	−.170	.001	−.032
	(.287)	(.407)	(.281)	(.387)	(.311)	(.399)	(.306)	(.382)
Zip: Median Income	.221	−.118	.147	−.133	.320	−.131	.239	−.127
	(.264)	(.402)	(.261)	(.385)	(.314)	(.398)	(.310)	(.377)
Zip: Biden Margin	.156	.443**	.159	.414**	.074	.359**	.091	.327*
	(.154)	(.176)	(.156)	(.179)	(.180)	(.181)	(.183)	(.187)
Constant	.066	.227	.126	.324**	−.440	.140	−.089	.271**
	(.238)	(.207)	(.146)	(.130)	(.269)	(.188)	(.155)	(.127)
Observations	389	319	402	338	294	278	305	296
R²	.379	.371	.378	.368	.401	.335	.392	.324
Residual Std. Error	.396	.381	.397	.378	.395	.351	.398	.349

Note: OLS regression results with robust standard errors in parentheses. Measures scaled 0-1. The models labeled "Any" compare those who report taking actions after May 2020 (1) to those who do not report taking action (0). The models labeled "First Time" restrict the sample to never-doers (0) and first timers (1), thus providing a more restrictive test by comparing parents who are not habitually taking these actions in their racial parenting. *p<0.05.

2.2 Models with Individual Items

Tables A.5-A.12 repeat the same comparisons of taking any action after May 2020 to never doers, and first-timers to never doers, but for each item in each indicator. Tables A.5-A.8 include our peaceful protest measure our while Tables A.9-A.12 use the secondary protest count measure.

Generally parameter estimates for our key predictors of partisanship, COVID-induced employment changes, and protest activity have similar relationships with individual items as they do with the binary indicator variables that include all the relevant items. In few instances do signs change and while we find some fluctuation in statistical significance across items, this is potentially connected to changes in statistical power focusing on individual items rather than the greater variation we achieve with our indicator variable.

This pattern of results makes sense in light of the high levels of internal consistency if we combine the items used to construct each indicator into an additive index (Revelle's $\omega_t = .89$ for in home actions and Revelle's $\omega_t = .93$ for public actions). We also find the items are similarly related to each other within each set. Estimating CFAs recovers standardized factor loadings ranging from .58-.83 (mean = .69) for the in-home actions and .61-.83 (mean = .72) for the public facing actions, indicative of items capturing meaningful common variance (Brown 2015).

Table A.5: Correlates of Any In-Home Actions

	Book w/Diverse Characters	Book about non-White Historical Figures	Book about discrimina-tion	Book about teaching kids about race	Bought item to increase exposure to diversity	Movie with Diverse cast/characters
	(1)	(2)	(3)	(4)	(5)	(6)
Partisanship (Republican)	−.134***	−.029	−.151***	−.022	−.084**	−.140***
	(.040)	(.044)	(.041)	(.038)	(.040)	(.045)
COVID Left Workforce	.020	−.039	−.008	−.074**	.028	−.008
	(.045)	(.050)	(.049)	(.035)	(.049)	(.063)
COVID Reduced Hours	.089***	.060*	.012	.046	.179***	.023
	(.031)	(.035)	(.033)	(.030)	(.034)	(.037)
Protest Intensity	−.006	−.002	−.002	−.003	.003	.001
	(.005)	(.005)	(.004)	(.004)	(.005)	(.005)
Heard BLM	−.045	−.007	.035	.011	−.011	.066**
	(.027)	(.030)	(.026)	(.024)	(.027)	(.032)
Understand BLM	.055***	.048**	.026	.035*	.048**	.031
	(.020)	(.022)	(.019)	(.019)	(.020)	(.024)
Oldest Child's Age	−.027	−.029	.120**	.043	.052	.035
	(.064)	(.069)	(.061)	(.055)	(.068)	(.079)
Age	−.167*	−.029	−.241**	−.239***	−.205*	−.146
	(.091)	(.106)	(.100)	(.092)	(.106)	(.124)
Education	.178***	.220***	.091*	.166***	.124**	.208***
	(.050)	(.058)	(.053)	(.043)	(.055)	(.063)
Income	.100*	−.002	.092	.018	.080	.092
	(.057)	(.067)	(.063)	(.050)	(.065)	(.077)
Woman	−.099***	−.084**	−.125***	−.115***	−.192***	.001
	(.034)	(.037)	(.035)	(.031)	(.034)	(.040)
Zip: Proportion Black	.121	.375***	.087	.050	−.089	.164
	(.115)	(.121)	(.110)	(.106)	(.110)	(.123)
Zip: Proportion College Degree	.374*	.426*	.146	.240	.386*	−.123
	(.206)	(.225)	(.214)	(.191)	(.214)	(.240)
Zip: Median Income	−.398*	−.347	−.164	−.231	−.508**	.015
	(.211)	(.213)	(.214)	(.181)	(.206)	(.237)
Zip: Biden Margin	.030	−.200	.161	.053	.200	−.096
	(.118)	(.128)	(.120)	(.114)	(.122)	(.134)
Constant	.245***	.136	.221***	.149*	.286***	.158
	(.085)	(.093)	(.084)	(.077)	(.089)	(.103)
Observations	838	838	838	838	839	839
R^2	.186	.106	.137	.130	.242	.081
Residual Std. Error	.396	.442	.407	.370	.404	.476

Note: *p<0.1; **p<0.05; ***p<0.01
OLS regression results with robust standard errors in parentheses. Measures scaled 0-1.

Table A.6: Correlates of First-Time In-Home Actions

	Book w/Diverse Characters	Book about non-White Historical Figures	Book about discrimination	Book about teaching kids about race	Bought item to increase exposure to diversity	Movie with Diverse cast/characters
	(1)	(2)	(3)	(4)	(5)	(6)
Partisanship (Republican)	−.053	.058	−.036	.014	.013	−.013
	(.034)	(.038)	(.031)	(.028)	(.038)	(.041)
COVID Left Workforce	.034	.011	.001	.016	.041	.026
	(.038)	(.038)	(.036)	(.028)	(.039)	(.049)
COVID Reduced Hours	.060**	.057**	.011	.050**	.155***	.069**
	(.025)	(.028)	(.024)	(.021)	(.030)	(.033)
Protest Intensity	−.004	.0004	.0002	−.0002	−.0002	.002
	(.004)	(.004)	(.004)	(.003)	(.004)	(.005)
Heard BLM	−.048**	−.079***	−.007	.004	−.035	.005
	(.023)	(.025)	(.021)	(.017)	(.023)	(.027)
Understand BLM	.035**	.057***	.010	.014	.049***	.021
	(.017)	(.018)	(.014)	(.013)	(.017)	(.022)
Oldest Child's Age	.012	.024	.111***	.010	.058	−.033
	(.048)	(.050)	(.041)	(.038)	(.054)	(.061)
Age	−.086	.021	−.212***	−.044	−.132*	−.194**
	(.067)	(.085)	(.071)	(.070)	(.080)	(.081)
Education	.114***	.127***	.072*	.088***	.166***	.156***
	(.039)	(.042)	(.037)	(.031)	(.048)	(.048)
Income	.025	−.049	−.048	−.003	−.004	.042
	(.042)	(.048)	(.046)	(.032)	(.054)	(.060)
Woman	−.078***	−.081***	−.081***	−.053**	−.135***	−.003
	(.025)	(.029)	(.025)	(.023)	(.029)	(.032)
Zip: Proportion Black	.034	−.053	−.081	−.073	−.202**	.139
	(.110)	(.119)	(.077)	(.058)	(.095)	(.128)
Zip: Proportion College Degree	.113	.014	−.047	.017	.293	−.268
	(.177)	(.175)	(.145)	(.140)	(.192)	(.199)
Zip: Median Income	−.217	−.178	.029	−.104	−.379*	.126
	(.186)	(.150)	(.145)	(.125)	(.196)	(.186)
Zip: Biden Margin	.067	.038	.057	.051	.233**	−.121
	(.099)	(.113)	(.092)	(.089)	(.116)	(.128)
Constant	.158**	.108	.165***	.038	.129*	.031
	(.065)	(.078)	(.054)	(.049)	(.076)	(.071)
Observations	696	648	681	726	691	563
R^2	.125	.092	.062	.063	.227	.073
Residual Std. Error	.285	.300	.265	.243	.321	.320

Note: 								*p<0.1; **p<0.05; ***p<0.01
OLS regression results with robust standard errors in parentheses. Measures scaled 0-1.

Table A.7: Correlates of Any Public Facing Actions

	Attend BLM Protest	Change Kid School	Made BLM Sign	Attend Community meeting	Attend Antiracism workshop w/kid	Antiracism parenting workshop
	(1)	(2)	(3)	(4)	(5)	(6)
Partisanship (Republican)	−.081**	−.049	−.020	−.047	−.077**	−.037
	(.036)	(.038)	(.038)	(.038)	(.036)	(.032)
COVID Left Workforce	.032	.029	−.002	.055	−.047	−.020
	(.043)	(.040)	(.040)	(.043)	(.036)	(.032)
COVID Reduced Hours	.054*	.051*	.075**	.080***	.077***	.064**
	(.028)	(.028)	(.030)	(.029)	(.028)	(.026)
Protest Intensity	−.001	.001	−.004	.001	−.005	−.008**
	(.004)	(.004)	(.004)	(.004)	(.004)	(.004)
Heard BLM	.016	−.080***	−.009	−.058**	−.021	−.003
	(.022)	(.025)	(.023)	(.025)	(.023)	(.020)
Understand BLM	.062***	.022	.061***	.052***	.050***	−.001
	(.017)	(.019)	(.017)	(.018)	(.016)	(.015)
Oldest Child's Age	.133**	−.009	.057	.067	.161***	.072
	(.052)	(.054)	(.054)	(.054)	(.051)	(.047)
Age	−.079	−.022	−.256***	−.074	−.120	−.196***
	(.073)	(.082)	(.083)	(.082)	(.087)	(.075)
Education	.104**	.140***	.110**	.139***	.172***	.223***
	(.043)	(.041)	(.045)	(.045)	(.039)	(.035)
Income	.048	−.004	.076	.066	.029	.031
	(.051)	(.047)	(.053)	(.052)	(.046)	(.041)
Woman	−.123***	−.130***	−.106***	−.153***	−.133***	−.038
	(.028)	(.029)	(.032)	(.030)	(.029)	(.025)
Zip: Proportion Black	.093	.212**	.064	.067	−.028	.056
	(.104)	(.103)	(.098)	(.101)	(.097)	(.093)
Zip: Proportion College Degree	.213	.343*	.405**	.253	.166	−.190
	(.182)	(.194)	(.198)	(.192)	(.183)	(.163)
Zip: Median Income	−.244	−.268	−.164	−.403**	−.074	.129
	(.183)	(.200)	(.199)	(.189)	(.192)	(.163)
Zip: Biden Margin	.240**	−.056	.206*	.157	.106	.102
	(.110)	(.106)	(.113)	(.113)	(.103)	(.100)
Constant	−.001	.223***	.057	.174**	.055	.079
	(.070)	(.075)	(.079)	(.076)	(.075)	(.063)
Observations	839	839	839	839	839	839
R²	.195	.139	.188	.194	.202	.131
Residual Std. Error	.343	.347	.370	.358	.344	.315

Note: *p<0.1; **p<0.05; ***p<0.01

OLS regression results with robust standard errors in parentheses. Measures scaled 0-1.

Table A.8: Correlates of First-Time Public Facing Actions

	Attend BLM Protest	Change Kid School	Made BLM Sign	Attend Community meeting	Attend Antiracism workshop w/kid	Antiracism parenting workshop
	(1)	(2)	(3)	(4)	(5)	(6)
Partisanship (Republican)	−.037	.025	−.037	−.018	−.055**	−.035
	(.029)	(.029)	(.033)	(.029)	(.026)	(.022)
COVID Left Workforce	.019	.016	−.035	.056	−.022	.013
	(.035)	(.033)	(.029)	(.037)	(.023)	(.028)
COVID Reduced Hours	.021	−.003	.020	.021	.051**	.044**
	(.022)	(.021)	(.026)	(.021)	(.023)	(.022)
Protest Intensity	−.004	−.00003	−.006*	−.002	−.005	−.007**
	(.003)	(.003)	(.003)	(.003)	(.003)	(.003)
Heard BLM	.011	−.036*	.012	−.039**	−.007	−.024
	(.016)	(.021)	(.019)	(.019)	(.016)	(.016)
Understand BLM	.045***	.019	.048***	.022	.026**	.005
	(.013)	(.016)	(.014)	(.014)	(.011)	(.012)
Oldest Child's Age	.066*	−.003	.062	.061	.064*	.036
	(.040)	(.038)	(.044)	(.041)	(.039)	(.037)
Age	−.066	−.040	−.125*	−.104*	−.069	−.135**
	(.053)	(.055)	(.069)	(.058)	(.071)	(.060)
Education	.023	.089***	.035	.136***	.072**	.126***
	(.032)	(.031)	(.038)	(.030)	(.028)	(.031)
Income	.040	−.049	.032	.017	−.003	.004
	(.039)	(.038)	(.045)	(.037)	(.035)	(.033)
Woman	−.062***	−.071***	−.064**	−.071***	−.061***	−.001
	(.021)	(.022)	(.027)	(.022)	(.023)	(.020)
Zip: Proportion Black	.054	.069	−.055	.042	−.030	.011
	(.088)	(.085)	(.057)	(.092)	(.062)	(.064)
Zip: Proportion College Degree	.181	−.032	.249	.181	−.020	−.158
	(.144)	(.144)	(.172)	(.140)	(.139)	(.125)
Zip: Median Income	−.158	.031	.021	−.404***	.092	.165
	(.148)	(.153)	(.169)	(.136)	(.151)	(.130)
Zip: Biden Margin	.140	−.055	.101	.100	.004	.017
	(.091)	(.089)	(.092)	(.092)	(.079)	(.080)
Constant	−.007	.102*	−.009	.141***	.041	.071
	(.050)	(.054)	(.061)	(.052)	(.050)	(.049)
Observations	751	749	743	730	743	780
R^2	.104	.048	.114	.132	.088	.074
Residual Std. Error	.255	.242	.293	.244	.246	.236

Note: *p<0.1; **p<0.05; ***p<0.01

OLS regression results with robust standard errors in parentheses. Measures scaled 0-1.

Table A.9: Correlates of Any In-Home Actions

	Book w/Diverse Characters	Book about non-White Historical Figures	Book about discrimination	Book about teaching kids about race	Bought item to increase exposure to diversity	Movie with Diverse cast/characters
	(1)	(2)	(3)	(4)	(5)	(6)
Partisanship (Republican)	−.132***	−.020	−.143***	−.012	−.094**	−.145***
	(.041)	(.045)	(.043)	(.039)	(.041)	(.046)
COVID Left Workforce	.031	−.022	.003	−.069*	.042	.003
	(.048)	(.052)	(.052)	(.036)	(.051)	(.065)
COVID Reduced Hours	.100***	.075**	.023	.058*	.190***	.042
	(.032)	(.036)	(.034)	(.031)	(.034)	(.038)
Peaceful Protest Share	.190	.057	−.126	.103	.096	−.113
	(.130)	(.148)	(.151)	(.135)	(.137)	(.163)
Heard BLM	−.039	−.010	.035	.011	−.002	.066**
	(.028)	(.030)	(.026)	(.025)	(.028)	(.033)
Understand BLM	.054***	.052**	.031	.038**	.049**	.030
	(.021)	(.022)	(.020)	(.019)	(.022)	(.025)
Oldest Child's Age	−.039	−.012	.097	.041	.038	.023
	(.066)	(.070)	(.063)	(.056)	(.070)	(.081)
Age	−.140	−.026	−.243**	−.253***	−.190*	−.132
	(.093)	(.108)	(.103)	(.095)	(.108)	(.125)
Education	.189***	.202***	.083	.164***	.121**	.211***
	(.051)	(.059)	(.055)	(.045)	(.056)	(.065)
Income	.090	.002	.082	.012	.082	.091
	(.059)	(.068)	(.066)	(.052)	(.067)	(.080)
Woman	−.099***	−.094**	−.126***	−.124***	−.193***	.001
	(.034)	(.038)	(.036)	(.032)	(.035)	(.041)
Zip: Proportion Black	.118	.355***	.059	.056	−.083	.154
	(.117)	(.123)	(.112)	(.108)	(.113)	(.125)
Zip: Proportion College Degree	.388*	.448*	.075	.203	.384*	−.116
	(.212)	(.229)	(.220)	(.196)	(.218)	(.244)
Zip: Median Income	−.448**	−.387*	−.137	−.191	−.530**	−.011
	(.216)	(.214)	(.219)	(.184)	(.208)	(.240)
Zip: Biden Margin	.010	−.180	.139	.027	.211*	−.105
	(.117)	(.127)	(.118)	(.112)	(.121)	(.132)
Constant	.042	.067	.338**	.041	.204	.269
	(.136)	(.152)	(.153)	(.141)	(.149)	(.174)
Observations	802	802	802	802	803	803
R^2	.191	.109	.130	.135	.248	.085
Residual Std. Error	.396	.440	.410	.371	.404	.476

Note: *p<0.1; **p<0.05; ***p<0.01
OLS regression results with robust standard errors in parentheses. Measures scaled 0-1.

Table A.10: Correlates of First-Time In-Home Actions

	Book w/Diverse Characters	Book about non-White Historical Figures	Book about discrimination	Book about teaching kids about race	Bought item to increase exposure to diversity	Movie with Diverse cast/characters
	(1)	(2)	(3)	(4)	(5)	(6)
Partisanship (Republican)	−.052	.054	−.042	.016	.003	−.013
	(.034)	(.039)	(.032)	(.029)	(.039)	(.043)
COVID Left Workforce	.045	.015	.002	.018	.051	.033
	(.040)	(.040)	(.039)	(.029)	(.041)	(.051)
COVID Reduced Hours	.070***	.057**	.014	.052**	.167***	.075**
	(.025)	(.028)	(.024)	(.022)	(.031)	(.033)
Peaceful Protest Share	.129	.084	.103	−.004	.086	.078
	(.093)	(.104)	(.093)	(.093)	(.120)	(.129)
Heard BLM	−.041*	−.079***	−.002	.004	−.027	.007
	(.024)	(.026)	(.022)	(.017)	(.024)	(.028)
Understand BLM	.031*	.055***	.011	.015	.050***	.020
	(.017)	(.018)	(.015)	(.014)	(.018)	(.022)
Oldest Child's Age	.012	.024	.103**	.011	.034	−.028
	(.047)	(.052)	(.042)	(.039)	(.056)	(.064)
Age	−.058	.013	−.217***	−.047	−.113	−.180**
	(.067)	(.087)	(.074)	(.072)	(.082)	(.081)
Education	.123***	.122***	.072*	.090***	.163***	.167***
	(.039)	(.042)	(.039)	(.032)	(.049)	(.049)
Income	.018	−.041	−.053	−.006	−.009	.038
	(.043)	(.049)	(.049)	(.033)	(.057)	(.062)
Woman	−.077***	−.085***	−.082***	−.058**	−.133***	−.008
	(.026)	(.030)	(.026)	(.024)	(.030)	(.033)
Zip: Proportion Black	.043	−.070	−.083	−.079	−.215**	.151
	(.113)	(.121)	(.079)	(.060)	(.097)	(.131)
Zip: Proportion College Degree	.135	.012	−.098	.022	.267	−.278
	(.178)	(.180)	(.150)	(.146)	(.195)	(.206)
Zip: Median Income	−.267	−.174	.049	−.103	−.390*	.127
	(.189)	(.154)	(.150)	(.129)	(.200)	(.189)
Zip: Biden Margin	.073	.062	.062	.039	.244**	−.124
	(.097)	(.113)	(.089)	(.088)	(.114)	(.122)
Constant	.011	.047	.085	.041	.052	−.035
	(.100)	(.113)	(.096)	(.094)	(.130)	(.141)
Observations	663	624	651	695	658	540
R^2	.135	.092	.062	.064	.229	.077
Residual Std. Error	.280	.301	.268	.248	.322	.323

Note: *p<0.1; **p<0.05; ***p<0.01

OLS regression results with robust standard errors in parentheses. Measures scaled 0-1.

Table A.11: Correlates of Any Public Facing Actions

	Attend BLM Protest	Change Kid School	Made BLM Sign	Attend Community meeting	Attend Antiracism workshop w/kid	Antiracism parenting workshop
	(1)	(2)	(3)	(4)	(5)	(6)
Partisanship (Republican)	−.072*	−.042	−.018	−.042	−.070*	−.027
	(.037)	(.038)	(.040)	(.039)	(.036)	(.032)
COVID Left Workforce	.035	.031	.003	.057	−.044	−.015
	(.045)	(.042)	(.043)	(.045)	(.039)	(.034)
COVID Reduced Hours	.049*	.054*	.081***	.077**	.086***	.073***
	(.029)	(.029)	(.031)	(.030)	(.029)	(.027)
Peaceful Protest Share	.147	.098	.097	.228**	−.044	.037
	(.113)	(.112)	(.127)	(.114)	(.125)	(.111)
Heard BLM	.013	−.080***	−.006	−.049*	−.023	−.003
	(.022)	(.025)	(.024)	(.025)	(.023)	(.021)
Understand BLM	.071***	.026	.062***	.052***	.058***	.003
	(.017)	(.019)	(.018)	(.019)	(.016)	(.015)
Oldest Child's Age	.119**	−.011	.030	.069	.140***	.051
	(.054)	(.056)	(.056)	(.056)	(.053)	(.048)
Age	−.067	−.024	−.267***	−.079	−.117	−.196***
	(.075)	(.084)	(.085)	(.083)	(.090)	(.076)
Education	.114**	.146***	.110**	.142***	.175***	.215***
	(.044)	(.043)	(.047)	(.046)	(.041)	(.036)
Income	.031	−.008	.074	.056	.003	.024
	(.053)	(.049)	(.055)	(.053)	(.048)	(.042)
Woman	−.126***	−.137***	−.104***	−.162***	−.136***	−.038
	(.028)	(.030)	(.033)	(.031)	(.030)	(.026)
Zip: Proportion Black	.085	.219**	.064	.056	−.041	.058
	(.106)	(.105)	(.100)	(.102)	(.099)	(.096)
Zip: Proportion College Degree	.151	.295	.327	.173	.098	−.182
	(.187)	(.198)	(.206)	(.197)	(.188)	(.166)
Zip: Median Income	−.221	−.239	−.149	−.361*	−.043	.115
	(.188)	(.205)	(.206)	(.192)	(.197)	(.167)
Zip: Biden Margin	.263**	−.046	.180	.206*	.076	.049
	(.108)	(.105)	(.113)	(.112)	(.102)	(.101)
Constant	−.136	.136	−.027	−.021	.079	.013
	(.118)	(.123)	(.129)	(.125)	(.134)	(.110)
Observations	803	803	803	803	803	803
R²	.194	.142	.177	.195	.195	.122
Residual Std. Error	.345	.349	.374	.360	.346	.318

Note: *p<0.1; **p<0.05; ***p<0.01

OLS regression results with robust standard errors in parentheses. Measures scaled 0-1.

Table A.12: Correlates of First-Time Public Facing Actions

	Attend BLM Protest	Change Kid School	Made BLM Sign	Attend Community meeting	Attend Antiracism workshop w/kid	Antiracism parenting workshop
	(1)	(2)	(3)	(4)	(5)	(6)
Partisanship (Republican)	−.025	.038	−.035	−.023	−.053*	−.034
	(.029)	(.029)	(.035)	(.029)	(.027)	(.023)
COVID Left Workforce	.020	.019	−.036	.057	−.022	.018
	(.037)	(.034)	(.030)	(.039)	(.024)	(.029)
COVID Reduced Hours	.016	−.001	.023	.020	.055**	.053**
	(.022)	(.022)	(.027)	(.022)	(.023)	(.022)
Peaceful Protest Share	.211***	.111	.194*	.205**	.109	.066
	(.082)	(.074)	(.105)	(.080)	(.097)	(.073)
Heard BLM	.010	−.036*	.015	−.033*	−.006	−.020
	(.017)	(.021)	(.020)	(.020)	(.016)	(.017)
Understand BLM	.055***	.024	.050***	.023	.028**	.005
	(.013)	(.015)	(.015)	(.015)	(.011)	(.012)
Oldest Child's Age	.062	.004	.051	.058	.056	.021
	(.041)	(.039)	(.046)	(.042)	(.040)	(.038)
Age	−.059	−.047	−.131*	−.105*	−.072	−.136**
	(.054)	(.056)	(.071)	(.059)	(.073)	(.061)
Education	.022	.088***	.028	.137***	.070**	.115***
	(.033)	(.033)	(.040)	(.031)	(.030)	(.031)
Income	.021	−.056	.026	.011	−.014	.005
	(.039)	(.039)	(.047)	(.038)	(.037)	(.034)
Woman	−.070***	−.081***	−.068**	−.076***	−.064***	.002
	(.022)	(.023)	(.028)	(.023)	(.024)	(.021)
Zip: Proportion Black	.040	.071	−.054	.039	−.033	.015
	(.090)	(.089)	(.058)	(.093)	(.064)	(.066)
Zip: Proportion College Degree	.166	−.067	.221	.155	−.045	−.142
	(.148)	(.145)	(.178)	(.144)	(.144)	(.126)
Zip: Median Income	−.145	.074	.030	−.401***	.100	.141
	(.152)	(.155)	(.175)	(.140)	(.158)	(.132)
Zip: Biden Margin	.149*	−.044	.071	.106	−.022	−.026
	(.088)	(.088)	(.093)	(.089)	(.076)	(.078)
Constant	−.220**	−.008	−.196*	−.044	−.068	−.016
	(.087)	(.081)	(.110)	(.091)	(.105)	(.071)
Observations	718	715	711	697	712	746
R^2	.114	.058	.109	.139	.084	.065
Residual Std. Error	.255	.241	.298	.247	.250	.237

Note: *p<0.1; **p<0.05; ***p<0.01

OLS regression results with robust standard errors in parentheses. Measures scaled 0-1.

Appendix 3   Experimental Study

3.1   Tables and Figures for Experimental Study

- Table A.13 reports the average rates of selecting *The Hate U Give* by treatment condition and party for the results reported in the main text.

- Table A.14 shows the results from the planned contrast analysis. These findings confirm that White Democrats reacted to the BLM prime by increasing their probability of selecting the book about race. This is an alternative modeling strategy to the analysis in the article and confirms our reuslts.

- Figure A.1 shows the same results as reported in Figure 4 in the article but also includes independent respondents. The sample size for independents is much smaller (N=131) and the confidence intervals show the wide uncertainty around these estimates, thus we cannot reliably report treatment effects for this subgroup.

- Figure A.2 replicates analysis in Figure 4 in the article but restricts to those respondents who passed an attention check before our experiment to screen for inattentive respondents (group means and Ns provided in Table A.17). 61 Democratic respondents and 41 Republican respondents were removed for failing this screener for inattentive respondents. This figure shows substantively the same results as in the paper. The BLM treatment increases support for the book focused on race and racism among White Democrats while it decreases support for it among Republicans. In this test the negative effect of the BLM treatment is statistically significant, whereas it just missed statistical significance in the figure in the paper.

- Figure A.3 replicates analysis in Figure 4 in the article but restricts to those respondents who passed an attention check after the experiment to screen for inattentive respondents (group means and Ns provided in Table A.18). 80 Democratic respondents and 63 Republican respondents were removed for failing this screener for inattentive respondents. With this subset, the BLM treatment increases support for the book focused on race and racism among White Democrats. The difference is statistically significant between the BLM treatment and the political treatment, though misses significance at the 0.05 level compared to the control. The effect of the BLM treatment is negative for Republicans, though it misses statistical significance. In a regression model interacting the effect of the BLM treatment with party as in Table 3 Model 2 of the paper, we have the same effect. The interaction of BLM*Democrat is positive and significant.

- Table A.15 examines whether the treatment effects differ across parental status. We interact the treatments with an indicator for whether the respondent has a child under 18 years old. We find no interaction effects. Among Democrats the BLM treatment is positive and significant. Being a parent of a young child is not significantly associated with the curricular choice, and the interactions between parent status and the treatments is insignificant. In the Republican and Independent subset models we do not find a significant effect of the treatments or the interactions.

- Table A.16 replicates the models from the article among respondents of color. The models show no significant effects of the treatment conditions or partisanship.

Table A.13: Rates of Selecting *The Hate U Give* by Treatment Condition and Party

	Control	Political	BLM
Democrats	0.35	0.37	0.49*
	(n=179)	(n=174)	(n=179)
Republicans	0.17	0.15	0.11
	(n=201)	(n=183)	(n=185)
Independents	0.26	0.27	0.18
	(n=47)	(n=45)	(n=39)

Note: *p<.05 compared to control with Bonferroni correction. White respondents. Numbers in parentheses provide cell N.

Table A.14: Planned Contrast Analysis

	Democrats	Republicans	Independents
(Intercept)	0.40 (0.02)*	0.14 (0.01)*	0.23 (0.04)*
Contrast 1: Politics	0.02 (0.01)	−0.01 (0.01)	−0.01 (0.03)
Contrast 2: Race	0.06 (0.03)*	−0.02 (0.02)	−0.04 (0.05)
R^2	0.01	0.01	0.01
Adj. R^2	0.01	0.00	−0.01
Num. obs.	532	569	131
RMSE	0.49	0.35	0.43

$^*p < 0.05$

Figure A.1: Treatment Effect on Selecting Book About Race by Party, Including Independents
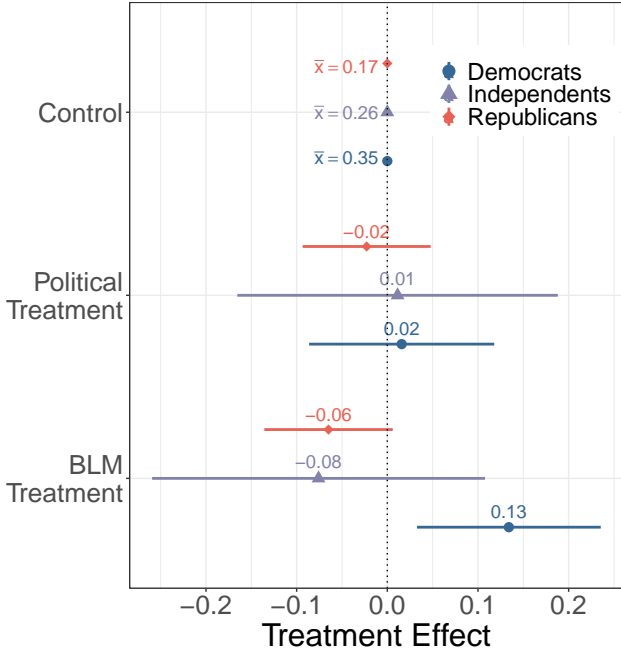
The mean value in the control condition is shown on the plot for the Democratic, Republican, and independent subsamples to aid in the interpretation of the treatment effects. The plot shows the effect of the treatments on selecting *The Hate U Give* for the summer reading program compared to the control condition and 95% confidence intervals for the difference in means. Means reported in Appendix Table A.13.

Figure A.2: Treatment Effect on Selecting Book About Race by Party, Subset to Respondents Passing Pre-Experiment Attention Check
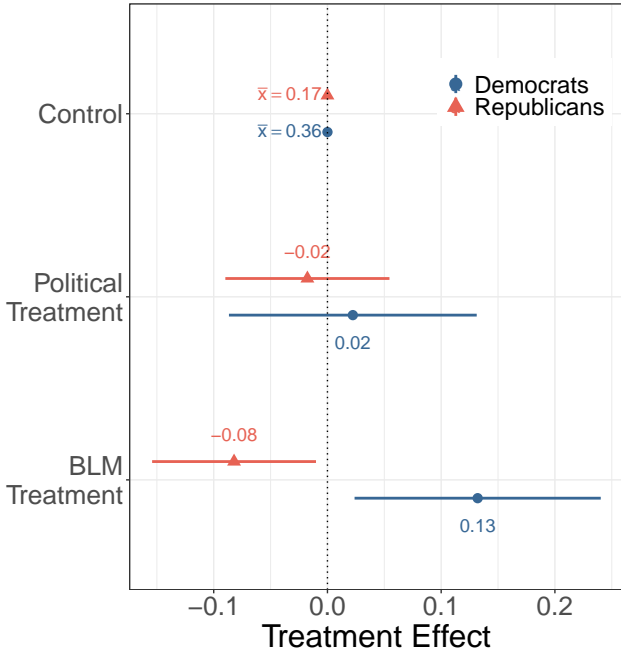
The BLM Treatment significantly increases the probability of selecting *The Hate U Give* among Democratic respondents and significantly decreases the probability of selecting it among Republicans. Means reported in Appendix Table A.17.

Figure A.3: Treatment Effect on Selecting Book About Race by Party, Subset to Respondents Passing Post-Experiment Attention Check
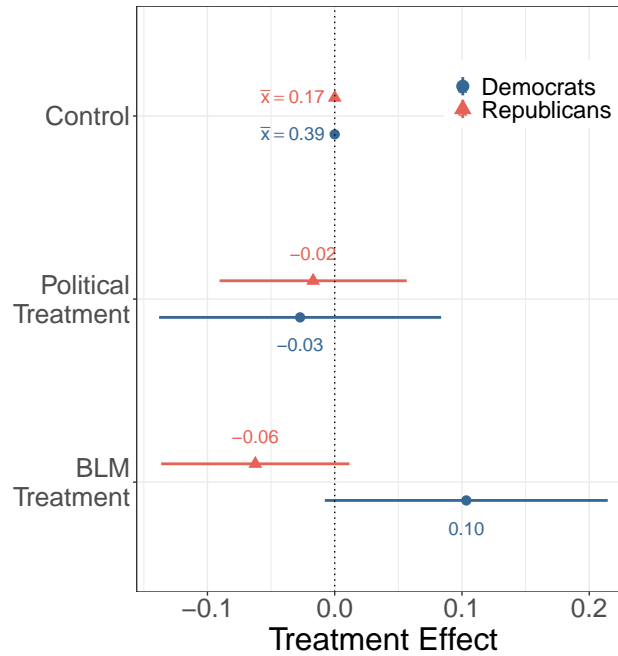
The BLM Treatment significantly increases the probability of selecting *The Hate U Give* among Democratic respondents compared to the political condition and increases it relative to the control (significant at 0.10 level). The BLM Treatment decreases the probability of selecting it among Republicans (significant at 0.10 level). Means reported in Appendix Table A.18.

Table A.15: Effect of Treatments on Selecting Diverse Book Comparing Across Status as Parent of Child

	Democrats	Republicans	Independents
(Intercept)	0.36 (0.05)*	0.16 (0.03)*	0.21 (0.07)*
BLM treatment	0.18 (0.06)*	−0.07 (0.04)	−0.01 (0.11)
Political treatment	0.02 (0.06)	−0.04 (0.04)	0.03 (0.11)
Parent	−0.01 (0.08)	0.05 (0.06)	0.18 (0.14)
BLM*Parent	−0.13 (0.11)	0.03 (0.08)	−0.24 (0.20)
Political*Parent	−0.02 (0.11)	0.09 (0.09)	−0.08 (0.20)
R^2	0.02	0.02	0.03
Adj. R^2	0.01	0.01	−0.01
Num. obs.	532	569	131

Parent indicates those with a child under 18. Thus parents of adults are included with non-parents. $^*p < 0.05$

Table A.16: Effect of Treatments on Selecting Diverse Book, Respondents of Color

	Model 1	Model 2
(Intercept)	0.37 (0.04)*	0.38 (0.10)*
BLM treatment	0.03 (0.05)	0.14 (0.13)
Political treatment	−0.02 (0.05)	−0.04 (0.13)
Democrat		0.10 (0.11)
Republican		−0.19 (0.12)
BLM*Democrat		−0.14 (0.15)
Political*Democrat		−0.05 (0.14)
BLM*Republican		−0.13 (0.16)
Political*Republican		0.14 (0.16)
R^2	0.00	0.05
Adj. R^2	−0.00	0.04
Num. obs.	512	512

Party coded as 3 category variable with Independents
as the reference category. $^*p < 0.05$

Table A.17: Rates of Selecting *The Hate U Give* by Treatment Condition and Party, Subset to Respondents Passing Pre-Experiment Attention Check

	Control	Political	BLM
Democrats	0.36	0.39	0.50*
	(n=159)	(n=155)	(n=159)
Republicans	0.17	0.16	0.09
	(n=189)	(n=172)	(n=173)

Note: *p<.05 compared to control with White
respondents. Numbers in parentheses provide cell N.

Table A.18: Rates of Selecting *The Hate U Give* by Treatment Condition and Party, Subset to Respondents Passing Post-Experiment Attention Check

	Control	Political	BLM
Democrats	0.39	0.36	0.49*
	(n=150)	(n=153)	(n=151)
Republicans	0.17	0.15	0.10
	(n=180)	(n=167)	(n=163)

Note: *p<.05 compared to control with White
respondents. Numbers in parentheses provide cell N.

Appendix 4   Additional Experiment Outcomes

Study 3, our experiment, included additional post-treatment outcomes alongside the manuscript's focal outcome of the summer reading selection. The book selection came first after treatment, followed by an item asking about volunteering at a neighborhood school that was looking for community volunteers. Specifically, respondents indicated whether they would volunteer for: a school carnival, book fair, bake sale, Valentine's Day party, Martin Luther King Jr day celebration, law enforcement appreciation event, or none of these. We were interested in rates of participation in the MLK event and police event given treatment assignment. We concluded with items capturing beliefs about what children ought to learn. Respondents reported whether they agreed that children should learn, for instance, "The police deserve respect," or "Black people continue to face discrimination." Respondents answered 11 items, 5 capturing more liberal content, 5 more conservative content, and 1 generic ("All people are equal, regardless of the color of their skin.").[1] These belief items were the last outcomes respondents saw following the prime. The most temporally proximate was the third question presented post-treatment, with the last the thirteenth item evaluated post-treatment. The items thus differ not only in content, but always in temporal proximity to the experimental manipulation.

We collected information on these other outcomes to, respectively, think about debates over curricula, interest in participating around schools, and beliefs about the content of child socializing. We focused on the book selection in this article because it provided the closest analog to the other study outcomes we investigated. It provides a clearer test of how people with and without children want to influence the content children are exposed to.

Given these outcome types, we break out respondents by whether or not they have children to capture additional predispositions to be sympathetic to movement messaging based on existing work. In their study of self-interest and opposition to busing, Green and Cowden (1992) describe how parents and non-parents often expressed similar attitudes, but offer an original analysis revealing behavioral differences. Parents were more participatory than non-parents. We think this likely here, too, not simply from a self-interest perspective as Green and Cowden take, but also because parents have different understandings and preferences over how to engage in in-school volunteer activities than respondents without children. Indeed, ignoring treatment assignment, people without children had sharply different preferences over action than those with children.[2] Given this, it's plausible that the treatment works differently for people with and without children. Consistent with our main text argument, predispositions condition movement reactions, with individuals' prior beliefs about how they can engage in school activities potentially conditioning responses to treatment.

Table A.19 shows that this appears to be the case. Given similarities in treatment effects for the BLM condition compared to the placebo and political, we combine these two conditions

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[1]Liberal statements included: "Historically, White people have opposed racial equality," "America has a lot of problems that need fixing," "Black people continue to face discrimination," "The police often treat Black people unfairly," and "Having friends who are a different race than you is good." Conservative statements included: "When you work hard, you get ahead," "With only rare exceptions, the police are good," "America is the greatest nation on earth," "The police deserve respect," and "Merit is more important than diversity." We combined items in each set into scales scored 0-1.

[2]Respondents without children were more likely than parents to want to volunteer for a book fair (31% vs. 18%) or do no activities (13% vs. 7%). Those with children, however, preferred the Valentine's Day party (14% vs. 3%), the school carnival (21% vs. 15%), and the MLK event (10% vs. 5%). Little differentiated selecting bake sale (18% no children vs. 19% with children) or law enforcement appreciation (15% no children vs. 11% with children).

Table A.19: Effect of Treatments on Other Outcomes

	MLK Event, Parents	MLK Event, Non-Parents	Police Event, Parents	Police Event, Non-Parents
(Intercept)	0.04 (0.06)	0.09 (0.03)[**]	0.07 (0.06)	0.03 (0.04)
BLM treatment	0.18 (0.10)[*]	−0.05 (0.05)	0.00 (0.10)	0.12 (0.08)
Democrat	0.07 (0.06)	−0.01 (0.03)	0.02 (0.07)	0.02 (0.05)
Republican	0.04 (0.06)	−0.07 (0.03)[**]	0.04 (0.07)	0.21 (0.05)[**]
BLM*Democrat	−0.08 (0.11)	0.05 (0.05)	0.01 (0.12)	−0.11 (0.09)
BLM*Republican	−0.25 (0.11)[**]	0.05 (0.05)	0.09 (0.12)	−0.10 (0.08)
R^2	0.05	0.02	0.02	0.08
Adj. R^2	0.03	0.02	0.00	0.07
Num. obs.	357	906	357	906

[**]$p < 0.05$; [*]$p < 0.1$

together to increases cases. We find that the BLM treatment increases motivation to participate in the MLK event for Democratic and independent parents, with no effect among Republicans. But among non-parents, we find no treatment effect. Further the police event sees no treatment effects among any subgroup.

While underpowered, we find these results important, particularly given their consistency with prior work on parents' unique political participation (Green and Cowden 1992). Parents, compared to those without children, likely have a different understanding about what the events listed entail and thus have different considerations with which they interpret a movement-related name.

Our final set of dependent variables concerned whether children ought to learn about more racially liberal or racially conservative content. These items were asked furthest from treatment and are likewise different from both the book selection task and event participation decision. The task here does not have the same ambiguity as the book choice, or even school event. There are many different criteria to potentially use to select a summer reading book or volunteer opportunity. Consequently, priming as a cognitive mechanism changing outcomes is likely less influential on these final outcomes, making them a hardest case (Fiske and Taylor 2021). Further, we fielded our study in March 2022, amidst debates on what children ought to learn. Given the DVs ask like questions, it quite possible that individuals hold more crystallized opinions on these topics, yet again another reason for it to be hard to find effects. It may be easier to shift socialization *priorities* and harder to shift underlying racial ideologies (e.g., Kinder and Sanders 1996).

Table A.20 offers evidence consistent with this supposition. In no case do we find treatment effects, and nor does this vary by party or whether respondents are parents. While we do find a significant difference in responses to the BLM treatment among Republican non-parents in terms of children learning liberal content, we note this difference in effects corresponds with a null effect of the BLM prime itself compared to the other experimental conditions.

Thus, the pattern of treatment effects fits with the nature of the treatment and, as we have argued, how the information related to the treatment connects with individual predispositions. But whether we find effects appears conditioned by the nature of the outcome. Priming shifts standards of judgments (Fiske and Taylor 2021), making it influential on less crystallized outcomes where decision-making criteria are ambiguous. Consistent with this, we find no effects on what people believe children should ought to learn, but do find effects on decisions about what children should

Table A.20: Effect of Treatments on Other Outcomes

	Backlash Talk, Parents	Backlash Talk, Non-Parents	Liberal Race-Talk, Parents	Liberal Race-Talk, Non-Parents
(Intercept)	0.51 (0.05)**	0.59 (0.03)**	0.56 (0.04)**	0.61 (0.03)**
BLM treatment	0.09 (0.08)	0.00 (0.05)	0.01 (0.08)	−0.07 (0.05)
Democrat	0.15 (0.05)**	−0.03 (0.03)	0.14 (0.05)**	0.12 (0.03)**
Republican	0.13 (0.05)**	0.15 (0.03)**	−0.03 (0.05)	−0.19 (0.03)**
BLM*Democrat	−0.12 (0.09)	0.00 (0.06)	−0.01 (0.09)	0.09 (0.06)
BLM*Republican	−0.08 (0.09)	−0.01 (0.06)	−0.03 (0.09)	0.10 (0.06)*
R^2	0.03	0.12	0.12	0.29
Adj. R^2	0.01	0.12	0.11	0.28
Num. obs.	357	905	357	904

$^{**}p < 0.05$; $^{*}p < 0.1$

read or how respondents wanted to participate in their local communities.

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