

## Supplemental Information

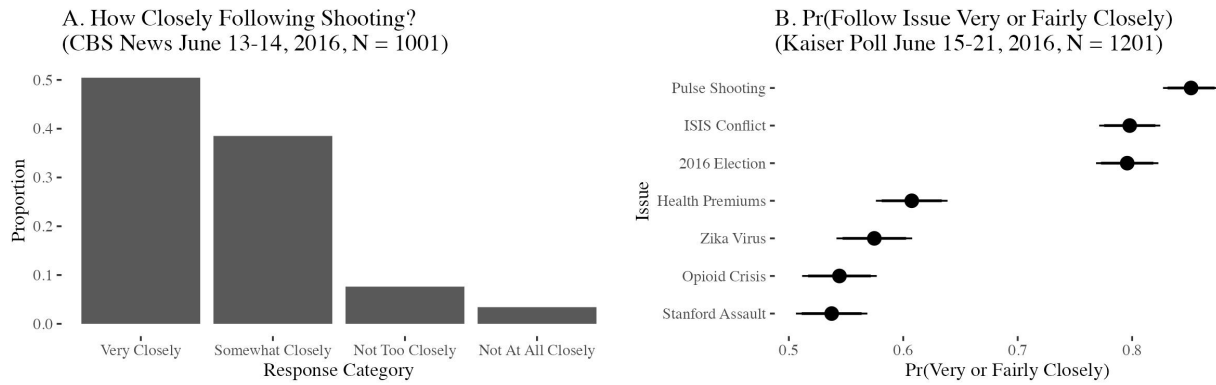
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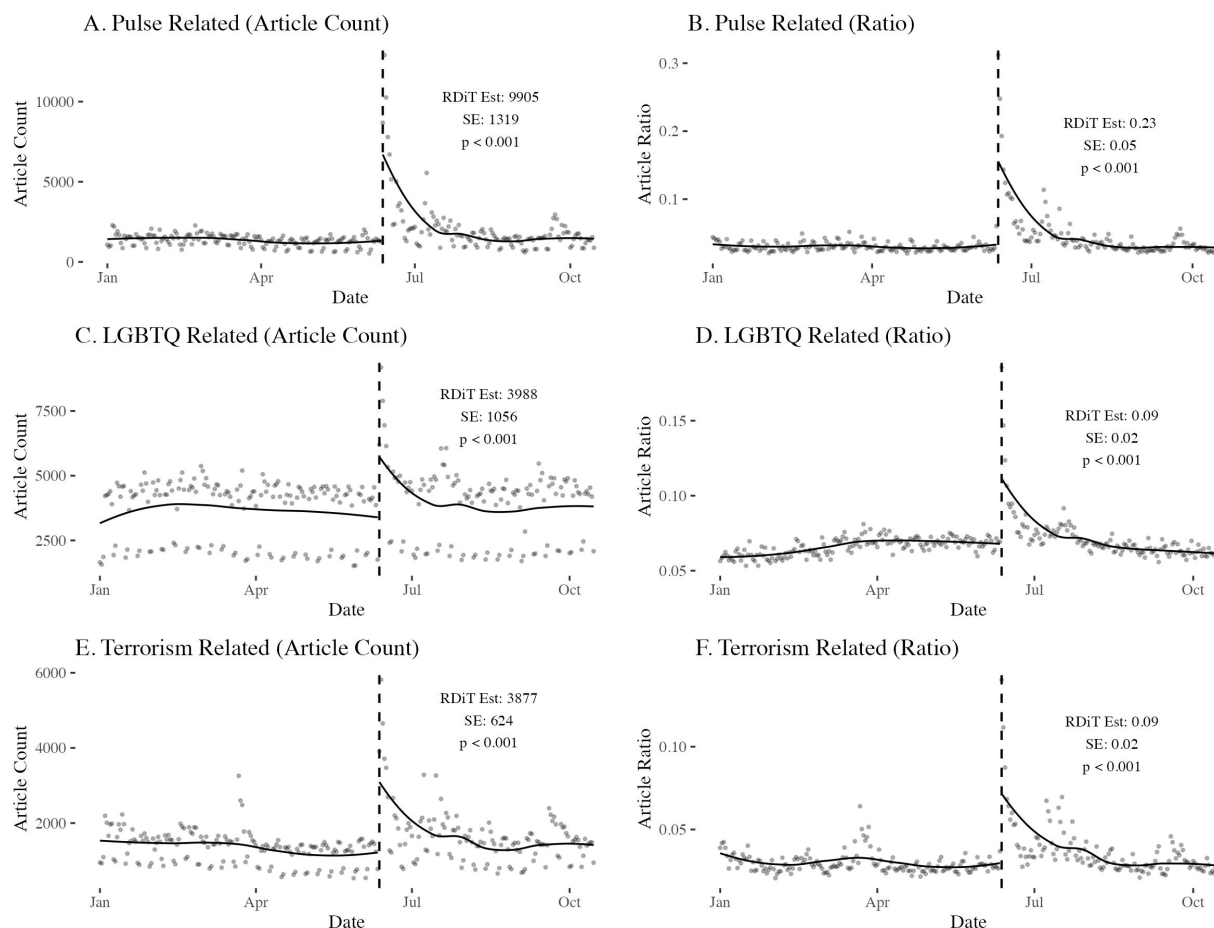
# A Pulse Context

## A.1 Demonstrating Pulse Was Salient



**Figure A1: Survey Data Demonstrate the Pulse Massacre Was Salient.** Panels A and B display how closely respondents were following the Pulse shooting in a June 2016 CBS and Kaiser poll respectively. Panel B compares attention to Pulse (x-axis) relative to other issues (y-axis). All estimates are population weighted. 95% CIs displayed from 1000 bootstrap simulations. See DSM Section 1.2 for more details on Figure A1 polls.

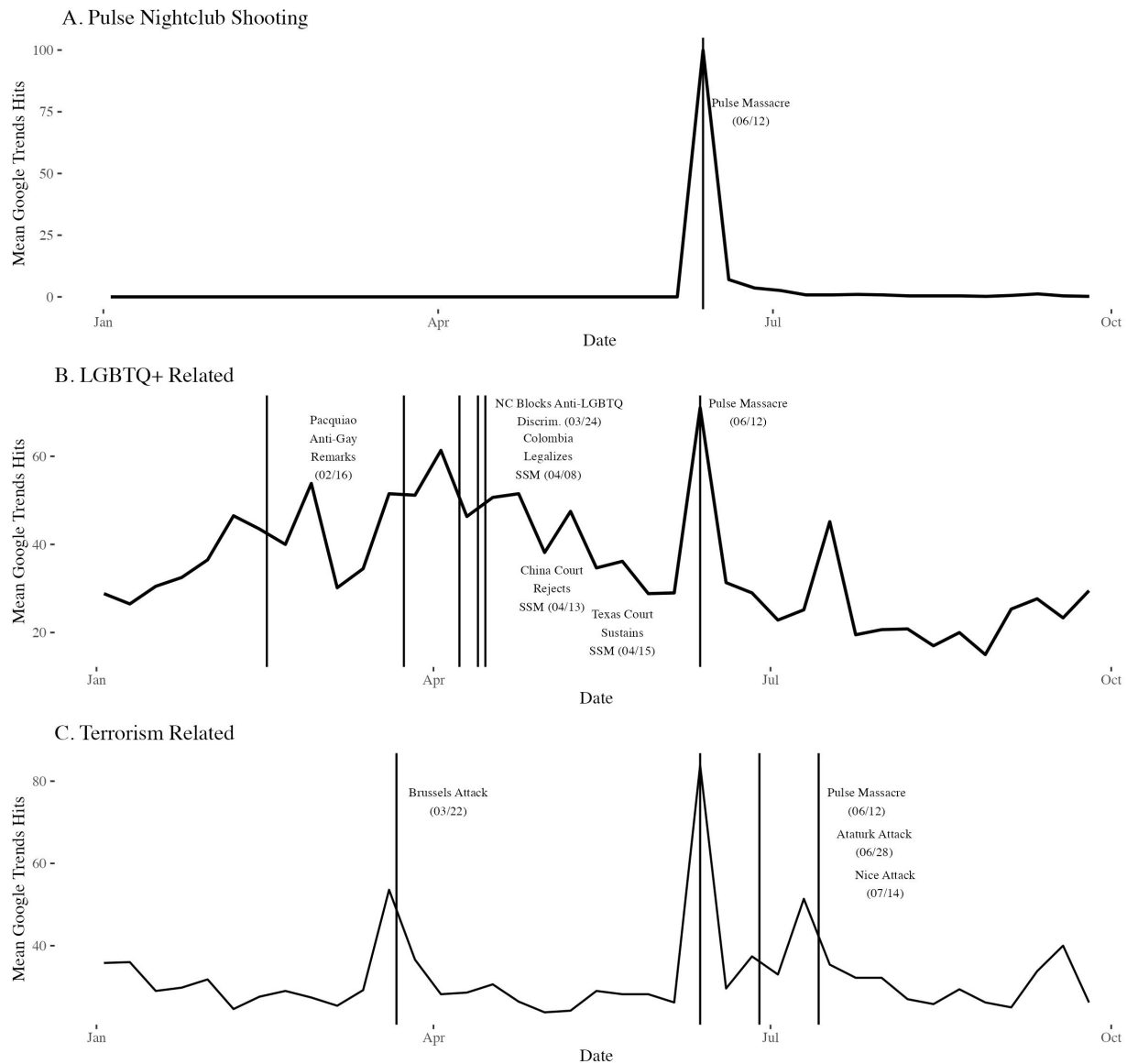
## A.2 Media Coverage Over Time



**Figure A2: Media Coverage of Topics Related to the Pulse Massacre Over Time.** Panels A, C, and E display the count of Pulse-, LGBTQ-, and terrorism-related stories between January-October 2016. Panels B, D, and F display the ratio of Pulse-, LGBTQ-, and terrorism-related stories relative to the total number of stories in digital news. Loess models fit on each side of the moment the massacre occurs. Annotations denote RDiT estimates for the effect of Pulse on the article count and ratio using MSE optimal bandwidth selection (Calonico, Cattaneo, and Titiunik, 2015) (running variable degree = 1). See DSM Section 1.3 for more details on Figure A2 data.

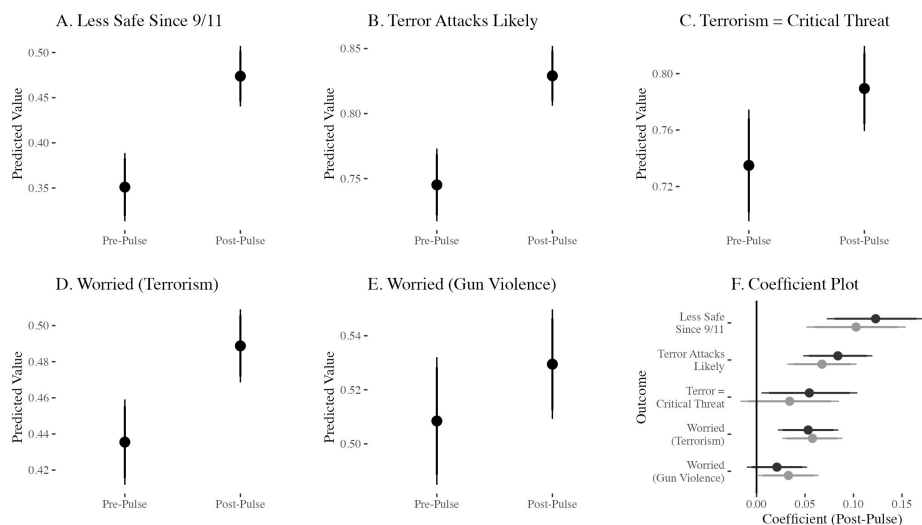


### A.3 Search Behavior Over Time



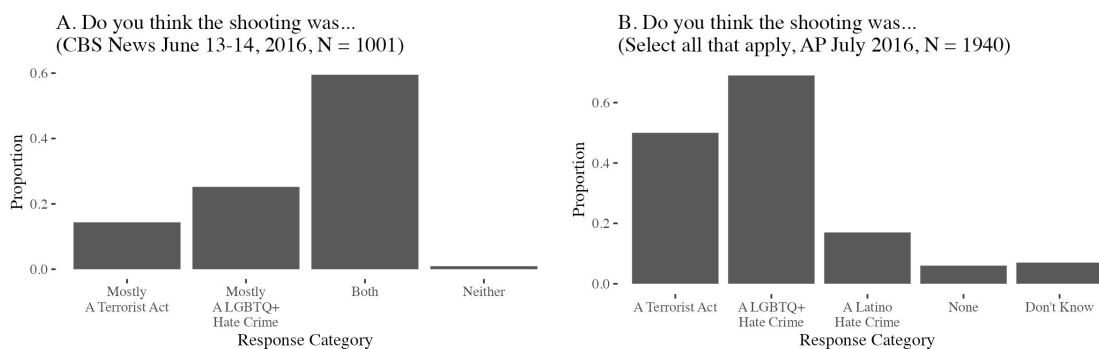
**Figure A3: Search Behavior From Google Trends Demonstrates the Pulse Massacre Was Salient and Unexpected.** Panels A, B, and C display the average search intensity for Pulse massacre-, LGBTQ-, and terrorism-related terms between January-October 2016. Vertical lines and annotations denote key events related to respective topics. See DSM Section [1.5](#) for more details on Figure A3 data.

## A.4 Demonstrating Public Perceived Pulse



**Figure A4: The Pulse Massacre Was Perceived by the Mass Public.** Panels A-E characterize predicted values of belief country is less safe since 9/11, terror attacks are likely in the future, international terrorism is a critical threat, worry about terrorism, and worry about gun violence respectively. Panel F characterizes the the influence of Pulse (x-axis) on the aforementioned outcomes (y-axis) adjusting and not for imbalanced covariates (black = with controls, grey otherwise). All covariates rescaled between 0-1. 95% CIs displayed derived from HC2 robust standard errors. Data are from the Chicago Council on Global Affairs Survey (June 10-26). See DSM Section [1.4](#) for more details on Chicago Council data. See also Table 1 in the Dataverse Supplementary Material.

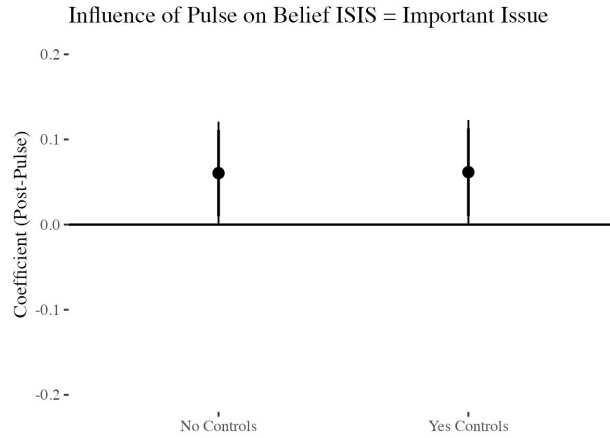
## A.5 Demonstrating Public Perceived Massacre as Hate Crime



**Figure A5: The Pulse Massacre Was Perceived as Targeted Anti-LGBTQ+ Violence.** Panels A and B display beliefs the public felt the shooting was an anti-LGBTQ+ hate crime in a June 2016 CBS poll (Panel A) and July 2016 AP poll (Panel B). All estimates are population weighted.

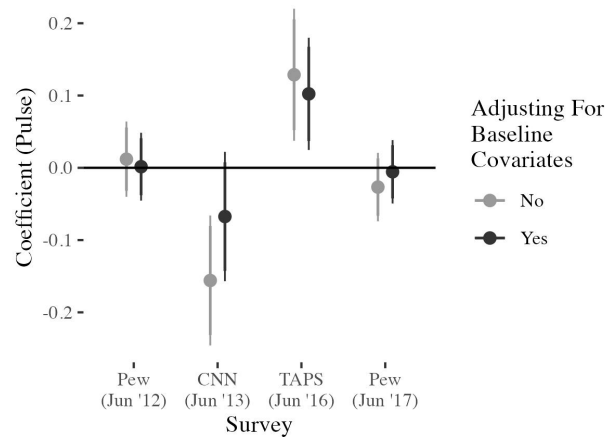
## B Study 1: TAPS

### B.1 Manipulation Check



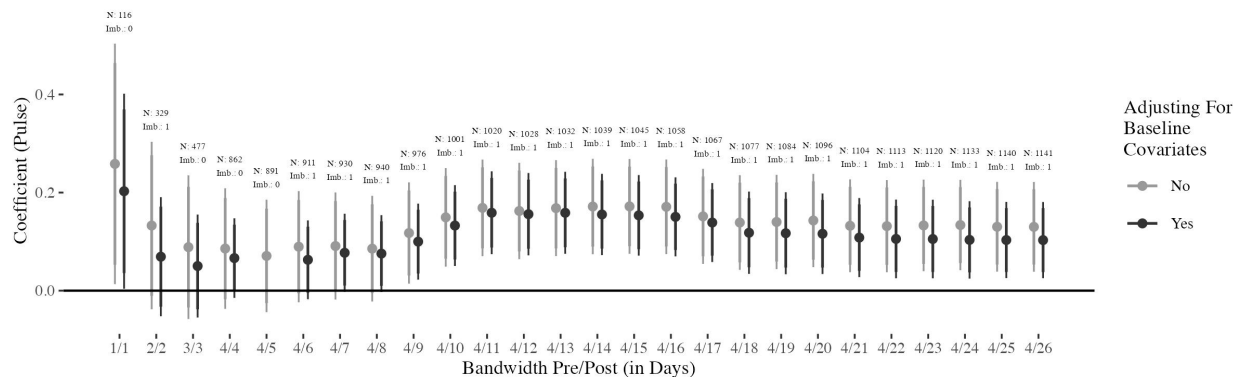
**Figure B6: Belief ISIS = Most Important Issue Increases After Pulse.** Estimates use survey weights to ensure representativeness. All covariates scaled between 0-1. 95% CIs displayed derived from HC2 robust standard errors. See DSM Table [90](#) for regression table characterizing *post-Pulse* and control coefficients.

### B.2 Temporal Placebo Tests



**Figure B7: The Effect of Pulse is Unique to 2016.** The x-axis is the survey at use. The y-axis is the coefficient for a binary indicator if the respondent was interviewed the calendar day after the Pulse massacre in 2012, 2013, 2016, and 2017 respectively. The outcome for all studies/models is support for same sex marriage. Color denotes the inclusion/exclusion of adjustment for baseline covariates between respondents interviewed before and after the calendar day of the Pulse massacre. All covariates rescaled between 0-1. 95% CIs displayed from HC2 robust standard errors. See DSM Table [87](#) for regression tables characterizing these post-Pulse (and control) coefficient estimates.

### B.3 Alternative Bandwidths



**Figure B8: The Effect of Pulse is Robust to Alternate Bandwidths.** The x-axis is the bandwidth (in days) for the pre and post Pulse period. The y-axis is the coefficient for a binary indicator if the respondent was interviewed after the Pulse nightclub shooting. Color denotes the inclusion/exclusion of control covariates adjusting for covariate imbalance between respondents interviewed before and after the Pulse nightclub shooting. Annotations denote sample size for each estimate in addition to the number of imbalanced covariates. All covariates re-scaled between 0-1. 95% CIs displayed from HC2 robust standard errors. See DSM Table [106](#) for regression tables characterizing the post-Pulse and control coefficients.

### B.4 Evaluating Individual-Level Heterogeneity

**Table B1: Assessing Heterogenous Influence of *Post-Pulse* (Study 1)**

	SSM Support					
	(1)	(2)	(3)	(4)	(5)	(6)
Post-Pulse	0.09*	0.13**	0.11*	0.12**	0.09	0.12
	(0.04)	(0.05)	(0.05)	(0.04)	(0.10)	(0.07)
Post-Pulse x Non-White	0.06					
	(0.10)					
Post-Pulse x Woman		-0.06				
		(0.08)				
Post-Pulse x Liberal			-0.01			
			(0.08)			
Post-Pulse x Moderate				-0.02		
				(0.12)		
Post-Pulse x % LGBTQ (State)					0.03	
					(0.48)	
Post-Pulse x SS Couple Density						-0.12
						(0.34)
Non-White	-0.24***					
	(0.07)					
Woman	0.05	0.08 <sup>†</sup>	0.05	0.08*	0.05	0.05
	(0.04)	(0.05)	(0.04)	(0.04)	(0.04)	(0.04)
Liberal	0.38***	0.38***	0.38***		0.38***	0.38***
	(0.04)	(0.04)	(0.05)		(0.04)	(0.04)
Moderate				-0.06		
				(0.08)		
% LGBT (State)					0.25	
					(0.36)	
SS Couple Per Capita (County)						0.18
						(0.16)
R <sup>2</sup>	0.35	0.36	0.35	0.24	0.36	0.36
Num. obs.	1132	1132	1132	1132	1132	1132
N Clusters					50	585

Note: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ . All models adjust for age, white (if not assessing heterogeneity by non-white), woman, religiosity, marital status, parental status, income, college education, unemployed status, union member, renter status, internet access, internet mode, liberal, metropolitan residence and Florida, Texas, California, New York, and Pennsylvania residence. HC2 robust SEs in parentheses but clustered at state and county-level for Models 4-5.

## B.5 Heterogeneity By Political Interest and Media Consumption

### B.5.1 Results

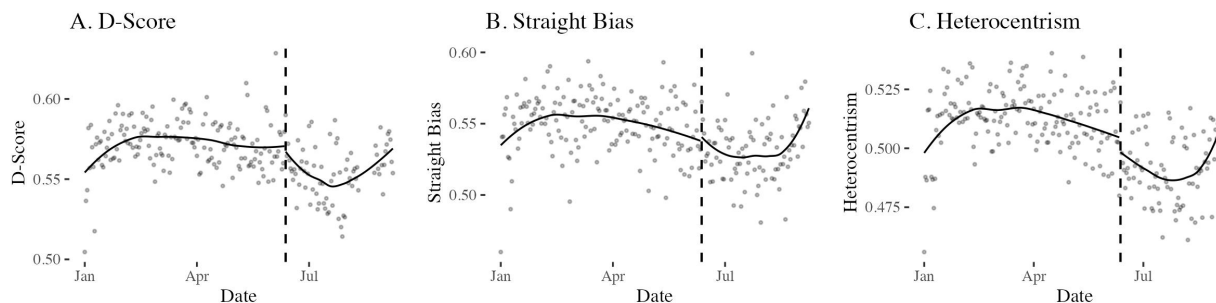
**Table B2: Evaluating Heterogenous Influence of Post-Pulse Conditional on Political Interest and News Consumption**

	SSM Support					
	(1)	(2)	(3)	(4)	(5)	(6)
Post-Pulse x Political Interest	0.02 (0.09)	0.04 (0.08)				
Post-Pulse x News Consumption			-0.11 (0.09)	-0.02 (0.07)		
Post-Pulse x Interest Scale					-0.03 (0.06)	0.01 (0.04)
Controls	N	Y	N	Y	N	Y
R <sup>2</sup>	0.02	0.36	0.03	0.36	0.02	0.36
Num. obs.	1131	1129	1134	1132	1131	1129

Note: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$ . Models alternate between excluding/including control covariates. This table only presents the interaction between the *post-pulse* indicator and *political interest*, *news consumption*, and the *interest scale*. HC2 robust standard errors in parentheses. All covariates are scaled between 0-1. All estimates are population-weighted. See DSM Sections [2.11.1](#) and [2.11.2](#) for more details on moderator measurement and details on interpreting this table.

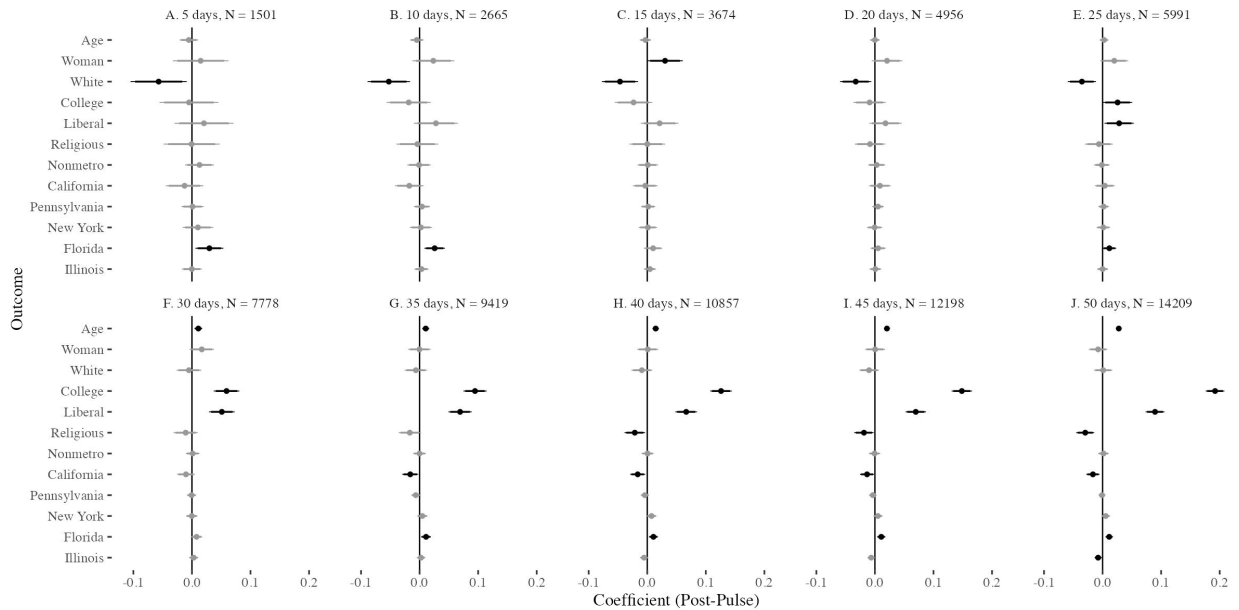
## C Study 2: PI S-IAT

### C.1 Anti-Gay Attitudes Over Time



**Figure C9: Anti-Gay Attitudes (y-axis) Over Time (x-axis, in days) Between 2016-01-01 and 2016-09-07.** Dashed vertical line is the moment the Pulse nightclub massacre occurred. Loess models are fit on each side of the moment Pulse occurred. All covariates re-scaled between 0-1.

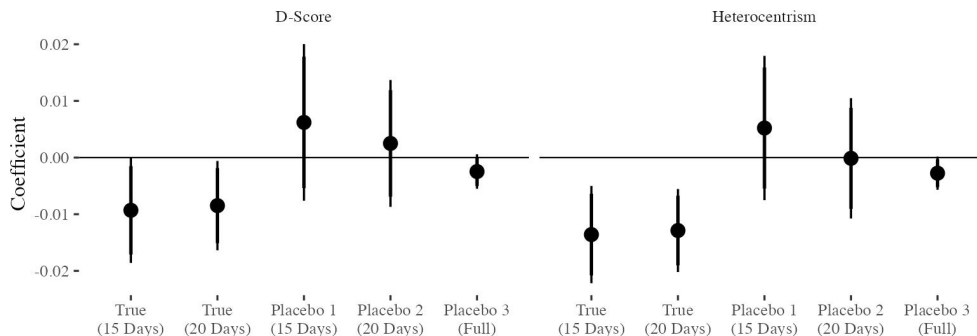
## C.2 Balance Tests



**Figure C10: Balance on IAT Taker Composition Before and After the Massacre.** Each panel characterizes covariate balance for different bandwidths (see plot title, with sample size). The x-axis is the *post-Pulse* coefficient derived from separate regression models regressing a baseline covariate (y-axis) on *post-Pulse*. Black coefficients are statistically significant, grey otherwise. See Section [3.5](#) for regression tables characterizing these balance plots.

### C.3 Temporal Placebo Tests

Here, we show preexisting time trends are not driving our results. We estimate the influence of taking the PI S-IAT 15 and 20 days pre-Pulse relative to 16-30 and 21-40 days pre-Pulse on the *D-score* and *heterocentrism*. We also estimate the influence of taking the PI S-IAT after (2016-03-07 to 2016-06-11) relative to before (2016-01-01 to 2016-03-06) the median pre-treatment date. These placebo estimates are null, suggesting secular pro-gay time trends do not explain our findings (Figure C11).

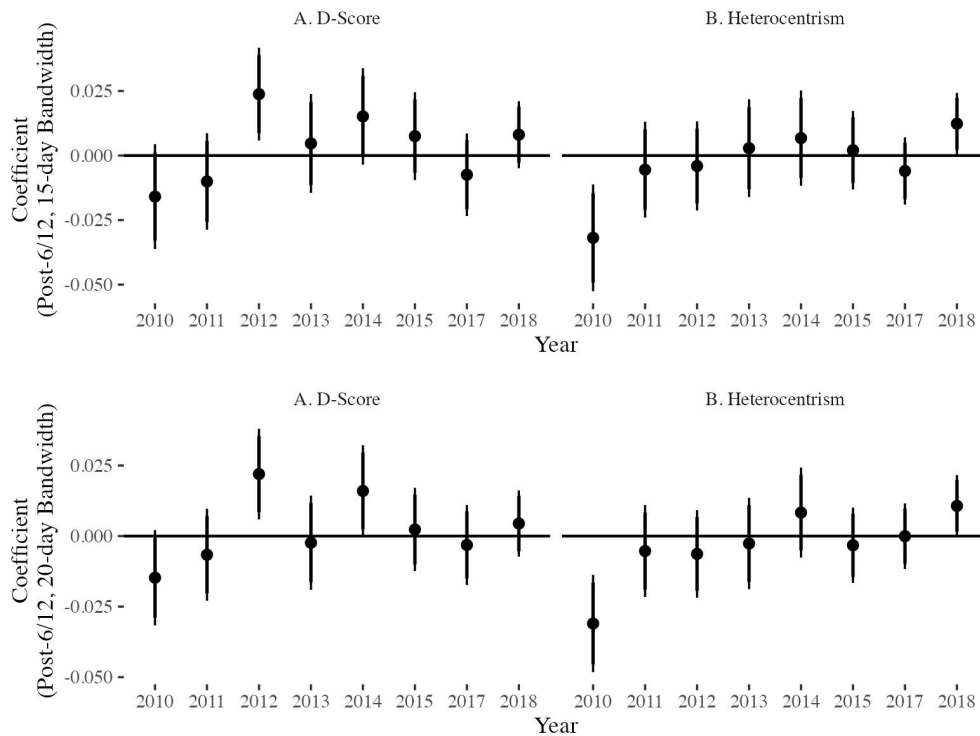


**Figure C11: Comparing True *post-Pulse* Coefficient to Placebo Coefficients To Rule Out Pre-Treatment Temporal Trends That Motivate Pro-Gay Attitudes.**

The x-axis is the type of estimate. True (15 days) is the true *post-Pulse* coefficient using a 15-day bandwidth. True (20 days) is the same with a 20-day bandwidth. Placebo 1 estimates the influence of taking the IAT in the 15 days prior to the Pulse massacre relative to the 16-30 days prior to the Pulse massacre. Placebo 2 estimates the influence of taking the IAT in the 20 days prior to the Pulse massacre relative to the 21-40 days prior to the Pulse massacre. Placebo 3 estimates the influence of taking the IAT after the median pre-treatment day (2016-03-07 to 2016-06-12) relative to the days before the median pre-treatment day (2016-01-01 to 2016-03-06). The y-axis is the coefficient. The left/right panel characterizes the influence of the true and placebo coefficients on the *D-score* and *heterocentrism*. Estimates are not covariate-adjusted. See DSM Table 174 for regression tables characterizing these estimates. 95% CIs displayed from HC2 robust SEs.

## C.4 Prior and Post Year Temporal Placebo

Here, we attempt to rule out if systematic temporal trends near June motivate prosocial attitudes toward gay people other than the massacre. Thus, we assess the influence of placebo estimates comparing *D-score* and *heterocentrism* 15 and 20 days before and after June 12, the massacre calendar day, during the years 2010-2015 and 2017-2018. We find no consistent influence of these placebo estimates on the *D-score* and *heterocentrism* (Figure C12).



**Figure C12: Temporal Placebo Tests Using IAT Data From Non-2016 Years.** The x-axis is the IAT dataset at use (by year). The y-axis is the coefficient characterizing the influence of taking the IAT after June 12 (the calendar day of the Pulse nightclub shooting occurred). Panels A and B refer to estimates assessing the influence of the post-June 12th placebo on the *D-Score* and *Heterocentrism* outcomes. The top/bottom two panels are estimates using a 15/20 day bandwidth. 95% CIs displayed derived from HC2 robust standard errors. For regression tables characterizing these coefficients, see DSM Table [175](#)



## C.5 Falsification Tests on Treatment-Irrelevant Group Attitudes

Here, we demonstrate our findings may not be due to a secular attitudinal trend in favor of marginalized groups through several falsification tests assessing if attitudes toward Black people, Asians, the differently-abled, Arabs, darker-skin people, and women shifts *post-Pulse* using the 15 and 20-day bandwidth samples.<sup>48</sup> Across 28 statistical tests, only 3 are significant (Section C.5), suggesting our findings are not driven by secular liberal attitudinal trends toward marginalized groups.

**Table C3: Falsification Test on Treatment-Irrelevant Group Attitudes**

Post-Pulse Coef.	SE	p	N	Outcome	Dataset	Bandwidth
-0.000	0.005	0.949	11310.000	D-Score	Black/White IAT	15 days
-0.003	0.003	0.377	10960.000	White Bias	Black/White IAT	15 days
-0.006	0.003	0.043	11039.000	Ethnocentrism	Black/White IAT	15 days
0.012	0.015	0.434	1279.000	D-Score	Asian/European IAT	15 days
0.011	0.011	0.320	1234.000	White Bias	Asian/European IAT	15 days
0.006	0.014	0.670	1509.000	D-Score	Disabled/Abled IAT	15 days
-0.002	0.008	0.765	1484.000	Abled Bias	Disabled/Abled IAT	15 days
-0.009	0.009	0.319	1500.000	Abledcentrism	Disabled/Abled IAT	15 days
-0.013	0.013	0.327	1331.000	D-Score	Arab/Non-Arab IAT	15 days
-0.003	0.009	0.766	1267.000	Non-Arab Bias	Arab/Non-Arab IAT	15 days
-0.002	0.010	0.808	1310.000	Ethnocentrism	Arab/Non-Arab IAT	15 days
-0.014	0.009	0.145	3064.000	D-Score	Dark Skin/Light Skin IAT	15 days
-0.001	0.007	0.898	4550.000	D-Score	Man/Woman (Career) IAT	15 days
0.004	0.010	0.702	2339.000	D-Score	Man/Woman (Science) IAT	15 days
-0.003	0.004	0.429	15506.000	D-Score	Black/White IAT	20 days
-0.006	0.003	0.013	15037.000	White Bias	Black/White IAT	20 days
-0.008	0.003	0.004	15151.000	Ethnocentrism	Black/White IAT	20 days
0.008	0.013	0.518	1735.000	D-Score	Asian/European IAT	20 days
0.011	0.009	0.218	1670.000	White Bias	Asian/European IAT	20 days
0.010	0.012	0.399	1972.000	D-Score	Disabled/Abled IAT	20 days
0.005	0.007	0.481	1938.000	Abled Bias	Disabled/Abled IAT	20 days
-0.003	0.008	0.736	1959.000	Abledcentrism	Disabled/Abled IAT	20 days
0.005	0.012	0.638	1745.000	D-Score	Arab/Non-Arab IAT	20 days
0.005	0.008	0.532	1663.000	Non-Arab Bias	Arab/Non-Arab IAT	20 days
0.005	0.009	0.543	1717.000	Ethnocentrism	Arab/Non-Arab IAT	20 days
-0.009	0.008	0.249	4213.000	D-Score	Dark Skin/Light Skin IAT	20 days
-0.003	0.006	0.604	6624.000	D-Score	Man/Woman (Career) IAT	20 days
0.007	0.008	0.416	3371.000	D-Score	Man/Woman (Science) IAT	20 days

This table characterizes falsification tests assessing the influence of taking an IAT *post-Pulse* on groups that are potentially unrelated to LGBTQ+. Not all datasets include the respective *D-score*, *bias*, and dominant group-centrism outcomes (hence their missingness in some IAT datasets). HC2 robust SEs displayed.

<sup>48</sup>Falsification test data comes from separate Project Implicit surveys co-currently available to take in addition to the anti-gay attitude survey.

## C.6 Evaluating Individual-Level Heterogeneity

**Table C4: Assessing Heterogenous Influence of *Post-Pulse* (Study 2, Part 1)**

	D Score		Heterocentrism		D Score		Heterocentrism		D Score		Heterocentrism	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
Post-Pulse	-0.01 <sup>†</sup> (0.01)	-0.01 <sup>†</sup> (0.00)	-0.02** (0.00)	-0.01** (0.00)	-0.02* (0.01)	-0.01 (0.01)	-0.02** (0.01)	-0.02** (0.01)	-0.01 <sup>†</sup> (0.01)	-0.00 (0.01)	-0.01 (0.01)	-0.01 (0.01)
Post-Pulse x Non-White	0.01 (0.01)	0.00 (0.01)	0.01 (0.01)	0.00 (0.01)								
Post-Pulse x Woman					0.02 (0.01)	0.01 (0.01)	0.02 <sup>†</sup> (0.01)	0.01 (0.01)				
Post-Pulse x Liberal									0.01 (0.01)	-0.00 (0.01)	-0.00 (0.01)	-0.00 (0.01)
Non-White	0.02* (0.01)	0.01* (0.01)	0.00 (0.01)	0.01 (0.01)								
Woman	-0.02*** (0.00)	-0.02*** (0.00)	-0.01 (0.00)	-0.01* (0.00)	-0.03*** (0.01)	-0.02*** (0.01)	-0.01* (0.01)	-0.01* (0.01)	-0.02*** (0.00)	-0.02*** (0.00)	-0.01 (0.00)	-0.01* (0.00)
Liberal	-0.07*** (0.00)	-0.07*** (0.00)	-0.08*** (0.00)	-0.08*** (0.00)	-0.07*** (0.00)	-0.07*** (0.00)	-0.08*** (0.00)	-0.08*** (0.00)	-0.07*** (0.01)	-0.07*** (0.01)	-0.08*** (0.01)	-0.08*** (0.01)
Bandwidth	15 Days	20 Days	15 Days	20 Days	15 Days	20 Days	15 Days	20 Days	15 Days	20 Days	15 Days	20 Days
R <sup>2</sup>	0.12	0.12	0.16	0.16	0.11	0.11	0.16	0.16	0.11	0.11	0.16	0.16
N	3638	4907	3645	4920	3638	4907	3645	4920	3638	4907	3645	4920

Note: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ . All models adjust for age, white (when not assessing heterogeneity by non-white), woman, college education, religious, metropolitan residence, ideology, California, Pennsylvania, Florida, and Illinois state residence. All covariates rescaled between 0-1. HC2 robust SEs in parentheses.

**Table C5: Assessing Heterogenous Influence of *Post-Pulse* (Study 2, Part 2)**

	D Score		Heterocentrism		D Score		Heterocentrism		D Score		Heterocentrism		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	
Post-Pulse		0.03 (0.02)	0.01 (0.01)	0.01 (0.03)	-0.01 (0.03)	-0.00 (0.01)	-0.00 (0.01)	-0.02* (0.01)	-0.02** (0.01)	-0.00 (0.01)	-0.01 (0.00)	-0.01* (0.00)	-0.01** (0.00)
Post-Pulse x % LGBT (State)		-0.08 (0.03)	-0.04 (0.02)	-0.05 (0.07)	-0.01 (0.07)								
Post-Pulse x SS Couple Density (County)						-0.02 (0.03)	-0.02 (0.03)	0.05 (0.03)	0.04 (0.02)				
Post-Pulse x Moderate										-0.01 (0.01)	-0.00 (0.01)	-0.01 (0.01)	-0.00 (0.01)
% LGBT (State)		-0.00 (0.03)	-0.02 (0.02)	-0.00 (0.05)	-0.02 (0.04)								
SS Couple Density (County)						-0.03 (0.03)	-0.04 <sup>†</sup> (0.02)	-0.09** (0.02)	-0.08** (0.02)				
Moderate										-0.02* (0.01)	-0.02** (0.01)	-0.05*** (0.01)	-0.05*** (0.01)
R <sup>2</sup>		0.11	0.11	0.16	0.16	0.12	0.12	0.17	0.16	0.11	0.12	0.18	0.17
N		3638	4907	3645	4920	3638	4907	3645	4920	3638	4907	3645	4920
N Clusters		52	52	52	52	739	848	738	848				

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; <sup>†</sup> $p < 0.1$

Note: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ . All models adjust for age, white, woman, college education, religious, metropolitan residence, ideology, California, Pennsylvania, Florida, and Illinois state residence. Models 1-4 adjust for an interaction between *post-pulse* and an indicator for state residence missingness. Models 5-8 adjust for an interaction between *post-pulse* and an indicator for county residence missingness. All covariates rescaled between 0-1. HC2 robust SEs in parentheses but clustered at state and county-level for Models 1-4 and 5-8 respectively.

## C.7 Sorting Test

Given respondents self-select into the S-IAT, we may be concerned systematic sorting induces bias (e.g. pro-gay people taking the survey *post-Pulse*). We do not believe sorting is a concern. If more pro-gay individuals were taking the survey *post-Pulse*, *post-Pulse* respondents would be younger, more liberal, less religious, and more college-educated, but they are not (Figure C10, Panels C-D). Second, if sorting were operative, we may expect more respondents taking the S-IAT *post-Pulse*. We conduct a difference-in-means comparing the number of daily respondents *post-Pulse* relative to pre-Pulse, and do not statistically find more respondents took the S-IAT *post-Pulse* (Table C6).

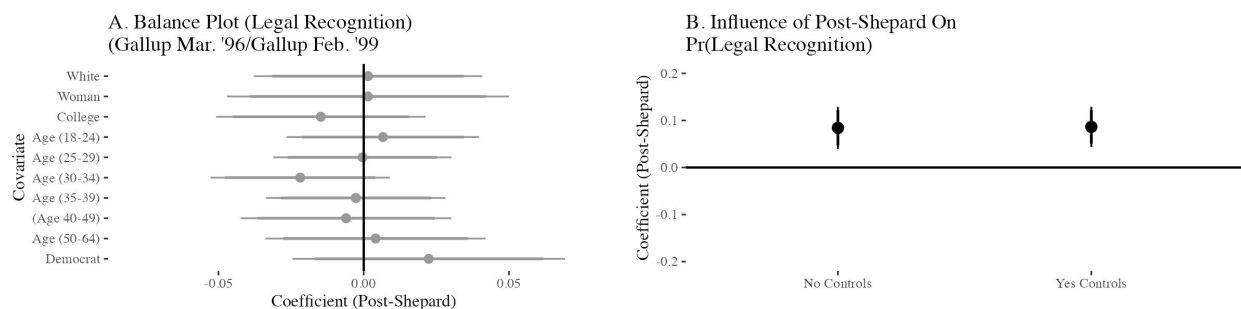
**Table C6: Effect of Pulse On Number of Project Implicit Sexuality IAT Survey Participants**

	# Of Participants	
	(1)	(2)
Intercept	111.13*** (13.00)	118.35*** (10.79)
Post-Pulse	22.67 (17.22)	11.10 (14.11)
Bandwidth	15-day	20-day
R <sup>2</sup>	0.06	0.02
Num. obs.	30	40

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

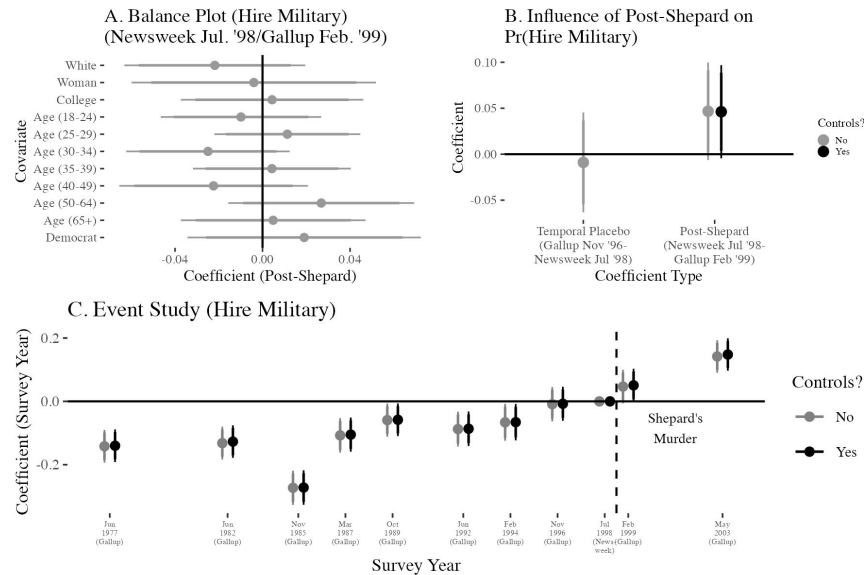
## D Study 3: Matthew Shepard

### D.1 Alternative Outcome: Legal Recognition



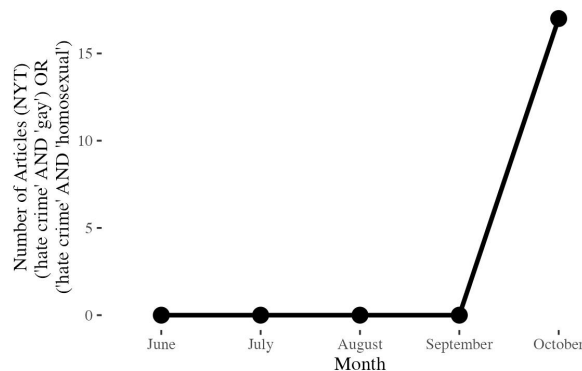
**Figure D13: Influence of Shepard's Murder on Support for Legal Recognition of Same-Sex Marriages.** All estimates include population weights. All covariates are scaled between 0-1. 95% CIs displayed derived from HC2 robust standard errors. See DSM Table 180 for regression tables on coefficients characterizing Panel B. See DSM Sections 4.8 and 4.8.1 for interpretation and details concerning the data and results presented on this figure.

## D.2 Alternative Outcome: Hire Military



**Figure D14: Influence of Shepard’s Murder on Support for Hiring Gay People To Serve In The Military.** Panel A displays covariate balance between the Newsweek Jul ’98 and Gallup Feb ’99 polls used to assess the influence of being interviewed *post-Shepard* on attitudes toward hiring gay people to serve in the military. Panel B displays a temporal placebo test assessing if mass attitudes on hiring gay people in the military shift between Nov ’96 and Jul ’98 in addition to coefficients with and without covariate adjustment that assess the influence of being interviewed *post-Shepard* on support for hiring gay people in the military. Panel C displays an event study assessing trends in support for hiring gay people in the military relative to a survey in Jul 1998 (hence no CIs for that survey estimate). All estimates include population weights. All covariates are scaled between 0-1. 95% CIs displayed derived from HC2 robust standard errors. See DSM Tables [181](#) and [182](#) for full regression tables characterizing the coefficients on Panels B and C. See DSM Sections 4.8 and [4.8.2](#) for interpretation and details concerning the data and results presented on this figure.

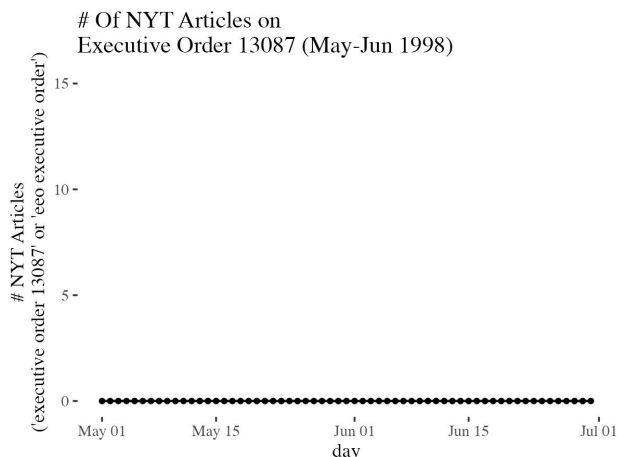
## D.3 Assessing anti-LGBTQ+ Violence Salience



**Figure D15: There Was No New York Times Coverage of Hate Crimes Related to Gay People In Between June-October 1998.** The x-axis is the month of 1998, the y-axis is the count of articles identified in the New York Times Historic Database (ProQuest) that are related to the following search term: (“hate crime” AND “gay”) OR (“hate crime” AND “homosexual”)

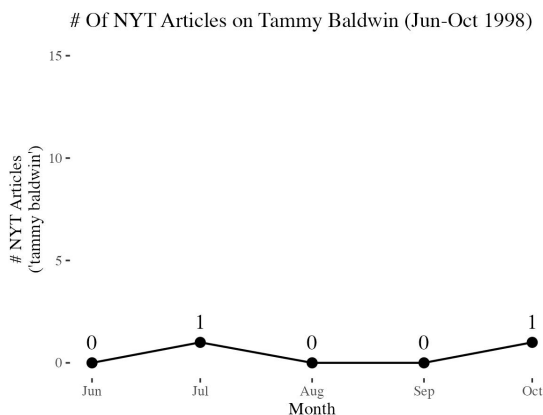
## D.4 Other Intervening Events

### D.4.1 Assessing If Clinton’s Anti-Discrimination Executive Order Was Salient



**Figure D16: There Were No New York Times Articles Related to Executive Order 13087 Near The Moment It Was Signed.** The x-axis is the day, the y-axis is the count of articles identified in the New York Times Historic Database (`rtimes` package) that are related to the following search terms: “executive order 13087” OR “eoo executive order.” For details on interpreting this figure, see DSM Section [4.9](#).

### D.4.2 Assessing If Tammy Baldwin’s Election Was Salient in 4 Months Between Surveys



**Figure D17: There Were Only 2 New York Times Articles Related to Tammy Baldwin In Between June-October 1998.** The x-axis is the month of 1998, the y-axis is the count of articles identified in the New York Times Historic Database (`rtimes` package) that are related to the following search term: “tammy baldwin.” Annotations denote number of NYT articles for each specific month. For details on interpreting this figure, see DSM Section [4.9](#).

## D.5 Evaluating Individual-Level Heterogeneity

Table D7: Heterogenous Influence of *Post-Shepard* (Study 3)

	Moral Wrong			
	(1)	(2)	(3)	(4)
Post-Shepard	-0.07** (0.03)	-0.10** (0.04)	-0.02 (0.03)	-0.11*** (0.03)
Post-Shepard x Non-White	-0.15* (0.06)			
Post-Shepard x Woman		-0.02 (0.05)		
Post-Shepard x Democrat			-0.20*** (0.05)	
Post-Shepard x Independent				-0.06 (0.07)
Non-White	0.10* (0.04)			
Woman	-0.08* (0.03)	-0.08* (0.03)	-0.08* (0.03)	-0.08* (0.03)
Democrat	0.06 (0.03)	0.06 (0.03)	0.06 (0.04)	0.07 (0.04)
R <sup>2</sup>	0.07	0.07	0.07	0.07
Num. obs.	2052	2052	2052	2052

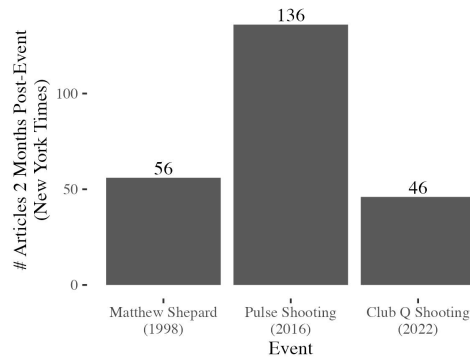
\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Note: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ . All models adjust for age, white (if not assessing heterogeneity by non-white), woman, college education, partisanship, voter registration, and Florida, Texas, California, New York, and Pennsylvania residence. HC2 robust SEs in parentheses.

## E Study 4: Club Q

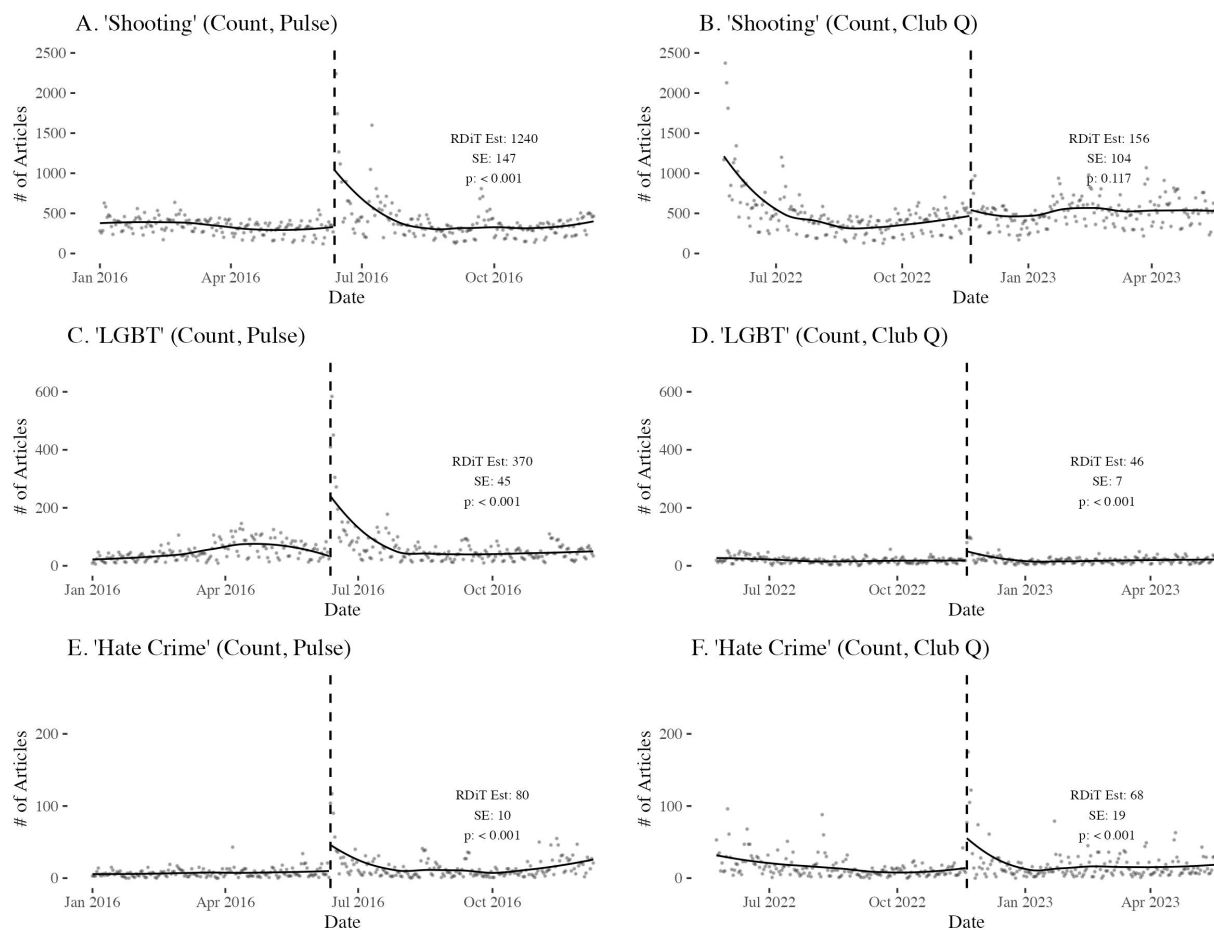
### E.1 Salience of Club Q Relative to Pulse and Shepard

#### E.1.1 New York Times

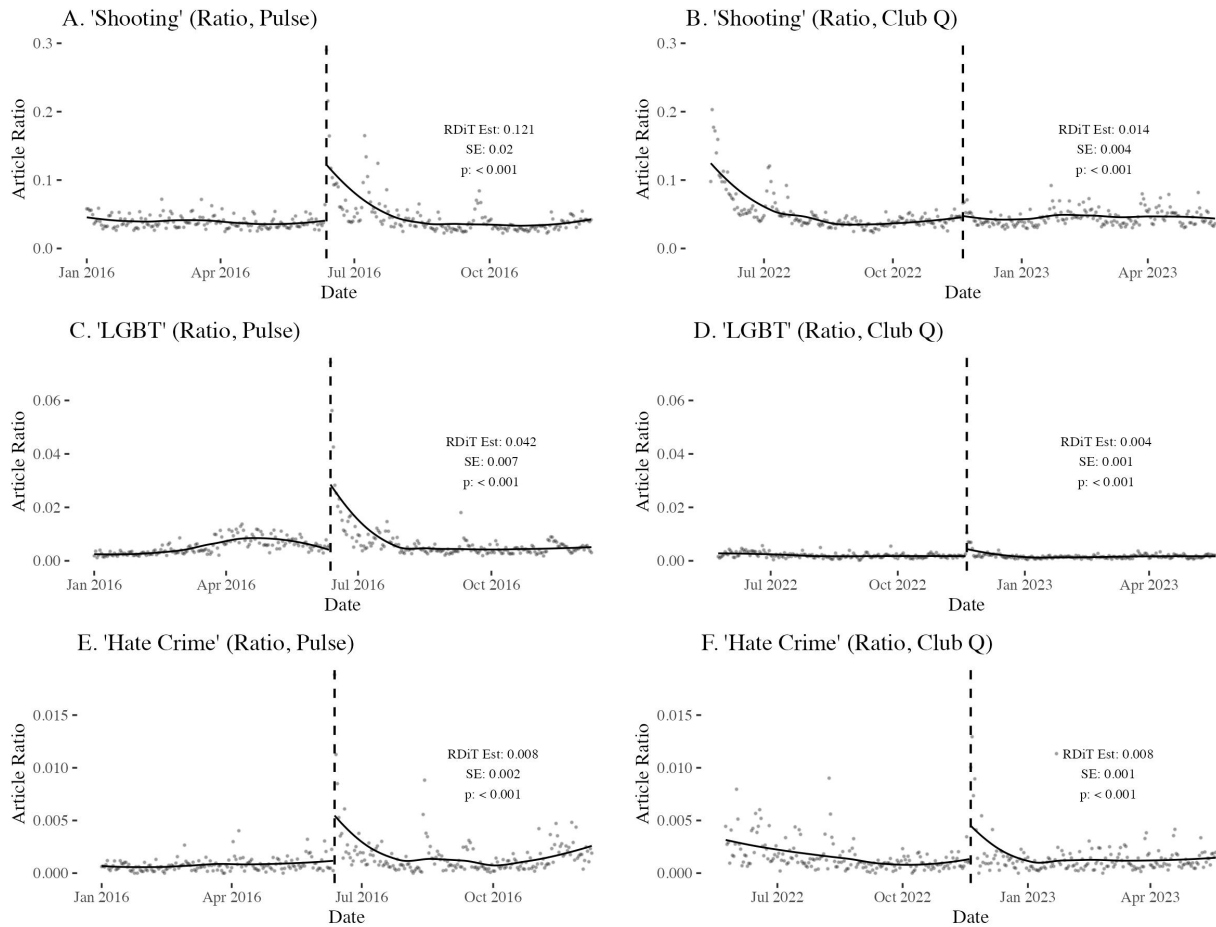


**Figure E18: Number of New York Times Articles Related to Matthew Shepard’s Murder, the Pulse Massacre, and the Club Q Shooting In The Two Months After The Event(s).** The x-axis is the respective event, the y-axis is the number of articles published in the New York Times in the two months after the incident. Data are from the ProQuest New York Times Historic Newspaper database. Search phrases for the respective incidents are: “matthew shepard AND (murder OR death OR killed),” “pulse AND shooting”, and “club q AND shooting.”

## E.1.2 Mediacloud



**Figure E19: Count of News Articles Related to Violence Against LGBTQ+ People Six Months Before and After the Pulse Massacre and Club Q Massacre.** Panels A-B, C-D, and E-F characterize the count of news articles (y-axis) over time (x-axis) containing the phrases “shooting,” “LGBT,” and “hate crime” respectively. Panels A, C, E and B, D, F characterize the count of articles over time 6 months before and after the Pulse and Club Q massacres respectively. Dashed vertical line denotes the moment the respective massacres occurred. The dark line characterizes a loess model fit on each side of the moment the respective massacres occurred. Data are from Mediacloud, an open-source platform for media analysis (see: <https://www.mediacloud.org/>). Annotations denote regression discontinuity-in-time estimates characterizing the effect of the respective massacres on the count of articles related to specific phrases (polynomial degree = 1, kernel = uniform, using CCT optimal bandwidth selection, see Calonico, Cattaneo, and Titiunik (2015)).



**Figure E20: Ratio of News Articles Related to Violence Against LGBTQ+ People vis-a-vis All News Articles Six Months Before and After the Pulse Massacre and Club Q Massacre.** Panels A-B, C-D, and E-F characterize the ratio of news articles (y-axis) over time (x-axis) containing the phrases “shooting,” “LGBT,” and “hate crime” over all news articles respectively. Panels A, C, E and B, D, F characterize the count of articles over time 6 months before and after the Pulse and Club Q massacres respectively. Dashed vertical line denotes the moment the respective massacres occurred. The dark line characterizes a loess model fit on each side of the moment the respective massacres occurred. Data are from Mediacloud, an open-source platform for media analysis (see: <https://www.mediacloud.org/>). Annotations denote regression discontinuity-in-time estimates characterizing the effect of the respective massacres on the count of articles related to specific phrases (polynomial degree = 1, kernel = uniform, using CCT optimal bandwidth selection, see Calonico, Cattaneo, and Titiunik (2015)).

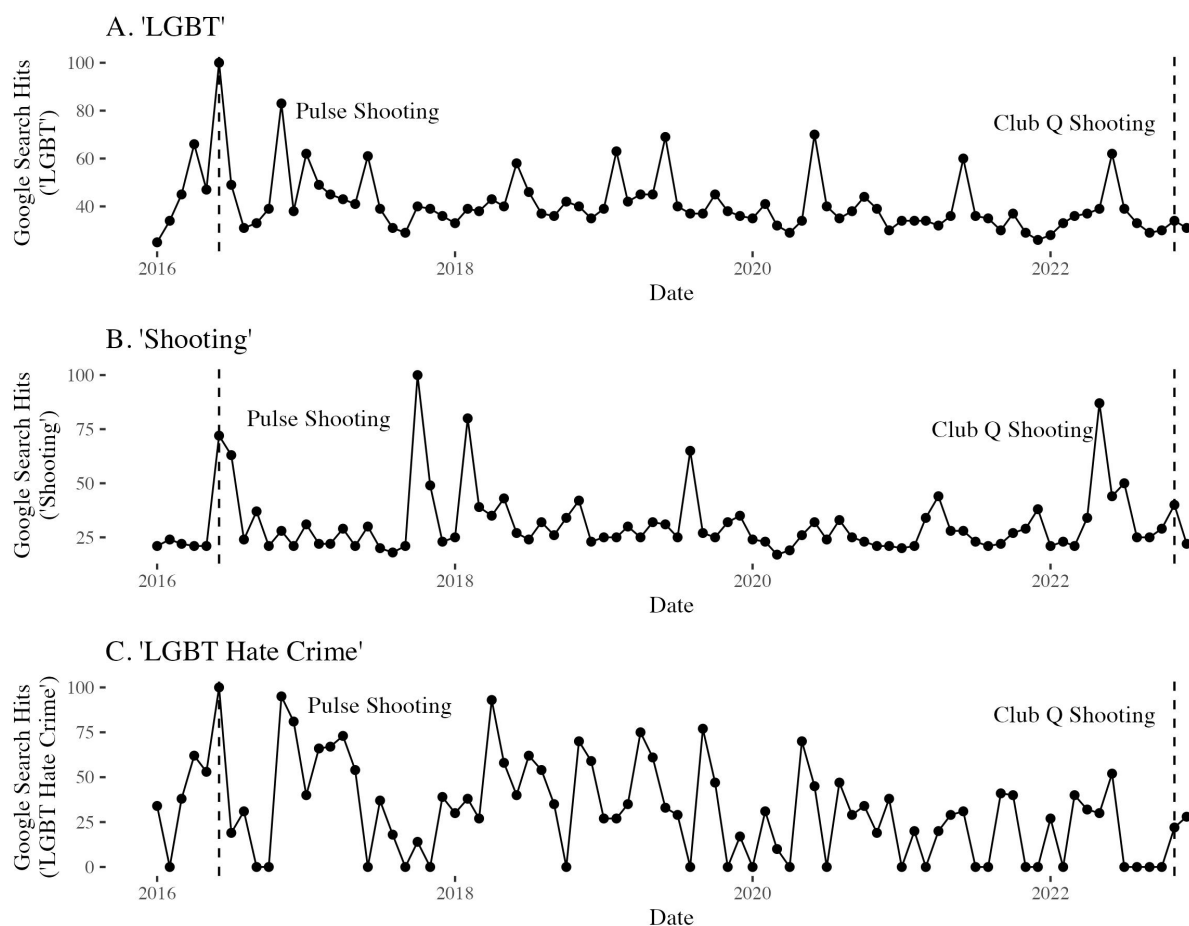


**Table E8: Assessing Coefficient Differences Between *Post-Pulse* and *Post-Club Q* on Media Salience**

Outcome	Topic	RDiT Coef. (Pulse)	RSE (Pulse)	RDiT Coef. (Club Q)	RSE (Club Q)	Coef. Difference	Difference t stat.	Difference p value
Count	Shooting	1240.232	147.036	155.632	103.825	1084.601	6.348	0.000
Count	LGBT	369.582	44.839	46.168	7.430	323.414	7.129	0.000
Count	Hate Crime	80.012	10.373	68.077	18.824	11.935	0.596	0.553
Ratio	Shooting	0.121	0.020	0.014	0.004	0.108	5.182	0.000
Ratio	LGBT	0.042	0.007	0.004	0.001	0.038	5.420	0.000
Ratio	Hate Crime	0.008	0.002	0.008	0.001	0.000	0.013	0.989

Note: All RDiT estimates use a uniform kernel and polynomial degree equal to 1 along with the optimal bandwidth selection mechanism by Calonico, Cattaneo, and Titiunik (2015). Robust SEs displayed.

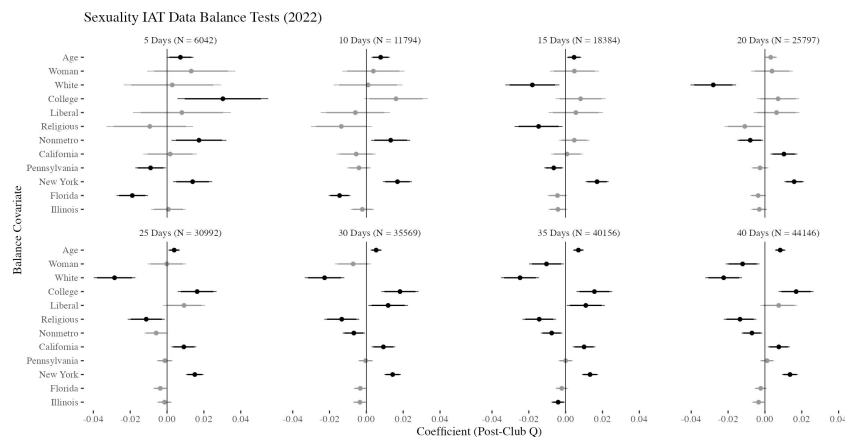
### E.1.3 Google Trends



**Figure E21: Google Search Intensity On Topics Related to LGBT, Hate Crimes, and Mass Shootings Over Time (2016-2022).** The x-axis is month, the y-axis is the normalized search intensity for a particular search topic between 2016-2022. From left to right, dashed vertical lines denote the moment of the Pulse massacre and Club Q shooting. Panels A, B, and C characterize search intensity for the following search terms: “LGBT,” “shooting,” and “LGBT hate crime.”

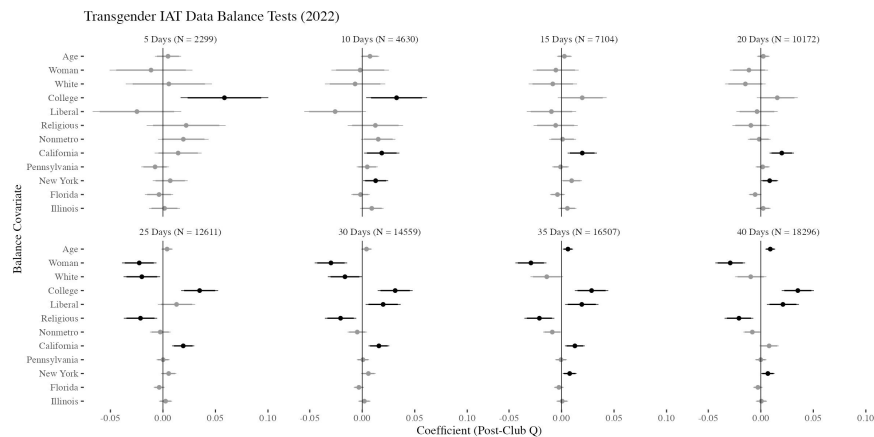
## E.2 Balance Tests

### E.2.1 Project Implicit Sexuality IAT Data (2022)



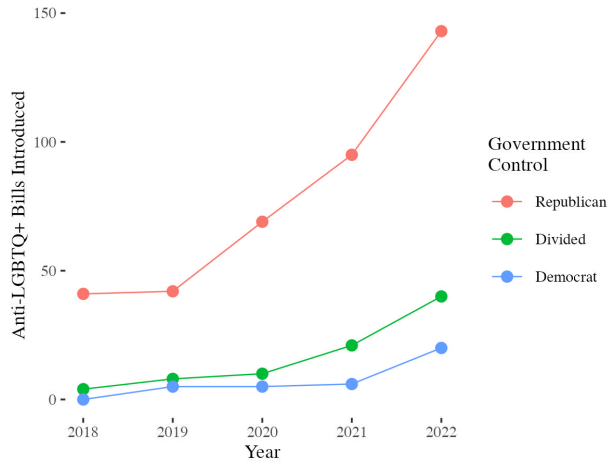
**Figure E22: Covariate Balance Between Project Implicit Sexuality IAT Survey-Takers Before and After Club Q Massacre.** Each coefficient is from a separate model regressing a balance covariate (y-axis) on a binary indicator for taking the Sexuality IAT after the Club Q massacre (*post-Club Q*). Each panel characterizes the sample bandwidth at use (1-40 days from the Club Q massacre) and sample size. Statistically significant coefficients are black, grey otherwise. 95% CIs displayed derived from HC2 robust standard errors.

### E.2.2 Project Implicit Transgender IAT Data (2022)



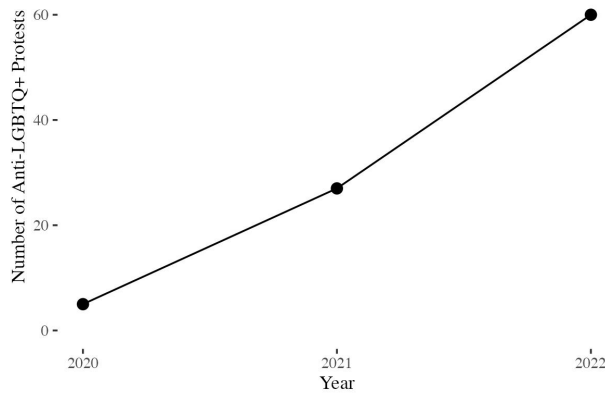
**Figure E23: Covariate Balance Between Project Implicit Transgender IAT Survey-Takers Before and After Club Q Massacre.** Each coefficient is from a separate model regressing a balance covariate (y-axis) on a binary indicator for taking the Transgender IAT after the Club Q massacre (*post-Club Q*). Each panel characterizes the sample bandwidth at use (1-40 days from the Club Q massacre) and sample size. Statistically significant coefficients are black, grey otherwise. 95% CIs displayed derived from HC2 robust standard errors.

### E.3 State-Level Anti-LGBTQ+ Bills Over Time By Partisan Control



**Figure E24: Number of State-Level Anti-LGBTQ+ Bills Introduced Over Time By Partisan Control.** X-axis is year, y-axis is the number of anti-LGBTQ+ bills introduced. Color denotes state government partisan control of governorship, upper, and lower house. Data on bill introductions are from the American Civil Liberties Union. For details on data used to generate this figure, see DSM Section [6.2](#).

### E.4 Anti-LGBTQ+ Right Wing Protests Over Time



**Figure E25: Number of Right-Wing Anti-LGBTQ+ Protests Over Time (2020-2022).** X-axis is year, y-axis is the number of anti-LGBTQ+ protests. Data are from ACLED (see: <https://acleddata.com/>, protest keyword = “anti-LGBT”)

## E.5 Evaluating Individual-Level Heterogeneity

### E.5.1 Sexuality IAT

Table E9: Heterogeneous Influence of Club Q Massacre (S-IAT Dataset)

Interaction	Coefficient	SE	p-value	Dataset	Outcome	Bandwidth	N	R-Squared
Post-Club Q x Non-White	0.00	0.00	0.93	Sexuality IAT	D-Score (Anti-Gay)	20.00	24118	0.16
Post-Club Q x Woman	-0.00	0.00	0.71	Sexuality IAT	D-Score (Anti-Gay)	20.00	24118	0.16
Post-Club Q x Liberal	0.00	0.00	0.87	Sexuality IAT	D-Score (Anti-Gay)	20.00	24118	0.16
Post-Club Q x % LGBT (State)	0.00	0.00	0.59	Sexuality IAT	D-Score (Anti-Gay)	20.00	24118	0.17
Post-Club Q x SS Couple Density (County)	-0.00	0.00	0.68	Sexuality IAT	D-Score (Anti-Gay)	20.00	19057	0.17
Post-Club Q x Non-White	-0.01	0.01	0.26	Sexuality IAT	Straight Bias	20.00	24542	0.23
Post-Club Q x Woman	-0.01	0.01	0.08	Sexuality IAT	Straight Bias	20.00	24542	0.23
Post-Club Q x Liberal	-0.00	0.01	0.69	Sexuality IAT	Straight Bias	20.00	24542	0.23
Post-Club Q x % LGBT (State)	-0.00	0.00	0.78	Sexuality IAT	Straight Bias	20.00	24542	0.23
Post-Club Q x SS Couple Density (County)	-0.00	0.00	0.21	Sexuality IAT	Straight Bias	20.00	19492	0.23
Post-Club Q x Non-White	0.00	0.00	0.95	Sexuality IAT	Heterocentrism	20.00	24691	0.25
Post-Club Q x Woman	-0.01	0.00	0.15	Sexuality IAT	Heterocentrism	20.00	24691	0.25
Post-Club Q x Liberal	-0.00	0.00	0.49	Sexuality IAT	Heterocentrism	20.00	24691	0.25
Post-Club Q x % LGBT (State)	0.00	0.00	0.95	Sexuality IAT	Heterocentrism	20.00	24691	0.25
Post-Club Q x SS Couple Density (County)	-0.00	0.00	0.49	Sexuality IAT	Heterocentrism	20.00	19592	0.25

HC2 robust SEs reported. Each interaction coefficient is from a separate model.

### E.5.2 Transgender IAT

Table E10: Heterogenous Influence of Club Q Massacre (T-IAT Dataset)

Interaction	Coefficient	SE	p-value	Dataset	Outcome	Bandwidth	N	R-Squared
Post-Club Q x Non-White	0.006	0.007	0.402	Transgender IAT	D-Score (Anti-Trans)	15.000	6185	0.116
Post-Club Q x Woman	-0.001	0.007	0.861	Transgender IAT	D-Score (Anti-Trans)	15.000	6185	0.116
Post-Club Q x Liberal	-0.008	0.007	0.197	Transgender IAT	D-Score (Anti-Trans)	15.000	6185	0.116
Post-Club Q x % LGBT (State)	-0.006	0.005	0.219	Transgender IAT	D-Score (Anti-Trans)	15.000	6185	0.117
Post-Club Q x SS Couple Density (County)	-0.002	0.001	0.072	Transgender IAT	D-Score (Anti-Trans)	15.000	4910	0.120
Post-Club Q x Non-White	-0.006	0.010	0.580	Transgender IAT	Cis Bias	15.000	6516	0.188
Post-Club Q x Woman	-0.024	0.011	0.035	Transgender IAT	Cis Bias	15.000	6516	0.189
Post-Club Q x Liberal	-0.007	0.010	0.512	Transgender IAT	Cis Bias	15.000	6516	0.188
Post-Club Q x % LGBT (State)	-0.007	0.006	0.216	Transgender IAT	Cis Bias	15.000	6516	0.190
Post-Club Q x SS Couple Density (County)	-0.001	0.002	0.624	Transgender IAT	Cis Bias	15.000	5179	0.183
Post-Club Q x Non-White	-0.009	0.007	0.163	Transgender IAT	Ciscentrism	15.000	6627	0.193
Post-Club Q x Woman	-0.008	0.008	0.287	Transgender IAT	Ciscentrism	15.000	6627	0.193
Post-Club Q x Liberal	-0.012	0.007	0.073	Transgender IAT	Ciscentrism	15.000	6627	0.193
Post-Club Q x % LGBT (State)	-0.004	0.004	0.276	Transgender IAT	Ciscentrism	15.000	6627	0.195
Post-Club Q x SS Couple Density (County)	0.000	0.001	0.825	Transgender IAT	Ciscentrism	15.000	5252	0.190

HC2 robust SEs reported. Each interaction coefficient is from a separate model.

## F Less Salient Violent Events

### F.1 Salience: Search and Analysis Rules

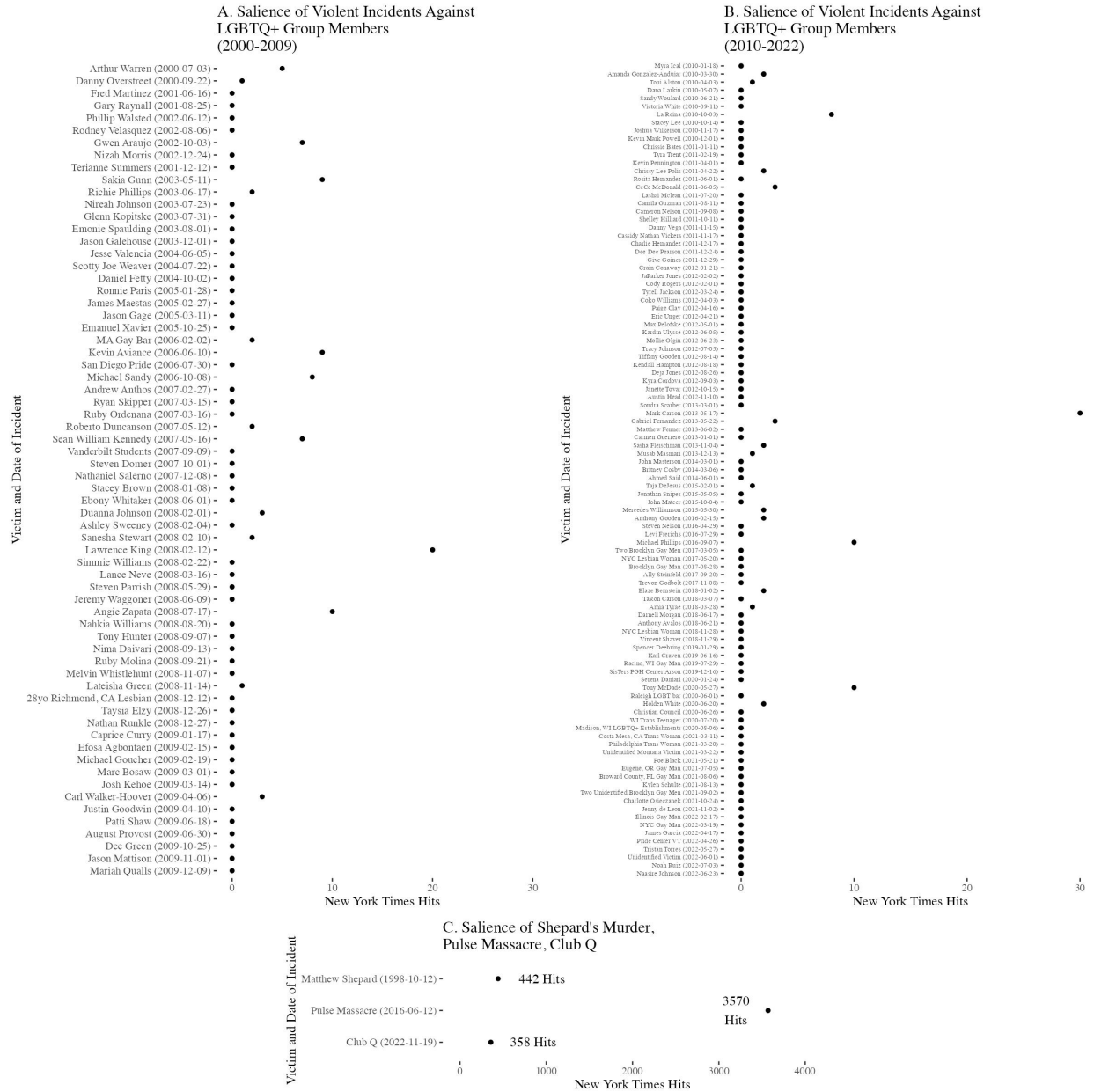
Here, we assess the salience of several relatively prominent anti-LGBTQ+ violent events relative to the Pulse massacre, Matthew Shepard’s murder, and the Club Q massacre between 2000-2022. The universe of events we assess is from this crowd-sourced list: [https://en.wikipedia.org/wiki/History\\_of\\_violence\\_against\\_LGBT\\_people\\_in\\_the\\_United\\_States](https://en.wikipedia.org/wiki/History_of_violence_against_LGBT_people_in_the_United_States).

To assess salience, we assess the number of search hits related to each event from the New York Times.

The Google search term we use to assess salience is: site:nytimes.com “[name of victim]” AND LGBT OR LGBTQ OR gay OR lesbian OR bisexual OR queer OR transgender OR trans OR homophobic OR transphobic AND attack OR assault OR murder OR kill OR killed OR killing OR death”

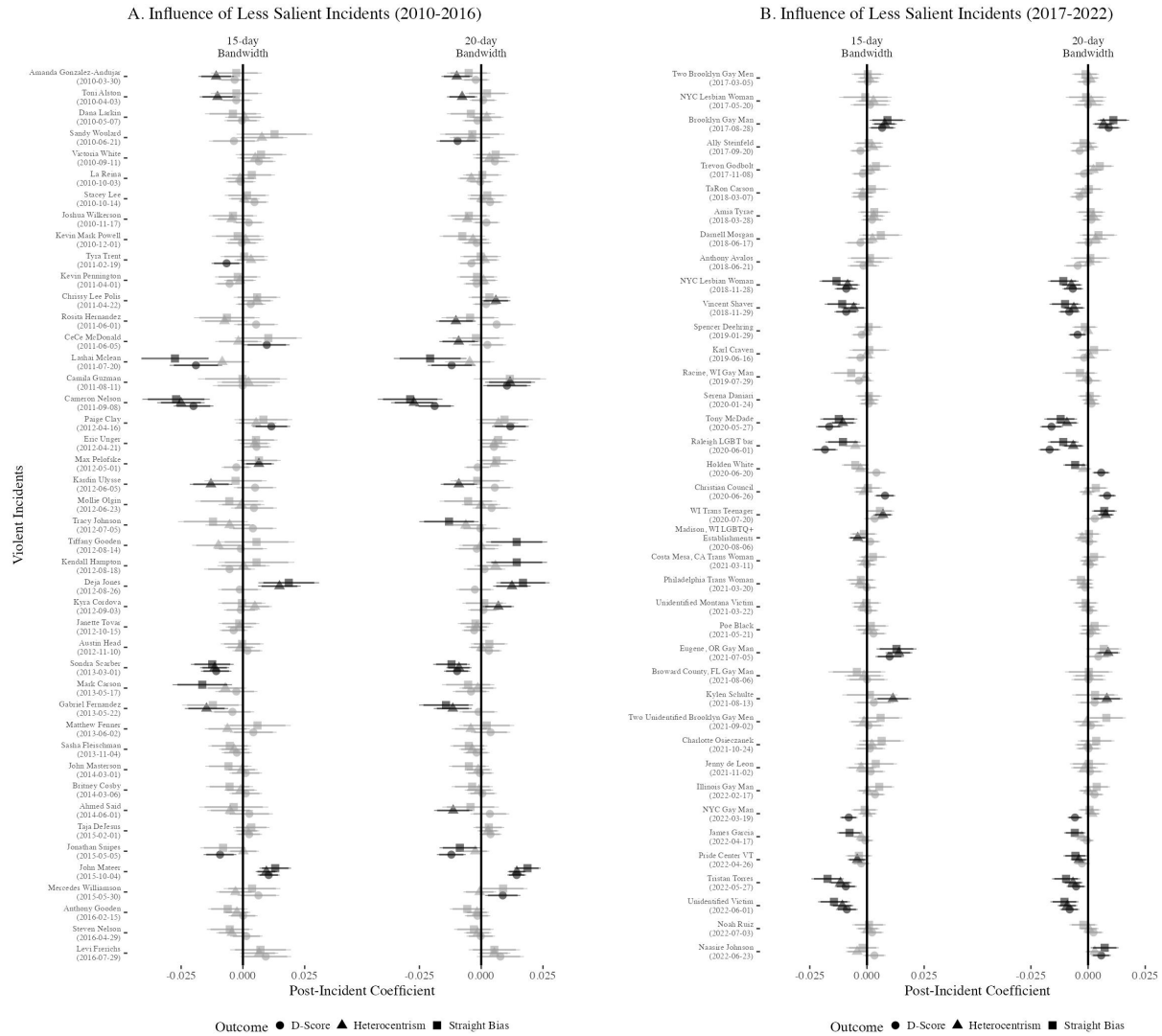
In cases where a particular place is attacked (e.g. Pulse, or Club Q), we replace “name of victim” with the place the attack occurred (e.g. “Pulse,” “Club Q”).

## F.2 Salience of Less Salient Violent Events (2000-2022)



**Figure F26: Salience of Less Salient Violent Incidents Against LGBTQ+ Group Members Relative to the Pulse Massacre, Shepard’s Murder, and the Club Q massacre.** Panels A/B characterizes the salience (x-axis, number of NYT articles) of incidents (y-axis) from 2000-2009/2010-2022. Panel C characterizes the salience of Shepard’s murder, the Pulse massacre, and the Club Q massacre. Annotations denote number of New York Times hits. See Section [F.1](#) for information on measurement of violent incidents and salience.

### F.3 Assessing Influence of Less Salient Violent Events on Prosocial Attitudes (2010-2022)



**Figure F27: Influence of Less Salient Violent Incidents Against LGBTQ+ Group Members on Prosocial Attitudes Toward Gay People.** Panels A/B characterize the influence of incidents on prosocial attitudes from 2010-2016/2017-2022. The x-axis is the post-incident coefficient, the y-axis is the name of victim and date of the respective violent incident. Shape denotes outcome at use (*D-score*, *heterocentrism*, *straight bias*). Grey coefficients are statistically insignificant, black otherwise. Each panel contains two facets using data 15 days before and after the respective violent incident (left) and 20 days before and after the incident (right). 95% CIs displayed derived from HC2 robust SEs. See DSM Tables [187](#), [363](#) for regression tables characterizing placebo and control coefficients displayed here.

In this analysis, we examine the influence of less salient violent incidents against LGBTQ+

group members on prosocial attitudes toward gay people between 2010-2022 (see Figure F26, see also [https://en.wikipedia.org/wiki/History\\_of\\_violence\\_against\\_LGBT\\_people\\_in\\_the\\_United\\_States](https://en.wikipedia.org/wiki/History_of_violence_against_LGBT_people_in_the_United_States)). Similar to Studies 2 and 4, we use Project Implicit Sexuality Implicit Association Test surveys on U.S. adults from 2010-2022 to conduct this analysis. In the analysis, we exclude less salient incidents where 1) there were days of missing data 15 and 20-days before and after the onset of a particular violent incident and 2) there were not 20 days of pre-treatment data for each respective yearly survey (e.g. if an incident occurred on January 7th in a particular year, where there is only 6 days of pre-treatment data for that particular year). Like Studies 2 and 4, We assess the effect of each incident on the *D-score*, *straight bias*, and *heterocentrism*.

## References

Calonico, S., M. D. Cattaneo, and R. Titiunik, 2015. “Rdrobust: An R Package for Robust Nonparametric Inference in Regression-Discontinuity Designs.” *R J.* 7 (1), 38.