**Appendix 1. Description of Surveys and Supplementary Analyses**

**Table A1**. Description of the citizens included in the study (%)

|  |  |  |
| --- | --- | --- |
|  | Citizen Panel | Statistics Sweden |
| Female  Highly educated (three years or more at university)  Left Party  Social Democrats  Center Party  Liberal Party  Conservatives  Christian Democrats  Green Party  Sweden Democrats  Feminist Initiative  Other parties  N | 43  54  16  17  8  9  14  3  7  19  5  1  3,235 | 50  16  6  31  5  6  23  5  7  13  3  1 |

Note: For the Citizen Panel the party variable is based on the question “If the election were held today, which party would you vote for?” 511 respondents answered that they did not know which party they would vote for, or that they would not vote for a party. For Statistics Sweden the proportion of women is related to the entire population, and the party variable is based on the outcome of the national election 2014. Source: Citizen panel December 2015-January 2016; Statistics Sweden.

**Table A2**. Description of the politicians included in the study (%)

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Politicians in Panel of Politicians | Politicians in Sweden |
| Female  Member in the National Parliament  Highly educated (three years or more at university)  Left Party  Social Democrats  Center Party  Liberal Party  Conservatives  Christian Democrats  Green Party  Sweden Democrats  Feminist Initiative  Other parties  N |  | 36  3  50  10  30  9  9  20  6  9  2  2  2  1,909 | 44  53  6  31  8  7  22  4  8  10  1  4  40 000 |

Note: The numbers for “Politicians in Sweden” reflect politicians at the municipal level. Almost 90 percent of the politicians in Sweden are active at the municipal level (Karlsson and Gilljam 2014) The party variable is based on the outcome of the municipal elections from 2014. To report the level of education, we have used data from the KOLFU study in which more than 10,000 politicians (response rate 79 percent) were asked about their level of education (Gilljam and Karlsson 2013).

**Table A3**.Summary of the experiment design on approval of a field experiment

|  |  |  |
| --- | --- | --- |
|  | Description of study | Subjects of study |
| Group 1 | “Experiment” | “Politicians” |
| Group 2 | “Experiment” | “Citizens” |
| Group 3 | “Study” | “Politicians” |
| Group 4 | “Study” | “Citizens” |

**Table A4**. Checks for randomization between groups in survey experiment. Citizens’

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | mean scores (number of participants) | | | | | | | | |  | |
| Control factors | Expgrp1 | Expgrp2 | Expgrp3 | Expgrp4 | Expgrp5 | Expgrp6 | Grand mean (n) | Sig. | F-quota | |
| Birth year | 1965  (583) | 1966  (567) | 1965  (640) | 1965  (568) | 1965  (634) | 1966  (592) | 1965  (3584) | .422 | 0.99 | |
| Sex  (women) | .41  (601) | .47  (578) | .47  (660) | .43  (580) | .41  (647) | .43  (609) | 0.43  (3723) | .127 | 1.72 | |
| Level of education | .55  (592) | .55  (573) | .55  (653) | .55  (581) | .52  (639) | .53  (596) | .54  (3634) | .880 | 0.35 | |
| Political party | 4.7  (518) | 4.9  (493) | 4.4  (555) | 4.5  (513) | 4.6  (580) | 4.6  (539) | 4.6  (3198) | .135 | 1.68 | |

Note: Big parties include the Social Democrats and the Conservatives

**Table A5**. Checks for randomization between groups in survey experiment. Politicians’

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | mean scores (number of participants) | | | | | | | | |  | |
| Control factors | Expgrp1 | Expgrp2 | Expgrp3 | Expgrp 4 | Expgrp5 | Expgrp6 | Grand mean (n) | Sig. | F-quota | |
| Birth year | 1957  (358) | 1955  (294) | 1956  (326) | 1958  (274) | 1957  (316) | 1957  (348) | 1957  (1916) | .285 | 1.25 | |
| Sex  (women) | .35  (355) | .36  (292) | .42  (322) | .35  (273) | .32  (315) | .34  (346) | .36  (1903) | .193 | 1.48 | |
| Level of education | .49  (350) | .51  (290) | .49  (324) | .52  (270) | .53  (317) | .47  (344) | .50  (1895) | .684 | 0.62 | |
| Political party | 3.9  (355) | 3.8  (292) | 3.9  (325) | 3.9  (273) | 4.1  (316) | 3.7  (348) | 3.9  (1909) | .484 | 0.89 | |

Note: Big parties include the Social Democrats and the Conservatives

**Table A6**. Citizens’ approval of survey experiments (OLS)

|  |  |
| --- | --- |
|  | Survey experiments |
| Women  Education (1-3 years or more at university)  Birth year (1926-1996)  Political party (Left Party as reference)  Social Democrats  Center Party  Liberal Party  Conservatives  Christian Democrats  Greens  Swedish Democrats  Feminist Party  Other  Constant  Observations  R-squared | -0.42\*\*\*  (0.07)  0.50\*\*\*  (0.07)  0.02\*\*\*  (0.00)      -0.18  (0.11)  0.04  (0.14)  -0.05  (0.14)  -0.02  (0.12)  -0.61\*\*\*  (0.20)  0.14  (0.15)  -0.42\*\*\*  (0.11)  0.04  (0.17)  0.08  (0.29)  -36.74\*\*\*  (4.38)  3,034  0.08 |

Note: Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1. Source: Citizen Panel November 2015-January 2016. Question formulations in the text.

**Figure A1**. Citizens’ reaction towards **Figure A2**. Politicians’ reaction towards

the word “experiment” the word “experiment”



Note: Treatment formulation is found in the text. Question formulation “According to you, is such an experiment/a study with politicians/citizens ethically problematic?” In Figures A7 and A8 the difference between using the words “experiment” versus “study” is compared.Response options: 1 - Yes, very problematic, 4 - Neither problematic nor unproblematic 7- No, completely unproblematic. Sources: Citizen Panel and Panel of Politicians, Nov 2015-Jan 2016. Confidence intervals 95 percent

**Table A7. Politicians on potential ethical problems (OLS)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Assistant make contact | Survey too long | Too private | No analyses | No reports |
| Women  Education (1=three or more years at a university)  Birth year (1926-1996)  Member in National Parliament  Political Party (Left Party as reference)  Social Democrats  Center Party  Liberal Party  Conservatives  Christian Democrats  Greens  Swedish Democrats  Feminist Party  Other  Constant  Observations  R-squared | -0.27\*\*\*  (0.08)  0.36\*\*\*  (0.08)  0.01\*\*\*  (0.00)  -0.03  (0.22)    -0.29\*\*  (0.14)  -0.13  (0.18)  -0.27  (0.18)  -0.33\*\*  (0.15)  -0.10  (0.20)  -0.16  (0.18)  -0.81\*\*\*  (0.31)  -0.73\*\*  (0.30)  -0.38  (0.30)  -21.02\*\*\*  (6.07)  1,872  0.04 | -0.05  (0.08)  0.11  (0.08)  -0.02\*\*\*  (0.00)  -0.39\*  (0.21)    -0.25\*  (0.13)  -0.32\*  (0.16)  -0.40\*\*  (0.16)  -0.50\*\*\*  (0.14)  -0.36\*  (0.19)  -0.37\*\*  (0.17)  -0.02  (0.28)  0.24  (0.28)  -0.31  (0.28)  36.37\*\*\*  (5.59)  1,869  0.03 | -0.26\*\*\*  (0.08)  -0.13  (0.08)  -0.01\*\*\*  (0.00)  -0.57\*\*\*  (0.21)  -0.20  (0.14)  -0.30\*  (0.17)  -0.35\*\*  (0.17)  -0.52\*\*\*  (0.14)  -0.44\*\*  (0.19)  -0.25  (0.17)  -0.27  (0.29)  -0.16  (0.29)  0.06  (0.29)  20.26\*\*\*  (5.77)  1,872  0.03 | -0.08  (0.07)  0.05  (0.07)  0.00  (0.00)  -0.31  (0.19)    -0.18  (0.12)  -0.13  (0.15)  -0.13  (0.15)  -0.23\*  (0.13)  0.00  (0.17)  -0.17  (0.15)  0.30  (0.26)  0.18  (0.26)  -0.38  (0.26)  -2.70  (5.14)  1,866  0.01 | -0.14\*\*  (0.07)  0.02  (0.06)  0.01\*\*\*  (0.00)  0.06  (0.18)    -0.14  (0.11)  -0.01  (0.14)  -0.14  (0.14)  -0.26\*\*  (0.12)  -0.03  (0.16)  -0.03  (0.14)  0.17  (0.24)  0.16  (0.24)  -0.41\*  (0.24)  -23.38\*\*\*  (4.72)  1,866  0.03 |

Note: Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

**Appendix 2. Original survey formulations in Swedish**

THE EXPERIMENTAL TREATMENT

Groups 1-4: ”*Föreställ dig följande situation. En forskare vill undersöka om svenska politiker/medborgare är särskilt vänligt inställda till människor med typiskt svenska namn. Forskaren gör ett experiment/en studie där ett urval av politiker/medborgare får bedöma en arbetssökandes meriter. Alla får se samma meritlista, men vissa av politikerna/medborgarna får läsa ett typiskt utländskt namn, medan andra får läsa ett typiskt svenskt namn*.”

DEPENDENT VARIABLES

1*. Enligt dig, är en sådan studie med politiker/medborgare etiskt problematisk?* Answering alternatives: 7 point scale: ”1 – Ja, väldigt problematisk, 4 – Varken problematisk eller oproblematisk 7- Nej, helt oproblematisk”.

ITEMS ON RESEARCH ETHICS

1. ”*Rent allmänt, i vilken utsträckning skulle följande händelser vara etiskt problematiska för dig om du ombads vara med i en enkätundersökning som riktar sig till dig/till dig i din egenskap av att vara politiker?*

1. *Forskaren låter en assistent sköta kontakten med dig som svarsperson istället för att göra det själv.*
2. *Deltagandet i undersökningen tar längre tid än vad forskaren från början sagt att det skulle göra.*
3. *Enkäten innehåller frågor som berör mer privata förhållanden än vad som verkade vara fallet när du accepterade att delta.*
4. *Enkäten innehåller experiment där slumpen används för att ge vissa svarspersoner en typ av information och andra en annan typ av information.*
5. *Forskaren hinner inte analysera den undersökning som du deltagit i.*
6. *Forskaren tillhandahåller ingen resultatrapport som du kan ta del av*.”

Answering alternatives: 7 point scale: 1 – Ja, väldigt problematisk, 4 – Varken problematisk eller oproblematisk 7- Nej, helt oproblematisk