

Appendix: Treatments

Control

The screenshot displays the Rate My Professors profile for Leighton Smith, a Political Science professor. The page features a navigation sidebar with options for Profs, School, Rate, and Blog. The main content area shows a rating form with a comment box and a 'CONTINUE YOUR RATING' button. Below this, there are three student ratings, each with a date, overall quality, level of difficulty, and a comment. The ratings are as follows:

Date	Rating	Overall Quality	Level of Difficulty	Comment
05/03/2019	GOOD	4.0	4.0	Good class. Take it.
05/16/2017	GOOD	4.0	4.0	Class lectures cover everything you need to know.
	AVERAGE	3.0	4.0	

Politics without Bias

RATE MY PROFESSORS CENGAGE UNLIMITED

SEARCH FOR A PROFESSOR OR SCHOOL

63 PROFS

SCHOOL

RATE

BLOG

Leighton Smith

Political Science

Rate This Professor Share

SUBMIT A CORRECTION | LEARN HOW RATINGS WORK

31 Student Ratings

Start typing your comment... CONTINUE YOUR RATING

350 characters left

RATING: ALL CLASS: ALL COMMENT

Date	Rating	Overall Quality	Level of Difficulty	For Credit	Attendance	Textbook Used	Would Take Again	Grade Received	Comments
05/03/2019	GOOD	4.0	4.0	Yes	Mandatory	Yes	Yes	A	Good class. Take it.
05/16/2017	GOOD	4.0	4.0	Yes	Mandatory	No	Yes	A	Class lectures cover everything you need to know.
	AVERAGE	3.0	4.0	Yes	Not Mandatory	No	Yes	B+	Likes to get into controversial political topics, but your opinions won't affect your grade.

Moderately Conservative

RATE MY PROFESSORS
PRESENTED BY: CENGAGE UNLIMITED

SEARCH FOR A PROFESSOR OR SCHOOL

63 PROFS
SCHOOL
RATE
BLOG

Leighton Smith
Political Science

Rate This Professor Share

SUBMIT A CORRECTION | LEARN HOW RATINGS WORK

31 Student Ratings

Start typing your comment... CONTINUE YOUR RATING
350 characters left

RATING: ALL CLASS: ALL COMMENT

Date	Rating	Overall Quality	Level of Difficulty	For Credit	Attendance	Textbook Used	Would Take Again	Grade Received	Comments
05/03/2019	GOOD	4.0	4.0	Yes	Mandatory	Yes	Yes	A	Good class. Take it.
05/16/2017	GOOD	4.0	4.0	Yes	Mandatory	No	Yes	A	Class lectures cover everything you need to know.
	AVERAGE	3.0	4.0	Yes	Not Mandatory	No	Yes	B+	Kind of conservative, which I'm not, but it didn't affect my grade.

Moderately Liberal

The screenshot shows the Rate My Professors website for Leighton Smith, a Political Science professor. The page features a navigation sidebar with options for Profs, School, Rate, and Blog. The main content area displays the professor's name, a green smiley face icon, and the subject 'Political Science'. There are buttons for 'Rate This Professor' and 'Share', along with links for 'Submit a Correction' and 'Learn How Ratings Work'. A section titled '31 Student Ratings' includes a comment input field and a 'CONTINUE YOUR RATING' button. Below this, three student reviews are shown, each with a rating, overall quality, and level of difficulty. The first review is dated 05/03/2019, has a 'GOOD' rating, and a 4.0 overall quality. The second review is dated 05/16/2017, also has a 'GOOD' rating, and a 4.0 overall quality. The third review is dated 05/16/2017, has an 'AVERAGE' rating, and a 3.0 overall quality. Each review includes a comment and various criteria like 'For Credit', 'Attendance', 'Textbook Used', 'Would Take Again', and 'Grade Received'. The first review comment is 'Good class. Take it.' with criteria 'CLEAR GRADING CRITERIA', 'SO MANY PAPERS', and 'RESPECTED'. The second review comment is 'Class lectures cover everything you need to know.' with criteria 'ACCESSIBLE OUTSIDE CLASS' and 'GIVES GOOD FEEDBACK'. The third review comment is 'Kind of liberal, which I'm not, but it didn't affect my grade.' with the criterion 'CLEAR GRADING CRITERIA'.

RATE MY PROFESSORS CENGAGE UNLIMITED

SEARCH FOR A PROFESSOR OR SCHOOL

63 PROFS

SCHOOL

RATE

BLOG

Leighton Smith

Political Science

Rate This Professor Share

SUBMIT A CORRECTION | LEARN HOW RATINGS WORK

31 Student Ratings

Start typing your comment... CONTINUE YOUR RATING

350 characters left

RATING: ALL CLASS: ALL COMMENT

05/03/2019

GOOD

4.0 OVERALL QUALITY

4.0 LEVEL OF DIFFICULTY

For Credit: Yes
Attendance: Mandatory

Textbook Used: Yes
Would Take Again: Yes
Grade Received: A

CLEAR GRADING CRITERIA SO MANY PAPERS RESPECTED

Good class. Take it.

05/16/2017

GOOD

4.0 OVERALL QUALITY

4.0 LEVEL OF DIFFICULTY

For Credit: Yes
Attendance: Mandatory

Textbook Used: No
Would Take Again: Yes
Grade Received: A

ACCESSIBLE OUTSIDE CLASS CLEAR GRADING CRITERIA

GIVES GOOD FEEDBACK

Class lectures cover everything you need to know.

05/16/2017

AVERAGE

3.0 OVERALL QUALITY

4.0 LEVEL OF DIFFICULTY

For Credit: Yes
Attendance: Not Mandatory

Textbook Used: No
Would Take Again: Yes
Grade Received: B-

CLEAR GRADING CRITERIA

Kind of liberal, which I'm not, but it didn't affect my grade.

Very Conservative

RATE MY PROFESSORS

PRESENTED BY: CENGAGE UNLIMITED

SEARCH FOR A PROFESSOR OR SCHOOL

62 PROFS

SCHOOL

RATE

BLOG

Leighton Smith

Political Science

Rate This Professor Share

SUBMIT A CORRECTION | LEARN HOW RATINGS WORK

31 Student Ratings

Start typing your comment... CONTINUE YOUR RATING

350 characters left

RATING: ALL CLASS: ALL COMMENT

05/03/2019

GOOD

4.0 OVERALL QUALITY

4.0 LEVEL OF DIFFICULTY

For Credit: Yes
Attendance: Mandatory

Textbook Used: Yes
Would Take Again: Yes
Grade Received: A

CLEAR GRADING CRITERIA SO MANY PAPERS RESPECTED

Good class. Take it.

05/16/2017

GOOD

4.0 OVERALL QUALITY

4.0 LEVEL OF DIFFICULTY

For Credit: Yes
Attendance: Mandatory

Textbook Used: No
Would Take Again: Yes
Grade Received: A

ACCESSIBLE OUTSIDE CLASS CLEAR GRADING CRITERIA

GIVES GOOD FEEDBACK

Class lectures cover everything you need to know.

AVERAGE

3.0 OVERALL QUALITY

4.0 LEVEL OF DIFFICULTY

For Credit: Yes
Attendance: Not Mandatory

Textbook Used: No
Would Take Again: Yes
Grade Received: B-

CLEAR GRADING CRITERIA

Very conservative! Constantly pushes the Republican agenda. Fair grader, though.

Very Liberal

RATE MY PROFESSORS SEARCH FOR A PROFESSOR OR SCHOOL

PRESENTED BY: CENGAGE UNLIMITED

63 PROFS

SCHOOL

RATE

BLOG

Leighton Smith

Political Science

Rate This Professor Share

SUBMIT A CORRECTION | LEARN HOW RATINGS WORK

31 Student Ratings

Start typing your comment... CONTINUE YOUR RATING

350 characters left

RATING: ALL CLASS: ALL COMMENT

Date	Rating	Overall Quality	Level of Difficulty	For Credit	Attendance	Textbook Used	Would Take Again	Grade Received	Comments
05/03/2019	GOOD	4.0	4.0	Yes	Mandatory	Yes	Yes	A	Good class. Take it.
05/16/2017	GOOD	4.0	4.0	Yes	Mandatory	No	Yes	A	Class lectures cover everything you need to know.
	AVERAGE	3.0	4.0	Yes	Not Mandatory	No	Yes	B-	Very liberal! Constantly pushes the Democrats' agenda. Fair grader, though.

Table 1A: Treatment Groups and Participant Characteristics (%)

	Full Sample	Very Liberal	Kind of Liberal	Political Issues, No Bias	No Politics (Control)	Kind of Cons.	Very Cons.
Liberals	41.0	-	-	41.7	46.6	70.4	66.5
Conservatives	30.6	60.2	64.1	35.6	32.7	-	-
Moderates	28.4	39.8	35.9	22.7	20.7	29.6	33.5
Female	62.8	51.6	57.6	62.8	63.6	69.4	71.2
PoliSci Major	23.2	18.5	20.4	27.2	20.8	23.0	22.7

Table 2A. Likelihood of Taking Class (w/Party controls)

	(1)	(2)
Very Liberal	0.480 ^{***} (0.084)	0.490 ^{***} (0.089)
Moderately Liberal	1.277 (0.221)	1.274 (0.228)
Politics without Bias	1.820 ^{***} (0.266)	1.823 ^{***} (0.276)
Moderately Conservative	1.069 (0.175)	1.066 (0.179)
Very Conservative	0.507 ^{***} (0.081)	0.514 ^{***} (0.084)
Republican	0.724 ^{**} (0.092)	0.768 ^{**} (0.101)
Democrat	0.936 (0.109)	0.926 (0.112)
Female		1.385 ^{***} (0.148)
Political Science Major		1.620 ^{***} (0.197)
<i>N</i>	1412	1329
<i>R</i> ²	0.024	0.304

Exponentiated coefficients; Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

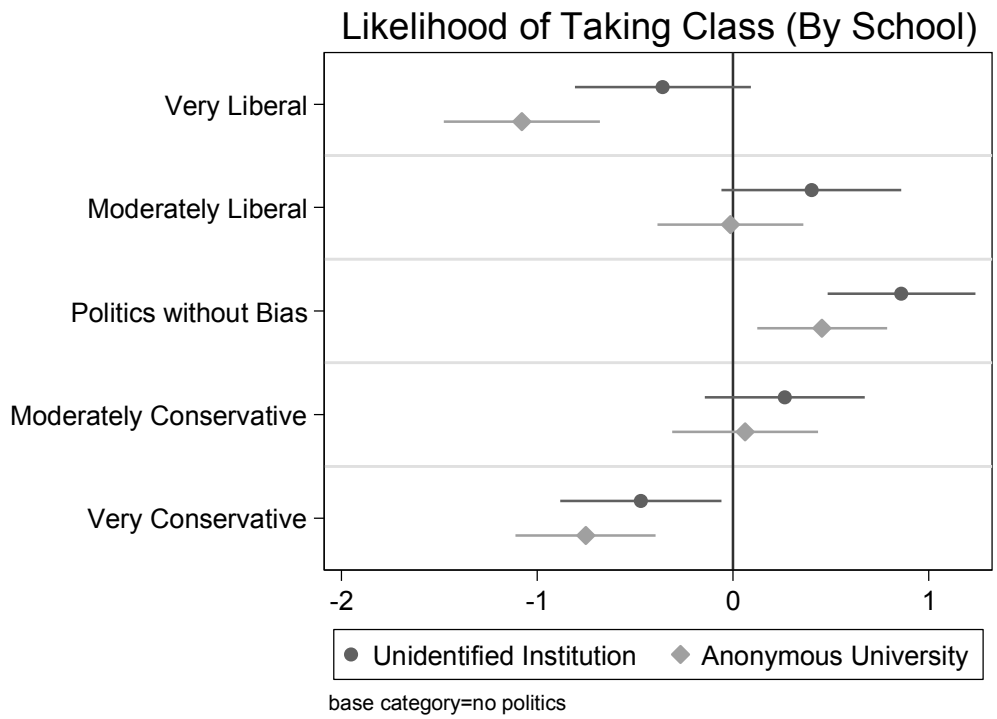


Figure 1A: Coefficient plot indicating likelihood of a student to take a class based on exposure to “Rate My Professor” style frames, broken down by school.

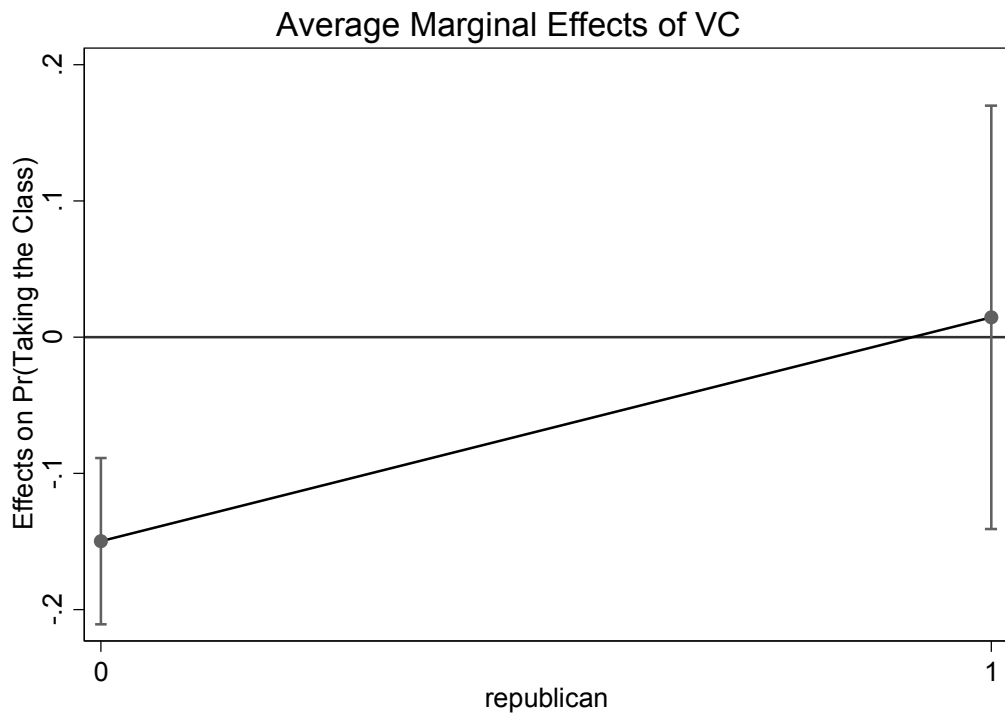


Figure 2A: Marginal Effects of the Very Conservative condition between Republicans and non-Republicans