**Appendix B: Factorial Design**

|  |  |
| --- | --- |
| Treatment:Randomized photo and name | Poster Gender (F / M) |
| Poster Race(White / Black) | White, woman(n = 500) | White, man(n = 500) |
| Black, woman(n = 500) | Black, man(n = 500) |
| Control | Generic image / name(n = 500) |

Total N = 2,500

**Appendix C: Descriptive Statistics**

|  | N | Mean | SD | Min | Median | Max | Range |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Age | 1,932 | 47.59 | 19.248 | 18 | 49.5 | 94 | 76 |
| Income | 1,932 | 4.78 | 1.732 | 1 | 5.0 | 7 | 6 |
| Educ. | 1,932 | 3.20 | 1.088 | 1 | 3.0 | 5 | 4 |
| Race | 1,932 | 1.88 | 0.899 | 1 | 2.0 | 3 | 2 |
| PID | 1,932 | 2.10 | 0.771 | 1 | 2.0 | 3 | 2 |
| Female | 1,932 | 0.53 | 0.499 | 0 | 1.0 | 1 | 1 |

**Appendix D: Logistic Regression Models for H1**

Note for all models: Reference category for Q treatment is CONTROL; Reference category for race is WHITE, NON-HISPANIC; Reference category for Party ID is REPUBLICAN; All dependent variable variables are coded 1 if the post was flagged.

|  |
| --- |
| **Logistic Regression Post 1** |
|  |
|  | *Dependent variable:* |
|  |  |
|  | Post Reported |
|  |
| Q1conditionBlack male | 0.206 |
|  | (0.145) |
|  |  |
| Q1conditionBlack female | -0.105 |
|  | (0.147) |
|  |  |
| Q1conditionWhite male | 0.020 |
|  | (0.142) |
|  |  |
| Q1conditionWhite female | 0.060 |
|  | (0.143) |
|  |  |
| Age | 0.007\*\*\* |
|  | (0.002) |
|  |  |
| Female | 0.071 |
|  | (0.092) |
|  |  |
| Income | 0.035 |
|  | (0.030) |
|  |  |
| Education | 0.008 |
|  | (0.046) |
|  |  |
| Race - Black | 0.037 |
|  | (0.138) |
|  |  |
| Race - Other | 0.134 |
|  | (0.104) |
|  |  |
| Democrat | 0.498\*\*\* |
|  | (0.127) |
|  |  |
| Independent / Other | 0.081 |
|  | (0.124) |
|  |  |
| Constant | -1.342\*\*\* |
|  | (0.249) |
|  |  |
|  |
| Observations | 2,081 |
| Log Likelihood | -1,369.399 |
| Akaike Inf. Crit. | 2,764.798 |
|  |
| *Note:* | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 |

|  |
| --- |
| **Logistic Regression Post 2** |
|  |
|  | *Dependent variable:* |
|  |  |
|  | Post Reported |
|  |
| Q2conditionBlack male | 0.240 |
|  | (0.158) |
|  |  |
| Q2conditionBlack female | 0.078 |
|  | (0.162) |
|  |  |
| Q2conditionWhite male | 0.147 |
|  | (0.160) |
|  |  |
| Q2conditionWhite female | 0.008 |
|  | (0.160) |
|  |  |
| Age | 0.005\* |
|  | (0.003) |
|  |  |
| Female | 0.032 |
|  | (0.103) |
|  |  |
| Income | -0.044 |
|  | (0.033) |
|  |  |
| Education | 0.005 |
|  | (0.052) |
|  |  |
| Race - Black | 0.028 |
|  | (0.147) |
|  |  |
| Race - Other | 0.076 |
|  | (0.117) |
|  |  |
| Democrat | 1.108\*\*\* |
|  | (0.148) |
|  |  |
| Independent / Other | 0.288\* |
|  | (0.151) |
|  |  |
| Constant | -1.733\*\*\* |
|  | (0.280) |
|  |  |
|  |
| Observations | 2,046 |
| Log Likelihood | -1,157.990 |
| Akaike Inf. Crit. | 2,341.981 |
|  |
| *Note:* | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 |

|  |
| --- |
| **Logistic Regression Post 3** |
|  |
|  | *Dependent variable:* |
|  |  |
|  | Post Reported |
|  |
| Q3conditionBlack male | 0.101 |
|  | (0.142) |
|  |  |
| Q3conditionBlack female | -0.023 |
|  | (0.141) |
|  |  |
| Q3conditionWhite male | 0.219 |
|  | (0.140) |
|  |  |
| Q3conditionWhite female | -0.016 |
|  | (0.141) |
|  |  |
| Age | 0.013\*\*\* |
|  | (0.002) |
|  |  |
| Female | 0.325\*\*\* |
|  | (0.091) |
|  |  |
| Income | -0.036 |
|  | (0.029) |
|  |  |
| Education | -0.043 |
|  | (0.046) |
|  |  |
| Race - Black | 0.004 |
|  | (0.137) |
|  |  |
| Race - Other | -0.058 |
|  | (0.103) |
|  |  |
| Democrat | 0.259\*\* |
|  | (0.125) |
|  |  |
| Independent / Other | 0.042 |
|  | (0.121) |
|  |  |
| Constant | -0.713\*\*\* |
|  | (0.245) |
|  |  |
|  |
| Observations | 2,051 |
| Log Likelihood | -1,388.292 |
| Akaike Inf. Crit. | 2,802.584 |
|  |
| *Note:* | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 |

|  |
| --- |
| **Logistic Regression Post 4** |
|  |
|  | *Dependent variable:* |
|  |  |
|  | Post Reported |
|  |
| Q4conditionBlack male | -0.189 |
|  | (0.146) |
|  |  |
| Q4conditionBlack female | -0.181 |
|  | (0.144) |
|  |  |
| Q4conditionWhite male | -0.076 |
|  | (0.144) |
|  |  |
| Q4conditionWhite female | -0.187 |
|  | (0.145) |
|  |  |
| Age | 0.001 |
|  | (0.002) |
|  |  |
| Female | 0.292\*\*\* |
|  | (0.093) |
|  |  |
| Income | -0.041 |
|  | (0.030) |
|  |  |
| Education | 0.065 |
|  | (0.047) |
|  |  |
| Race - Black | 0.111 |
|  | (0.138) |
|  |  |
| Race - Other | -0.080 |
|  | (0.106) |
|  |  |
| Democrat | 0.832\*\*\* |
|  | (0.129) |
|  |  |
| Independent / Other | 0.266\*\* |
|  | (0.126) |
|  |  |
| Constant | -0.790\*\*\* |
|  | (0.251) |
|  |  |
|  |
| Observations | 2,024 |
| Log Likelihood | -1,337.661 |
| Akaike Inf. Crit. | 2,701.322 |
|  |
| *Note:* | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 |

**Online Appendix E: Effect of Treatment Condition and Partisanship on Reporting**

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**Online Appendix F: Logistic regressions predicting effect of treatment race / gender X participant race / gender**

 Reporting Post as Violating Terms of Agreement

|  |  |  |
| --- | --- | --- |
|  | (1)Treatment x Race | (2)Treatment x Gender |
| Treatment |  |  |
|  Black | 1.04 |  |
|  | (0.09) |  |
|  Female |  | 0.87 |
|  |  | (0.09) |
| Female | 1.28\*\* | 1.24\* |
|  | (0.11) | (0.12) |
| Race |  |  |
|  White | . | . |
|  |  |  |
|  Black | 1.14 | 1.09 |
|  | (0.18) | (0.16) |
|  Other | 1.07 | 1.01 |
|  | (0.14) | (0.13) |
| Treatment Black x  Black | 0.89(0.18) |  |
| Treatment Black x  Other | 0.86(0.14) |  |
| Treatment Female x Female |  | 1.08(0.13) |
| Age | 1.01\*\*\* | 1.01\*\*\* |
|  | (0.00) | (0.00) |
| Income | 0.98 | 0.98 |
|  | (0.04) | (0.04) |
| Education | 1.01 | 1.01 |
|  | (0.06) | (0.06) |
| Party |  |  |
|  Republican | . | . |
|  |  |  |
|  Democrat | 2.32\*\*\* | 2.34\*\*\* |
|  | (0.15) | (0.15) |
|  Independent / Other | 1.23 | 1.23 |
|  | (0.15) | (0.13) |
| Intercept | 0.22(0.28) | 0.23(0.28) |
| N | 8,202 | 8,202 |
| Coefficients are odds ratios (exponentiated) with standard errors in parentheses. Data are stacked on post / question and analyzed using a fixed effects model to allow for analysis of treatment condition across posts.\*p < .10, \*\*p < .05, \*\*\*p < .01 |