

APPENDIX 1

Demographics and Randomization

Appendix Demographic summary of sample, by sex

	<i>Total</i>	<i>Women</i>	<i>Men</i>
<i>Mean Age</i>	32.3	34.3	30.9
<i>Race</i>			
Caucasian	74%	74%	74%
Asian	11%	10%	12%
Black/African American	6%	9%	5%
Hispanic/Latino	5%	3%	7%
<i>Marital Status</i>			
Single, never married	58%	47%	66%
Married	26%	31%	23%
Partnered, not married	9%	12%	7%
Divorced/Separated/Widowed	7%	10%	5%
<i>Education</i>			
Less than High School Diploma	1%	1%	2%
High School Graduate	10%	11%	10%
Some College	47%	46%	50%
Bachelor's Degree	32%	34%	31%
Graduate Degree	9%	9%	9%
<i>Religious Preference</i>			
Atheist/Agnostic	31%	26%	34%
No Preference/No Affiliation	20%	21%	19%
Mainline Protestant	14%	17%	13%
Roman Catholic	13%	12%	14%
Evangelical Christian	8%	6%	9%
Jewish	2%	3%	2%
Other	9%	17%	7%
<i>Political Affiliation</i>			
Democrat	38%	45%	32%
Independent Leaning Democrat	20%	21%	19%
Independent	20%	18%	22%
Independent Leaning Republican	7%	5%	7%
Republican	10%	8%	12%
Other/Don't Know	6%	4%	8%

APPENDIX 2. Survey Experiment Instrument

Informed Consent Statement

This research study is being conducted by [REDACTED]

[REDACTED] It explores American citizens' interests in civic involvement. You have been invited to participate because you are an American citizen over the age of 18. The study consists of several questions and will take approximately 20 minutes to complete. There are minimal risks for participation in this study. If you complete the entire study and correctly answer basic questions about the study, you will be paid \$0.60. The benefits of this study are that we hope to increase our knowledge about civic involvement within the United States. Participation in this research project is voluntary. You may withdraw at any time without penalty or refuse to participate entirely. There will be no reference to your identity at any point in the research. If you have questions regarding this study you may contact [REDACTED]

[REDACTED] If you have questions regarding your rights as a participant in research projects, you may contact: [REDACTED]

By clicking on the "Next" button, you hereby give consent to participate in this study.

Instructions

In this survey, you will be asked demographic questions, followed by a political knowledge quiz of 19 questions, and then several follow-up questions. When you take the political knowledge quiz, answer the questions honestly and to the best of your ability. We do not expect you to know all of the answers, so your score will not affect your payment. Getting answers wrong on the quiz will NOT affect your payment.

In which state do you live?

[Drop down]

In what year were you born?

[Drop down]

What is your gender?

- Female (1)
- Male (2)

Are you an American citizen?

- Yes (1)
- No (2)
- Prefer not to say (3)

What do you describe yourself as?

- American Indian / Native American (1)
- Asian (2)
- Black / African American (3)
- Hispanic / Latino (4)
- White / Caucasian (5)
- Pacific Islander (6)
- Other (7)

What is your marital status?

- Married (1)
- Widowed (2)
- Divorced (3)
- Separated (4)
- Single, never married (5)
- Partnered, not married (6)

Do you have children under the age of 18 living in your home?

- Yes (1)
- No (2)

If Yes: How many children under the age of 18 are living in your home?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 or more (7)

If Yes: How many of these children are under the age of 6?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 or more (5)

What is the highest level of education you completed?

- No schooling completed (1)
- Nursery school to 8th grade (2)
- 9th, 10th or 11th grade (3)
- 12th grade, no diploma (4)
- High school graduate - high school diploma or the equivalent (for example: GED) (5)
- Some college credit, but less than 1 year (6)
- 1 or more years of college, no degree (7)
- Associate degree (for example: AA, AS) (8)
- Bachelor's degree (for example: BA, AB, BS) (9)
- Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA) (10)
- Professional degree (for example: MD, DDS, DVM, LLB, JD) (11)
- Doctorate degree (for example: PhD, EdD) (12)

How would you describe your current employment status?

- Employed full time (1)
- Employed part time (2)
- Unemployed / Looking for work (3)
- Unemployed / Not looking for work (4)
- Student, not working (5)
- Student, working (6)
- Homemaker (7)
- Retired (8)
- Unable to work (9)

Are you a(n):

- Lawyer (1)
- Businessperson (2)
- Educator (3)
- None of the above (4)

Not counting religious organizations, how many civic or community organizations — like the Kiwanis Club, Parent-Teacher Association, or League of Women Voters — do you belong to?

- Zero (1)
- One or two (2)
- Three or four (3)
- Five or more (4)

Apart from events such as weddings and funerals, how often do you attend religious services?

- Never (1)
- A few times a year (2)
- Once a month (3)
- 2–3 times a month (4)
- Once a week (5)
- 2–3 times a week (6)
- Daily (7)

What, if any, is your religious preference?

- Protestant Non-Evangelical Christian (1)
- Roman Catholic (2)
- LDS / Mormon (3)
- Evangelical Christian (4)
- Jewish (5)
- Muslim (6)
- Buddhist (7)
- Hindu (8)
- Agnostic / Atheist (9)
- Other (10)
- No preference / No religious affiliation (11)
- Prefer not to say (12)

How often do you read, watch, or listen to the news?

- Never (1)
- Less than Once a Month (2)
- Once a Month (3)
- 2–3 Times a Month (4)
- Once a Week (5)
- 2–3 Times a Week (6)
- Daily (7)

Generally speaking, do you consider yourself to be a(n):

- Strong Democrat (1)
- Not very strong Democrat (2)
- Independent leaning Democrat (3)
- Independent (4)
- Independent leaning Republican (5)
- Not very strong Republican (6)
- Strong Republican (7)
- Other (specify): (8) _____
- Don't know (9)

Generally speaking, how often do you vote in local elections?

- Always (1)
- Most of the Time (2)
- Sometimes (3)
- Rarely (4)
- Never (5)

Generally speaking, how often do you vote in presidential elections?

- Always (1)
- Most of the Time (2)
- Sometimes (3)
- Rarely (4)
- Never (5)

Some people can be very busy during the November season. Were you able to find time to vote in the presidential election this year?

- Yes (1)
- No (2)
- Ineligible to vote (3)
- Don't remember (4)

If Yes: Who did you vote for?

- Barack Obama (1)
- Mitt Romney (2)
- Jill Stein (3)
- Gary Johnson (4)
- Another candidate (5)
- Not sure (6)

If not Yes: Who would you have liked to vote for?

- Barack Obama (1)
- Mitt Romney (2)
- Jill Stein (3)
- Gary Johnson (4)
- Another candidate (5)
- Not sure (6)

You will now take the 19-question quiz. Remember to simply do the best you can.

Mitt Romney was the governor of which state?

- Massachusetts (1)
- Utah (2)
- Michigan (3)
- Texas (4)

The Republican Party currently has a majority of seats in:

- The Senate (1)
- The House of Representatives (2)
- Both the House and Senate (3)
- Neither the House nor the Senate (4)

Who is the current chief justice of the U.S.?

- Stephen Breyer (1)
- William Rehnquist (2)
- Harry Reid (3)
- John Roberts (4)

What state did Barack Obama represent in the United States Senate before he became president? *Leave blank if you don't know the answer

What does the term "super PAC" refer to?

- A Congressional committee on the budget deficit (1)
- A group able to accept unlimited political donations (2)
- A popular video game for smartphones (3)
- Government clean-up projects at hazardous waste sites (4)

How many justices are on the Supreme Court?

- 11 (1)
- 12 (2)
- 9 (3)
- 6 (4)

Who is the current Speaker of the House?

- John Boehner (1)
- Harry Reid (2)
- Nancy Pelosi (3)
- Hillary Clinton (4)

Who was President Franklin Pierce's vice president? *Leave blank if you don't know the answer

Which of the following presidents was NOT impeached by the House of Representatives?

- Andrew Johnson (1)
- Richard Nixon (2)
- Bill Clinton (3)
- All of the above were impeached (4)

Which amendment in the Constitution abolished slavery?

- 9th (1)
- 12th (2)
- 13th (3)
- 17th (4)

How long is a term for a senator?

- 6 years (1)
- 2 years (2)
- 4 years (3)
- 3 years (4)

Which of the following presidents was a Democrat?

- Gerald Ford (1)
- Teddy Roosevelt (2)
- Lyndon Johnson (3)
- Dwight Eisenhower (4)

What proportion of the 2010 national budget was spent on foreign aid?

- About 1% (1)
- About 3% (2)
- About 5% (3)
- About 7% (4)

Who is the only president to serve more than two terms?

- Franklin Roosevelt (1)
- George Washington (2)
- George W. Bush (3)
- Thomas Jefferson (4)

What state did Joe Biden represent as senator before he became Barack Obama's vice president?

- Massachusetts (1)
- California (2)
- Georgia (3)
- Delaware (4)

Currently, how many members of the Senate are there? *Leave blank if you don't know the answer

Which of following is NOT required to become president of the United States?

- Be a member of Congress (1)
- Be at least 35 years of age (2)
- Born in the United States (3)
- Live in the United States for at least 14 years (4)

According to the Constitution, who has the power to "declare war"?

- The Supreme Court (1)
- Secretary of Defense (2)
- The President (3)
- Congress (4)

Currently, how many votes are necessary to stop the filibuster in the Senate?

- 60 (1)
- 61 (2)
- 66 (3)
- 67 (4)

CONTROL: Thank you for taking the quiz. We have a few more questions for you.

TREATMENT 1: Great job! You did very well on this difficult quiz. Very few people do well on it.

Thank you for taking the quiz. We have a few more questions for you.

TREATMENT 2: You got [actual score] out of 16 multiple choice questions correct. On average, people get 9 out of 16 correct.

Thank you for taking the quiz. We have a few more questions for you.

Generally speaking, how interested are you in what is going on in government and political affairs?

- Extremely interested (1)
- Very interested (2)
- Moderately interested (3)
- Occasionally interested (4)
- Not interested at all (5)

Have you run for political office in the past?

- Yes (1)
- No (2)

If Yes: Would you ever consider running for political office again?

- Yes (1)
- No (2)

If No: Would you ever consider running for political office in a future election?

- Yes (1)
- No (2)

If Yes: You responded that you would consider running for political office. Why?

If No: You responded that you would not consider running for political office. Why not?

How qualified do you feel you are to hold political office?

- Not At All Qualified (1)
- Somewhat Qualified (2)
- Qualified (3)
- Very Qualified (4)

Have you volunteered for a political campaign in the past?

- Yes (1)
- No (2)

If Yes: Would you ever consider volunteering for a political campaign again?

- Yes (1)
- No (2)

If Yes: You responded that you would consider volunteering for a political campaign. Why?

If No: Would you ever consider volunteering for a political campaign in a future election?

- Yes (1)
- No (2)

If No: You responded that you would not consider volunteering for a political campaign. Why not?

How qualified do you feel you are to volunteer for a political campaign?

- Not at all qualified (1)
- Somewhat qualified (2)
- Qualified (3)
- Very qualified (4)

Have you been an Election Day poll worker in the past?

- Yes (1)
- No (2)

If Yes: Would you ever consider being an Election Day poll worker again?

- Yes (1)
- No (2)

If No: Would you ever consider becoming an Election Day poll worker in a future election?

- Yes (1)
- No (2)

If Yes: You responded that you would consider becoming an Election Day poll worker. Why?

If No: You responded that you would not consider becoming an Election Day poll worker. Why not?

How qualified do you feel you are to become an Election Day poll worker?

- Not at all qualified (1)
- Somewhat qualified (2)
- Qualified (3)
- Very qualified (4)

What was this survey about? You were part of a small study that evaluated the effects of word choice and confidence on political participation and political ambition. We measured whether you expressed interest in running for office. All your responses and actions while on Mechanical Turk and Qualtrics were anonymous. We did not record any personal information. We thank you for your participation in this study. If you would like more information about the results of the study, contact us at

████████████████████

Sincerely,

████████████████████

To receive credit for completing this survey, copy the completion code you see displayed below and paste the code into the MTurk webpage where you found the link to this survey:

Finish the survey by clicking the “next” button. This will record your responses. Unfinished surveys will not be paid.