

APPENDIX A: INTERNET SURVEY QUESTIONNAIRE

Assessments of Negative Advertisement

Thinking about the content of the advertisement, did you find the advertisement very useful, somewhat useful, not useful at all?

1. Very Useful
2. Somewhat Useful
3. Not Useful At All
4. Don't Know

Thinking about the tone of the advertisement, would you characterize the tone of the advertisement as overly hostile, somewhat hostile, or not hostile at all?

1. Overly Hostile
2. Somewhat Hostile
3. Not Hostile At All
4. Don't Know

Thinking about accuracy of the advertisement, would you consider the advertisement very accurate, somewhat accurate, or not accurate at all.

1. Very Accurate
2. Somewhat Accurate
3. Not Accurate At All
4. Don't Know

Factual Questions about the Candidates

Now that you have some information about the candidates running for the U.S. Senate in Ohio, we would like you to answer some questions. We understand that you may only have a limited amount of information about the campaign, but we would really like you to try to answer each of the questions.

We will begin by asking you some questions about Sherrod Brown. Please indicate your level of agreement with the following questions: Sherrod Brown is responsible for increases in the federal debt.

1. Agree Strongly
2. Agree Somewhat

3. Disagree Somewhat
4. Disagree Strongly

Sherrod Brown is responsible for the passage of the Affordable Care Act (also known as Obama Care).

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly

Sherrod Brown is responsible for the rise in the unemployment rate.

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly

Now we would like to ask you a few questions about Josh Mandel, also running for the U.S. Senate in Ohio. Please indicate your level of agreement with the following questions.

Josh Mandel broke his promise to serve out his four year term for treasurer of Ohio when he declared his candidacy for the U.S. Senate.

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly

Josh Mandel has missed important official meetings as Ohio's treasurer.

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly

Josh Mandel's policies will lead to an increase in the unemployment rate, if elected,

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly

Using a scale from 1 to 10, where 10 means you feel very favorable toward the person and 1 means you feel very unfavorable toward the person, where would you rate Sherrod Brown on this scale.

Using a scale from 1 to 10, where 10 means you feel very favorable toward the person and 1 means you feel very unfavorable toward the person, where would you rate Josh Mandel on this scale.

Party Identification

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what? Where would you place yourself on the following scale?

1. Strong Democrat
2. Weak Democrat
3. Independent, Leaning towards the Democratic Party
4. Independent
5. Independent, Leaning towards the Republican Party
6. Weak Republican
7. Strong Republican
8. Don't Know

Ideology

One way that people talk about politics in the United States is in terms of liberal, conservative, and moderate ideology. The political views people might hold are often arranged from extremely liberal (1) to extremely conservative (7)

Where would you place yourself on this scale?

1. Extremely Liberal
2. Liberal
3. Somewhat Liberal
4. Moderate
5. Somewhat Conservative
6. Conservative
7. Very Conservative
8. Don't Know

Political Interest

Some people don't pay much attention to political campaigns. How about you? Would you say that you are very much interested, somewhat interested, or not much interested in political campaigns?

1. Very Much Interested
2. Somewhat Interested

3. Not Much Interested
4. Don't Know

Tolerance toward Negativity

Next, we would like to ask you a few questions about your views about negative advertisements, in general. Please indicate the degree to which you agree with the following statements.

Some negative advertisements are so nasty that I stop paying attention to what the candidates are saying.

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly
5. Don't Know

Negative advertisements discussing a candidate's personal misbehavior are fair game.

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly
5. Don't Know

Hard-hitting commercials attacking the opponent are not helpful during election campaigns.

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly
5. Don't Know

I find negative political commercials attacking a candidate for conduct occurring long before the candidate entered public life as uninformative.

1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly
5. Don't Know

Political Knowledge Questions

We would like to ask you a few questions about the government in Washington. Many people are too busy to keep up with these topics, so if you don't know the answer, just skip the question.

Do you happen to know what job or political office is now held by Joe Biden?

Whose responsibility is it to determine if a law is constitutional or not — is it the president, the Congress, or the Supreme Court.

How much of a majority is required for the U.S. Senate and U.S. House to override a presidential veto?

Do you happen to know which party has the most members in the House of Representatives in Washington, D.C. today?

Demographic Questions

Are you a registered voter?

1. Yes
2. No
3. Don't know/Refused

What was the highest grade or year of school that you have completed?
Please stop me when I get to the correct response.

1. Less than high school
2. High school graduate
3. Some college
4. Business/vocational school
5. College graduate
6. Graduate/Professional Degree (e.g., M.A., MSW, Ph.D., J.D., M.D)

In what year were you born?

Please indicate your gender

1. MALE
2. FEMALE

APPENDIX B: COPIES OF FACT CHECKS AS EXPERIMENTAL STIMULI

Fact check used in Condition 2

POLITI ✓ CHECK

The liberal Majority Pac is attacking Josh Mandel, the Republican candidate for the U.S. Senate in Ohio. The advertisement makes several claims. First, the advertisement begins by saying that in 2010, Josh Mandel promised to serve as Ohio treasurer for “at least four years.” This claim is true. In an editorial board meeting with the *Cleveland Plain Dealer*, Mandel was asked “If you’re elected are you going to run for re-election?” Mandel answered by saying “I will definitely serve there for the first four years.”

The advertisement goes on to say that within 87 days of being sworn in as treasurer, Mandel began his run for a U.S. Senate seat. This is true; Mandel was sworn in as treasurer on January 10, 2011 and Mandel filed a statement of candidacy with FEC for a U.S. Senate campaign on April 6, 2011, 87 days later.

The advertisement contends that Mandel has missed official meetings, including skipping fourteen consecutive meetings of the Ohio Board of Deposit since taking office as treasurer in January of 2011. This statement is true, according to an article published by the *Columbus Dispatch* on February 23, 2012.

Finally, the advertisement concludes by saying that Mandel will cut jobs in Ohio, if elected to the U.S. Senate. This contention is based on Mandel’s signing a pledge supporting Cut, Cap and Balance plan in June of 2011. According to the Center on Budget and Policy Priorities, the Cut, Cap and Balance plan will cause the loss of roughly 700,000 jobs in the state of Ohio, if passed.

Bottom Line: This advertisement, aired by the Majority Pac is MOSTLY TRUE.

Word Count: 270

Fact check used in Condition 3

POLITI ✓ CHECK

The liberal Majority Pac is attacking Josh Mandel, the Republican candidate for the U.S. Senate in Ohio. The advertisement makes several claims. First, the advertisement begins by saying that in 2010, Josh Mandel promised to serve as Ohio treasurer for “at least four years.” Josh Mandel never made a promise or a pledge to serve a four year term. Instead, during an editorial board meeting with *Cleveland Plain Dealer*, Mandel said he “expected to fill out his four year term.”

The advertisement goes on to say that within 87 days of being sworn in as treasurer, Mandel began a bid for Ohio’s U.S. Senate seat. While it is true that Mandel filed paperwork with the FEC in April of 2011, **Mandel told a reporter for the *Cleveland Plain Dealer* that he has not made up his mind about running for U.S. Senator, but he filed the necessary papers as a precaution.**

The advertisement contends that Mandel has missed official meetings, including skipping 14 consecutive Board of Deposit Meetings. According to an article published by the *Columbus Dispatch*, the meetings of Board of Deposit are obscure sessions where designees of the treasurer routinely attend. Mandel’s predecessor who served as treasurer from 2006 through 2010 never attended a Board of Deposit meeting.

Finally, the advertisement concludes by saying that Mandel will cut jobs in Ohio if elected to the U.S. Senate. This contention is based on Mandel’s support for the Cut, Cap and Balance Plan. According to the Center on Budget Fairness, the Cut, Cap and Balance Plan will actually create jobs by restoring fiscal restraint.

Bottom Line: This advertisement, aired by the Majority Pac is MOSTLY FALSE.

Word Count: 276

Fact check used in Condition 5

POLITI ✓ CHECK

The conservative 60 Plus Association is attacking Democratic Senator Sherrod Brown of Ohio for his role in passing health care reform as well as his role in supporting TARP.

The advertisement makes several claims. First, the advertisement asserts that Ohioans rejected the health care reform legislation. This claim is mostly true and refers to a November 2011 vote on a state amendment that said residents couldn't be forced to purchase insurance. Sixty-six percent of those going to the polls voted in favor of the amendment. Furthermore, a poll taken by USA Today/Gallup poll in early 2012 of voters in 12 swing states, including Ohio, validates this claim. In particular 76 percent of swing state voters, and 75 percent of voters nationwide, said the health care mandate was unconstitutional. Therefore, the ad's claim that most Ohioans reject the health care reform legislation is mostly true.

The ad also criticizes Brown for voting for "every bailout proposed by Bush and Obama." That claim is true, but the legislation passed with bipartisan support. The ad lists the October 2008 Senate vote for the Troubled Asset Relief Program under President Bush. That bill passed on a 74–25 vote, with a majority of Republicans supporting it. Brown also supported a 2008 bill to loan money to U.S. automakers, though the legislation failed in the Senate.

The ad against Brown is also correct in saying that "more than 400,000 Ohioans are out of work," while an on-screen graphic says "431,000." The April 2012 figures show that 431,318 Ohio residents are unemployed.

Bottom Line: This advertisement, aired by the 60 Plus Association, is **MOSTLY TRUE**.

Word Count: 267

Fact check used in Condition 6

POLITI ✓ CHECK

The conservative 60 Plus Association is attacking Democratic Senator Sherrod Brown of Ohio by dredging up old exaggerations we've seen plenty of times before. The group claims it's a "health care takeover" (false) and that it "cuts \$500 billion from Medicare" (misleading).

The ad attacking Brown says that the senator voted for "President Obama's health care takeover that Ohioans overwhelmingly reject." However, the law doesn't allow the government to "takeover" health care. It's true that it expands Medicaid eligibility and provides subsidies to lower-income persons to help them purchase insurance — private insurance. In short, it builds on the well-established system in the U.S. of primarily employer-provided insurance. This is quite different from the single-payer system in Canada and in France and Great Britain.

The ad implies the so-called "bailouts" added significantly to the debt, but that's not the case at all. The ad says that Brown "helped our national debt increase more than \$11 trillion by voting" for the bailouts. But TARP is expected to cost taxpayers only \$32 billion, according to the nonpartisan Congressional Budget Office. The debt has not "increased more than \$11 trillion" since Brown took office in January 2007, an impression implied by the advertisement.

Finally, the ad says that the Senator Brown supported the "failed" stimulus. Brown voted for it, but it's a matter of opinion whether it "failed" or succeeded. While the unemployment rate went up after the stimulus was passed in February 2009, the CBO has estimated that it would have been even higher without the law.

Bottom Line: This advertisement, aired by the 60 Plus Association, is MOSTLY FALSE.

Word Count: 267

APPENDIX C: COMPARISON OF INTERNET SAMPLE WITH 2010 CENSUS AND 2012 PEW RESEARCH CENTER

	<i>Internet Sample</i>	<i>U.S. Census (2010)¹</i>
Education		
Less Than High School	2%	14%
High School Graduate	22%	28%
Some College	35%	29%
College Graduate	29%	18%
Graduate/Professional	11%	11%
Age		
18–24	12%	13%
25–44	31%	35%
45–64	37%	35%
65 and over	20%	17%
Gender		
Men	48%	49%
Women	52%	51%
Party Identification		
	Internet Sample	Pew Research Center (2012)²
Democrat	28%	33%
Independent	42%	38%
Republican	23%	22%
Other/Don't Know	7%	7%
Registered Voters		
Yes	86%	77%
No	14%	23%
	Internet Sample	Pew Research Center (2012)³
Ideology		
Extremely Liberal	6%	6%
Liberal	19%	14%
Moderate	34%	35%
Conservative	24%	31%
Very Conservative	11%	9%
Don't Know	6%	5%

¹U.S. Census Bureau, 2010 Census Summary File 1.

²Based on survey conducted by Pew Research Center for the People and Press, July 2012 and based on 2508 telephone interviews (1505 respondents were interviewed on a landline telephone and 1003 were interviewed on a cell phone.)

³Based on survey conducted by Pew Research Center for the People and Press, January 2012 and based on 1502 telephone interviews (902 respondents were interviewed on a landline telephone and 600 were interviewed on a cell phone.)