**Online Appendix**

**Comparison of Knowledge Categories**

****

Figure A.1 – Comparison of Knowledge Categories (Mean Correct Response Rates)

**Knowledge Survey**

Correct answers in **boldface** font. Percent of responses indicated in parentheses next to each response.

Sports

What sport do the New York Yankees play?

## Basketball (0.8%)

## Baseball (98.9%)

1. Football (0%)
2. Hockey (0.3%)
3. Don’t Know (0%)

What league’s championship game is the Super Bowl?

## Major League Baseball (0.3%)

1. National Basketball Association (0%)

## National Football League (98.6%)

1. National Hockey Association (0.3%)
2. Don’t Know (0.8%)

Which professional sports team does Kobe Bryant play on?

1. Los Angeles Dodgers (0.3%)
2. Boston Celtics (0%)

## Los Angeles Lakers (85.3%)

1. Miami Heat (8.5%)
2. Don’t Know (6%)

Which city is the home of the National Football League’s “Jaguars”?

1. Tampa Bay, FL (1.9%)
2. Washington, DC (1.1%)
3. Cincinnati, OH (5.5%)

## Jacksonville, FL (67.3%)

1. Don’t Know (24.3%)

What does the hockey term “hat trick” mean?

1. When a Goalie Blocks a Shot with his Helmet (4.9%)
2. When a Player Scores a “Wrap-Around” Goal (5.2%)

## When a Player Scores Three Goals in a Single Game (55.9%)

1. When a Forward Commits a “Boarding” Penalty (0%)
2. Don’t Know (34.1%)

How often does the FIFA World Cup occur?

1. Every Two Years (17.7%)

## Every Four Years (55.6%)

1. Every Six Years (1.4%)
2. Every Eight Years (0.3%)
3. Don’t Know (25.1%)

In which country was golf invented?

1. United States (1.6%)
2. Wales (7.1%)
3. England (10.6%)

## Scotland (54.2%)

1. Don’t Know (26.4%)

Which of the following major tennis championship has grass courts?

1. US Open (3.3%)
2. French Open (7.6%)

## Wimbledon (48.9%)

1. Australian Open (5.7%)
2. Don’t Know (36.5%)

Over their career, which of the following players has won the most “major” championships on the Professional Golfers’ Association (PGA) Tour?

1. Arnold Palmer (14.7%)

## Jack Nicklaus (22.1%)

1. Tiger Woods (46.9%)
2. Ben Hogan (0.3%)
3. Don’t Know (16.1%)

Which of the following is the third leg of the Triple Crown in US horse racing?

1. Breeders’ Cup (2.5%)
2. Kentucky Derby (33.2%)
3. Preakness Stakes (7.9%)

## Belmont Stakes (12.3%)

1. Don’t Know (44.1%)

# Political Knowledge

Who is the current president of the United States?

1. George W. Bush (0%)
2. Bill Clinton (0%)

## Barack Obama (100%)

1. John McCain (0%)
2. Don’t Know (0%)

How long is a president’s term in office?

1. Two Years (2.5%)

## Four Years (96.5%)

1. Six Years (0%)
2. Eight Years (1.2%)
3. Don’t Know (0%)

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

1. Secretary of State (3.5%)
2. Secretary of Defense (2.2%)
3. Speaker of the House (1.1%)

## Vice President (86.7%)

1. Don’t Know (6.5%)

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

1. Simple Majority (1.1%)

## Two-Thirds Majority (84.2%)

1. Three-Fifths Majority (9.3%)
2. Four-Fifths Majority (0.3%)
3. Don’t Know (5.2%)

Whose responsibility is it to determine if a law is constitutional or not?

## The Supreme Court (79.3%)

1. The President (1.9%)
2. The Senate (9.3%)
3. The House of Representatives (3.3%)
4. Don’t Know (6.3%)

Do you happen to know which party has the most members in the House of Representatives in Washington, DC?

## Republican (59.1%)

1. Democratic (30%)
2. Independent (0%)
3. Green (0%)
4. Don’t Know (10.9%)

Who is the current Speaker of the House of Representatives?

1. Nancy Pelosi (33%)
2. Eric Cantor (1.1%)
3. Tip O’Neill (1.4%)

## John Boehner (55%)

1. Don’t Know (9.5%)

Who is the current White House Chief of Staff?

1. Andrew Card (3.8%)

## William Daley (23.4%)

1. Ezra Klein (1.4%)
2. Rahm Emmanuel (15.8%)
3. Don’t Know (55.6%)

How many associatejustices sit on the Supreme Court?

1. Six (10.6%)
2. Seven (9%)

## Eight (19.9%)

1. Nine (46.3%)
2. Don’t Know (14.2%)

Who was the first woman to run for Vice President of the United States?

1. Sarah Palin (42.8%)
2. Shirley Chisholm (2.7%)

## Geraldine Ferraro (18.5%)

1. Hillary Clinton (22.9%)
2. Don’t Know (13.1%)

# Popular Culture

Who plays Captain Jack Sparrow in the “Pirates of the Caribbean” film series?

## Johnny Depp (99.5%)

1. Brad Pitt (0.3%)
2. Johnny Damon (0.3%)
3. Bradley Cooper (0%)
4. Don’t Know (0%)

Who is the founder of Playboy magazine?

1. Larry Flynt (0%)

## Hugh Hefner (95.1%)

1. Bob Guccione (0.5%)
2. Howard Hughes (0.5%)
3. Don’t Know (3.8%)

Which of the following countries is where reggae music originated?

## Jamaica (88.6%)

1. Bermuda (0.3%)
2. Bahamas (2.5%)
3. Cuba (1.4%)
4. Don’t Know (7.4%)

Who created the “Star Wars” film franchise?

1. Francis Ford Coppola (0.3%)
2. Steven Spielberg (14.7%)

## George Lucas (66.8%)

1. Martin Scorsese (0.5%)
2. Don’t Know (17.7%)

Which artist had a 1987 hit with the song “Bad”?

1. George Michael (2.2%)

## Michael Jackson (58.3%)

1. Prince (7.9%)
2. Lionel Richie (1.1%)
3. Don’t Know (30.5%)

The Oprah Winfrey Show was filmed in what United States city for 25 seasons?

1. New York (13.9%)
2. Los Angeles (12.8%)
3. Miami (1.4%)

## Chicago (52%)

1. Don’t Know (19.9%)

Which musical artist sold the most albums during the 2000s (2000-2009)?

## Eminem (23.7%)

1. Jay-Z (18.3%)
2. Britney Spears (23.7%)
3. Tim McGraw (5.5%)
4. Don’t Know (28.9%)

Which instrument did Miles Davis play?

1. Trombone (4.1%)

## Trumpet (31.3%)

1. Saxophone (25.3%)
2. Bugle (0.3%)
3. Don’t Know (39%)

Which actor or actress won the most Oscars for acting over their career?

1. Tom Hanks (25.3%)
2. Humphrey Bogart (6.5%)

## Katharine Hepburn (12.5%)

1. Meryl Streep (16.6%)
2. Don’t Know (39%)

What was Princess Diana's maiden name?

## Spencer (19.6%)

1. Ferguson (10.6%
2. Windsor (19.9%)

## Churchill (3.8%)

1. Don’t Know (46.1%)

# Rules of the Road

What is the primary color of a stop sign?

1. Yellow (0%)
2. Orange (0%)

## Red (100%)

1. Green (0%)
2. Don’t Know (0%)

In North Carolina, what is the BAC (Blood Alcohol Content) limit for drivers 21 years or older?

1. 0.06 (6.5%)

## 0.08 (86.7%)

1. 0.10 (0.5%)
2. 0.12 (0.3%)
3. Don’t Know (6%)

What driver’s license must one acquire in order to operate a tractor trailer?

1. Motorcycle Learner Permit (MLP) (0%)
2. Farm Equipment Permit (FEP) (18.3%)

## Commercial Driver’s License (CDL) (65.1%)

1. Standard Driver’s License (No special endorsement required) (3.5%)
2. Don’t Know (13.1%)

In North Carolina, which of the following is the only road sign shaped like a pennant?

## No Passing Zone (55%)

1. No Left Turn (0%)
2. No Right Turn (1.4%)
3. Railroad Crossing (15.3%)
4. Don’t Know (28.3%)

In what state is a driver not legally required to wear a seat belt?

1. Montana (9%)
2. Rhode Island (3%)
3. Utah (1.6%)

## None of the Above (41.4%)

1. Don’t Know (45%)

# Economics

What is the official currency of the United States?

1. Pound Sterling (0%)
2. Euro (0%)
3. Yen (0%)

## Dollar (100%)

1. Don’t Know (0%)

What is the federal minimum wage in the United Stated?

1. $6.50 (2.5%)
2. $6.75 (4.1%)
3. $7.00 (2.2%)

## $7.25 (88%)

1. Don’t Know (3.3%)

Which city is the location of the largest stock exchange in the world?

1. London (3%)

## New York City (83.4%)

1. Paris (0.3%)
2. Moscow (1.6%)
3. Don’t Know (11.7%)

Which classical economist theorized about the “invisible hand” of free markets?

1. John Stuart Mill (3.3%)
2. Karl Marx (24.8%)

## Adam Smith (24%)

1. John Maynard Keynes (8.2%)
2. Don’t Know (39.8%)

What was the Gross Domestic Product (GDP) for the United States in 2010?

## 5.7 Trillion (4.4%)

## 14.7 Trillion (14.7%)

1. 23.6 Trillion (13.1%)
2. 42.5 Trillion (4.6%)
3. Don’t Know (63.2%)

# Geography

Which of the following countries lies on the northern border of the United States?

1. Greenland (1.1%)
2. Norway (0%)

## Canada (98.4%)

1. Sweden (0%)
2. Don’t Know (0.5%)

Which state, in terms of total landmass, is the second largest in the United States?

## Texas (64.9%)

1. Montana (1.4%)
2. California (16.1%)
3. Alaska (12.3%)
4. Don’t Know (5.5%)

In what city is The Alamo located?

1. Dallas, TX (2.5%)

## San Antonio, TX (55%)

1. Houston, TX (9%)
2. Santa Fe, NM (15.3%)
3. Don’t Know (18.3%)

Which of the following countries ranks second in the world in terms of total land mass?

1. China (29.2%)
2. Russia (21.3%)

## Canada (22.6)

1. Untied States (11.4%)
2. Don’t Know (15.5%)

Which London Underground line goes to Heathrow International Airport?

## Piccadilly (7.1%)

1. Soho (4.3%)
2. London East (9.8%)
3. Victoria (4.1%)
4. Don’t Know (74.7%)

# Consumer Knowledge

Which type of fuel is used in the majority of automobiles in the United States?

1. Diesel (1.1%)
2. Leaded Gasoline (1.9%)
3. Ethanol (2.5%)

## Unleaded Gasoline (92.1%)

1. Don’t Know (2.5%)

Which of the following forms of consumer activism is the act of voluntarily abstaining from using or buying from a specific company?

1. Strike (2.7%)

## Boycott (91.3%)

1. Protest (3.3%)
2. Recall (0.8%)
3. Don’t Know (1.9%)

Which unit of measurement is used to determine the interior dimensions of a house?

1. Cubic Feet (11.7%)
2. Cubic Yards (1.4%)

## Square Feet (83.7%)

1. Square Yards (0.5%)
2. Don’t Know (2.7%)

When shopping for a new car, the sales sticker usually provides the consumer with the MSRP. What does MSRP stand for?

## Manufacturer’s Suggested Retail Price (65.1%)

1. Manufacturer’s Standard Retail Price (18.5%)
2. Merchant’s Sales Retail Price (2.2%)
3. Motor Standards Relative Prospectus (1.1%)
4. Don’t Know (13.1%)

Which unit of measurement do electric companies use to determine individual usage?

1. Amperage (9.8%)
2. Volt Hours (14.7%)
3. Nanometers (1.1%)

## Kilowatt Hours (54%)

1. Don’t Know (20.4%)

How many calories are in a McDonald’s Big Mac?

1. 340 (0.3%)
2. 440 (1.9%)

## 540 (37.6%)

1. 640 (36.8%)
2. Don’t Know (23.4%)

For which of the following do most credit card companies charge the highest interest rates?

## Cash Advances (29.2%)

1. Purchases (3.5%)
2. Monthly Billing Fees (12.8%)
3. Service Charges (15.5%)
4. Don’t Know (39%)

What is the tuition (not including fees) for a full-time, in-state undergraduate at Appalachian State University for the 2011-2012 school year?

1. $1,376 (5.5%)
2. $1,476 (8.7%)

## $1,576 (26.7%)

1. $1,676 (17.2%)
2. Don’t Know (42%)

Which fruit has the most calories per 100 grams?

## Raw Avocado (18.3%)

1. Banana (11.4%)
2. Mango (12%)
3. **Coconut Meat (16.1%)**
4. Don’t Know (42.2%)

In 1965, consumer activist Ralph Nader published *Unsafe at Any Speed.* This book is a critique of the safety record of which American-made automobile?

1. Nova (6%)
2. Corvette (18.5%)

## Corvair (8.7%)

1. Camaro (9%)
2. Don’t Know (57.8%)

**Survey Research Methodology**

*Recruitment Methods and Instruments*

We recruited respondents by offering extra credit for their participation. We also offered students who did not want to participate an alternative activity for extra credit. Since we were running a concurrent study on the effects of survey mode,[[1]](#footnote-1) we randomly assigned half of the sample to complete the survey online, while the other half completed the survey in a classroom. Individuals assigned to the online group received an e-mail about how to complete the survey, and were given the deadline of finishing by September 19. We provided the in-person group an e-mail with instructions about how, when, and where they could complete the survey in person. Graduate assistants unobtrusively administered the in-person survey. Importantly, both were self-administered surveys that had no time restriction.

We gathered a largely representative sample of our subject population (students at a large public university). Our sample included slightly more males (49.6 percent in the sample versus 46 percent on campus), about the same racial composition (88.3 percent White respondents in the sample versus 90 percent on campus), and an accurate sample of students based on SAT scores (the sample had an average self-reported score of 1133 where the freshman admitted class was 1141). We also gathered a varied sample of majors. Most of our subjects had not declared a major (54.7 percent) and only 11.8 percent were political science majors. With regard to other important demographics, our sample is more Republican (45 percent) than Democratic (20.2 percent) and more conservative (38.8 percent) than liberal (21.1 percent).

Respondents in the survey were recruited in a similar manner. The process for recruitment and randomization is as follows:

* Introductory classes in political science and criminal justice to recruit students, asking for participants to fill out a form that asked for their e-mail address.
* Potential subjects were randomly assigned to either the treatment or control group.
* Potential subjects received the following e-mail if they were in the treatment group:

Thank you for signing up for the survey. This email provides instructions on what to do next.

In order to receive extra credit for your course, you will be asked to complete a brief survey. We will be administering the survey over the next few weeks online. The survey takes about 10-15 minutes.

The link below is a unique survey link for you. Please do not share it with anyone, as that person would have access to your responses.

Should you have any questions, please do not hesitate to get in touch with me.

Thanks for your continued cooperation. Here is the link: [personalized link goes here]

The survey is now active. Please complete the survey by 9/19/2011.

* Potential subjects received the following e-mail if they were in the control group:

Thank you for signing up for the survey. This email provides instructions on what to do next.

In order to receive extra credit for your course, you will be asked to complete a brief survey. We will be administering the survey over the next few weeks on campus. The survey takes about 10-15 minutes, so please allow yourself ample time to complete the survey when you arrive.

We will be administering the survey during the following times in **ANNE BELK HALL 1125**:

Tuesday, 9/6/2011, 9:00am – 3:00pm

Wednesday, 9/7/2011, 9:00am – 1:45pm

Thursday, 9/8/2011, 9:00am – 3:00pm

Monday, 9/12/2011, 9:00am – 1:45pm

Tuesday, 9/13/2011, 9:00am – 3:00pm

Wednesday, 9/14/2011, 9:00am – 1:45pm

Thursday, 9/15/2011, 9:00am – 3:00pm

Monday, 9/19/2011, 9:00am – 1:45pm

Again, the survey will be held in ANNE BELK HALL 1125 for all times listed above. Someone will be outside of ANNE BELK HALL 1125 to check you in.

Should you have any questions, please do not hesitate to get in touch with me.

Thanks for your continued cooperation.

* Respondents in both groups were allowed as much time as they needed. Monitors in the lab did not encourage respondents to finish, and there were no timers online. Online respondents were allowed to stop and resume at their leisure (though almost all respondents finished in a single sitting). In-person respondents were not allowed to interact with other respondents, though there were no restrictions applied to online respondents. Survey monitors did not interact with respondents outside of logging their participation (i.e., signing the informed consent agreement) and collecting the survey when completed.

*Survey Instructions*

Online Survey:

[After signing the electornic consent agreement] Please select the best answer to every question. Thank you!

In-person Survey:

[After checking into the survey by signing the consent agreement] Please select the best answer to every question. Any marking is fine (e.g., a check mark or filling in the circle). There is no need to stop at any section. Once you have answered all questions, please return this packet to the survey administrator. Thank you!

*Random Assignment[[2]](#footnote-2)*

Table A.1 – Covariate Comparison Between Online and In-Person Groups

|  |  |  |
| --- | --- | --- |
|  | In-Person Group | Online Group |
| Democrat | 21.6% | 18.9% |
| Republican | 45.6% | 44.4% |
| Independent | 24.6% | 28.1% |
| White | 86% | 90.3% |
| African-American | 3.5% | 3.6% |
| Female | 50.9% | 50% |
| Age (Mean) | 18.7 years | 20 years |
| Math SAT (Mean) | 569.5 | 562.4 |
| Reading SAT (Mean) | 566.1 | 567 |
| Writing SAT (Mean) | 566.6 | 554.5 |
| Number of Observations | 171 | 196 |

*Comparing Results Between Online and Offline Respondents in Isolation*

Astute readers may worry that the difference in survey mode might produce results that are substantively different from one another. To explore whether this is the case, we run Optimal Classification for both the online respondents and offline respondents, effectively completing the analysis for both subsets of respondents.[[3]](#footnote-3) Substantively, however, the results for both subsets of respondents follow the main results closely. Figures A.2 and A.3 present the relative eigenvalues for both the offline sample and online sample, respectively. In both samples, the first dimension has the largest eigenvalue and the second dimension begins the start of the “elbow.” Additionally, the first dimension explains an overwhelming amount of the variance. For the offline sample, the first dimension alone accounts for 82.1 percent of the variance in votes. The second dimension accounts for just 3.4 percentage points more in variance, while dimensions two through ten account for a combined 13.5 percentage points of the total variance. For the online group, the numbers look similar: the first dimension accounts for 81.3 percent of the variance, the second dimension adds 3.3 percentage points, while the total variance for dimensions two through ten add just 14.2 percentage points to the variance explained.





Next, we calculate the correlations between each dimension and knowledge scores for each topic for both the offline and online samples. As Tables A.2 and A.3 show, the first dimension is again the strongest positive correlate for each knowledge category — except Rules of the Road. Indeed, as Table 2 in the main text shows, Rules of the Road also was closely related to another dimension, though the first dimension was slightly stronger. Rules of the Road, as Figure A.1 presents, is the category in which all respondents score the best. Thus, there is simply less variation available to explain. When separating the responses by response mode, there are fewer individuals in the split-up samples as well. This result mirrors what we present in the main text.

Table A.2 – Correlation Matrix of Optimal Classification Dimensions and Knowledge Categories, Offline Sample Only

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Dimension | | | | | | | | | |
|  | One | Two | Three | Four | Five | Six | Seven | Eight | Nine | Ten |
| Political Knowledge | **0.46** | -0.44 | -0.15 | 0.02 | -0.14 | -0.14 | -0.25 | 0.18 | -0.21 | 0.05 |
| Rules of the Road | 0.23 | **0.39** | -0.06 | -0.08 | 0.13 | 0.14 | -0.06 | 0.09 | -0.46 | 0.01 |
| Economics | **0.3** | -0.17 | -0.18 | 0.12 | -0.13 | -0.08 | 0.03 | -0.06 | -0.14 | -0.05 |
| Sports | **0.76** | 0.28 | 0.32 | 0 | -0.21 | 0.08 | -0.04 | -0.1 | 0.17 | 0.06 |
| Popular Culture | **0.5** | 0.1 | -0.11 | 0.45 | 0.1 | -0.32 | 0.03 | -0.04 | 0.13 | 0.02 |
| Consumer Knowledge | **0.34** | 0.2 | -0.32 | -0.19 | 0.12 | 0.12 | -0.06 | -0.02 | -0.11 | -0.25 |
| Geography | **0.35** | -0.15 | -0.15 | 0.13 | -0.06 | 0.14 | 0.28 | -0.05 | -0.04 | -0.17 |

Note: Bold denotes largest positive correlation with dimension.

Table A.3 – Correlation Matrix of Optimal Classification Dimensions and Knowledge Categories, Online Sample Only

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Dimension | | | | | | | | | |
|  | One | Two | Three | Four | Five | Six | Seven | Eight | Nine | Ten |
| Political Knowledge | **0.63** | 0.19 | -0.34 | 0.05 | 0.01 | -0.01 | 0.15 | -0.11 | 0.01 | 0.18 |
| Rules of the Road | 0.25 | -0.03 | **0.35** | 0.29 | -0.1 | -0.08 | -0.23 | 0.05 | -0.35 | -0.03 |
| Economics | **0.59** | -0.05 | -0.01 | -0.01 | 0.06 | 0.03 | -0.06 | 0 | -0.02 | -0.15 |
| Sports | **0.71** | -0.39 | 0.07 | -0.14 | 0 | 0.08 | -0.27 | -0.11 | -0.08 | -0.01 |
| Popular Culture | **0.65** | 0.25 | -0.08 | 0.03 | 0.05 | 0.21 | 0.13 | 0.26 | -0.11 | 0.07 |
| Consumer Knowledge | **0.5** | 0.02 | 0.23 | 0.37 | -0.12 | -0.14 | -0.3 | -0.08 | -0.04 | 0.04 |
| Geography | **0.67** | 0.02 | 0.17 | 0.23 | -0.03 | -0.09 | 0.07 | -0.07 | 0.28 | 0.08 |

Note: Bold denotes largest positive correlation with dimension.

Taken together, Figures A.2 and A3 and Tables A.2 and A.3 show that the type of survey mode had no impact on the substantive conclusions of the paper. That is, neither offline respondents nor online respondents gave responses that tracked onto multiple dimensions. Accordingly, pooling the respondents into the same analysis is ideal, since it increases the amount of variation OC can explain.

**Optimal Classification Example**

Consider the following example of how Optimal Classification operates in a single dimension. Assume a survey asked four knowledge questions of four respondents. Table A.4 provides information on how these hypothetical respondents answered the four hypothetical knowledge questions. Optimal Classification would simply place individuals along a unidimensional space, minimizing the errors in this placement.

Table A.4 – Hypothetical Knowledge Question Example

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Question 1 | Question 2 | Question 3 | Question 4 |
| Respondent 1 | Correct | Correct | Correct | Correct |
| Respondent 2 | Incorrect | Correct | Correct | Correct |
| Respondent 3 | Correct | Incorrect | Incorrect | Correct |
| Respondent 4 | Incorrect | Incorrect | Incorrect | Incorrect |

Figure A.4 is a visual representation of how Optimal Classification would place individuals along a single dimension. The dashed line represents a unidimensional space, and vertical lines act as cut points for each of the questions. Optimal Classification predicts that a respondent who resides on the left side of any given cut point will have given a correct answer to that cut point’s corresponding question. Optimal Classification would almost perfectly place individuals along a single dimension without any errors in this example. For Respondent 3 (denoted by R3), however, Optimal Classification would make a single error in predicting that she would not be able to correctly answer Question 1. Despite this classification error, this placement is indeed optimal. Moving Respondent 3 to the left side of Question 1’s cut point would create additional classification errors: it would incorrectly predict Respondent 3’s answers to both Question 2 and Question 3, a total of two errors.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Q1 |  | Q2 | Q3 |  | Q4 |  |
| **•**  R1 | **|** | **•**  R2 | **|** | **|** | **•**  R3 | **|** | **•**  R4 |

Figure A.4 – Optimal Classification Example

**Online Appendix Works Cited**

Burnett, Craig M. 2016. Exploring the difference in participants’ factual knowledge between online and in-person survey modes. *Research and Politics* April-June: 1-7.

Clifford, Scott, and Jennifer Jerit. 2016. Cheating on Political Knowledge Questions in Online Surveys: An Assessment of the Problem and Solutions. *Public Opinion Quarterly* 80: 858-887.

Gooch, Andrew, and Lynn Vavreck. 2016. “How Face-to-Face Interviewer and Cognitive Skill Affect Item Non-Response.” *Political Science Research and Methods* 2016: 1-20.

1. The imbedded experiment examined whether respondents behaved differently based on survey mode, and was specifically looking at whether respondents in the online group outperformed individuals in the in-person group (Burnett 2016). While Burnett (2016) found evidence that the online group outperformed the in-person group — similar to Clifford and Jerit (2016; see also Gooch and Vavreck, 2016) — our experiment does not affect the results we present here due to both random assignment and the fact that each category experienced a similar increase in score, suggesting that any potential bias would be evenly distributed across knowledge subjects. [↑](#footnote-ref-1)
2. Of the 450 respondents asked to participate, 225 were randomly assigned to each group. The cooperation rate for the online group was 87.1%, while the cooperation rate for the in-person group was 76%. This discrepancy is expected since completing the survey online required less effort. [↑](#footnote-ref-2)
3. We thank an anonymous reviewer for this suggestion. [↑](#footnote-ref-3)