Online Appendix to How Research–Practice Partnerships Can Strengthen Experiments Designed to Build Trust in American Elections

Appendix Table 1. Effect of Earned and Paid messages on change in trust and political behaviors. Main outcome (Maricopa) not measured pre-treatment.

	Maricopa (1-4)	State Vote (Change pre/post)	National Vote (Change pre/post)	Poll Worker (Change pre/post)	Vote Likelihood (Change pre/post)
Earned Media	0.271***	0.016	0.039**	-0.005	0.006
	(0.038)	(0.017)	(0.017)	(0.005)	(0.015)
Paid Media	0.267***	0.030*	0.027	-0.006	-0.006
	(0.038)	(0.017)	(0.018)	(0.005)	(0.015)
Constant	2.870***	-0.001	-0.005	0.003	0.001
	(0.028)	(0.012)	(0.012)	(0.004)	(0.011)
Observations	3,699	4,006	3,961	3,221	4,234
R^2	0.018	0.001	0.001	0.0004	0.0001
Note:					*p<0.1**p<0.05***p<0.01

Appendix Table 2. Effect of Earned and Paid messages on change in measures of trust and behavior outcomes. Main outcome (Maricopa) not measured pre-treatment.

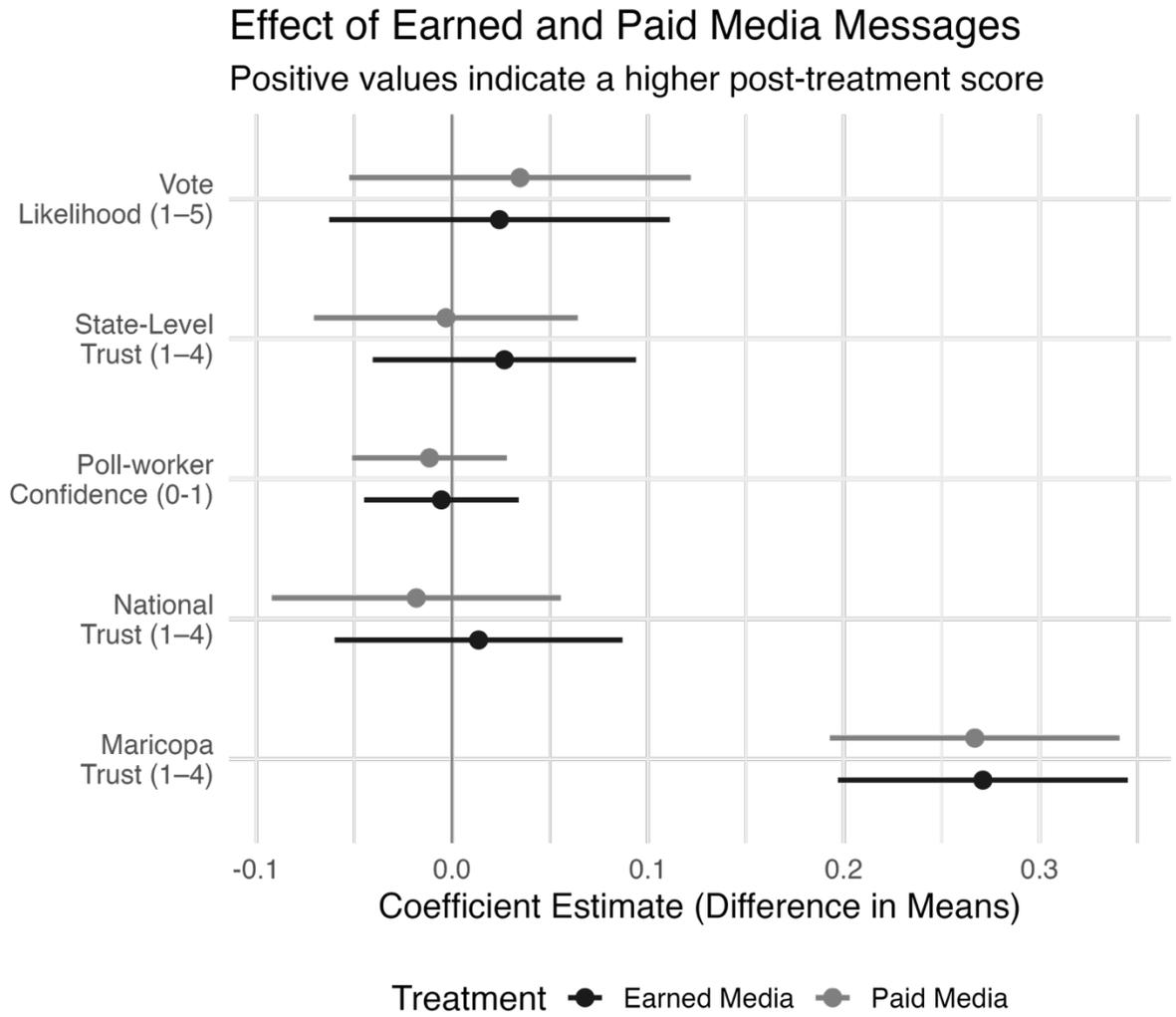|	*Dependent variable:*				
	Maricopa (1-4)	State Vote (1-4)	National Vote (1-4)	Poll Worker (1/0)	Vote Likelihood (1-5)
	(1)	(2)	(3)	(4)	(5)
Earned Media	0.365***	0.030	0.048*	-0.004	0.026
	(0.057)	(0.026)	(0.028)	(0.008)	(0.024)
Paid Media	0.301***	0.015	0.025	-0.011	-0.009
	(0.056)	(0.026)	(0.028)	(0.008)	(0.024)
Democrat	0.598***	0.004	0.003	-0.012	0.002
	(0.059)	(0.027)	(0.028)	(0.009)	(0.025)
Republican	-0.199***	0.007	0.007	0.001	0.008
	(0.069)	(0.030)	(0.032)	(0.010)	(0.028)
Democrat X Earned	-0.170**	-0.050	-0.017	0.007	-0.037
	(0.082)	(0.039)	(0.041)	(0.012)	(0.036)
Democrat X Paid	-0.014	0.018	0.009	0.008	0.017
	(0.082)	(0.038)	(0.041)	(0.012)	(0.036)
Republican X Earned	-0.038	0.008	-0.012	-0.010	-0.032
	(0.092)	(0.042)	(0.045)	(0.013)	(0.039)
Republican X Paid	-0.009	0.034	-0.001	0.010	-0.014
	(0.092)	(0.043)	(0.045)	(0.013)	(0.040)
Constant	2.691***	-0.004	-0.007	0.007	-0.002
	(0.041)	(0.018)	(0.019)	(0.006)	(0.017)
Observations	3,699	4,006	3,961	3,221	4,234
R²	0.128	0.002	0.001	0.002	0.001
Note:					*p<0.1; **p<0.05; ***p<0.01

Appendix Table 3. Effect of state vs national messages on pre-registered outcomes in the same state as treatment was delivered.

	Target State (1-4)	Own Vote (1-4)	Local Vote (1-4)	State Vote (1-4)	National Vote (1-4)	Poll Worker (1/0)	Vote Likelihood (1-5)
State Video	0.169***	0.013	-0.008	-0.026	0.034	0.009	0.008
	(0.033)	(0.033)	(0.031)	(0.032)	(0.035)	(0.019)	(0.042)
Assigned Own State	0.314***	0.061	0.109	0.087	0.061	-0.089	-0.333**
	(0.117)	(0.119)	(0.110)	(0.113)	(0.125)	(0.074)	(0.149)
Assigned Own X State Video	-0.313*	0.033	-0.014	0.042	0.125	0.156	0.384*
	(0.164)	(0.166)	(0.155)	(0.160)	(0.176)	(0.098)	(0.209)
Constant	3.080***	3.185***	3.256***	3.210***	2.939***	0.345***	4.440***
	(0.024)	(0.023)	(0.022)	(0.023)	(0.025)	(0.013)	(0.029)
Observations	3,103	3,222	3,233	3,242	3,227	2,699	3,334
R^2	0.010	0.0004	0.001	0.001	0.001	0.001	0.002

Note: $^{*}p<0.1$; $^{**}p<0.05$; $^{***}p<0.01$

Appendix Figure 1. Effect of Earned and Paid messages on change in trust and political behaviors. Outcomes measured post-treatment.

Effect of Earned and Paid Media Messages
Positive values indicate a higher post-treatment score

Vote Likelihood (1–5)	
State-Level Trust (1–4)	
Poll-worker Confidence (0-1)	
National Trust (1–4)	
Maricopa Trust (1–4)	

Coefficient Estimate (Difference in Means)

Treatment — Earned Media — Paid Media

Earned Versus Paid And National Versus Local Election Official Messaging On Trust In American Elections – https://osf.io/y38sp

Hypotheses

Hypothesis 1 – Respondents who are exposed to a video that discusses election integrity (either through earned or paid media) will increase their level of trust in elections.

In addition to testing the above hypothesis, we will also study variation in messaging type. Specifically, we will look at variation in the impact of treatment effects among respondents who viewed the earned media video versus the paid media video.

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Hypothesis 1 – Respondents who are exposed to a video that discusses election integrity (either from a national or state messenger) will increase their level of trust in elections.

Hypothesis 2 – Respondents who are exposed to a video from a state messenger that discusses election integrity will increase their level of trust in elections by a larger margin than those who are exposed to a similar video from a national messenger.

Hypothesis 2a Subgroup Effect. This differential effect will be sharpest for respondents who reside in the same state as the state that is the messenger in the video.

Design Plan

Study type:

Experiment - A researcher randomly assigns treatments to study subjects, this includes field or lab experiments. This is also known as an intervention experiment and includes randomized controlled trials.

Blinding

For studies that involve human subjects, they will not know the treatment group to which they have been assigned.

Study design

The two experiments piggyback a separate two-wave panel survey. The first wave of the survey will be conducted prior to the November 2024 presidential election targeting approximately 4,000 respondents though the final number will be determined by cost using the online survey vendor Forthright.

The second wave will be conducted seven days after the first wave targeting approximately 2,000 respondents though the final number will be determined by cost. These will be re-contacts of respondents from the pre-election wave.

We will field the earned versus paid experiment in the first wave and the national versus state experiment in the second wave.

<u>Data collection procedures</u>

Respondents will be recruited online on Forthright. Our respondents are nationally representative of the voting-age population by race, ethnicity, sex, age, and education.

<u>Manipulated variables</u>

In the pre-election survey, respondents will be asked a series of questions about their voting habits, preferences towards voting methods, and trust in elections. The full survey text is described at the end of this submission. They will then be routed to their earned versus paid messaging treatment, described below. They will then be asked a second time about their trust in elections, setting up a within-subject experiment.

The second wave is shorter than the first wave but will include the same outcome measures as fielded in the first wave prior to treatment. Participants will then be routed to their national versus state messaging treatment, described below. They will then be asked a second time about their trust in elections, setting up a within-subject experiment.

For the analysis of this experiment, we will examine the effect of the treatments by directly comparing responses to the outcome measures listed below across the relevant groups (earned versus paid media versus control; national versus state messengers). We will also subtract respondents' answers to these questions in the pre-treatment phase from their answers to the same questions in the post-treatment phase to measure the change in respondent opinions measuring within-subject differences. We will treat the variables as interval variables, rescaling them to either 1-4 or 1-5 depending on the number of response options and excluding "Don't know/no opinion" responses (see survey instrument below).

<u>Measured variables</u>

We expect a treatment effect on three outcome measures: (1) trust that votes will be accurately counted in the 2024 election, (2) willingness to work as an election worker, and (3) reported intention to vote in the November 2024 Presidential Election. We follow the Survey of the Performance of American Elections (SPAE) set of four questions on trust in elections commonly used in studies of this kind (questions 1, 2, 3, and 4 here).

1. How confident are you that your vote in the 2024 Presidential Election will be counted as you intend?

- Very confident (1)
- Somewhat confident (2)
- Not too confident (3)
- Not at all confident (4)
- I don't know (5)

2. Think about vote counting throughout your county or city, and not just your own personal situation. How confident are you that votes in your county or city will be counted as voters intend?

- Very confident (1)
- Somewhat confident (2)
- Not too confident (3)
- Not at all confident (4)
- I don't know (5)

3. Now, think about vote counting throughout ${e://Field/state}. How confident are you that votes in ${e://Field/state} will be counted as voters intend?

- Very confident (1)
- Somewhat confident (2)
- Not too confident (3)
- Not at all confident (4)
- I don't know (5)

4. Finally, think about vote counting throughout the country. How confident are you that votes nationwide will be counted as voters intend?

- Very confident (1)
- Somewhat confident (2)
- Not too confident (3)
- Not at all confident (4)
- I don't know (5)

5. Would you consider signing up to be a poll worker or election worker in the next election?

- Yes (1)
- No (2)
- Not sure (3)

6. Thinking ahead to the 2024 presidential election, how likely is it that you will vote in this election?

- Definitely will not vote (4)
- Probably will not vote (5)
- May or may not vote (6)
- Probably will vote (7)
- Definitely will vote (8)
- I have already voted

<u>Statistical models</u>

We will use comparisons of means and a multiple linear regression to test our hypotheses, as well as manipulation checks.

Building Trust In Elections - Can Informational Videos and Visual Images Increase Trust in Elections? - https://osf.io/fya69

Study Information

Hypotheses

Hypothesis 1 – Respondents who are exposed to a poster that discusses election integrity will increase their level of trust in elections.

Hypothesis 2 – Respondents who are exposed to a video that discusses election integrity will increase their level of trust in elections.

We expect a treatment effect on five outcomes: (1) trust in elections, (2) willingness to sign pre-election pledge to accept the final results of an election, (3) willingness to work as an election worker, (4) willingness to visit a website to learn more about the protections on elections in Contra Costa County, and (5) willingness to state an intention to vote in the November 2024 presidential election.

Design Plan

Study type:

Experiment - A researcher randomly assigns treatments to study subjects, this includes field or lab experiments. This is also known as an intervention experiment and includes randomized controlled trials.

Study design

This pre-analysis plan presents hypotheses that we will test using a survey experiment with respondents recruited through Lucid Labs/Cint. There will be a regional sample of approximately 2,000 respondents across the Bay Area as defined by Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma Counties. The final sample size will be determined based on the cost per respondent.

Respondents will be asked a series of questions about their voting habits, preferences towards voting methods, and trust in elections. The full survey text is described at the end of this document. Following this, they will be exposed to two different experiments described below.

For the analysis of the experiments, we will compare the effect by directly comparing the proportion of respondents who respond "Yes" in the two groups. We will also subtract respondents' answers to questions in the pre-treatment phase from their answers to the same questions in the post-treatment to measure the change in respondent opinions measuring within-subject differences. We will treat the variables as interval variables, rescaling them to either 1-4 or 1-5 depending on the number of response options and excluding "Don't know/no opinion" responses.

Additional analyses including subgroup treatment effects are described following the experimental descriptions. Results from these experiments will not necessarily be used for the same purpose.

<u>Randomization</u>

Simple randomization will be used.

<u>Data collection procedures</u>

Respondents will be recruited through Cint and quotas are applied by race, ethnicity, age, and education as representative of the region.

<u>Sample size</u>

2,000 to 2,400

<u>Manipulated variables</u>

We have three visual treatments that will each be viewed by 25% of the sample, and two control visuals that will be viewed by 12.5% of the sample.

We have two video treatments that will each be viewed by 33% of the sample, and one control video that will be viewed by 33% of the sample.

<u>Measured variables</u>

Think about vote counting throughout the San Francisco Bay Area, and not just your own personal situation. How confident are you that votes in the San Francisco Bay Area will be counted as voters intend in the next election?

- Very confident
- Somewhat confident
- Not too confident

- Not at all confident
- I don't know

Now, think about vote counting in Contra Costa County. How confident are you that votes in Contra Costa County will be counted as voters intend?

- Very confident
- Somewhat confident
- Not too confident
- Not at all confident
- I don't know

Would you sign a petition calling on candidates from all parties to sign a pre-election pledge to accept the final results of an election, no matter which candidate wins?

- Yes
- No
- Not sure

Would you consider signing up to be a poll worker or election worker in the next election?

- Yes
- No
- Unsure

Would you be willing to visit a website to learn more about the protections on elections in Contra Costa County?

- Yes
- No

Thinking ahead to the 2024 presidential election, how likely is it that you will vote in this election?

- Definitely will not vote
- Probably will not vote
- May or may not vote
- Probably will vote
- Definitely will vote

How confident are you that your vote in the next election will be counted as you intend?

- Very confident
- Somewhat confident
- Not too confident
- Not at all confident
- I don't know

Finally, think about vote counting throughout the state of California. How confident are you that votes in California will be counted as voters intend?

- Very confident
- Somewhat confident
- Not too confident
- Not at all confident
- I don't know

<u>Statistical models</u>

We will use comparisons of means and a multiple linear regression to test our hypotheses, as well as manipulation checks.