

Appendix A

Survey responses from the control group

Table 1

Age	Gender	What is your political ideology?	I read the news...	My interest in politics is...	I think celebrities are...	Raymond Morrison is a
18-29	Female	Moderate	A few times a week	I am moderately interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Independent	Daily	My interest in politics is minimal.	influential and can really affect t	Somewhat likely.
18-29	Other	Other	Several times a day	I am actively interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Male	Conservative	A few times a week	I am moderately interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Liberal	Other	I am moderately interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Liberal	A few times a week	I am moderately interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Male	Moderate	Several times a day	I am actively interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Moderate	A few times a week	I am moderately interested in politics.	influential and can really affect t	Very likely.
18-29	Male	Conservative	Several times a day	I am actively interested in politics.	not important.	Not likely.
18-29	Male	Conservative	A few times a week	My interest in politics is minimal.	not important.	Somewhat likely.
18-29	Male	Liberal	Several times a day	I am actively interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Moderate	A few times a week	I am moderately interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Liberal	Daily	I am actively interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Moderate	Weekly	I am moderately interested in politics.	influential and can really affect t	Not likely.
18-29	Female	Liberal	Daily	I am actively interested in politics.	influential and can really affect t	Very likely.
18-29	Female	Liberal	Daily	I am moderately interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Liberal	Daily	I am moderately interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Liberal	A few times a week	I am moderately interested in politics.	influential and can really affect t	Somewhat likely.
18-29	Female	Moderate	Daily	I am actively interested in politics.	important when they use their t	Somewhat likely.
18-29	Female	Moderate	Daily	I am actively interested in politics.	important when they use their t	Very likely.
18-29	Female	Conservative	Weekly	My interest in politics is minimal.	influential and can really affect t	Not likely.
18-29	Female	Liberal	Daily	I am actively interested in politics.	influential and can really affect t	Very likely.
18-29	Female	Moderate	Weekly	I am moderately interested in politics.	influential and can really affect t	Not likely.
30-49	Female	Liberal	Several times a day	I am actively interested in politics.	important when they use their t	Very likely.
18-29	Prefer not to say	Other	A few times a week	I am actively interested in politics.	important when they use their t	Very likely.
18-29	Female	Moderate	A few times a week	I am moderately interested in politics.	influential and can really affect t	Not likely.
18-29	Female	Liberal	Several times a day	I am actively interested in politics.	important when they use their t	Very likely.
30-49	Female	Independent	A few times a week	I am actively interested in politics.	influential and can really affect t	Not likely.

Appendix B

Survey responses from the treatment group

Table 1

Age	Gender	What is your	I read the news...	My interest in politics is	I think celebrities are...	Raymond Morrison is	Morrison has been
18-29	Female	Other	Several times a day	I am actively interested in	influential and can really a	Very likely.	Somewhat likely.
18-29	Female	Liberal	Daily	I am moderately intereste	influential and can really a	Not likely.	Not likely.
18-29	Female	Liberal	Daily	I am actively interested in	influential and can really a	Somewhat likely.	Somewhat likely.
18-29	Male	Conservative	A few times a week	I am moderately intereste	influential and can really a	Not likely.	Not likely.
18-29	Female	Liberal	Weekly	I am moderately intereste	influential and can really a	Somewhat likely.	Somewhat likely.
18-29	Female	Moderate	A few times a week	I am moderately intereste	influential and can really a	Very likely.	Very likely.
18-29	Female	Liberal	A few times a week	I am moderately intereste	influential and can really a	Somewhat likely.	Not likely.
18-29	Male	Moderate	Several times a day	I am moderately intereste	important when they use t	Somewhat likely.	Not likely.
18-29	Female	Independent	Other	My interest in politics is m	influential and can really a	Very likely.	Very likely.
18-29	Female	Moderate	A few times a week	I am moderately intereste	influential and can really a	Very likely.	Very likely.
18-29	Female	Liberal	A few times a week	I am moderately intereste	influential and can really a	Somewhat likely.	Not likely.
18-29	Female	Liberal	Other	I am actively interested in	influential and can really a	Very likely.	Not likely.
18-29	Male	Conservative	A few times a week	I am moderately intereste	influential and can really a	Not likely.	Not likely.
18-29	Female	Other	A few times a week	I am moderately intereste	not important.	Somewhat likely.	Not likely.
18-29	Female	Other	A few times a week	I am moderately intereste	not important.	Somewhat likely.	Not likely.
18-29	Female	Moderate	A few times a week	I am actively interested in	not important.	Not likely.	Not likely.
18-29	Male	Independent	Several times a day	I am moderately intereste	influential and can really a	Not likely.	Not likely.
18-29	Female	Conservative	Weekly	My interest in politics is m	influential and can really a	Not likely.	Not likely.
18-29	Female	Conservative	Weekly	My interest in politics is m	influential and can really a	Not likely.	Not likely.
18-29	Female	Liberal	Several times a day	I am actively interested in	important when they use t	Very likely.	Somewhat likely.
18-29	Female	Liberal	Daily	I am actively interested in	influential and can really a	Somewhat likely.	Somewhat likely.
18-29	Female	Independent	A few times a week	I am actively interested in	influential and can really a	Somewhat likely.	Somewhat likely.
18-29	Male	Conservative	Daily	I am actively interested in	not important.	Not likely.	Not likely.
18-29	Female	Other	A few times a week	I am moderately intereste	not important.	Somewhat likely.	Not likely.
30-49	Female	Independent	A few times a week	I am actively interested in	important when they use t	Not likely.	Not likely.
18-29	Female	Independent	Several times a day	I am actively interested in	important when they use t	Very likely.	Not likely.