

# Media Platforming and the Normalisation of Extreme Right Views – Appendix

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## Contents

<b>A</b>	<b>Forms and questionnaires</b>	<b>1</b>
A.1	Information form . . . . .	1
A.2	Consent form . . . . .	2
A.3	Debrief forms . . . . .	3
A.4	Questionnaires . . . . .	5
<b>B</b>	<b>Ethics</b>	<b>7</b>
B.1	Deception . . . . .	7
B.2	Impact . . . . .	8
<b>C</b>	<b>Deviations from the pre-analysis plan</b>	<b>8</b>
C.1	Hypotheses . . . . .	8
C.2	Variables . . . . .	9
C.3	Exploratory analyses . . . . .	9
C.4	Interaction effects . . . . .	10
<b>D</b>	<b>Transcripts of the audio recordings</b>	<b>10</b>
<b>E</b>	<b>Other models</b>	<b>10</b>
E.1	With covariate coefficients . . . . .	10
E.2	Multinomial logit regression . . . . .	10
E.3	Models for each item . . . . .	10
<b>F</b>	<b>Manipulation checks</b>	<b>16</b>
<b>G</b>	<b>Attrition Checks</b>	<b>16</b>
<b>H</b>	<b>Attention Checks</b>	<b>17</b>

# A Forms and questionnaires

## A.1 Information form

Figure A.1: Information Form-Australia and the UK

This study on media coverage is run by *[the authors' names]*.

We would like to invite you to participate in this research project which examines the role of media coverage in the formation of political attitudes. Please take time to read the following information carefully and discuss it with others if you wish.

If you choose to participate in the study you will be asked to listen to a recent audio media file and then complete an online survey on your political attitudes and beliefs. Listening to the audio, and completing the survey, will take around five minutes.

Participation is completely voluntary. You should only take part if you want to and choosing not to take part will not disadvantage you in anyway.

Your data will be processed in accordance with the General Data Protection Regulation 2016 (GDPR). Any data you provide will remain anonymous and confidential, will not be shared with any third parties, and will be retained for ten years.

You are free to withdraw at any point of the study, without having to give a reason. Withdrawing from the study will not affect you in any way. However, before data collected become anonymous upon completion of the questionnaire, it will not be possible to locate and delete your data once you have completed the questionnaire. If you choose to withdraw from the study **before completion** your information will not be retained

This study is being funded by the *[funders of our study]*. The results of the study will be summarised in academic journal articles. You can contact us for a copy of any publications.

If you have any questions or require more information about this study, please contact the Principal Investigator using the following contact details: *[the contact details of the authors]*.

If this study has harmed you in any way or if you wish to make a complaint about the conduct of the study you can contact *[the contact details of our institution's ethics committee]*.

**Thank you for reading this information sheet and for considering taking part in this research. Please answer the following question to proceed.**

I have read and understood the study information, or it has been read to me. I consent voluntarily to be a participant in this study and understand that I can refuse to answer questions and I can withdraw from the study any time, without having to give a reason. I understand that the information will be used for research publication and that the information will be anonymised. I give permission for the anonymised information I provide to be deposited in a data archive so that it may be used for future research.

- ☐ Yes
- ☐ No

## A.2 Consent form

Figure A.2: Consent Form-Australia and the UK

### CONSENT FORM FOR PARTICIPANTS IN RESEARCH STUDIES

**Please complete this form after you have read the Information Sheet and/or listened to an explanation about the research.**

**Title of Study: Media coverage and political attitudes**

**Ethics Committee Ref:**

Before starting the survey, please read the following bullet points carefully, and if you agree, please check the box next to each item. If you have any questions regarding any item, please do not hesitate to send an email to *[the authors' contact details]*. Upon confirming your willingness to participate in this study you may enter your email address to receive a copy of this information.

**I confirm that I understand that by ticking/initialing each box I am consenting to this element of the study. I understand that it will be assumed that unticked/initialled boxes mean that I DO NOT consent to that part of the study. I understand that by not giving consent for any one element I may be deemed ineligible for the study**

**Please tick  
or initial**

- I confirm that I have read the previous paragraphs and have had the opportunity to consider the information, and contact the researcher with any questions. ☐
- I understand that I will be able to withdraw my participation, and any associated data, from this study by aborting the survey at any time before I click the 'submit' button, or by sending an email to CONTACT@SURVATION.COM). No reasons need to be given for withdrawing your data from the study. ☐
- I understand that non-participation in this study will not disadvantage me in any way. ☐
- I consent to the processing of my personal information for this study. I understand that such information will be handled in accordance with the terms of the UK Data Protection Act 1998 and the new General Data Protection Regulations (GDPR). ☐
- I understand that confidentiality and anonymity will be maintained and that it will not be possible to identify me or any other individuals in any publications. ☐
- I agree to participate ☐

### A.3 Debrief forms

Figure A.3: Debrief Form-Australia

Thank you for your participation in our study! Your participation is greatly appreciated.

The general aim of this study is to test whether mainstream media platforms can help to legitimise radical views. Existing research on the media's role in affecting audiences' political beliefs is inconclusive; while some studies reveal that media stigmatisation of radical political actors can undermine support, other studies suggest that media coverage increases the electoral appeal of radical actors.

The experiment used a recent audio recording from Sky News interviewing Blair Cottrell, the leader of the United Patriots Front, to test if exposing subjects to the audio legitimizes the activist's views. The first experimental arm varied whether participants were exposed to the audio of the interview or to a weather report, and the second arm varied whether we announced (or not) the name of the network which broadcast the interview/forecast. We do not know which group you were allocated to. You were then asked to fill in questions on your views on immigration and placement of social groups in society.

We expect to find a positive effect of the audio on support for radical views, which should be magnified if the network is revealed. The experiment will contribute to understanding the media's role in legitimizing radical views.

The interview contains incorrect information about immigration. Blair Cottrell expresses a preference for race-based immigration and inaccurately claims that the South African government is involved in killing white South African farmers. There is no objective evidence which would support such a claim. If you feel concerned about having viewed this video, you may contact the *[contact details of our institution's ethics committee]*.

If you have further questions regarding this study, its purpose or procedures, or if you have a research-related problem, please feel free to contact the researchers, *[the contact details of the authors]*.

If you would like to receive a copy of the final report of this study (or a summary of the findings) when it is completed, please feel free to contact us.

## Figure A.4: Debrief Form-UK

Thank you for your participation in our study! Your participation is greatly appreciated.

The general aim of this study is to test whether mainstream media platforms can help to legitimise radical views and whether the tone of coverage of the interviewer influences the support for such views. Existing research on the media's role in affecting audiences' political beliefs is inconclusive; while some studies reveal that media stigmatisation of radical political actors can undermine support, other studies suggest that media coverage increases the electoral appeal of radical actors.

The experiment used a recent audio recording from Sky News interviewing Tommy Robinson, the former leader of the English Defence League, to test if exposing participants to the audio legitimises the activist's views. The first experimental arm varied whether participants were exposed to the audio of the interview where Robinson is challenged by the journalist, to the interview where he is not challenged by the journalist or to a weather report, and the second arm varied whether the name of the broadcast/interview is the Youtube Channel or Sky News. We do not know which group you were allocated to. You were then asked to fill in questions on your views on Islamophobia, migration control and terrorism.

We expect to find a positive effect of the audio on support for radical right views as opposed to the weather report but that the effect will be attenuated if Robinson is challenged by the journalist. We also expect to find that these effects would be magnified if the name of the broadcast/interview is Sky News. The experiment will contribute to understanding the media's role in legitimising radical views.

Participants were not shown the entire interview with Tommy Robinson, but specific segments that were relevant to the study. The original full length version of the interview contained interruptions by the Sky News interviewer, who challenged Robinson on some of the questionable and factually incorrect statements that were made in various segments.

The interview contains incorrect information about immigration. Tommy Robinson expresses a preference for a halt to Mosque-building and inaccurately claims that a travel ban would prevent terrorist attacks or the rape of women and girls. He also implies that most Muslim refugees are terrorists. There is no objective evidence which would support such claims. If you feel concerned about having viewed this audio recording, you may contact the *[the contact details of our ethics committee's institution]*.

If you have further questions regarding this study, its purpose or procedures, or if you have a research-related problem, please feel free to contact the researchers, *[the authors' contact details]*.

If you would like to receive a copy of the final report of this study (or a summary of the findings) when it is completed, please feel free to contact us.

## A.4 Questionnaires

Figure A.5: Questionnaire-Australia

Questions in grey italic are only asked in the first wave. Questions in black italic have been added in the second wave.

**Pre-treatment questions:** The following suggestion was made: How strongly do you agree or disagree with the following items? (5 scale from Strongly Disagree to Strongly Agree)

Young people today don't have enough respect for traditional Australian values.

People who break the law should be given stiffer sentences.

For some crimes, the death penalty is the most appropriate sentence.

Schools should teach children to obey authority.

The law should always be obeyed, even when a particular law is felt to be wrong.

Censorship of films and magazines is necessary to uphold moral standards.

Have you heard of Blair Cottrell? (Have heard of, Have not heard of, Not sure)

*For this question only, select "Strongly Disagree" on the following scale (From Strongly Agree to Strongly Disagree)*

*To what extent do you consider these news channels to be mainstream? (5-scale from Very Mainstream to Not Mainstream at all): Sky News, ABC Channel, Channel 7, Youtube Channels.*

*To what extent do you consider these news channels to be trustworthy? (5 scale from Very Trustworthy to Not Trustworthy at all) : Sky News, ABC Channel, Channel 7, Youtube Channels.*

**Treatment:** 1<sup>st</sup> wave: 'You are going to listen to Blair Cottrell being interviewed on Sky News/ my Youtube Channel' or 'You're going to listen to a weather report on Sky News/ my Youtube Channel'.

2<sup>nd</sup> wave: 'This is my Youtube Channel/Sky News, now on to an interview on current affairs' or 'This is my Youtube Channel/Sky News, now on to the latest weather forecast' or 'This is Sky News, now on to the latest weather forecast'.

**Post-treatment questions:**

*Have you heard of the Lads society? Yes, No, DK*

*If yes, would you say that the Lads Society is a mainstream political organisation? Yes, No, DK*

*How many members do you think that the Lads Society has in Australia? Number from 0-1 million*

How respectable would you say Blair Cottrell is? (5-point scale from Respectable to Not Respectable).

What percentage of Australians do you think agree with the following (sliding scale from 0 to 100)

(a) A country should only accept groups of people that are not too culturally dissimilar to the existing population.

(b) A country should only tolerate skilled migrants.

(c) Australia should not allow people from Africa to come to the country.

(d) African gangs are responsible for the rise of criminality in Australia.

On a scale of 1-10, where 1 is totally disagree and 10 is totally agree, to what extent do you agree or disagree with the following statements?

(a) A country should only accept groups of people that are not too culturally dissimilar to the existing population.

(b) A country should only tolerate skilled migrants.

(c) Australia should not allow people from Africa to come to the country.

(d) African gangs are responsible for the rise of criminality in Australia.

On a scale of 1-10, where 1 is totally disagree and 10 is totally agree, to what extent do you agree or disagree with the following statement (0-10 scale):

The values of the majority of the Australian population are usually not represented in the mainstream media.

*What was the interview about?*

*Weather report*

*Sports programme*

*Interview with a political activist*

*Interview with a musician*

*Where was the interview broadcast? Channel 7, a Youtube Channel, ABC Channel, Sky News.*

Figure A.6: Questionnaire-UK

*Pre-treatment questions:* 1. The following suggestion was made: How strongly do you agree or disagree with the following items? (7 scale from Strongly Disagree to Strongly Agree)  
Young people today don't have enough respect for traditional British values.  
People who break the law should be given stiffer sentences.  
For some crimes, the death penalty is the most appropriate sentence.  
Schools should teach children to obey authority.  
The law should always be obeyed, even when a particular law is felt to be wrong.  
Censorship of films and magazines is necessary to uphold moral standards.

2. Have you heard of Tommy Robinson? (Have heard of, Have not heard of, Not sure)

3. For this question only, select "Strongly Disagree" on the following scale (From Strongly Agree to Strongly Disagree)

4. To what extent do you consider these news channels to be mainstream? (5 scale from Very Mainstream to Not Mainstream at all)

Sky News

BBC

ITV

Youtube Channels

5. To what extent do you consider these news channels to be trustworthy? (5 scale from Very Trustworthy to Not Trustworthy at all)

Sky News

BBC

ITV

Youtube Channels

*Treatment:* 'This is my Youtube Channel, now on to an interview on current affairs' or 'This is Sky News, now on to an interview on current affairs' before being asked to listen to the audio or 'This is my Youtube Channel, now on to the latest weather forecast' or 'This is Sky News, now on to the latest weather forecast'.

*Post-treatment questions:*

6. How respectable would you say Tommy Robinson is? (5-point scale from Respectable to Not Respectable).

7. What percentage of British do you think agree with the following (sliding scale from 0 to 100) ?

(a) The United Kingdom should not continue building mosques.

(b) The United Kingdom should implement a travel ban that would prevent refugees from Muslim-majority countries from entering the country.

(c) A travel ban would have prevented terrorist attacks in Europe.

(d) A travel ban would have prevented women and girls from being raped.

(e) Most Muslim refugees are terrorists.

8. How accurate do you think the following statements are? (10-point scale from Fully Inaccurate to Fully Accurate)

(a) Most Muslim refugees are terrorists.

(b) Almost 90% of the rapes in Sweden have been from immigrants.

9. Do you think we should broadcast this type of interview?

10. What was the interview about?

Weather report

Sports programme

Interview with a far-right political activist

Interview with a political activist

Interview with a musician

## B Ethics

In this section we discuss the ethical implications of our study in reference to the APSA’s Principles and Guidance for Human Subjects Research (APSA, 2020). This study has been ethically approved by the LSE Research Ethics Committee. In this study, we expose participants to extreme right actors and their views, preceded by informed consent and followed by extensive debriefing. The information and consent sheets given to Australian and British participants are displayed in documents A.1 and A.2, and the debriefing documents are displayed in documents A.3 and A.4. Throughout the research process, which lasted four years, we have engaged thoroughly with potential ethical questions that could arise from our study. Ethical questions were discussed openly and publicly in a workshop, where we presented the design of our study and at a conference, where we presented the Pre-Analysis Plan of the Australia study. We have made changes to the design of the study in response to the comments that we received. Some of the statements made by the extreme right actors in the segments that we expose participants to are false or misleading. The study therefore raises questions of *deception* and *impact*, i.e. the question to what extent attitudinal changes are likely to persist beyond the study environment. We address these challenges in turn.

### B.1 Deception

As the APSA (2020)[7]’s guidance states "Political science researchers should carefully consider any use of deception and the ways in which deception can conflict with participant autonomy." Our study does not raise any issues relating to identity deception, activity deception, and motivation deception. It chiefly raises questions about how we deal with exposing participants to statements made by extreme right actors in the unchallenged interview condition that are false or misleading. In line with APSA’s guidance to respect subjects’ autonomy when deception is used, we decided to provide a thorough debriefing of all study participants in the same survey, directly after outcome collection is complete. In this debriefing, we provide the full context of the study and correct any misleading or factually incorrect statement made during the interview segment. This choice comes with one important trade-off. It prevents us from estimating the effects of exposure to the interviews on long-term outcomes and of assessing how long a change in attitudes might last. While this question is interesting from a theoretical point of view, we believe that the ethical cost we might induce by not being able to debrief those participants who would not answer a second survey wave, might be too high.



## B.2 Impact

Related to our use of deception is the issue whether the effects on attitudes and norms that observe in the survey environment might spill over into the real-world. We have good reasons to believe that the extensive debriefing administered to participants in both experiments immediately cancelled out the effects of exposure to the unchallenged interview on attitudes: In the British study we show that the challenged interview condition does not affect agreement with the statements made by the extreme right actor. We also show that subjects are more likely to rate the statements made by the interviewee as factually incorrect when the interviewer provides context and corrects misleading or false claims. We have no reason to believe that providing a similar correction after outcome collection would not achieve a similar result. While we still observe some effect on norms within the survey environment, even after correction, we expect that these effects, at worst, do not last longer than a couple of weeks. We further believe that the risk that participating in the study induces risky behaviour in the real world is minor. *We confirm that our study is in full compliance with the APSA’s Principles and Guidance for Human Subjects Research (APSA, 2020).*

## C Deviations from the pre-analysis plan

The final analyses deviate in a few instances from the pre-registrations, which can be accessed on OSF ([click here for the Australian pre-reg](#) and [here for the UK pre-reg](#)). Follow the anonymised links to [Australia Wave 1 PAP](#), [Australia Wave 2 PAP](#) and the [UK PAP](#). Our pre-registration is divided into three PAPs because the Australian study was conducted in two waves to increase the N in order to rule out any interaction effects between the platform and exposure to the interview, and to conduct manipulation checks. In what follows below, we address any deviations from the PAPs.

### C.1 Hypotheses

For the sake of parsimony, we slightly revised the labels by which we refer to two of the pre-registered hypotheses to better capture the concepts that we intend to measure. The ‘platforming’ hypothesis was renamed into ‘platform type’ hypothesis, and the ‘tone of coverage’ hypothesis was relabelled as the ‘media strategy hypothesis’. Despite these labels changes, the empirical expectations remain the same as pre-registered. In the Australian PAP, we also pre-registered the ‘backlash hypothesis’ and the ‘polarisation hypothesis’ as alternative hypotheses to the ‘persuasion and normalisation’ hypotheses. While we discuss these alternative hypotheses in the text, we do not list them separately. As discussed in the

paper, we do not find any evidence consistent with these alternative hypotheses.

## C.2 Variables

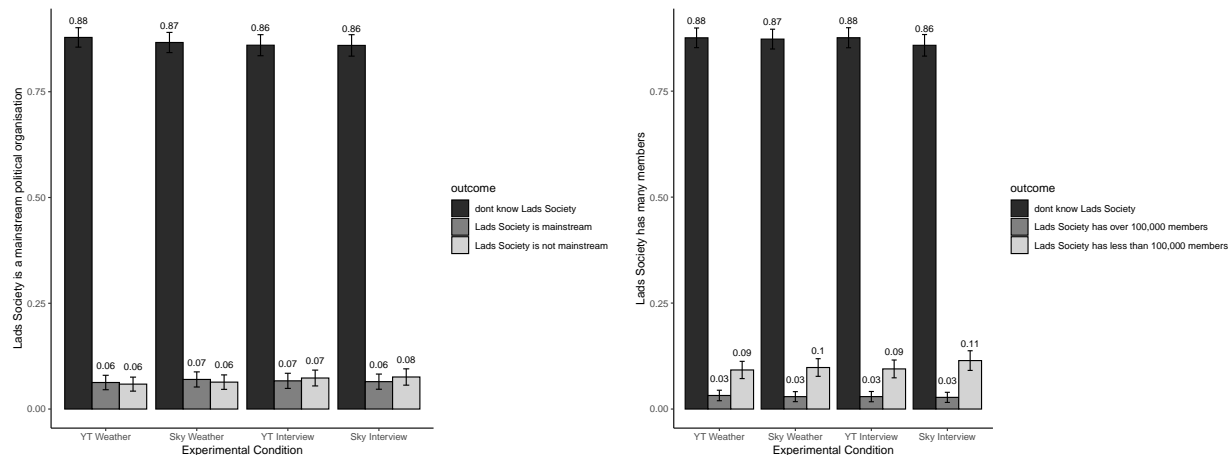


Figure C.1: Perceptions of Cottrell's organisation, the Lads Society, in Australia across experimental conditions. 95% confidence intervals (question included in wave 1 only).

We report all pre-registered outcome variables in the main body of the paper, except for two outcomes that were only included in the first wave of the Australian experiment. They both relate to Blair Cottrell's organisation, the "Lads Society". We report the results in figure C.1. As shown in figure C.1, more than 80% of respondents had never heard of the Lads Society across all conditions, which makes the interpretation of the null results that we report below, difficult. Moreover, the descriptive norms scale was recoded on a scale of 0 to 1 to match the outcome variable on extreme right attitudes, deviating from the pre-analysis plan's suggestion of a scale of 0 to 100. Moreover, the respectability outcome was recoded into a categorical variable due to differential attrition related to the treatment. Respondents were less likely to answer "Don't Know" in the interview conditions, which led to the use of multinomial logit models instead of the originally specified linear regressions in the pre-analysis plan to test the interview exposure effect on the respectability of the actor. This adaptation was made to avoid bias in the outcome variable due to differential attrition.

## C.3 Exploratory analyses

Finally, as an attempt to understand why individuals update their opinion and the perception of social norms, we have further explored the underlying mechanisms. The finding that people in the critical interview would find these extreme right statements less accurate is not pre-registered.

### *C.4 Interaction effects*

We estimate the interaction effects using the interflex package by [Hainmueller, Mummolo, and Xu \(2019\)](#) to account for potential non-linearity in the functional form.

## **D Transcripts of the audio recordings**

The complete transcripts of the treatment and placebo audio materials are available online. [Follow this anonymised link to view the transcripts.](#)

## **Appendix References**

APSA. 2020. “Principles and Guidance for Human Subjects Research.” [https://www.apsanet.org/Portals/54/diversity%20and%20inclusion%20prgms/Ethics/Final\\_Principles%20with%20Guidance%20with%20intro.pdf?ver=2020-04-20-211740-153](https://www.apsanet.org/Portals/54/diversity%20and%20inclusion%20prgms/Ethics/Final_Principles%20with%20Guidance%20with%20intro.pdf?ver=2020-04-20-211740-153).

Hainmueller, Jens, Jonathan Mummolo, and Yiqing Xu. 2019. “How much should we trust estimates from multiplicative interaction models? Simple tools to improve empirical practice.” *Political Analysis* 27 (2): 163–192.

## **E Other models**

*E.1 With covariate coefficients*

*E.2 Multinomial logit regression*

*E.3 Models for each item*

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Australia				United Kingdom			
Reference: Weather report								
Unchallenged interview	0.04*** (0.01)	0.03*** (0.01)	0.03*** (0.01)	0.03** (0.01)	0.04*** (0.01)	0.03*** (0.01)	0.04*** (0.01)	0.05*** (0.01)
Challenged interview					0.00 (0.01)	-0.00 (0.01)	-0.00 (0.01)	-0.00 (0.01)
Reference: YouTube Channel platform								
Sky News Platform	-0.00 (0.01)	0.00 (0.01)	-0.01 (0.01)	-0.01 (0.01)	0.01 (0.01)	0.00 (0.01)	0.01 (0.01)	0.01 (0.01)
Reference: YouTube Channel weather report								
Unchallenged interview x Sky News platform			0.02 (0.02)	0.01 (0.01)			-0.01 (0.02)	-0.02 (0.01)
Challenged interview x Sky News platform							0.01 (0.02)	-0.00 (0.01)
Male		0.04*** (0.01)		0.04*** (0.01)		0.03*** (0.01)		0.03*** (0.01)
Age		0.00*** (0.00)		0.00*** (0.00)		-0.00*** (0.00)		-0.00*** (0.00)
Authoritarian Scale		0.64*** (0.02)		0.64*** (0.02)		0.36*** (0.02)		0.36*** (0.02)
Reference (Aus/UK) : Postgraduate Degree Level/ Level 2								
Bachelor Degree Level / No Qualifications / Level 1		-0.00 (0.01)		-0.00 (0.01)		0.04*** (0.01)		0.04*** (0.01)
Certificate Level / Level 3		0.01 (0.01)		0.01 (0.01)		-0.02 (0.01)		-0.02 (0.01)
Graduate Diploma / Level 4+		-0.02 (0.02)		-0.02 (0.02)		-0.03*** (0.01)		-0.03*** (0.01)
Postgraduate Degree Level		0.02 (0.01)		0.02 (0.01)				
School Qualification		-0.01 (0.01)		-0.01 (0.01)				
Other		0.00 (0.02)		0.00 (0.02)				
Reference (Aus/UK) : Liberal Party and National/ Conservative								
Labor / Labour		-0.08*** (0.01)		-0.08*** (0.01)		-0.04*** (0.01)		-0.04*** (0.01)
One Nation (Katters Aus) / Brexit Party		0.16*** (0.02)		0.16*** (0.02)		0.10*** (0.03)		0.10*** (0.03)
Greens / Green		-0.10*** (0.01)		-0.10*** (0.01)		-0.06** (0.02)		-0.06** (0.02)
Others/Liberal Democrats		-0.07*** (0.01)		-0.07*** (0.01)		-0.03* (0.01)		-0.03* (0.01)
Scottish National Party						-0.03 (0.02)		-0.03 (0.02)
Other						-0.01 (0.01)		-0.01 (0.01)
Leave vote (reference = Remain vote)						0.10*** (0.01)		0.10*** (0.01)
No vote (Brexit)						0.04*** (0.01)		0.04*** (0.01)
Reference (Aus/UK) : Canberra/East Midlands								
New South Wales / East of England		0.01 (0.03)		0.01 (0.03)		0.00 (0.01)		0.00 (0.01)
Northern Territory / London		0.12* (0.05)		0.12* (0.05)		0.04** (0.01)		0.04** (0.01)
Queensland / North East		0.02 (0.03)		0.02 (0.03)		-0.00 (0.02)		-0.00 (0.02)
South Australia / North West		0.01 (0.03)		0.01 (0.03)		0.01 (0.01)		0.01 (0.01)
Tasmania / Northern Ireland		-0.01 (0.04)		-0.01 (0.04)		0.10*** (0.02)		0.10*** (0.02)
Victoria / Scotland		0.04 (0.03)		0.04 (0.03)		0.00 (0.02)		0.00 (0.02)
Western Australia/ South East		-0.01 (0.03)		-0.01 (0.03)		0.02 (0.01)		0.02 (0.01)
South West						0.02 (0.02)		0.02 (0.02)
Wales						0.04* (0.02)		0.04* (0.02)
West Midlands						0.01 (0.01)		0.01 (0.01)
Yorkshire and the Humber						-0.01 (0.01)		-0.01 (0.01)
Wave (Australia only)	-0.07*** (0.01)	-0.03*** (0.01)	-0.07*** (0.01)	-0.03*** (0.01)				
Constant	0.55*** (0.01)	-0.03 (0.04)	0.56*** (0.01)	-0.03 (0.04)	0.34*** (0.01)	0.10*** (0.02)	0.34*** (0.01)	0.10*** (0.02)
R <sup>2</sup>	0.02	0.32	0.02	0.32	0.01	0.20	0.01	0.20
Adj. R <sup>2</sup>	0.02	0.31	0.02	0.31	0.00	0.20	0.00	0.20
Observations	4585	4585	4585	4585	5482	5482	5482	5482

Standard errors in parentheses.

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Table E.1: Extreme right attitudes

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Australia				United Kingdom			
<i>Reference: Weather report</i>								
Unchallenged interview	0.03*** (0.01)	0.02*** (0.01)	0.02 (0.01)	0.01 (0.01)	0.06*** (0.01)	0.06*** (0.01)	0.06*** (0.01)	0.07*** (0.01)
Challenged interview					0.02* (0.01)	0.02* (0.01)	0.02 (0.01)	0.02 (0.01)
<i>Reference: YouTube Channel platform</i>								
Sky News Platform	0.00 (0.01)	0.00 (0.01)	-0.01 (0.01)	-0.01 (0.01)	0.01 (0.01)	0.00 (0.01)	0.01 (0.01)	0.01 (0.01)
<i>Reference: YouTube Channel weather report</i>								
Unchallenged interview x Sky News platform			0.02 (0.01)	0.02 (0.01)			-0.01 (0.02)	-0.02 (0.02)
<i>Reference: YouTube Channel weather report</i>								
Challenged interview x Sky News platform							0.01 (0.02)	0.00 (0.02)
Male		0.00 (0.01)		0.00 (0.01)		0.01* (0.01)		0.01* (0.01)
Age		0.00*** (0.00)		0.00*** (0.00)		-0.00*** (0.00)		-0.00*** (0.00)
Authoritarian attitudes		0.29*** (0.02)		0.29*** (0.02)		0.27*** (0.02)		0.27*** (0.02)
<i>Reference (Aus/UK) : Advanced Diploma/ Level 2</i>								
Bachelor Degree Level / No Qualifications / Level 1		0.00 (0.01)		0.00 (0.01)		0.05*** (0.01)		0.05*** (0.01)
Certificate Level / Level 3		0.01 (0.01)		0.01 (0.01)		-0.01 (0.01)		-0.01 (0.01)
Graduate Diploma/ Level 4		0.00 (0.01)		0.00 (0.01)		-0.03*** (0.01)		-0.04*** (0.01)
Postgraduate Degree Level		0.03* (0.01)		0.03* (0.01)				
School Qualification		0.00 (0.01)		0.00 (0.01)				
Other		-0.00 (0.02)		-0.00 (0.02)				
<i>Reference (Aus/UK) : Liberal Party and National/ Conservative</i>								
Labor / Labour		-0.04*** (0.01)		-0.04*** (0.01)		-0.02 (0.01)		-0.02 (0.01)
One Nation (Katters Aus) / Brexit Party		0.11*** (0.02)		0.11*** (0.02)		0.10*** (0.03)		0.10*** (0.03)
Greens / Green		-0.03* (0.01)		-0.02* (0.01)		-0.03 (0.02)		-0.03 (0.02)
Others/Liberal Democrats		-0.04*** (0.01)		-0.04*** (0.01)		-0.02 (0.02)		-0.02 (0.02)
Scottish National Party						-0.02 (0.03)		-0.02 (0.03)
Other						-0.00 (0.01)		-0.00 (0.01)
Leave vote (reference = Remain vote)						0.08*** (0.01)		0.08*** (0.01)
No vote (Brexit)						0.04*** (0.01)		0.04*** (0.01)
<i>Reference (Aus/UK) : Canberra/East Midlands</i>								
New South Wales / East of England		-0.02 (0.03)		-0.02 (0.03)		-0.00 (0.02)		-0.00 (0.02)
Northern Territory / London		0.06 (0.05)		0.06 (0.05)		0.02 (0.02)		0.02 (0.02)
Queensland / North East		-0.01 (0.03)		-0.01 (0.03)		-0.01 (0.02)		-0.01 (0.02)
South Australia / North West		-0.01 (0.03)		-0.01 (0.03)		-0.00 (0.02)		-0.00 (0.02)
Tasmania / Northern Ireland		-0.01 (0.03)		-0.01 (0.03)		0.10*** (0.03)		0.10*** (0.03)
Victoria / Scotland		0.00 (0.03)		0.00 (0.03)		-0.02 (0.02)		-0.02 (0.02)
Western Australia/ South East		-0.03 (0.03)		-0.03 (0.03)		-0.01 (0.02)		-0.01 (0.02)
South West						0.00 (0.02)		0.00 (0.02)
Wales						0.01 (0.02)		0.01 (0.02)
West Midlands						-0.01 (0.02)		-0.01 (0.02)
Yorkshire and the Humber						-0.02 (0.02)		-0.02 (0.02)
Wave (Australia only)	-0.48*** (0.01)	-0.47*** (0.01)	-0.48*** (0.01)	-0.47*** (0.01)				
Constant	0.96*** (0.01)	0.70*** (0.03)	0.96*** (0.01)	0.70*** (0.03)	0.34*** (0.01)	0.17*** (0.03)	0.34*** (0.01)	0.16*** (0.03)
R <sup>2</sup>	0.58	0.63	0.58	0.63	0.01	0.13	0.01	0.13
Adj. R <sup>2</sup>	0.58	0.63	0.58	0.63	0.01	0.12	0.01	0.12
Observations	4175	4175	4175	4175	4481	4481	4481	4481

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Table E.3: Extreme right descriptive norms

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Australia			United Kingdom				
Baseline category: The actor is not respectable								
Among those who find the actor respectable								
Reference: Weather report								
Unchallenged interview	-0.45*** (0.12)	-0.41** (0.14)	-0.47** (0.18)	-0.39* (0.19)	-0.39*** (0.07)	-0.51*** (0.08)	-0.42*** (0.10)	-0.50*** (0.11)
Challenged interview					-0.75*** (0.07)	-0.96*** (0.08)	-0.77*** (0.11)	-0.94*** (0.11)
Reference: YouTube Channel platform								
Sky News Platform	-0.16 (0.08)	-0.16 (0.09)	-0.19 (0.23)	-0.13 (0.24)	-0.03 (0.06)	-0.06 (0.06)	-0.07 (0.10)	-0.03 (0.11)
Reference: YouTube Channel weather report								
Unchallenged interview x Sky News platform			0.03 (0.25)	-0.03 (0.26)			0.08 (0.14)	-0.03 (0.16)
Challenged interview x Sky News platform							0.04 (0.15)	-0.05 (0.16)
Constant		0.79***	-2.22***	0.81***	-2.24***	-0.17**	-1.16***	-0.15*
-1.18***	(0.18)	(0.52)	(0.21)	(0.53)	(0.06)	(0.26)	(0.07)	(0.26)
Among those who answer Don't Know								
Reference: Weather report								
Unchallenged interview	-3.85*** (0.12)	-4.18*** (0.13)	-3.81*** (0.17)	-4.12*** (0.18)	-1.36*** (0.12)	-1.49*** (0.12)	-1.38*** (0.17)	-1.47*** (0.17)
Challenged interview					-1.64*** (0.12)	-1.82*** (0.13)	-1.61*** (0.17)	-1.75*** (0.17)
Reference: YouTube Channel platform								
Sky News Platform	-0.15 (0.10)	-0.17 (0.10)	-0.12 (0.20)	-0.11 (0.20)	-0.08 (0.09)	-0.09 (0.10)	-0.08 (0.13)	-0.05 (0.13)
Reference: YouTube Channel weather report								
Unchallenged interview x Sky News platform			-0.07 (0.23)	-0.12 (0.24)			0.03 (0.23)	-0.05 (0.24)
Challenged interview x Sky News platform							-0.06 (0.24)	-0.13 (0.25)
Constant	3.57*** (0.18)	1.77** (0.56)	3.55*** (0.20)	1.73** (0.57)	-0.84*** (0.08)	-2.36*** (0.38)	-0.84*** (0.09)	-2.38*** (0.38)
Covariate adjustment	No	Yes	No	Yes	No	Yes	No	Yes
Log Likelihood	-3700.20	-3252.21	-3700.02	-3252.05	-4870.78	-4382.67	-4870.58	-4382.52
Observations	5062	5062	5062	5062	5482	5482	5482	5482

Standard errors in parentheses.

Covariates: age, gender, education, region, vote in the 2019 elections, authoritarian attitudes, and Brexit vote (UK only).

We include a dummy variable in the Australian case to control for the two Australian waves.

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Table E.4: Respectability of the extreme right actor

	Culturally dissimilar people are not allowed in Australia	Only in favour of skilled migrants	People from Africa are not allowed in Australia	Criminal responsibility of African gangs
<i>Reference: Weather report</i>				
Unchallenged interview	0.04*** (0.01)	0.04*** (0.01)	0.03*** (0.01)	0.02** (0.01)
<i>Reference: YouTube Channel</i>				
Sky News Platform	0.00 (0.01)	-0.00 (0.01)	0.00 (0.01)	0.00 (0.01)
Constant 0.01	-0.03 (0.04)	-0.03 (0.04)	-0.08 (0.04)	(0.04)
Covariate adjustment	Yes	Yes	Yes	Yes
R <sup>2</sup>	0.24	0.28	0.20	0.28
Adj. R <sup>2</sup>	0.24	0.27	0.20	0.27
Observations	4908	4862	4845	4738

Standard errors in parentheses.

Covariates: age, gender, education, region, vote in the 2019 elections and authoritarian attitudes.

We include a dummy variable in the Australian case to control for the two Australian waves.

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Table E.5: Attitudinal Items- Australia

	Culturally dissimilar people are not allowed in Australia	Only in favour of skilled migrants	People from Africa are not allowed in Australia	Criminal responsibility of African gangs
<i>Reference: Weather report</i>				
Unchallenged interview	0.04*** (0.01)	0.03*** (0.01)	0.05*** (0.01)	0.02** (0.01)
<i>Reference: YouTube Channel</i>				
Sky News Platform	0.01 (0.01)	-0.00 (0.01)	0.01 (0.01)	-0.01 (0.01)
Constant	0.09* (0.04)	0.06 (0.04)	0.01 (0.05)	-0.09* (0.04)
Covariate adjustment	Yes	Yes	Yes	Yes
R <sup>2</sup>	0.16	0.17	0.12	0.20
Adj. R <sup>2</sup>	0.16	0.17	0.12	0.20
Observations	4720	4616	4586	4487

Standard errors in parentheses.

Covariates: age, gender, education, region, vote in the 2019 elections and authoritarian attitudes.

We include a dummy variable in the Australian case to control for the two Australian waves.

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Table E.6: Descriptive Norms Items- Australia

	Ban the construction of mosques	Enact a travel ban against refugees	A travel ban would stop terrorist attacks	A travel ban would stop rapes	Refugees are terrorists
<i>Reference: Weather report</i>					
Unchallenged interview	0.03** (0.01)	0.03*** (0.01)	0.04*** (0.01)	0.05*** (0.01)	0.03*** (0.01)
Challenged interview	-0.02 (0.01)	-0.01 (0.01)	-0.00 (0.01)	0.01 (0.01)	0.01 (0.01)
<i>Reference: YouTube Channel</i>					
Sky News Platform	0.00 (0.01)	0.00 (0.01)	0.00 (0.01)	0.00 (0.01)	0.01 (0.01)
Constant	0.05 (0.03)	0.08** (0.03)	0.11*** (0.03)	0.12*** (0.03)	0.15*** (0.02)
Covariate adjustment	Yes	Yes	Yes	Yes	Yes
R <sup>2</sup>	0.17	0.19	0.17	0.16	0.14
Adj. R <sup>2</sup>	0.17	0.18	0.17	0.16	0.14
Observations	5482	5482	5482	5482	5482

Standard errors in parentheses.

Covariates: age, gender, education, region, vote in the 2019 elections, authoritarian attitudes, and Brexit vote.

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Table E.7: Attitudinal Items- UK

	Ban the construction of mosques	Enact a travel ban against refugees	A travel ban would stop terrorist attacks	A travel ban would stop rapes	Refugees are terrorists
<i>Reference: Weather report</i>					
Unchallenged interview	0.04*** (0.01)	0.04*** (0.01)	0.06*** (0.01)	0.10*** (0.01)	0.04*** (0.01)
Challenged interview	-0.00 (0.01)	-0.00 (0.01)	0.02 (0.01)	0.04*** (0.01)	0.03** (0.01)
<i>Reference: YouTube Channel</i>					
Sky News Platform	0.01 (0.01)	0.00 (0.01)	0.00 (0.01)	0.01 (0.01)	0.00 (0.01)
Constant	0.14*** (0.03)	0.17*** (0.03)	0.20*** (0.03)	0.14*** (0.03)	0.20*** (0.03)
Covariate adjustment	Yes	Yes	Yes	Yes	Yes
R <sup>2</sup>	0.10	0.10	0.11	0.12	0.06
Adj. R <sup>2</sup>	0.10	0.10	0.10	0.11	0.06
Observations	4945	5028	4995	4895	5032

Standard errors in parentheses.

Covariates: age, gender, education, region, vote in the 2019 elections, authoritarian attitudes, and Brexit vote.

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Table E.8: Descriptive Norms Items- UK



## F Manipulation checks

	Sky News		YouTube Channel		
	Mean	SD	Mean	SD	t-test
<i>Australia</i>					
Mainstream	3.349	1.244	3.102	1.303	0.239***
Trustworthy	3.147	1.331	2.893	1.154	0.246***
<i>United Kingdom</i>					
Mainstream	4.000	1.036	3.012	1.282	0.985***
Trustworthy	3.598	1.105	2.927	1.172	0.665***

The question was only asked in the second wave for the Australian experiment (March 2022).  
 \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Table F.1: T-tests comparing how mainstream and trustworthy Sky News and YouTube Channels are in Australia and the United Kingdom

	Australia			United Kingdom		
	% correct			% correct		
	Content	Platform	Both	Content	Platform	Both
Weather YT	89.3	77.2	72.8	84.9	81.6	74.8
Weather Sky	90.9	82.3	79.9	83.4	86.6	79.4
Interv YT	91.8	76.0	71.9	93.4	78.2	76.4
Interv Sky	93.1	78.7	78.5	91.7	78.8	76.1
Chal Interv YT				93.0	81.2	79.8
Chal Interv Sky				91.8	79.7	77.0

The checks were only included in the second wave for the Australian experiment (March 2022).

Table F.2: Manipulation Checks

## G Attrition Checks

	Beliefs		Norms		Actor	
	Aus	UK	Aus	UK	Aus	UK
<i>Reference: Weather report</i>						
Unchallenged interview	-0.02 (0.01)		-0.02 (0.01)		-0.71*** (0.01)	
Challenged interview		0.00 (0.00)		-0.03* (0.01)		-0.13*** (0.01)
<i>Reference: YouTube Channel platform</i>						
Sky News Platform	0.00 (0.01)	0.00 (0.00)	-0.01 (0.01)	0.01 (0.01)	-0.01 (0.01)	-0.01 (0.01)
Constant	0.04 (0.04)	0.00 (0.00)	0.25*** (0.06)	0.13** (0.04)	0.87*** (0.05)	0.09** (0.03)
Covariate Adjustment	Yes	Yes	Yes	Yes	Yes	Yes
Adj. R <sup>2</sup>	0.03		0.04	0.03	0.53	0.06
Observations	5062	5482	5062	5482	5062	5482

Standard errors in parentheses, \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Covariates: age, gender, education, region, vote in the 2019 elections, authoritarian attitudes, and Brexit vote (UK only).

Table G.1: Attrition

## H Attention Checks

	Australia				United Kingdom			
<i>Reference: Weather report</i>								
Unchallenged interview	0.05*** (0.01)	0.05*** (0.01)	0.05** (0.02)	0.04* (0.02)	0.04*** (0.01)	0.04*** (0.01)	0.05*** (0.01)	0.05*** (0.01)
Challenged interview					0.01 (0.01)	0.00 (0.01)	0.01 (0.01)	0.01 (0.01)
<i>Reference: YouTube Channel platform</i>								
Sky News Platform	-0.01 (0.01)	0.01 (0.01)	-0.01 (0.02)	0.00 (0.02)	0.01 (0.01)	0.01 (0.01)	0.02 (0.01)	0.02* (0.01)
<i>Reference: YouTube Channel weather report</i>								
Unchallenged interview x Sky News platform			0.01 (0.03)	0.02 (0.02)			-0.03 (0.02)	-0.04* (0.02)
Challenged interview x Sky News platform							-0.00 (0.02)	-0.02 (0.02)
Constant 0.41***	-0.16* (0.01)	0.41*** (0.07)	-0.16* (0.01)	0.33*** (0.07)	0.06** (0.01)	0.32*** (0.02)	0.05* (0.01)	(0.02)
Covariate Adjustment	No	Yes	No	Yes	No	Yes	No	Yes
Adj. R <sup>2</sup>	0.01	0.35	0.01	0.35	0.00	0.21	0.00	0.21
Observations	1614	1614	1614	1614	4503	4503	4503	4503

Standard errors in parentheses; \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; check only included in the second wave of the Australian experiment.

Table H.1: Extreme right attitudes: with attention checks

	Australia				United Kingdom			
<i>Reference: Weather report</i>								
Unchallenged interview	0.05*** (0.01)	0.05*** (0.01)	0.06** (0.02)	0.05** (0.02)	0.05*** (0.01)	0.05*** (0.01)	0.07*** (0.01)	0.07*** (0.01)
Challenged interview					0.02* (0.01)	0.02 (0.01)	0.02 (0.01)	0.02 (0.01)
<i>Reference: YouTube Channel platform</i>								
Sky News Platform	-0.01 (0.01)	0.00 (0.01)	0.01 (0.02)	0.01 (0.02)	0.01 (0.01)	0.01 (0.01)	0.01 (0.01)	0.02 (0.01)
<i>Reference: YouTube Channel weather report</i>								
Unchallenged interview x Sky News platform			-0.03 (0.03)	-0.01 (0.02)			-0.02 (0.02)	-0.03 (0.02)
Challenged interview x Sky News platform							0.01 (0.02)	-0.01 (0.02)
Constant	0.40*** (0.01)	-0.16* (0.07)	0.39*** (0.01)	-0.16* (0.07)	0.33*** (0.01)	0.15*** (0.03)	0.33*** (0.01)	0.14*** (0.03)
Covariate Adjustment	No	Yes	No	Yes	No	Yes	No	Yes
Adj. R <sup>2</sup>	0.01	0.23	0.01	0.23	0.01	0.12	0.01	0.12
Observations	1471	1471	1471	1471	3702	3702	3702	3702
Standard errors in parentheses; *** $p < 0.001$ ; ** $p < 0.01$ ; * $p < 0.05$ ; check only included in the second wave of the Australian experiment. Covariates: age, gender, education, region, vote in the 2019 elections, authoritarian attitudes, and Brexit vote (UK only).								

Standard errors in parentheses; \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; check only included in the second wave of the Australian experiment. Covariates: age, gender, education, region, vote in the 2019 elections, authoritarian attitudes, and Brexit vote (UK only).

Table H.2: Extreme right descriptive norms: with attention checks

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		Australia				United Kingdom		
<b>Baseline category: The actor is not respectable</b>								
<b>Among those who find the actor respectable</b>								
<i>Reference: Weather report</i>								
Unchallenged interview	−0.55*	−0.60*	−0.44	−0.46	−0.41***	−0.52***	−0.43***	−0.49***
	(0.23)	(0.25)	(0.32)	(0.34)	(0.08)	(0.09)	(0.12)	(0.13)
Challenged interview					−0.83***	−1.05***	−0.85***	−1.01***
					(0.09)	(0.09)	(0.12)	(0.13)
<i>Reference: YouTube Channel platform</i>								
Sky News platform	−0.08	0.05	0.13	0.31	−0.03	−0.04	−0.05	0.01
	(0.14)	(0.15)	(0.44)	(0.45)	(0.07)	(0.07)	(0.12)	(0.12)
<i>Reference: YouTube Channel weather report</i>								
Unchallenged interview x Sky News platform			−0.23	−0.30			0.04	−0.07
				(0.46)	(0.48)			(0.16)
(0.18)								
Challenged interview x Sky News platform							0.04	−0.09
							(0.17)	(0.18)
Constant 0.17***	−0.42*	0.15*	−0.44*	−0.37***	−1.66***	−0.35***	−1.69***	
	(0.05)	(0.18)	(0.06)	(0.18)	(0.07)	(0.30)	(0.08)	(0.30)
<b>Among those who answer Don't Know</b>								
<i>Reference: Weather report</i>								
Unchallenged interview −4.53***	−4.94***	−4.36***	−4.72***	−1.39***	−1.52***	−1.38***	−1.45***	
	(0.22)	(0.25)	(0.30)	(0.32)	(0.13)	(0.13)	(0.18)	(0.18)
Challenged interview					−1.65***	−1.85***	−1.58***	−1.72***
					(0.13)	(0.14)	(0.18)	(0.19)
<i>Reference: YouTube Channel platform</i>								
Sky News platform	−0.10	−0.04	0.15	0.27	−0.08	−0.06	−0.05	0.03
	(0.18)	(0.19)	(0.37)	(0.38)	(0.10)	(0.10)	(0.14)	(0.14)
<i>Reference: YouTube Channel weather report</i>								
Unchallenged interview x Sky News platform			−0.36	−0.46			−0.02	−0.14
			(0.44)	(0.45)			(0.25)	(0.26)
Challenged interview x Sky News platform							−0.15	−0.27
							(0.26)	(0.27)
Constant	3.59*** 0.67***	0.07	0.65***	0.05	−0.84***	−2.43***	−0.85***	−2.48***
	(0.04)	(0.22)	(0.05)	(0.23)	(0.08)	(0.41)	(0.10)	(0.41)
Covariate adjustment	No	Yes	No	Yes	No	Yes	No	Yes
Log Likelihood	−1188.77	−1043.86	−1188.43	−1043.34	−3897.62	−3537.54	−3897.38	−3536.97
Observations	5062	5062	5062	5062	4503	4503	4503	4503

Standard errors in parentheses; \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Covariates: age, gender, education, region, vote in the 2019 elections, authoritarian attitudes, and Brexit vote (UK only).

The check was only included in the second wave for the Australian experiment (March 2022).

Table H.3: Respectability of extreme right actors: with attention checks

	United Kingdom					
	Attitudes		Norms		Actors	
	(1)	(2)	(3)	(4)	(5)	(6)
<i>Reference: Unchallenged interview</i>						
Challenged interview	−0.04*** (0.02)	−0.04*** (0.02)	−0.04*** (0.01)	−0.04*** (0.01)	−0.09*** (0.02)	−0.09*** (0.01)
Sky News platform	0.01 (0.01)	−0.00 (0.01)	0.01 (0.01)	0.00 (0.01)	−0.01 (0.02)	−0.02 (0.02)
Constant	0.38*** (0.01)	0.13*** (0.03)	0.40*** (0.01)	0.21*** (0.04)	0.47*** (0.02)	0.24*** (0.08)
Covariate adjustment	No	Yes	No	Yes	No	Yes
R <sup>2</sup>	0.01	0.21	0.00	0.13	0.01	0.15
Adj. R <sup>2</sup>	0.00	0.20	0.00	0.12	0.01	0.11
Observations	3635	3635	2997	2997	3635	3635

Standard errors in parentheses., \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$

Covariates: age, gender, education, region, vote in the 2019 elections, authoritarian attitudes, Brexit vote.

Table H.4: Media strategy effects

	(1)	(2)	(3)	(4)	(5)	(6)
	Australia			United Kingdom		
	Attitudes	Norms	Actor	Attitudes	Norms	Actor
<i>Reference: Weather report</i>						
Unchallenged interview	0.06* (0.02)	0.05* (0.02)	−0.91* (0.23)	0.02* (0.01)	0.04*** (0.01)	−0.46*** (0.07)
Sky News platform	0.05* (0.02)	0.01 (0.02)	0.51* (0.23)	0.01 (0.01)	0.01 (0.01)	−0.02 (0.07)
Constant	0.37*** (0.02)	0.40*** (0.02)	0.77 (0.46)	0.34*** (0.01)	0.34*** (0.01)	−0.36*** (0.08)
R <sup>2</sup>	0.02	0.01		0.00	0.01	
Adj. R <sup>2</sup>	0.02	0.01		0.00	0.00	
Log Likelihood			−402.39			−3184.27
Observations	576	526	628	3749	3171	3749

\*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; multinomial logit for effects on actors.

We only included manipulation checks in the second wave of the Australian study, hence the smaller N.

Table H.5: Respondents who rank Sky News as a mainstream platform (pre-treatment)