Supplementary Information
for
"Qualitative Quotes: The Prevalence and Effects of Survey Respondent Exemplars
in Political News Coverage"

Identification and Content Analysis of Qualitative Quotes

The process of identifying relevant stories proceeded as follows. Using Lexis-Nexis, we identified news stories that contained information about surveys sponsored by the newspaper and partner polling organizations. In particular, we searched Lexis-Nexis for the term "poll" or "survey" in the full text of an article along with the name of the survey organization. For each article matching the criteria, the coder read the story for mentions of survey results and follow-up quotes. The time frame was 1980 to 2016, but the searches were conducted in one month increments on Lexis-Nexis (there were 442 months over the time period of our study). A second coder established the accuracy and reliability of these procedures for a randomly selected 20% of the sample (88 months). The story counts for the two coders correlated at .78 ($p < .01$).

Qualitative quotes were coded on a range of descriptive and substantive dimensions that are detailed below. A second person confirmed the coding for a subset (22%) of the database (the next page reports intercoder reliability statistics).

Political Party
If the partisan (or ideological) affiliation of the quoted person was noted, the appropriate category was noted. For example, news story might begin a quote from a respondent with a passage such as, "John Smith, 37, a Republican from Illinois." In this case, the respondent would be classified as a Republican identifier (i.e., coded as 1 in the Republican category). When the quoted individual was not denoted as identifying with a party or ideological group, they were coded as 1 in the Unidentified category.

Age
If a specific age was associated with a respondent, the age code is given a 1 and zero otherwise.

Occupation
If a respondent's occupation is specified, it was coded as 1 and zero otherwise. Any occupation status was counted, including students, retirees, and the unemployed.

City/State
If the person's state residence was given, it was coded as 1 and zero otherwise. We further coded for whether the respondent's residence is given in more specific terms, i.e. the city or county in which they live. Again, 1 indicates that a city or locality is given, zero otherwise.

Gender
We coded a quote as including gender information if one of two conditions were satisfied: a gender was directly specified (either by using pronouns or directly stating a sex), or a respondent's name was given and the name is commonly associated with one gender (e.g., "Barbara" or "Tom"). In some instances, (e.g., foreign or unfamiliar names), the gender of the respondent was unclear (and was coded as "gender unclear"). In our data, the gender could be determined 99% of the time.

Name, Race, or Religion
If a name for the respondent (first or last) is given, the quote is coded as 1, zero otherwise. If the respondent's race is provided, either in the headline or body of the article, the quote is coded as one, zero otherwise. Finally, if the respondent's religion (either specific denomination or general faith) is given, the quote is also coded as one, zero otherwise.

Directionality
The direction, from 1 = liberal to -1 = conservative, was recorded for the respondent's views on the issue. If there is no clear ideological direction to the quote, a zero is recorded for the directionality variable.

Support/Contradict Headline
This set of coding categories indicates the relationship between the quote and the headline. A quote that generally supports the heading is coded as 1 for the "Support" category and zero otherwise. Conversely, a quote that goes against the headline is coded as 1 for the "Contradict" category (zero otherwise). And finally, if the relationship between the quote and the headline is unclear or ambiguous, a code of 1 is given for the "No Direction" category (zero otherwise).

Intercoder reliability was assessed by having a second person code a randomly selected sample of 307 stories from the underlying database of 1,392 quotes (307 is 22% of 1,392). Given the simplicity of the coding instrument, intercoder reliability was high. Table A-1 (see next page) reports Cohen's kappa for the individual coding categories. Agreement ranged from .78 to perfect agreement (1.0).

Table A-1. Intercoder Reliability Statistics

	Expected Agreement (%)	Agreement (%)	Cohen's Kappa
Personal characteristics			
Age	61	99	.97
Occupation	53	97	.94
City	76	98	.92
State	68	98	.93
Gender	85	99	.98
Name	88	98	.86
Race	89	99	.94
Religion	96	99	.91
Partisan/Ideological Identification			
Republican	78	99	.98
Democrat	85	99	.98
Independent/Moderate	80	100	1.0
Unidentified	56	98	.96
Relationship to Headline			
Support	55	92	.81
Contradict	76	96	.83
No Direction	83	96	.78
Ideological Direction of Quote	64	98	.95

Note: Coding of characteristics and Party/Ideological Identification was based on presence or absence of the information in an article (1= present; 0= not mentioned). Ideological Direction of Quote was a three point variable (1=liberal; 0=no direction; -1= conservative) and Relationship to Headline was coded according to whether a quote supported, contradicted, or had no relationship to the headline. Intercoder reliability statsitsics based on a random sample (22%) of the underlying database (N = 307).

Table A-2. Descriptive Information and Attributes of Individuals who Were Quoted in News Reports about Public Opinion Polls

	Total Stories	Total Quotes	Name	Sex	Residence	Age	Occupation	Republican	Democrat	Independent	Ideology		Supports Article	Contradicts Article	Supports Headline	Contradicts Headline
											Liberal Quotes	Conservative Quotes				
Total %	100	100	95	98	98	76	67	15	12	10	19	16	81	14	83	16
Total N	441	1638	1550	1611	1608	1246	1096	238	199	164	312	263	1332	233	1145	221
New York Times (1980-2016) %	84	85	94	99	98	77	67	15	11	10	18	16	81	14	83	16
New York Times (1980-2016) N	370	1392	1304	1373	1368	1077	926	203	158	139	248	223	1129	193	964	181
New York Times (2006-2007) %	7	6	99	96	98	79	57	34	8	14	39	16	83	15	83	15
New York Times (2006-2007) N	31	95	94	91	93	75	54	32	8	13	37	15	79	14	76	14
USA Today (2006-2007) %	5	4	100	97	100	88	58	11	14	5	20	20	78	19	77	20
USA Today (2006-2007) N	23	64	64	62	64	56	37	7	9	3	13	13	50	12	47	12
LA Times (2006-2007) %	8	8	100	96	96	61	77	17	17	13	27	17	85	14	82	17
LA Times (2006-2007) N	35	132	132	127	127	81	101	23	22	17	36	23	112	19	93	19
Washington Post (2006-2007) %	3	3	100	98	98	64	64	10	20	10	30	8	82	18	82	18
Washington Post (2006-2007) N	13	50	50	49	49	32	32	5	10	5	15	4	41	9	41	9

Note: The cell percentages of the first two columns represent the amount of stories/quotes from each outlet over the given time period out of the total stories/quotes found, with the NY Times (2006-2007) row representing a subset of the overall NY Times coverage. Overall, 441 stories and 1,638 quotes are identified across the four outlets. The remaining columns represent the count/% of quotes for any particular attribute out of the total number of quotes for each set of row observations. In other words, 1,550 of all 1,638 total quotes, or 95%, listed the respondent's name. Moving down, in 1,304 articles out of 1,392, or 94% of the time, the respondent's name was given in *New York Times* articles from 1980 to 2016.

Table A-3. Determinants of Willingness to Discuss Views with Reporters

	Willing, but Not Talkative		Willing and Talkative	
	coeff.	(s.e.)	coeff.	(s.e.)
Education	.04	(.01) ***	.22	(.01) ***
Income	-.03	(.01) **	.05	(.01) ***
Age	.00	(.00)	.03	(.00) ***
Age^2	-.0002	(.00) ***	-.0004	(.00) ***
Black	.01	(.03)	-.06	(.03) **
Hispanic	-.02	(.04)	-.07	(.04) **
Female	-.28	(.02) ***	-.41	(.02) ***
Democrat	.00	(.02)	.00	(.02)
Republican	.06	(.02) ***	-.02	(.02)
Liberal	.09	(.02) ***	.21	(.02) ***
Conservative	.01	(.02)	-.02	(.02)
Survey from 1990s	.96	(.29) ***	.28	(.20)
Survey from 2000s	.41	(.21) *	-.44	(.15) ***
Survey from 2010s	-.04	(.21)	-.30	(.15) **
Constant	.35	(.24)	-.34	(.17) **
Number of Cases		261,251		

Note: Cell entries are coefficients from a multinomial logit model predicting which respondents are coded as willing and takative, i.e. "chatty" (Model 2), and willing but not talkative (Model 1), compared to the baseline of being unwilling to speak to a reporter. The model employs survey weights and clustered standard errors for individual surveys (N= 207).
* $p < .10$, ** $p < .05$, *** $p < .01$, two-tailed.

Table A-4. Alternative Specification of "Chatty" Model

	coeff.	(s.e.)	
Education	.20	(.01)	***
Income	.07	(.01)	***
Age	.03	(.00)	***
Age^2	-.0003	(.00)	***
Black	-.07	(.03)	**
Hispanic	-.08	(.03)	***
Female	-.23	(.02)	***
Democrat	-.01	(.01)	
Republican	-.06	(.01)	***
Liberal	.15	(.02)	***
Conservative	-.02	(.01)	*
Interviewer Hispanic	.19	(.04)	***
Interviewer Hispanic x Hispanic	.13	(.16)	
Interviewer Black	.64	(.02)	***
Interviewer Black x Black	-.02	(.05)	
Interviewer Female	.09	(.02)	***
Interviewer Female x Female	-.04	(.03)	
Survey from 1990s	-.29	(.09)	***
Survey from 2000s	-.65	(.08)	***
Survey from 2010s	-.27	(.09)	***
Constant	-1.57	(.10)	***
Number of Cases	261,251		

Note: Cell entries are coefficients from a logit model predicting which respondents receive "chatty" designation. Chatty is coded 1 for respondents who are willing *and* talkative, zero otherwise. The model employs survey weights and clustered standard errors for individual surveys (N=207).

* $p < .10$, ** $p < .05$, *** $p < .01$, two-tailed.

Experimental Stimuli

Treatment Conditions

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Climate Panel Sees Need For New Steps On Emissions
By Brenda Goodman
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[All Respondents] <u>Substantial new efforts will be needed worldwide to stem accelerating growth in greenhouse-gas emissions linked to rising global temperatures, according to a summary of a report being prepared by hundreds of climate scientists and economists working under the auspices of the United Nations.</u>

<u>The summary, which is subject to revision, said that efforts to rein in the billions of tons of annual releases of carbon dioxide and other heat-trapping gases would have to begin soon to limit risks of large changes in the climate and their impact on humans and nature.</u>

<u>Public opinion surveys are conducted from time to time with the hope of determining what Americans think about this issue.</u> [Polling information] *A new public opinion poll finds that Americans in large bipartisan numbers say the heating of the earth's atmosphere is having serious effects on the environment now or will soon and think that it is necessary to take immediate steps to reduce its effects.*

Ninety percent of Democrats, 80 percent of independents and 60 percent of Republicans said immediate action was required to curb the warming of the atmosphere and deal with its effects on the global climate. Almost 75 percent of those in the poll said they would be willing to pay higher taxes on gas to discourage energy usage and fight global warming.

[Quotes] One person in the survey said, "I think the Republicans have slashed the funds for cleanup of the environment, and if it comes down to whether or not it will cost big business, forget about the cleanup." That statement came from Randy Miller, 43, a Democrat from Kansas City, Kansas.

"The Democrats are more willing to spend dollars on pure research," said Ron Gellerman, 65, a respondent from Maple Grove, Minn., who was a Republican. "They're open to alternative sources of energy, like wind. We could save more energy by increasing the efficiency of our electrical system and our automobiles. And the Democrats would be more willing to look at that sort of thing because they're not so beholden to Big Oil."

Widespread Storms Kill 11 in 3 States
By Brenda Goodman

A storm system that stretched nearly 1,000 miles from the Midwest to the Southeast killed at least 11 people in three states, including five who died when what appeared to be a tornado caused the roof to collapse at a high school in Enterprise, Ala., state emergency management officials said.

Two other people were killed in Alabama, three in Georgia and one in Missouri.

Some students remained unaccounted for and could be trapped inside the building, said Larry Walker, deputy director of the Emergency Management Agency in Coffee County, in southeastern Alabama.

Students at Enterprise High School had just been ordered to take cover in hallways when fierce winds bore down at 1 p.m., plunging them into darkness and pounding them with falling debris.

"The ceiling part fell on us and rocks hit me on the back," said Ezekiel Jones, 17, a senior who was in the gym when the apparent tornado struck. "I was thinking of my mom, my girlfriend, my sister and my friends. Everybody was screaming."

Steven Carter, 16, a junior, said he was in the science wing when the lights went out.

"It happened fast," Steven said. "There wasn't much warning."

He said he could smell methane leaking from the Bunsen burners in the classrooms.

Steven said he saw science teachers tending to some of the wounded with first-aid kits salvaged from the wrecked classrooms.

Because of confusion at the school scene, emergency management officials initially said 15 had died there. They were still trying to assess the damage across the state, and Gov. Bob Riley declared a state of emergency.