Supplementary Materials

Appendix A: Stimuli

Stimuli. Example of the explicit race-related disparate impact frame condition. Participants would scroll down to see each photograph, story headline, and summary lede in succession. Stories were presented in randomized order. Photographs are from Pixabay and used under the terms of their license: https://pixabay.com/service/license/.

Policing for profit

"Policing for Profit" is an issue within the town of Ferguson, MO, where black residents have disproportionately borne the brunt of what some are calling excessive traffic stops and citations.

Millions of American children missing early lead tests, Reuters finds

Many states require blood lead tests for young children, but millions are falling through this safety net, leaving them vulnerable to poisoning.

Federal report spotlights zero-tolerance policies in schools

New data released by the U.S. Department of Education has found high rates of racial disparities in school suspensions in the public education system. At schools across the United States, Black students are subject to zero-tolerance policies and are being suspended for minor offenses.

Federal court rules that Texas' ID Law excludes 608,000 registered voters

A federal court has denied Texas' appeal for its voter ID law. The court ruled that the voter ID law excludes eligible voters from voting, many of whom are low-income minorities.

Appendix B: Prior Sharing of Race-Related Posts and Intentions to Share News Stories on Social Media

Prior Sharing		N	Most (%)	Some (%)	Only a few (%)	None (%)	
By frame condition							χ^2 test 4.17
	Control	52	17.3	21.2	26.9	34.6	
	Implicit	49	10.2	38.8	24.5	26.5	
	Explicit	48	14.6	29.3	25.0	31.3	
	Total	149	14.1	29.5	25.5	30.9	

Sharing Intentions		N	Would Share (%)	
	Prior sharing			
For all conditions				χ^2 test 28.51***
	Most	21	76.2	
	Some	44	52.3	
	Only a few	38	23.7	
	None	46	17.4	
	Total	149	37.6	
By frame condition				Fisher's exact test
Control				4.39
	Most	9	66.7	
	Some	11	54.4	
	Only a few	14	28.6	
	None	18	33.3	
	Total	51	42.3	
Implicit				12.05**
	Most	5	80.0	
	Some	19	47.7	
	Only a few	12	16.7	
	None	13	7.7	
	Total	49	32.7	
Explicit				16.13***
	Most	7	85.7	
	Some	14	57.1	
	Only a few	12	25.0	
	None	15	6.7	
	Total	48	37.5	

Note. Statistics testing prior race-related sharing and news story sharing intentions by frame condition use the Fisher-Freeman-Halton exact test due to cell sizes with expected counts of less than 5. However, the pattern of statistical significance is the same for χ^2 tests. **$p \leq .01$ ***$p \leq .001$.

Appendix C: Reasons for Sharing

	Examples	Krippendorff's α	Frequency (%)
Participant provides a reason for sharing.		1.00	53 (93.0%)
Participant mentions or evaluates article content or the issue in the news story (e.g., important, need to educate/raise awareness, interesting, relevant)		.83	42 (73.7%)
	all of them because they are important issues [Other race female, Control condition]		
	All because I believe that situations like these should be seen by everyone so, people can see the type of things that goes on in the world [Black male, Implicit condition]		
	I would share the ones about zero-tolerance policies and policing for profit because these are topics I am personally interested in and I also follow people that this may personally affect. [Black female, Explicit condition]		
	The one about voting and police for profit, because they are current and relevant [Black female, Control condition]		
Participant mentions self, others, or both in rationale for sharing.		.72	31 (54.4%)
Self	School Zero Tolerance and Police Profit because these issues resonate with me the most [Black male, Control condition]		9 (15.8%)

Others	Federal report spotlights zero-tolerance policies in schools because this is important to majority of people since they will be attending public schools [Other race male, Control condition]		11 (19.3%)
Both self and others	Policing for Profit and Zero Tolerance policies in school because they relate to what I know the most and what my social media mutuals know. [White male, Implicit condition]		11 (19.3%)
Participant mentions discrimination or differential treatment [Code generated *a priori* based on framing]	I would share the policing for profit article because it is addressing an issue that I feel has been going on for quite some time in that community as well as in other communities with a large population of African Americans and I believe it is important to inform others on topics such as this one to show how the system is abusing their power and positions to those who are in need of help from the system. [Other race female, Implicit condition] Policing for profit and the other one about African Americans because our people don't get the same respect as every other race and other blacks need to be aware of what's going on. [Black female, Explicit condition] Spotlight on zero-tolerance policy enforced disproportionately more on black students. I would share this because I am all about race equality and bringing light to the issue. [Other race female, Explicit condition]	.90	6 (10.5%)

Note. N = 57 Open-ended comments are presented verbatim and have not been edited for grammar and typos.

Appendix D: Reasons for Not Sharing

	Examples	Krippendorff's α	Frequency (%)
Participant provides a reason for not sharing.		.92	86 (92.5%)
Participant does not post on social media or does not post specific types of content (e.g., articles, news, political content).		.91	52 (55.9%)
	I don't really post on social media [Black male, Control condition]		
	I do not share any articles on social media as I am not an active user (I "lurk") [White female, Explicit condition]		
	I don't post hard news on social media often. I try to keep my page as neutral as possible. [Other race female, Explicit condition]		
Participant mentions how posting or sharing might affect self or others (e.g., self-presentation concerns, negative effect on others)		.90	7 (7.5%)
	I feel like it draws unnecessary attention. The people who care enough to click on the article probably have already, and the people who don't care will keep on scrolling. I have more to lose with an angry family member commenting on my status as opposed to simply going about my day and keeping a relatively positive Facebook wall. [White male, Explicit condition]		
	I prefer to keep my social media free from things that are political or news related to make my social media presence as neutral as possible in case of cybervetting. [Black female, Explicit condition]		

	I wouldn't share these articles to construct my online and personal identities to friends. [Other race male, Implicit condition]		
	Reveals my beliefs to everyone (i.e., I may be low income and share that article) [White female, Implicit condition]		
	I do not want to make others nervous [Other race female, Implicit condition]		
Participant mentions or evaluates article content or the issue in the news story (e.g., credibility concerns, lack of knowledge, not interesting, not relevant, no need to raise awareness)		.91	37 (39.8%)
	I haven't read the article, and many articles posted in this way are highly biased. [White male, Explicit condition]		
	I only share articles I am interested in and that I know a decent amount information about previously. [White male, Explicit condition]		
	I tend to share what I think is interesting or what people I follow would think is interesting or pertains to their lives. [Black female, Control condition]		
	Because I don't care enough about them [Other race female, Implicit condition]		
	I don't share news stories on social media unless they directly apply to me or someone close to me. [Other race female, Implicit condition]		
	Because I'm sure people will have seen them on the news. They are pretty big headlines [Other race male, Control condition]		
Participant mentions self, others, or both in rationale for not sharing.		.79	80 (86.0%)
Self	Irrelevant to my life [White female, Control condition]		66 (71.0%)

Others	People can find what news they're interested in on their own. [White female, Implicit condition]	3 (3.2%)
Both self and others	not something I am interested in, and I feel my followers won't be that interested either [White female, Control condition]	11 (11.8%)
	While I use social media quite often, I post extremely rarely; perhaps five times a year on Twitter and virtually never on Facebook. This does not thus diminish any feelings towards this story. However, I would still extend caution due to various political beliefs typically spanning followers and friends, and poor or rushed interpretations distracting from the point of the story. [White male, Control condition]	
Participant mentions discrimination or differential treatment. [Code generated *a priori* based on framing]	N/A N/A	0

Note. N = 93. Open-ended comments are presented verbatim and have not been edited for grammar and typos.