Appendix for "Evidence of Conflict Extension in Partisans' Evaluations of People and Inanimate Objects"

Experimental Design

Below, we describe each experimental vignette and the instruments that capture the dependent variables — i.e. participants' evaluations of the objects in a non-political setting — in our discussion of each experiment. We discuss the design of these experiments in the order they were presented to respondents.

Experiment 1: Evaluating a School

In the first experiment, respondents were exposed to information about a public school that their child might attend. The experiment began:

> *Suppose your state was considering a new program where residents could choose where to send their children to school from several nearby public schools. Suppose one of the options for people in your area is like the school described below. After reading the description, please answer the questions below.*

Participants who were randomly assigned to the control treatment, i.e. the one lacking party cue, were then exposed to the following description:

> *Building Built: 1998*
> *Student-teacher ratio: 16:1*
> *Average class size: 28*
> *Average daily attendance: 94%*
> *Graduation rate: 84%*
> *Average SAT Score: 1624*
> *Distance from you: 3 miles*
> *Gender composition: 48% male; 52% female*
> *Ethnic composition: 76% White/Caucasian; 13% Black; 5% Hispanic; 5% Asian; 1% American Indian.*

Those who received one of the experimental treatments were exposed to one additional line of text between the "distance from you" and "gender composition" lines. For the Democratic cue, this read "Political composition of families: 61% Democratic; 18% Republican; 21% Independent." In the Republican cue, the line said "Political composition of Families: 61% Republican; 18% Democratic; 21% Independent." The partisan cues were thus designed in such a way to imply to respondents that the people who live within the hypothetical school district heavily favored either the Republicans or the Democrats. Approximately 33% of respondents received the control cue while 31% and 36% were exposed to the Democratic and Republican cues respectively.

Participants were then asked to answer two questions about the school: "how comfortable would you be sending your child to this school" and "how likely would you be to select this school for your

child?"[1] Both questions were asked on a four-point scale. For the comfort question, respondents selected one of the following answer choices: "very uncomfortable," "somewhat uncomfortable," "somewhat comfortable," and "very comfortable." The responses for the selection question were "very unlikely," "somewhat unlikely," "somewhat likely," and "very likely." For more intuitive interpretations, we scaled these dependent variables to range from 0 to 1. Higher values correspond with more positive judgments. This allows us to discuss partisan bias in evaluations in terms of average percentage point differences between groups.

Experiment 2: Evaluating a Potential Coworker

In the second experiment, participants were presented with a profile of a potential coworker named Sally Johnson. The vignette began as follows:

> *Many people are looking for jobs these days and many people change jobs frequently. Imagine you have been asked to hire a new person to work with you in your unit, department, or division. This will be someone you will likely interact with on a daily basis in your workplace environment. Below is a profile of an applicant for the job. After reading the profile carefully, please answer the questions below.*

Once again, we randomly manipulate whether a party cue is embedded in the treatment and, if so, the party with which Sally Johnson is linked. The control treatment, which contains no partisan information, took on the following format:

> *Sally Johnson is a 30-year-old female. She grew up in Des Moines, Iowa. She graduated from college eight years ago with a liberal arts degree and a 3.2 GPA. She is married with one child. She has eight years of previous experience, working in retail, human resources, and recently as an assistant manager. Her work-style can be described as very sociable and collaborative, and she enjoys working in teams. Outside of work, she enjoys running and playing tennis for exercise, as well as watching movies and traveling with her husband or friends. She does not smoke. She does drink occasionally in social settings. She has been an active volunteer with her local **elementary school**. She and her husband are members of a local church where they attend most Sundays.*

The bolded portion of the text — which was not bolded in the actual experiment — was replaced with "Democratic Party" in the Democratic cue and "Republican Party" in the Republican cue. About 35% of participants were exposed to the control treatment while 32% and 33% received either the Democratic cue or the Republican cue.

Participants next evaluated Sally Johnson in two ways. First, they were asked "how likely would you be to hire someone like Sally Johnson?" Responses to this question ranged on a four-point scale. Responders chose from one of the following options: "very unlikely," "somewhat unlikely," "somewhat likely," and "very likely." Second, they were also asked "how enjoyable do you think it would be to work with someone like Sally Johnson?" Respondents chose from one of the following options: "very unenjoyable," "somewhat unenjoyable," "somewhat enjoyable," and ending with "very enjoyable." We scaled these variables to range from 0 to 1 with higher values indicating more positive evaluations.

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[1]Both questions also ended with "if you don't currently have school-aged children, imagine that you do."

Experiment 3: Evaluating a New Product

The object that participants were asked to evaluate in our third experiment was a new soda product. Participants viewed a randomized version of the following passage:

> *A major company is developing a new brand of cola that is supposed to have the flavor of a traditional cola but with the added vitamins, electrolytes, and benefits of sports drinks. The product is still in development. The company is planning a major launch in 2016 and plans to use sponsorship of **the Summer Olympics** as a major advertising push.*

We varied the bolded text, which was not bolded in the version viewed by participants. The control treatment's text is exactly as shown above because the Summer Olympics is not an explicitly partisan object. In the party cue treatments, the bolded text was replaced by either "the Democratic Party National Convention" for the Democratic cue or "the Republican Party National Convention" for the Republican cue. About a third of respondents were randomly assigned to each of the treatments.

Participants were tasked with evaluating the soda in two ways. They were first asked "how interested are you in trying this product[,]" to which they could respond "very uninterested," "somewhat uninterested," "somewhat interested," and "very interested." They were also asked "how successful do you think this product will be?" Possible responses to this second instrument were "very unsuccessful," "somewhat unsuccessful," "somewhat successful," and "very successful." We once again scaled these indicators to range from 0 to 1 where higher values indicate more positive responses.

Experiment 4: Evaluating a Vacation Resort

In our final experiment, we tasked participants with evaluating a potential vacation location. The following text is what members of the control group were exposed to:

> *A new vacation resort has recently become popular with a handful celebrities and sports stars. The resort focuses on providing a relaxed and private atmosphere, good food, and a mix of activities for people of all ages. Average online ratings of the resort by people who have been there give it 3.4 out of 4 stars.*

If a respondent was assigned to the Democratic cue treatment, a comma and the text "and also recently played host to a group of Democratic Party leaders" was appended to the end of the first sentence. For the Republican cue, the text read "and also recently played host to a group of Republican Party leaders." Thus the vacation resort was either associated with nothing partisan, the Democratic Party, or the Republican Party. Approximately 35% of respondents received the control treatment while 30% and 35% were exposed to the Democratic and Republican cues respectively.

Respondents were only asked to evaluate the vacation resort on one dimension in this experiment. They were asked "how interested would you be in spending your vacation at a resort like this?" Their responses ranged on a four-point scale and included: "very uninterested," "somewhat uninterested," "somewhat interested," and "very interested." As was the case in the previous three

experiments, we scale responses from 0 to 1. Higher values correspond with increasingly positive views.

Sample Characteristics

Democrats, Republicans, and independents made up about 44%, 38%, and 18% of the sample, respectively.[2] We also present several key characteristics of the people who participated in our experiments in Table A1. The ages of participants range from 18 to 88 with a mean of 46.75, a median of 47, and a standard deviation of 16.65.

Additional Analyses

Table A2 presents the same information as we presented in Figure 1 in the main text, but in numerical rather than in graphical form.

Figure A1 replicates the analysis performed in Figure 1 in the body of the article, but excludes independent leaners. That is, this analysis only includes weak and strong partisans. Evidence for H_2 is the same as it was when leaners were included in the analysis. Specifically, in all seven tests we find statistically significant evidence (at $p \leq .05$ level) in support of this hypothesis. With one exception, results for H_1 are also substantively similar to those when leaners are included in the analysis. Namely, in six out of seven tests we fail to find evidence for this hypothesis. However, in the vacation resort experiment, partisans were 5% more interested in a vacation resort when it was associated with their party ($p \leq .05$, t=2.42). Coefficients for the effects of co-partisan and opposing partisan treatment in this figure and Figure 1 in the article are never more than .01 units apart.

Figure A2 presents effects of party cues for all independents (leaners and pures combined). This figure replicates Figure 2 in the body of the article, but lumps independent leaners with pure independents. In six out of seven cases there is no statistically significant evidence of independents responding to the Democratic and Republican cues in a partisan manner. However, in the school experiment, respondents were about 6% less comfortable with a school associated with Democrats (p *leq* .05, t=-2.14). Overall, results in this figure do not provide evidence for the notion that independents have a political identity. That is, results in this figure are consistent with Figure 2 in the body of the article. However, in this analysis lumping of all independents together is contributing the lack of evidence for the notion that independents have a political identity. Namely, if leaners act like partisans, Democratic leaners and Republican leaners are canceling out each other evaluative tendencies.

To further explore this, we test whether independent leaners respond to co-partisan and opposing partisan cues in a partisan manner. Results for this analysis are presented in Figure A3. When we look at leaners only, we find some evidence of them behaving in a partisan manner. Namely, in three out of seven cases we see leaners respond negatively to opposing partisan cue (comfort level with the school, as well as level of enjoyment and likelihood of selection questions in the co-worker experiment).

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[2]As noted in the main paper, we treat leaners as partisans.

Table A1: Key Characteristics of Participants

	Percentage
Partisanship	
Strong Democrats	19
Weak Democrats	15
Leaning Democrats	10
Pure independents	18
Leaning Republicans	11
Weak Republicans	12
Strong Republicans	15
Ideological identity	
Liberals	32
Moderates	35
Conservatives	34
Sex	
Women	51
Men	49
Race and ethnicity	
White	81
Black	7
Hispanic	5
Asian	5
Other	2
Level of education	
Less than high school	13
High school	30
Some college	21
Two-year degree	9
Four-year degree	18
Advanced degree	10
Income level	
$0-25,000	29
$25,001-50,000	32
$50,001-75,000	19
$75,001-100,000	9
$100,001 or higher	11

Table A2: Difference in Means For Different Experimental Conditions

	Diff. of Means Co-partisans and Control	95 % Conf. Interval	Diff. of Means Opposing partisans and Control	95 % Conf. Interval
School				
Likelihood of Select.	0.004	(-0.033 , 0.042)	-0.080**	(-0.118 , -0.043)
Comfort Level	0.018	(-0.017 , 0.053)	-0.084**	(-0.120 , -0.048)
Co-worker				
Likelihood of Select.	-0.009	(-0.037 , 0.019)	-0.075**	(-0.107 , -0.043)
Level Enjoy	-.015	(-0.044 , 0.014)	-0.077**	(-0.110 , -0.044)
New Soda Product				
Product Interest	-0.011	(-0.063 , 0.041)	-0.105**	(-0.157 , -0.052)
Product Success	-0.033	(-0.071 , 0.005)	-0.100**	(-0.141 , -0.060)
Vacation Resort				
Resort Interest	0.041	(-0.004 , 0.086)	-0.051*	(-0.113 , -0.013)

* significant at p $\leq$ .05 level
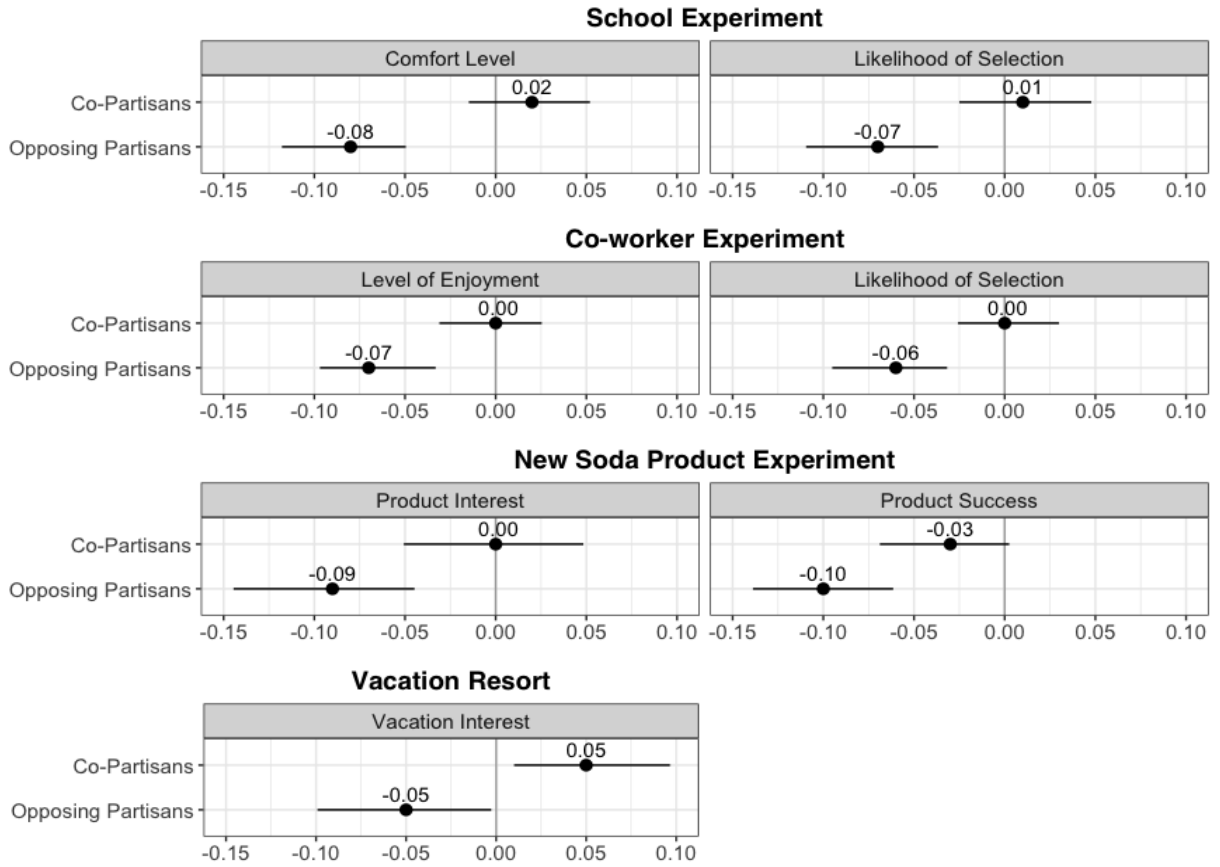** significant at p $\leq$ .01 level

Figure A1: The effects of co-partisan and opposing partisan cues on partisans' (omitting partisan leaners) evaluations of various objects. Points are differences in evaluations made by those who received an experimental treatment relative to the evaluations made by members of the control group. Horizontal lines are the 95% confidence intervals surrounding the difference in means.
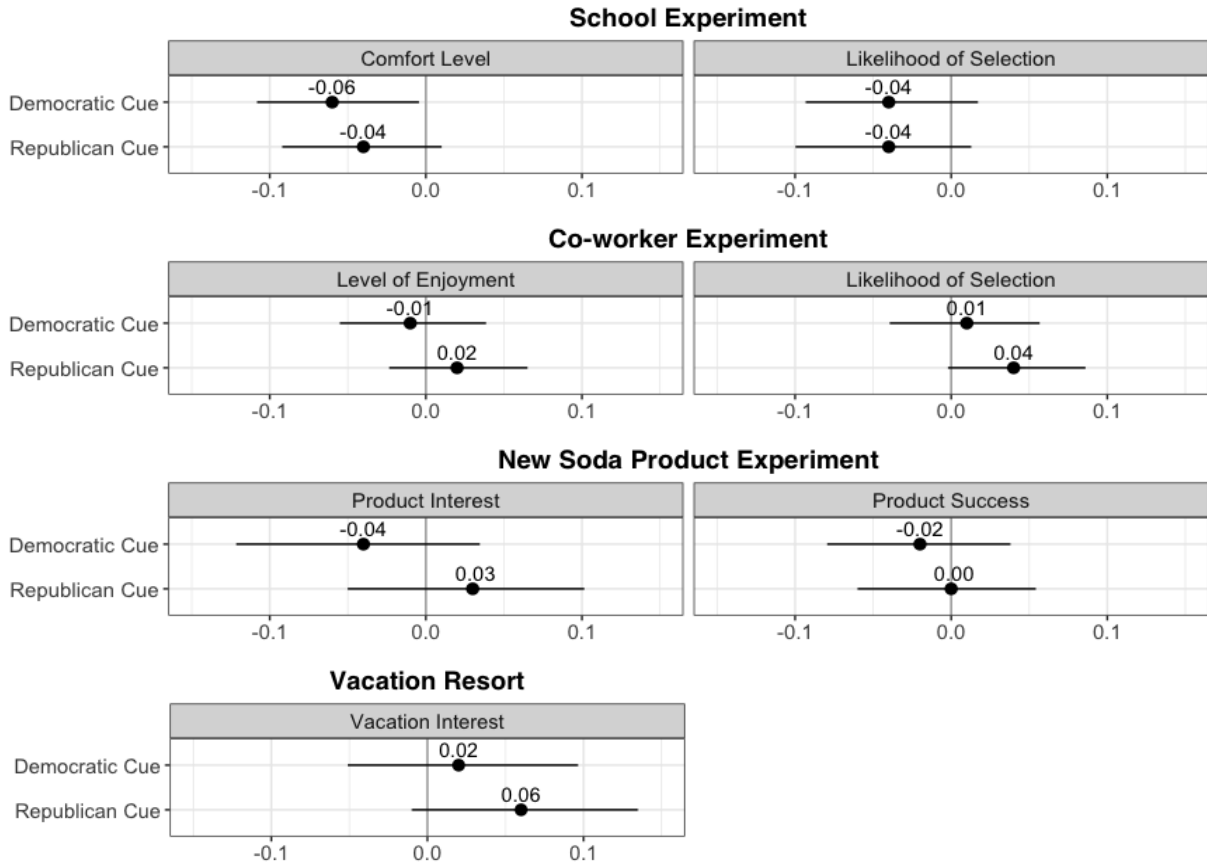
Figure A2: The effects of party cues on independents' (leaners and pure independents) evaluations of various objects. Points are differences in evaluations made by those who received an experimental treatment relative to the evaluations made by members of the control group. Horizontal lines are the 95% confidence intervals surrounding the difference in means.
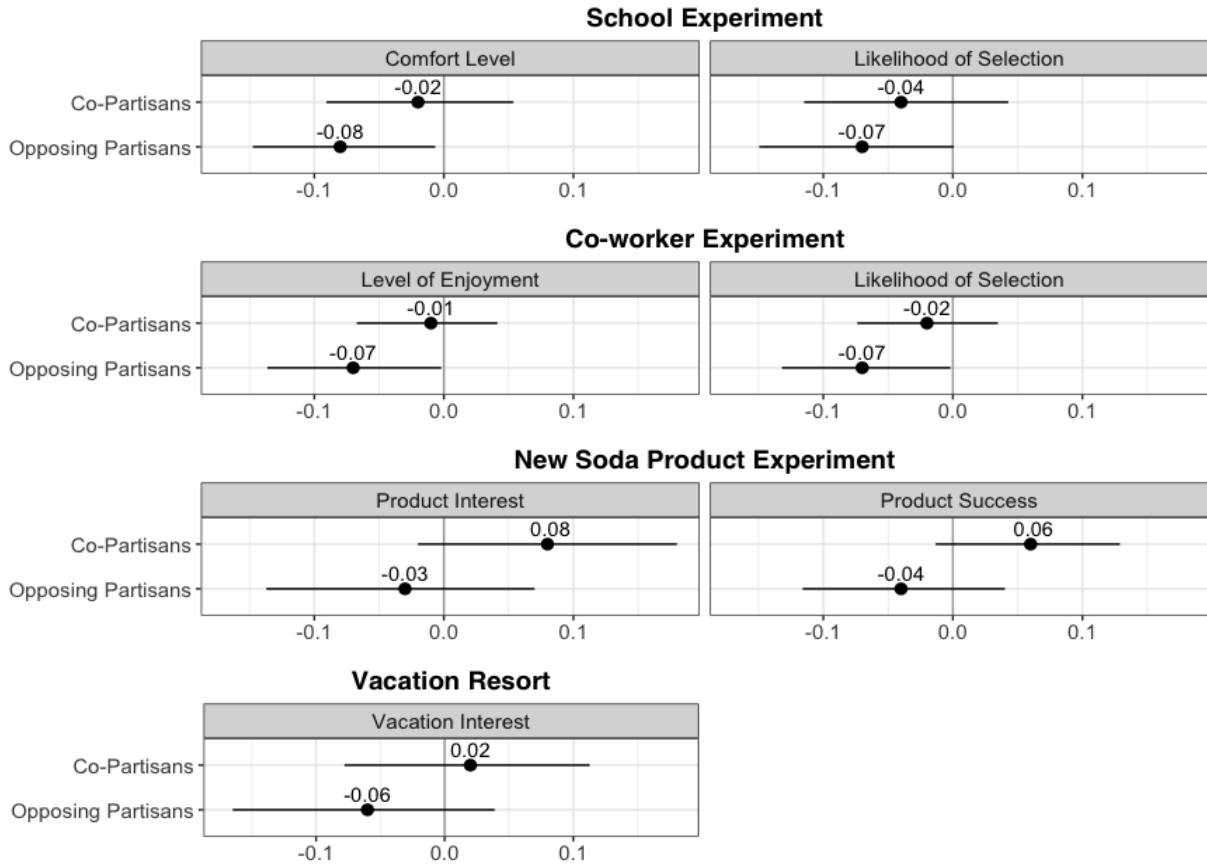
Figure A3: The effects of co-partisan and opposing partisan cues on leaners' evaluations of various objects. Points are differences in evaluations made by those who received an experimental treatment relative to the evaluations made by members of the control group. Horizontal lines are the 95% confidence intervals surrounding the difference in means.