

# Supplementary Materials

## Who Uses Fact-Checking Sites? The Impact of Demographics, Political Antecedents, and Media Use on Fact-Checking Site Awareness, Attitudes, and Behavior

**Table 1. Hierarchical regression predicting familiarity with fact-checking sites (unstandardized and standardized coefficients)**

	Step 1			Step 2			Step 3		
	B	(SE)	$\beta$	B	(SE)	$\beta$	B	(SE)	$\beta$
(Constant)	3.04	(.23)		.36	(.27)		.26	(.29)	
Age	-.03	(.004)	-.21***	-.02	(.004)	-.16***	-.01	(.004)	-.10**
Female	-.80	(.12)	-.19***	-.48	(.11)	-.12***	-.42	(.11)	-.10***
Education	.41	(.06)	.24***	.24	(.05)	.14***	.19	(.05)	.11***
Income	.09	(.05)	.05	-.03	(.05)	-.02	-.04	(.05)	-.02
White	.05	(.15)	.01	.26	(.13)	.05*	.25	(.13)	.05
$\Delta R^2$	.164***								
F	40.28***								
Political interest				.28	(.06)	.16***	.26	(.06)	.15***
Political efficacy				.16	(.03)	.14***	.15	(.03)	.14***
Political ideology				.09	(.02)	.12***	.05	(.02)	.07*
Political discussion				.21	(.03)	.24***	.16	(.03)	.19***
$\Delta R^2$	.192***								
F	62.83***								
Liberal/mainstream news use							.55	(.08)	.28***
Local/broadcast news use							-.27	(.06)	-.14***
Conservative news use							-.03	(.07)	-.02
$\Delta R^2$	.031***								
F	53.60***								
Total $R^2$	.387								
N =	1033								

\*\*\*  $p < .001$ , \*\*  $p < .01$ , \*  $p < .05$

**Table 2. Hierarchical regression analysis predicting general attitudes towards fact-checking sites (unstandardized and standardized coefficients)**

	Step 1			Step 2			Step 3		
	B	(SE)	$\beta$	B	(SE)	$\beta$	B	(SE)	$\beta$
(Constant)	3.33	(.12)		1.38	(.25)		1.57	(.27)	
Age	-.01	(.003)	-.13***	-.01	(.003)	-.11***	-.01	(.003)	-.09**
Female	-.21	(.11)	-.06*	-.02	(.01)	-.01	-.01	(.01)	-.003
Education	.19	(.05)	.13***	.07	(.05)	.05	.04	(.05)	.03
Income	.13	(.05)	.10**	.07	(.04)	.05	.06	(.04)	.05
White	.31	(.13)	.08*	.48	(.12)	.12***	.48	(.12)	.12***
$\Delta R^2$	.065***								
F	14.31***								
Political interest				.26	(.05)	.18***	.24	(.05)	.17***
Political efficacy				.12	(.03)	.14***	.12	(.03)	.14***
Political ideology				.10	(.02)	.17***	.05	(.02)	.08*
Political discussion				.07	(.03)	.09*	.05	(.03)	.07
$\Delta R^2$	.131***								
F	27.74***								
Liberal/mainstream news use							.40	(.08)	.25***
Local/broadcast news use							-.09	(.06)	-.06
Conservative news use							-.23	(.06)	-.15***
$\Delta R^2$	.022***								
F	23.77***								
Total $R^2$	.219								
N =	1033								

\*\*\*  $p < .001$ , \*\*  $p < .01$ , \*  $p < .05$

**Table 3. Hierarchical regression analysis predicting perceived usefulness of fact-checking sites (unstandardized and standardized coefficients)**

	Step 1			Step 2			Step 3		
	B	(SE)	$\beta$	B	(SE)	$\beta$	B	(SE)	$\beta$
(Constant)	3.74	(.17)		2.28	(.21)		2.45	(.23)	
Age	-.01	(.003)	-.07*	-.01	(.003)	-.06*	-.01	(.003)	-.06
Female	-.02	(.09)	-.01	.12	(.09)	.04	.12	(.08)	.04
Education	.11	(.04)	.10**	.02	(.04)	.02	.01	(.04)	.01
Income	.09	(.04)	.09*	.05	(.04)	.05	.04	(.04)	.04
White	-.01	(.11)	-.002	.12	(.10)	.04	.13	(.10)	.04
$\Delta R^2$	.030***								
F	6.4***								
Political interest				.27	(.05)	.23***	.25	(.05)	.21***
Political efficacy				.06	(.03)	.08*	.06	(.03)	.08*
Political ideology				.09	(.02)	.17***	.03	(.02)	.06
Political discussion				.02	(.02)	.04	.01	(.03)	.02
$\Delta R^2$	.113***								
F	19.02***								
Liberal/mainstream news use							.33	(.07)	.24***
Local/broadcast news use							.02	(.05)	.01
Conservative news use							-.26	(.05)	-.20***
$\Delta R^2$	.028***								
F	17.62***								
Total $R^2$	.172								
N =	1033								

\*\*\*  $p < .001$ , \*\*  $p < .01$ , \*  $p < .05$

**Table 4. Hierarchical regression analysis of predicting frequency of visiting fact-checking sites (unstandardized and standardized coefficients)**

	Step 1			Step 2			Step 3		
	B	(SE)	$\beta$	B	(SE)	$\beta$	B	(SE)	$\beta$
(Constant)	1.21	(.12)		-.18	(.14)		-.35	(.16)	
Age	-.01	(.002)	-.21***	-.01	(.002)	-.14***	-.01	(.002)	-.07*
Female	-.22	(.06)	-.10**	-.06	(.06)	-.03	-.02	(.06)	-.01
Education	.17	(.03)	.19***	.07	(.03)	.08**	.05	(.03)	.05
Income	.06	(.03)	.08*	.01	(.03)	.01	-.003	(.02)	-.003
White	.02	(.08)	.01	.13	(.07)	.05	.14	(.07)	.05*
$\Delta R^2$	.110***								
F	25.44***								
Political interest				.16	(.03)	.18***	.14	(.03)	.15***
Political efficacy				.04	(.02)	.06	.03	(.02)	.05
Political ideology				.05	(.01)	.13***	.03	(.01)	.07*
Political discussion				.13	(.02)	.29***	.09	(.02)	.20***
$\Delta R^2$	.196***								
F	50.10***								
Liberal/mainstream news use							.32	(.05)	.31***
Local/broadcast news use							-.11	(.03)	-.11**
Conservative news use							.01	(.04)	.01
$\Delta R^2$	.040***								
F	44.88***								
Total $R^2$	.346								
N =	1033								

\*\*\*  $p < .001$ , \*\*  $p < .01$ , \*  $p < .05$

**Table 5. Demographic comparisons between study sample, American Community Survey, and Pew Research Center data**

	Study sample (2017)	2013-2017 American Community Survey 5-Year Estimates <sup>1</sup>	Pew 2017 (unweighted) <sup>2</sup>	Pew 2016 <sup>3</sup>
<b>Age</b>				
20-24	7.3%	7%	6.9%	
25-34	16.6%	13.7%	16%	
35-44	16.6%	12.7%	13.8%	
45-54	17.9%	13.4%	15.8%	
55-59	7.8%	6.7%	10.3%	
60-64	11.9%	6%	9.6%	
65+	19%	14.9%	23.8%	
<b>Gender (female)</b>				
	54.3%	50.8%	44.9%	
<b>Race (White)</b>				
	78.2%	75.7%	75.7%	
<b>Education</b>				
Less than high school	3.2%	12.6%	5.4%	
High school or GED	28.1%	27.3%	22.1%	
Some college, associate's	36.6%	29.1%	25.8%	
Bachelor's degree	21%	19.1%	26%	
Some postgraduate	2.6%	—	1.6%	
Postgraduate or professional degree	8.5%	11.8%	18.7%	
Bachelor's or higher	32.1%	30.9%	46.3%	
<b>Income</b>				
Less than \$25,000	26.8%	21.4%		
\$25,000 - \$49,999	29.3%	22.5%	41.9% (up to \$50K)	
\$50,000 - \$74,999	20.5%	17.7%	12.5%	
\$75,000 - \$99,999	12.8%	12.3%	12.4%	
Over \$100,000	10.5%	26.2%	26.2%	
<b>Party affiliation</b>				
Leans Republican	29.7%	Republican	25%	29%
Independent	30.6%	Independent	41%	34%
Leans Democrat	39.7%	Democrat	31%	33%

<sup>1</sup>United States Census Bureau. 2017. "2013-2017 American Community Survey 5-Year Estimates." Retrieved from <https://factfinder.census.gov/>

<sup>2</sup>Pew Research Center. 2017. "April 2017 Political Survey." Retrieved from <https://www.people-press.org/dataset/april-2017-political-survey/>

<sup>3</sup>Pew Research Center. 2016. "2016 Party Identification Detailed Tables." Retrieved from <https://www.people-press.org/2016/09/13/2016-party-identification-detailed-tables/>

**Table 6. Factor analysis (principal components analysis and varimax rotation) of measures of media use**

	Component		
	1	2	3
National newspapers (e.g., The New York Times; Washington Post; online or print)	<b>0.780</b>	0.201	0.118
International news websites (e.g., BBC, The Guardian)	<b>0.797</b>	0.092	0.242
CNN cable news programs (e.g., Anderson Cooper, Don Lemon)	<b>0.644</b>	0.449	0.107
Liberal news websites (e.g., Daily Kos, Mother Jones)	<b>0.747</b>	0.123	0.325
MSNBC cable news programs (e.g., Rachel Maddow, Chris Matthews)	<b>0.689</b>	0.346	0.197
News programming on NPR -- live radio, podcasts, streaming (e.g., All Things Considered)	<b>0.708</b>	0.118	0.315
National nightly news on CBS, ABC, or NBC	0.234	<b>0.832</b>	0.042
The Today Show, Good Morning America or CBS This Morning	0.320	<b>0.641</b>	0.210
Local television news about your viewing area	-0.005	<b>0.870</b>	0.088
Local newspapers (online or print)	0.383	<b>0.463</b>	0.170
FOX cable news programs (e.g., Sean Hannity, Fox & Friends)	0.114	0.249	<b>0.788</b>
Conservative news websites (e.g., Instapundit, Infowars)	0.409	0.048	<b>0.782</b>
Conservative talk radio -- live radio, podcasts, streaming (e.g., Rush Limbaugh)	0.292	0.085	<b>0.842</b>
Initial Eigenvalue	5.9	1.63	1.12
Percent explained variance	45.4%	12.54%	8.63%
Cumulative percent	45.4%	57.94%	66.57%

## Measures

### Age

- What is your age?

### Gender

- What is your gender?
  - Male
  - Female

### Education

- What is the highest level of education you have completed?
  - Less than high school
  - High school graduate or GED
  - Some college (including tech/vocational, some community college, associate's degree)
  - Four year college degree/bachelor's degree
  - Some postgraduate or professional schooling; no postgraduate degree
  - Postgraduate or professional degree, including master's doctorate, medical or law degree

### Income

- What is your total household income?
  - Less than \$25000
  - \$25000 to \$49999
  - \$50000 to \$74999
  - \$75000 to \$99999
  - \$100000+

### Race

- Which of the following describes your race?
  - White
  - Black or African American
  - Asian
  - Hispanic
  - Other

### Political Interest

- In general, how interested are you in politics and national government?

## Political Efficacy

- Please rate how much you agree or disagree with the following statements:
  - People like me can influence government
  - I consider myself well qualified to participate in politics
  - I have a good understanding of the important political issues facing our country
  - No matter whom I vote for, it won't make a difference
  - People like me don't have any say in what the government does

## Political Ideology

- Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an Independent? Please rate yourself on a scale where 0=Strong Republican and 10=Strong Democrat and 5=Independent
- On social issues, where would you place yourself on a scale of 0-10, where 0=Strong conservative and 10=Strong liberal?
- On economic issues, where would you place yourself on a scale of 0-10, where 0=Strong conservative and 10=Strong liberal

## Political Discussion

- During a typical month, how often do you discuss political issues with:
  - Friends and family
  - Co-workers and acquaintances
  - Strangers
  - People who agree with you
  - People who disagree with you
  - People outside your family who do not share your ethnicity, socio-economic status, or gender

## Media use

- Please indicate how often in the last week you've consumed content from each source (using any device, for example, your phone, your television, or your laptop):
  - National newspapers (e.g., The New York Times; Washington Post; online or print)
  - International news websites (e.g., BBC, The Guardian)
  - CNN cable news programs (e.g., Anderson Cooper, Don Lemon)
  - Liberal news websites (e.g., Daily Kos, Mother Jones)
  - MSNBC cable news programs (e.g., Rachel Maddow, Chris Matthews)
  - News programming on NPR -- live radio, podcasts, streaming (e.g., All Things Considered)
  - National nightly news on CBS, ABC, or NBC
  - The Today Show, Good Morning America or CBS This Morning
  - Local television news about your viewing area
  - Local newspapers (online or print)
  - FOX cable news programs (e.g., Sean Hannity, Fox & Friends)



- Conservative news websites (e.g., Instapundit, Infowars)
- Conservative talk radio -- live radio, podcasts, streaming (e.g., Rush Limbaugh)

#### Fact-checking familiarity

- How familiar or unfamiliar are you with the fact-checking movement in journalism, which includes such websites as Politifact and Factcheck.org?

#### Fact-checking attitudes

- In general, how do you feel about fact-checking sites like Politifact, Snopes, and others?

#### Perceived usefulness of fact-checking

- News stories that include reports on fact-checking are helpful to me

#### Visiting fact-checking sites

- How often did you go to any fact-checking websites during the presidential election to find out whether a statement about any of the candidates was accurate or not?