**Online Appendix A: Political Knowledge Items**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table A1.  *Full Wording and Distributions of Knowledge Measures* | | | | | |
| Item Wording | Correct Answer | Total Correct (%) | Democrats Correct (%) | Republicans Correct (%) | Source |
| The stock market | Up | 65.1% | 74.9% | 56.7% | <http://www.macrotrends.net/1319/dow-jones-100-year-historical-chart> |
| The proportion of Americans who have health insurance | Up | 72.5% | 86.5% | 58.0% | <http://www.gallup.com/poll/180425/uninsured-rate-sinks.aspx> |
| The total federal debt | Up | 81.6% | 69.8% | 93.3% | <https://www.whitehouse.gov/sites/default/files/omb/budget/fy2016/assets/hist07z1.xls> |
| The average price of gasoline | Up | 72.0% | 62.9% | 79.7% | <http://www.eia.gov/dnav/pet/hist/LeafHandler.ashx?n=PET&s=EMM_EPM0_PTE_NUS_DPG&f=W> |
| The unemployment rate | Down | 52.4% | 67.4% | 37.9% | <http://data.bls.gov/timeseries/LNS14000000> |
| The number of Americans on food stamps (the SNAP program) | Up | 75.1% | 61.3% | 89.8% | <http://www.fns.usda.gov/sites/default/files/pd/SNAPsummary.pdf> |
| The number of U.S. troops  stationed in Iraq | Down | 82.3% | 81.9% | 84.4% | 2009: <https://www.fas.org/sgp/crs/natsec/R40682.pdf> /2014: <http://www.armytimes.com/story/military/2014/12/27/army-deployments-2015/20861125/> |
| The proportion of the federal budget that goes to the military | Down | 67.5% | 59.5% | 81.6% | <https://www.whitehouse.gov/sites/default/files/omb/budget/fy2016/assets/hist03z2.xls> |
| The proportion of the federal budget that goes to foreign aid | Up | 72.0% | 66.7% | 75.5% | <https://www.whitehouse.gov/sites/default/files/omb/budget/fy2016/assets/hist03z2.xls> |
| The proportion of the federal budget that goes to scientific research | Up | 34.7% | 39.8% | 30.5% | <https://www.whitehouse.gov/sites/default/files/omb/budget/fy2016/assets/hist03z2.xls> |
| The proportion of the federal budget that goes to education | Up | 44.2% | 50.3% | 42.0% | <https://www.whitehouse.gov/sites/default/files/omb/budget/fy2016/assets/hist03z2.xls> |
|  |  |  |  |  |  |
| Average |  | 65.4% | 65.5% | 66.3% |  |
| Note - All questions were asked: "In general, compared to when Mr. Obama first became President in January of 2009, do you think that [ITEM] has gone up or down?" | | | | | |

**Appendix B. Control Variables**

**Gender.** Respondents in wave 1 were asked, “What is your sex?” Response options were, “Male” and “Female.” Respondents who reported “Female” were coded 1 while those who reported “Male” were coded 0.

**Age.** Respondents in wave 1 were asked, “What year were you born?” Response options ranged from 1900 to 1997.

**Race.** Respondents in wave 1 were asked two race-related questions. First, respondents were asked, “Are you of Hispanic, Latino, or Spanish origin?” Response options were “No, not of Hispanic, Latino, or Spanish origin,” “Yes, Mexican, Mexican American, or Chicano,” “Yes, Puerto Rican,” “Yes, Cuban,” and “Yes, another Hispanic, Latino, or Spanish origin.” Second, respondents were asked, “Which of the following describes your race? Please select all that apply.” Response options were “White or Caucasian,” “Black or African American,” “American Indian or Alaska Native,” “Asian,” “Native Hawaiian or other Pacific Islander,” and “Other (specify).” Three dummy variables were constructed: Black, non-Hispanic, other/multiple, non-Hispanic, and Hispanic. Respondents who reported “No, not of Hispanic, Latino, or Spanish origin” in the first question and “Black or African American” in the second question were coded as 1 for the *Black, non-Hispani*c variable. Respondents who reported “No, not of Hispanic, Latino, or Spanish origin” in the first question, and did not report “White or Caucasian,” or “Black or African American” were coded as 1 for the *other/multiple, non-Hispanic* variable. Respondents who reported “Yes, Puerto Rican,” “Yes, Cuban,” or “Yes, another Hispanic, Latino, or Spanish origin” in the first question were coded as 1 for the *Hispanic* variable.

**Education.** Respondents in wave 1 were asked, “What is the highest level of school you have completed or the highest degree you have received?” Response options were “None or grades 1-8,” “Some high school, did not graduate,” “High school graduate or GED,” “Technical, trade, or vocational training after high school,” “Some college or Associate degree, no 4-year degree,” “College graduate (B.S., B.A., or other 4-year degree),” and “Post-graduate training or professional degree.” Four dummy variables were constructed: *High school graduate* was created with “High school graduate or GED” coded as 1; *some college* was constructed with “Technical, trade, or vocational training after high school,” and “Some college or Associate degree, no 4-year degree” coded as 1; *college graduate* was created with “College graduate (B.S., B.A., or other 4-year degree)” coded as 1; and *graduate training* was constructed with “Post-graduate training or professional degree” coded as 1.

**Marital status.** Respondents in wave 1 were asked, “Are you now married, widowed, divorced, separated or never married?” Response options were “Married,”

“Widowed,” “Divorced,” “Separated,” and “Never Married.” Respondents who reported “Married” were coded as 1 while others were coded as 0.

**Income.** Respondents in wave 1 were asked, “Which category represents the total combined income of all members of your family during the past 12 months? This includes money from jobs, net income from business, farm or rent, pensions, dividends, interest, social security payments and any other money income received by members of your family who are 15 years of age or older.” Response options were “Less than $5,000,” “$5,000 to 7,499,” “$7,500 to 9,999,” “$10,000 to 12,499,” “$12,500 to 14,999,” “$15,000 to 19,999,” “$20,000 to 24,999,” “$25,000 to 29,999,” “$30,000 to 34,999,” “$35,000 to 39,999,” “$40,000 to 49,999,” “$50,000 to 59,999,” “$60,000 to 74,999,” “$75,000 to 99,999,” “$100,000 to 149,999,” and “$150,000 or more.” This measure was treated as ordinal with “$150,000 or more” as the highest category.

**Party identification.** Respondents in wave 1 were asked two party identification-related questions. First, respondents were asked, “Generally speaking, do you usually think of yourself as a [Democrat, a Republican / a Republican, a Democrat], an independent, or what?” Response options were “Democrat,” “Republican,” “Independent,” and “Other (specify).” If respondents reported “Democrat” or “Republican,” they were then asked, “Would you call yourself a strong [Democrat / Republican] or a not very strong [Democrat / Republican]?” Response options were “Strong” and “Not very strong.” If respondents reported “Independent” or “Other,” they were then asked, “Do you think of yourself as closer to the Republican Party or to the Democratic Party?” Response options were “Closer to Republican Party,” “Neither,” and “Closer to Democratic Party.” Two dummy variables were constructed. Respondents who reported “Democrat” in the first question or reported “Closer to Democratic Party” in the second question were coded as 1 for the *Democrat* variable. Respondents who reported “Republican” in the first question or reported “Closer to Republican Party” in the second question were coded as 1 for the *Republican* variable.

**Appendix C. Rank-ordered Information Measures**

**Information-seeking values and traits.** Rank-ordered information-seeking values and traits were created based on respondents’ ratings of their information-seeking values and traits. Respondents’ ratings of values and traits were transformed to rank orderings (Table D1). In cases where two or more information-seeking items received the same ratings, the items were given average rankings.

**Diversity-seeking values and traits.** Respondents were assigned the average ranking of their seven diversity-related values (M=7.88) and traits (M=9.78).

**Appendix D. Analyses with Rank-ordered Information Measures**

**Information-seeking values**

In general, respondents thought it was important to get news from diverse sources and viewpoints. Among the 17 information-seeking items considered, the seven measures related to diversity-seeking were all ranked as among the top ten values. The top ten values in terms of rank orderings were in the exact same order as those based on the ratings. The average diversity-seeking value was ranked 6th while the average non-diversity-seeking value was ranked 11th among the 17 values. All in all, respondents appeared to value diversity-seeking more than other information-seeking behaviors (H1).

**Information-seeking traits**

Respondents appeared not to seek diverse news sources and viewpoints as frequently as their information-seeking values would suggest. In terms of rank orderings, only four of the seven diversity-seeking measures were among the top ten traits. The average diversity-seeking trait was ranked 9th while the average non-diversity-seeking trait was ranked 10th among the 17 traits. All rank-ordered information-seeking traits, including those related to diversity, were ranked in the exact same order as those ranked based on ratings. In total, respondents appeared to seek news from diverse sources and viewpoints only slightly more frequently than they engaged in other non-diversity-seeking ideals (H2).

**Comparing information-seeking values and traits**

Looking across rank-ordered values and traits of 17 information-seeking patterns, some discrepancy emerges between the patterns respondents view as important and those respondents actually engage in. Five out of seven diversity-seeking patterns were ranked higher on values than traits while the other two were ranked identically. Compared to the equivalent values, respondents were relatively less likely to report that they got news from balanced viewpoints, diverse viewpoints, both liberal and conservative viewpoints, conflicting viewpoints, and sources with different owners. However, respondents fairly frequently got news from familiar and comfortable sources, mainstream sources, and viewpoints that they agree with (ranked 4th, 5th, and 10th on traits), despite ascribing relatively little importance to information-seeking of these types (ranked 12th, 11th, and 15th on values). These discrepancies between information-seeking values and traits suggest that many individuals rail to enact their informational ideals.

**Value-trait correspondence**

In general, holding particular information-seeking values was only moderately related to holding the corresponding traits (H3a). Across the 17 measures, rank orderings of values and traits correlated at between .20 and .47, and averaged .30. Values and traits were most synchronous for items measuring whether people should and respondents themselves do seek news from partisan sources, and were most dissonant on whether people should and respondent themselves seek news from balanced viewpoints and both liberal and conservative viewpoints. Average correlations for the diversity-seeking items (r=.27) were slightly lower than other information-seeking items (r=.32; H3b). The differences in value-trait correspondence between diversity-seeking items and other informational items became somewhat pronounced when rank ordered measures were used compared to rated measures.

**Typologizing diversity-seeking values and traits**

We plotted the average rank orderings for diversity-seeking values and traits (Figure D1). The majority, 67.8%, of respondents reported an average ranking above “somewhat important” for the diversity-seeking measures, as compared to only 32.2% who ranked diversity-seeking values as “somewhat important” or lower on average. Very few of the respondents who did not think that seeking diversity was important actualized it anyway; only 9.3% of respondents were *alternatively motivated* by this classification. Indeed, if a respondent did not value diversity, one could almost invariably conclude that that respondent was *apathetic* (22.9% of all respondents, 71.2% of those who did not value diversity-seeking; RQ1a). Thus, respondents were sometimes apathetic, but very few appear to have had alternative motivations for seeking diversity.

In contrast, placing considerable value on diversity-seeking was no guarantee that respondents would actually engage in diversity-seeking behaviors. Although the most individuals we interviewed were *actualizers* (39.3% of all respondents), 28.4% of respondents reported high values without correspondingly high traits. This meant that 42% of those who valued diversity could be classified as *aspirational* (RQ1b).

**Diverse information-seeking and democratic citizenship**

When values were not controlled, diversity-seeking traits were related to only one of the three indicators of democratic citizenship. Respondents who reported they sought diversity were more likely to report that they were interested in the political campaigns prior to the election (b=.14, s.e.=.03, p<.001; H5a). Seeking diversity in practice was not related to the knowledge measure (b=.00, s.e.=.00, p>.05; H5b) and voting (b=.06, s.e.=.06, p>.05; H5c).

When traits were controlled, diversity-seeking values were associated with higher levels of two democratic citizenship indicators (RQ2). Respondents who held diversity-seeking values demonstrated greater knowledge about government indicators (b=.02, s.e.=.00, p<.001; H6b), and were more likely to vote (b=.19, s.e.=.06, p<.05; H6c). Holding diversity-seeking values were not related to interests in political campaigns (b=.02, s.e.=.04, p>.05; H6a). Believing that diversity-seeking is important thus appears to relate to good citizenship measures.

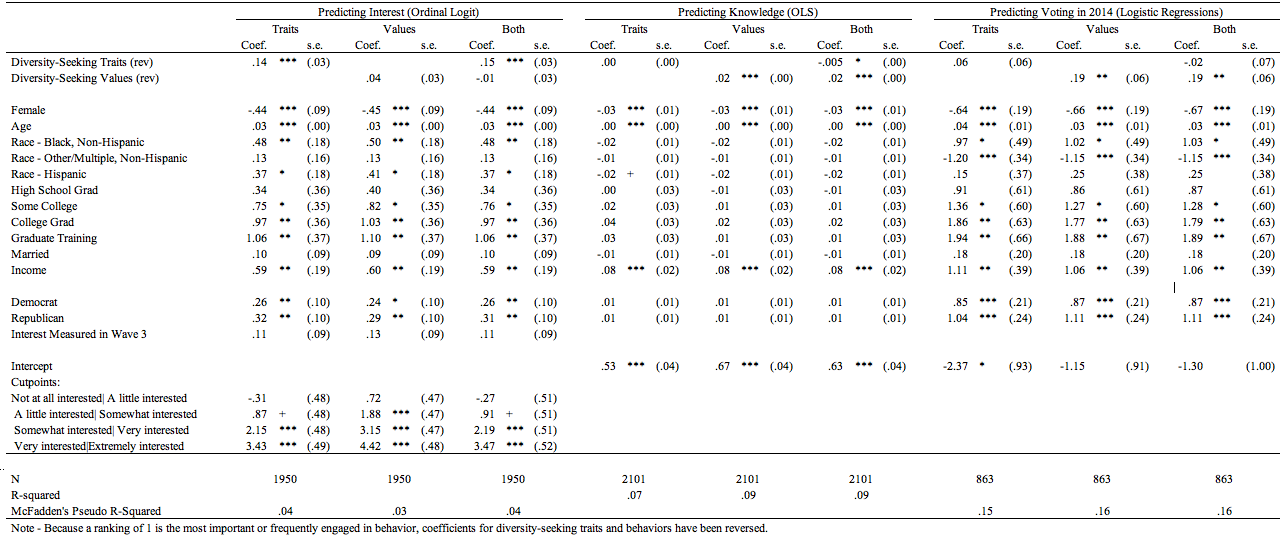
Inserting values and traits into the models simultaneously did not substantially change their respective relationships with democratic citizenship indicators. Diversity-seeking traits significantly predicted political interest (b = .15, SE = .03, p < .001), whereas diversity-seeking values were not uniquely predictive (b = -.01, SE = .03, p > .05). Diversity-seeking values significantly predicted political knowledge (b = .02, SE = .00, p < .001), whereas traits were negatively related to political knowledge (b = -.005, SE = .00, p < .05). Finally, diversity-seeking values (b = .19, SE = .06, p < .01) appear to have predicted which respondents would vote in the 2014 elections, whereas traits do not (b = -.02, SE = .07, p > .05). Thus, both aspects of diversity-seeking appear to uniquely predict good citizenship measures (RQ2).

Table D1. *Information-Seeking Values and Traits*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Value | | | Trait | | | | | Value-Trait Correlation | | | | Missing N | | |
| Item | Mean  (s.d.) | rank | | Mean  (s.d.) | | | | rank | Spear-man's r | | rank | | Value | | Trait |
| News from highly trusted sources | 6.13  (3.54) | 1 | | 6.72  (3.63) | | | | 1 | .36 | | 4 | | 2 | | 2 |
| ***News from multiple viewpoints*** | ***6.84***  ***(3.40)*** | ***2*** | | ***7.70***  ***(3.35)*** | | | | ***2*** | ***.26*** | | ***10*** | | ***2*** | | ***1*** |
| ***News from multiple sources*** | ***7.07***  ***(3.45)*** | ***3*** | | ***7.76***  ***(3.71)*** | | | | ***3*** | ***.32*** | | ***7*** | | ***2*** | | ***2*** |
| ***News that balances information from every possible point of view*** | ***7.09***  ***(3.49)*** | ***4*** | | ***8.60***  ***(3.51)*** | | | | ***6*** | ***.20*** | | ***16*** | | ***3*** | | ***1*** |
| News from sources that just present the facts, without opinions | 7.26  (4.02) | 5 | | 8.79  (3.86) | | | | 8 | .24 | | 12 | | 3 | | 1 |
| ***News that reflects the diverse viewpoints within our society*** | ***7.78***  ***(3.45)*** | ***6*** | | ***8.85***  ***(3.31)*** | | | | ***9*** | ***.23*** | | ***14*** | | ***3*** | | ***2*** |
| ***News from both liberal and conservative viewpoints*** | ***7.93***  ***(3.48)*** | ***7*** | | ***9.19***  ***(3.40)*** | | | | ***11*** | ***.20*** | | ***17*** | | ***3*** | | ***2*** |
| News from sources that put news in context | 8.55  (3.57) | 8 | | 8.62  (3.50) | | | | 7 | .26 | | 11 | | 3 | | 2 |
| ***News from sources that are owned by different owners*** | ***9.24***  ***(3.81)*** | ***9*** | | ***9.20***  ***(3.75)*** | | | | ***12*** | ***.35*** | | ***5*** | | ***3*** | | ***2*** |
| ***News that pits different viewpoints against one another*** | ***9.25***  ***(3.77)*** | ***10*** | | ***9.75***  ***(3.59)*** | | | | ***13*** | ***.32*** | | ***8*** | | ***3*** | | ***1*** |
| News from mainstream sources | 9.80  (3.87) | 11 | | 7.94  (4.13) | | | | 5 | .32 | | 6 | | 3 | | 1 |
| News from sources that are familiar and comfortable | 9.91  (3.81) | 12 | | 7.89  (3.75) | | | | 4 | .22 | | 15 | | 4 | | 1 |
| News from viewpoints that you disagree with | 10.89  (3.64) | 13 | | 10.61  (3.33) | | | | 15 | .24 | | 13 | | 4 | | 2 |
| News from conservative sources | 11.10  (3.93) | 14 | | 10.36  (4.04) | | | | 14 | .47 | | 1 | | 4 | | 2 |
| News from viewpoints that you agree with | 11.21  (3.78) | 15 | | 8.99  (3.61) | | | | 10 | .27 | | 9 | | 4 | | 1 |
| News from lesser known sources | 11.27  (3.78) | 16 | | 11.34  (3.89) | | | | 17 | .40 | | 3 | | 5 | | 1 |
| News from liberal sources | 11.67  (3.80) | 17 | | 10.70  (4.00) | | | | 16 | .44 | | 2 | | 5 | | 1 |
| Average | 9.00 | | 9.0 | |  | 9.00 | | 9.0 | | .30 |  | | | | |
| Average Diversity-Related | 7.88 | | 5.9 | |  | 8.72 | | 8.0 | | .27 |  | | | | |
| Average Not Diversity-Related | 9.78 | | 11.2 | |  | 9.20 | | 9.7 | | .32 |  | | | | |
| Note - Bolded measures are diversity-related. | | | | | | | | | | | |
|  | |  | |  | | |  |  | | |  | | |

Table D2.

*Predicting Democratic Citizenship Indicators with Diversity-Seeking Values and Traits*



Note: + p<.10, \* p<.05, \*\* p<.01, \*\*\* p<.001

Figure D1.

*Distribution of the Sample by Average Rank Orderings of Diversity-Seeking Values and Traits*

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**Online Appendix E. Correlations of Information-Seeking Measures**

Table E1. *Correlations of All Information-Seeking Measures for Values (below diagonal) and Traits (above diagonal)*



**Appendix F. Validation of Diversity-Seeking Measures**

As a validation, diversity-seeking values and traits were compared to self-reported items about which news sources individuals watched that were asked in wave 1. Individuals who reported that they watched outlets that we identified as liberal and who also watched outlets that we identified as conservative were coded 1, and those who watched neither or only one-sided outlets were coded 0. For conservative sources, we included *Fox News, Special Report with Bret Baier (FoxNews), The O’Reilly Factor (FoxNews), Wall Street Journal,* and *Washington Times*. For liberal sources, we considered *Daily Show with Jon Stewart (Comedy Central), MSNBC, Rachel Maddow Show (MSNBC), Ed Show (MSNBC), Washington Post, Huffington Post,* and *Al Jazeera America.*

Use of both conservative and liberal sources was predicted with in a set of binomial logistic models by regressing it on the diversity values measure, both the diversity values and traits measures as well as an interaction (Table F1). Notably, although values were related in the values only regression, they were no longer related when traits were included in the model, and there was no significant interaction between the two. This implied that the traits measure we used fully mediated the relations between values and reports of watching both conservative and liberal media.

Table F1.

*Binary Logistic Regressions Predicting Use of Both Conservative and Liberal Sources*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Traits and Values | | |  | Just Values | | |
|  |  | Coef. |  | s.e. |  | Coef. |  | s.e. |
| Diversity Values |  | -.33 |  | 1.01 |  | 1.62 | \*\*\* | .30 |
| Diversity Traits |  | 5.37 | \*\*\* | 1.28 |  |  |  |  |
| Diversity Traits \* Diversity Values |  | -1.28 |  | 1.55 |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Intercept |  | -4.30 | \*\*\* | .73 |  | -2.92 | \*\*\* | .00 |
|  |  |  |  |  |  |  |  |  |
| N |  | 2452 | | |  | 2452 | | |
| AIC |  | 1878.4 | | |  | 1980.6 | | |

\*\*\* p<.001

**Appendix G. Test on Attrition Between Waves 2 and 3**

A test was conducted to see how likely it was that attrition was likely to have altered the distributions of respondents across diversity-seeking values and traits. Because we could not examine these variables for attrition between waves 1 and 2, we instead tested whether diversity-seeking traits or values predicted respondents’ attrition from the survey between wave 2 (when the diversity-seeking measures were asked) and wave 3. No relations were found (Table G1).

Table G1.

*Predicting Continued Presence of Respondents in Wave 4 by Value and Trait Scores*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Coef. |  | s.e. |
|  |  |  |  |  |
| Diversity-Seeking Values |  | .00 |  | .46 |
| Diversity-Seeking Traits |  | .29 |  | .62 |
| Diversity-Seeking Traits \* Diversity-Seeking Values |  | -.06 |  | .79 |
|  |  |  |  |  |
| Intercept |  | .75 |  | .29 |
| N |  | 2452 | | |