

Supplementary data for “Using media trades to incentivize
engagement with a vivid illustration of contact theory” submission
to SDC

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Table 1: Pilot survey results for Democrats who answered two or three questions on the video’s content correctly (28 of 33 participants); all questions asked after participant watched Worlds Apart video

<i>Which article/video do you want to trade to a randomly selected Republican?</i>	
McConnell blames Trump for capitol riot (Vox)	6.9%
In the stimulus bill, a policy revolution in aid for children (NYTimes)	10.3%
‘Worlds apart’ (Heineken video you just watched)	75.9%
They overcame mutual loathing and saved a town (NYTimes)	3.4%
None	3.4%
<i>How do you feel toward each party? (0-100, 0 = coldest, 100 = warmest)</i>	
Republican party	42.9
Democratic party	81.7
<i>Do you think it would most reduce partisan animosity if:</i>	
Republicans watched the video	3.6%
Democrats watched the video I watched	14.3%
People in both parties watched the video	60.7%
I don’t think the video would cause anyone’s animosity to be reduced	21.4%
<i>How much of the video did you watch? (answer doesn’t affect opportunity to trade article)</i>	
I watched >90% of it	96.4%
I watched less than 90% but more than half	3.6%
I watched half of less	0.0%
<i>Partisan identity</i>	
Strong Democrat	50.0%
Moderate or lean Democrat	46.4%
None of above	3.6%
<i>Interest in politics</i>	
High	25.0%
Medium	64.3%
Low	10.7%

Notes: Participants from Prolific screened to US residents and Democrats conducted in September, 2021. Participants were paid \$1.50 for completing the study.

Table 2: Pilot survey results for Republicans who answered two or three questions on the video’s content correctly (29 of 34); all questions asked after participant watched Worlds Apart video

<i>Which article/video do you want to trade to a randomly selected Democrat?</i>	
Why I voted for Trump in 2016 and will vote for him again:	
Goodwin (NY Post)	27.6%
Goodwin: Biden revives Obama policies and each one hurts Americans.	
Take a look (Fox News)	17.2%
‘Worlds apart’ (Heineken video you just watched)	41.4%
They overcame mutual loathing and saved a town (NYTimes)	10.3%
None	5.6%
<i>How do you feel toward each party? (0-100, 0 = coldest, 100 = warmest)</i>	
Republican party	80.9
Democratic party	40.6
<i>Do you think it would most reduce partisan animosity if:</i>	
Republicans watched the video	6.9%
Democrats watched the video I watched	6.9%
People in both parties watched the video	79.3%
I don’t think the video would cause anyone’s animosity to be reduced	6.9%
<i>How much of the video did you watch?</i>	
<i>(answer doesn’t affect opportunity to trade article)</i>	
I watched >90% of it	100.0%
I watched less than 90% but more than half	0.0%
I watched half of less	0.0%
<i>Partisan identity</i>	
Strong Republican	41.4%
Moderate or lean Republican	55.2%
None of above	3.5%
<i>Interest in politics</i>	
High	37.9%
Medium	55.2%
Low	6.9%

Notes: Participants from Prolific screened to US residents and Republican conducted in September, 2021. Participants were paid \$2.00 (we offered a higher amount to Republicans because there were substantially fewer eligible participants). Three participants took the survey twice and got the questions incorrect the first time and correct the second time.

Table 3: Media Trades users survey results (N=13)

<i>Which piece would be best to share with Democrats to reduce animosity toward Republicans?</i>	
Why I voted for Trump in 2016 and will vote for him again: Goodwin (NY Post)	7.7%
Love Him Or Hate Him, President Trumps Defense Legacy Is Profound (Forbes)	15.4%
They overcame mutual loathing and saved a town (NYTimes)	30.8%
“Worlds apart” (Heineken ad video)	46.2%
<i>Which piece would be best to share with Republicans to reduce animosity toward Democrats?</i>	
McConnell blames Trump for capitol riot (Vox)	7.7%
In the stimulus bill, a policy revolution in aid for children (NYTimes)	23.1%
They overcame mutual loathing and saved a town (NYTimes)	15.4%
“Worlds apart” (Heineken ad video)	53.8%
I lean left politically	46.2%
I lean right politically	15.4%
I don’t lean either direction	38.5%

Notes: Participants were registered Media Trades users who voluntarily responded to a survey emailed to them in September, 2021, with \$20 gift certificates for five randomly selected respondents offered as an incentive/reward. Participants were also asked to suggest other specific articles or videos that they thought could reduce animosity but no suggestions were offered.

Table 4: Media Trades class project results (N=103 completing both surveys and at least one trade)

<i>Left traders:</i>	
Pre-trades mean polarization (D thermometer score - R thermometer score)	46.4
Post-trades mean polarization	42.2
Mean change in polarization	-4.2
Mean change for traders with pre-trades polarization > 20	-7.1
 <i>How do you think your feelings toward the other side change as a result of trades?</i>	
Became warmer	12.5%
Became colder	6.3%
No change or other	81.3%
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<i>Right traders:</i>	
Pre-trades mean polarization (D thermometer score - R thermometer score)	38.4
Post-trades mean polarization	31.2
Mean change in polarization	-7.2
Mean change for traders with pre-trades polarization > 20	-10.5
 <i>How do you think your feelings toward the other side change as a result of trades?</i>	
Became warmer	10.9%
Became colder	5.5%
No change or other	70.9%
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Notes: Participants were students at Clemson University and Bowdoin College completing two trades at mediatrades.org over two weeks in February, 2021, and surveyed before and after this period on their political views, as a homework assignment. Polarization data limited to traders who did not give the out-party a higher thermometer score than the in-party in either survey (N=92). For more information on the project, see https://www.bowdoin.edu/news/2021/03/liberal-and-conservative-students-trade-media-articles.html .	