Supplemental Materials for Report #: SPAS-007

Citation: Goldberg (2020) https://www.tabletmag.com/sections/news/articles/media-great-racial-awakening

Participant Filter
This study included 731 participants. For the analyses presented in this report, 131 participants from the original sample were filtered out because they did not consistently identify as liberal, moderate, or conservative on social and fiscal issues.

Figure Statistics
In order to examine differences between self-identified Liberals, Moderates, and Conservatives we ran

Figure 1

```
GLM Info_SocialMedia Info_TV Info_Friends Info_Family Info_Magazines Info_Newspaper BY
      PoliticalOrientation WITH Age_Numeric
  /WSFACTOR=InfoSources 6 Polynomial
  /METHOD=SSTYPE(3)
  /PLOT=PROFILE(InfoSources*PoliticalOrientation PoliticalOrientation*InfoSources)
  /EMMEANS=TABLES(PoliticalOrientation) WITH(Age_Numeric=MEAN)COMPARE ADJ(LSD)
  /EMMEANS=TABLES(InfoSources) WITH(Age_Numeric=MEAN)COMPARE ADJ(LSD)
  /EMMEANS=TABLES(PoliticalOrientation*InfoSources) WITH(Age_Numeric=MEAN)
  /PRINT=DESCRIPTIVE ETASQ HOMOGENEITY
  /CRITERIA=ALPHA(.05)
  /WSDESIGN=InfoSources
  /DESIGN=Age_Numeric PoliticalOrientation.
```

General Linear Model

Within-Subjects Factors

Measure: MEASURE_1

InfoSources	Dependent Variable
1	Info_SocialMedia
2	Info_TV
3	Info_Friends
4	Info_Family
5	Info_Magazines
6	Info_Newspaper

Between-Subjects Factors

		Value Label	N
Consistently Liberal, Moderate, or Conservative	1	Liberal	156
	2	Moderate	238
	3	Conservative	199

Descriptive Statistics

	Consistently Liberal, Moderate, or Conservative	Mean	Std. Deviation	N
How often do you use the following sources of information: - Social Media (e.g., Twitter, Facebook)	Liberal	3.21	1.404	156
	Moderate	3.09	1.444	238
	Conservative	2.79	1.628	199
	Total	3.02	1.505	593
How often do you use the following sources of information: - Television News	Liberal	3.06	1.258	156
	Moderate	2.82	1.477	238
	Conservative	3.10	1.336	199

(e.g., CNN, Fox, local news show)	Total	2.98	1.379	593
How often do you use the following sources of information: - Friends	Liberal	2.84	1.252	156
	Moderate	2.58	1.299	238
	Conservative	2.72	1.145	199
	Total	2.70	1.239	593
How often do you use the following sources of information: - Family	Liberal	2.96	1.180	156
	Moderate	3.15	1.115	238
	Conservative	3.15	1.024	199
	Total	3.10	1.104	593
How often do you use the following sources of information: - Online/offline Magazines (e.g., Time, Scientific American)	Liberal	1.88	1.570	156
	Moderate	1.19	1.369	238
	Conservative	1.07	1.339	199
	Total	1.33	1.452	593
How often do you use the following sources of information: - Online/offline Newspaper (e.g., LA Times, NY Times)	Liberal	2.33	1.500	156
	Moderate	1.69	1.571	238
	Conservative	1.55	1.575	199
	Total	1.81	1.583	593

Box's Test of Equality of Covariance Matrices[a]

Box's M	69.959
F	1.641
df1	42
df2	835333.556
Sig.	.006

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Age_Numeric + PoliticalOrientation
Within Subjects Design: InfoSources

Multivariate Tests[a]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
InfoSources	Pillai's Trace	.136	18.352[b]	5.000	585.000	.000	.136
	Wilks' Lambda	.864	18.352[b]	5.000	585.000	.000	.136
	Hotelling's Trace	.157	18.352[b]	5.000	585.000	.000	.136
	Roy's Largest Root	.157	18.352[b]	5.000	585.000	.000	.136
InfoSources * Age_Numeric	Pillai's Trace	.129	17.254[b]	5.000	585.000	.000	.129
	Wilks' Lambda	.871	17.254[b]	5.000	585.000	.000	.129
	Hotelling's Trace	.147	17.254[b]	5.000	585.000	.000	.129
	Roy's Largest Root	.147	17.254[b]	5.000	585.000	.000	.129
InfoSources * PoliticalOrientation	Pillai's Trace	.068	4.113	10.000	1172.000	.000	.034
	Wilks' Lambda	.933	4.147[b]	10.000	1170.000	.000	.034
	Hotelling's Trace	.072	4.181	10.000	1168.000	.000	.035
	Roy's Largest Root	.063	7.367[c]	5.000	586.000	.000	.059

a. Design: Intercept + Age_Numeric + PoliticalOrientation
Within Subjects Design: InfoSources
b. Exact statistic
c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Mauchly's Test of Sphericity[a]

Measure: MEASURE_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon[b] Greenhouse-Geisser	Huynh-Feldt	Lower-bound
InfoSources	.577	323.123	14	.000	.807	.818	.200

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept + Age_Numeric + PoliticalOrientation
Within Subjects Design: InfoSources

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
InfoSources	Sphericity Assumed	191.979	5	38.396	29.248	.000	.047
	Greenhouse-Geisser	191.979	4.037	47.560	29.248	.000	.047
	Huynh-Feldt	191.979	4.089	46.954	29.248	.000	.047
	Lower-bound	191.979	1.000	191.979	29.248	.000	.047
InfoSources * Age_Numeric	Sphericity Assumed	130.331	5	26.066	19.856	.000	.033
	Greenhouse-Geisser	130.331	4.037	32.288	19.856	.000	.033
	Huynh-Feldt	130.331	4.089	31.877	19.856	.000	.033
	Lower-bound	130.331	1.000	130.331	19.856	.000	.033
InfoSources * PoliticalOrientation	Sphericity Assumed	69.627	10	6.963	5.304	.000	.018
	Greenhouse-Geisser	69.627	8.073	8.624	5.304	.000	.018
	Huynh-Feldt	69.627	8.177	8.515	5.304	.000	.018
	Lower-bound	69.627	2.000	34.813	5.304	.005	.018
Error(InfoSources)	Sphericity Assumed	3866.157	2945	1.313			
	Greenhouse-Geisser	3866.157	2377.547	1.626			
	Huynh-Feldt	3866.157	2408.198	1.605			
	Lower-bound	3866.157	589.000	6.564			

Tests of Within-Subjects Contrasts

Measure: MEASURE_1

Source	InfoSources	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
InfoSources	Linear	94.836	1	94.836	43.859	.000	.069
	Quadratic	12.502	1	12.502	9.698	.002	.016
	Cubic	21.957	1	21.957	19.455	.000	.032
	Order 4	62.146	1	62.146	53.640	.000	.083
	Order 5	.537	1	.537	.651	.420	.001
InfoSources * Age_Numeric	Linear	.002	1	.002	.001	.976	.000
	Quadratic	43.442	1	43.442	33.698	.000	.054
	Cubic	54.673	1	54.673	48.443	.000	.076
	Order 4	9.275	1	9.275	8.005	.005	.013
	Order 5	22.939	1	22.939	27.795	.000	.045
InfoSources * PoliticalOrientation	Linear	23.490	2	11.745	5.432	.005	.018
	Quadratic	15.226	2	7.613	5.905	.003	.020
	Cubic	2.444	2	1.222	1.083	.339	.004
	Order 4	14.226	2	7.113	6.139	.002	.020
	Order 5	14.241	2	7.121	8.628	.000	.028
Error(InfoSources)	Linear	1273.584	589	2.162			
	Quadratic	759.315	589	1.289			

	Cubic	664.756	589	1.129			
	Order 4	682.401	589	1.159			
	Order 5	486.101	589	.825			

Levene's Test of Equality of Error Variances[a]

	F	df1	df2	Sig.
How often do you use the following sources of information: - Social Media (e.g., Twitter, Facebook)	3.649	2	590	.027
How often do you use the following sources of information: - Television News (e.g., CNN, Fox, local news show)	5.617	2	590	.004
How often do you use the following sources of information: - Friends	3.711	2	590	.025
How often do you use the following sources of information: - Family	.995	2	590	.370
How often do you use the following sources of information: - Online/offline Magazines (e.g., Time, Scientific American)	7.350	2	590	.001
How often do you use the following sources of information: - Online/offline Newspaper (e.g., LA Times, NY Times)	2.577	2	590	.077

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Age_Numeric + PoliticalOrientation
Within Subjects Design: InfoSources

Tests of Between-Subjects Effects

Measure: MEASURE_1
Transformed Variable: Average

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	2879.036	1	2879.036	642.720	.000	.522
Age_Numeric	31.702	1	31.702	7.077	.008	.012
PoliticalOrientation	51.750	2	25.875	5.776	.003	.019
Error	2638.402	589	4.479			

Estimated Marginal Means

1. Consistently Liberal, Moderate, or Conservative

Estimates

Measure: MEASURE_1

Consistently Liberal, Moderate, or Conservative	Mean	Std. Error	95% Confidence Interval Lower Bound	Upper Bound
Liberal	2.692[a]	.070	2.555	2.829
Moderate	2.404[a]	.056	2.294	2.515
Conservative	2.434[a]	.063	2.311	2.558

a. Covariates appearing in the model are evaluated at the following values: What is your age in years? = 46.08.

Pairwise Comparisons

Measure: MEASURE_1

(I) Consistently Liberal, Moderate, or Conservative	(J) Consistently Liberal, Moderate, or Conservative	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b] Lower Bound	Upper Bound
Liberal	Moderate	.288*	.089	.001	.113	.463
	Conservative	.258*	.095	.007	.071	.444

Moderate	Liberal	-.288*	.089	.001	-.463	-.113
	Conservative	-.030	.085	.726	-.197	.138
Conservative	Liberal	-.258*	.095	.007	-.444	-.071
	Moderate	.030	.085	.726	-.138	.197

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Measure: MEASURE_1

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	8.625	2	4.313	5.776	.003	.019
Error	439.734	589	.747			

The F tests the effect of Consistently Liberal, Moderate, or Conservative. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

2. InfoSources

Estimates

Measure: MEASURE_1

			95% Confidence Interval	
InfoSources	Mean	Std. Error	Lower Bound	Upper Bound
1	3.028[a]	.060	2.910	3.146
2	2.994[a]	.057	2.883	3.106
3	2.714[a]	.052	2.613	2.815
4	3.088[a]	.046	2.998	3.178
5	1.380[a]	.058	1.265	1.495
6	1.858[a]	.065	1.731	1.984

a. Covariates appearing in the model are evaluated at the following values: What is your age in years? = 46.08.

Pairwise Comparisons

Measure: MEASURE_1

					95% Confidence Interval for Difference[b]	
(I) InfoSources	(J) InfoSources	Mean Difference (I-J)	Std. Error	Sig.[b]	Lower Bound	Upper Bound
1	2	.034	.075	.656	-.114	.182
	3	.314*	.069	.000	.179	.449
	4	-.060	.067	.374	-.192	.072
	5	1.648*	.080	.000	1.491	1.805
	6	1.171*	.084	.000	1.005	1.336
2	1	-.034	.075	.656	-.182	.114
	3	.280*	.058	.000	.166	.395
	4	-.094	.060	.118	-.211	.024
	5	1.614*	.069	.000	1.479	1.750
	6	1.137*	.070	.000	1.000	1.274
3	1	-.314*	.069	.000	-.449	-.179
	2	-.280*	.058	.000	-.395	-.166
	4	-.374*	.050	.000	-.471	-.277
	5	1.334*	.065	.000	1.207	1.462
	6	.857*	.068	.000	.722	.991
4	1	.060	.067	.374	-.072	.192
	2	.094	.060	.118	-.024	.211
	3	.374*	.050	.000	.277	.471
	5	1.708*	.067	.000	1.576	1.840
	6	1.230*	.069	.000	1.095	1.366

5	1	-1.648*	.080	.000	-1.805	-1.491
	2	-1.614*	.069	.000	-1.750	-1.479
	3	-1.334*	.065	.000	-1.462	-1.207
	4	-1.708*	.067	.000	-1.840	-1.576
	6	-.478*	.053	.000	-.581	-.374
6	1	-1.171*	.084	.000	-1.336	-1.005
	2	-1.137*	.070	.000	-1.274	-1.000
	3	-.857*	.068	.000	-.991	-.722
	4	-1.230*	.069	.000	-1.366	-1.095
	5	.478*	.053	.000	.374	.581

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Multivariate Tests

	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Pillai's trace	.567	153.349[a]	5.000	585.000	.000	.567
Wilks' lambda	.433	153.349[a]	5.000	585.000	.000	.567
Hotelling's trace	1.311	153.349[a]	5.000	585.000	.000	.567
Roy's largest root	1.311	153.349[a]	5.000	585.000	.000	.567

Each F tests the multivariate effect of InfoSources. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Exact statistic

3. Consistently Liberal, Moderate, or Conservative * InfoSources

Measure: MEASURE_1

Consistently Liberal, Moderate, or Conservative	InfoSources	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Liberal	1	3.111[a]	.117	2.882	3.341
	2	3.118[a]	.110	2.903	3.333
	3	2.826[a]	.100	2.630	3.022
	4	2.964[a]	.089	2.789	3.139
	5	1.834[a]	.113	1.612	2.055
	6	2.300[a]	.125	2.055	2.546
Moderate	1	3.027[a]	.094	2.842	3.212
	2	2.857[a]	.088	2.683	3.031
	3	2.570[a]	.081	2.412	2.729
	4	3.153[a]	.072	3.012	3.294
	5	1.153[a]	.091	.974	1.333
	6	1.666[a]	.101	1.468	1.864
Conservative	1	2.946[a]	.105	2.739	3.152
	2	3.008[a]	.099	2.814	3.202
	3	2.746[a]	.090	2.569	2.922
	4	3.147[a]	.080	2.989	3.304
	5	1.153[a]	.102	.953	1.353
	6	1.607[a]	.113	1.386	1.828

a. Covariates appearing in the model are evaluated at the following values: What is your age in years? = 46.08.

Figure 2

```
ONEWAY Info_Friends Info_Family BY PoliticalOrientation
  /STATISTICS DESCRIPTIVES HOMOGENEITY WELCH
  /PLOT MEANS
  /MISSING ANALYSIS
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/POSTHOC=TUKEY GH ALPHA(0.05).

Oneway
Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
How often do you use the following sources of information: - Friends	Liberal	159	2.84	1.240	.098	2.65	3.04	0	4
	Moderate	241	2.58	1.305	.084	2.41	2.74	0	4
	Conservative	200	2.73	1.146	.081	2.57	2.89	0	4
	Total	600	2.70	1.240	.051	2.60	2.80	0	4
How often do you use the following sources of information: - Family	Liberal	159	2.96	1.171	.093	2.77	3.14	0	4
	Moderate	241	3.15	1.129	.073	3.00	3.29	0	4
	Conservative	200	3.16	1.023	.072	3.01	3.30	0	4
	Total	600	3.10	1.108	.045	3.01	3.19	0	4

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
How often do you use the following sources of information: - Friends	4.308	2	597	.014
How often do you use the following sources of information: - Family	1.000	2	597	.368

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
How often do you use the following sources of information: - Friends	Between Groups	7.079	2	3.540	2.314	.100
	Within Groups	913.319	597	1.530		
	Total	920.398	599			
How often do you use the following sources of information: - Family	Between Groups	4.394	2	2.197	1.795	.167
	Within Groups	730.804	597	1.224		
	Total	735.198	599			

Robust Tests of Equality of Means

		Statistic[a]	df1	df2	Sig.
How often do you use the following sources of information: - Friends	Welch	2.188	2	375.585	.114
How often do you use the following sources of information: - Family	Welch	1.676	2	369.752	.188

a. Asymptotically F distributed.

Post Hoc Tests
Multiple Comparisons

Dependent Variable		(I) Consistently Liberal, Moderate, or Conservative	(J) Consistently Liberal, Moderate, or Conservative	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
How often do you use the	Tukey HSD	Liberal	Moderate	.266	.126	.090	-.03	.56
			Conservative	.113	.131	.667	-.20	.42
		Moderate	Liberal	-.266	.126	.090	-.56	.03

following sources of information: - Friends			Conservative	-.153	.118	.398	-.43	.12
		Conservative	Liberal	-.113	.131	.667	-.42	.20
			Moderate	.153	.118	.398	-.12	.43
	Games-Howell	Liberal	Moderate	.266	.129	.101	-.04	.57
			Conservative	.113	.127	.650	-.19	.41
		Moderate	Liberal	-.266	.129	.101	-.57	.04
			Conservative	-.153	.117	.389	-.43	.12
		Conservative	Liberal	-.113	.127	.650	-.41	.19
			Moderate	.153	.117	.389	-.12	.43
How often do you use the following sources of information: - Family	Tukey HSD	Liberal	Moderate	-.189	.113	.216	-.45	.08
			Conservative	-.199	.118	.209	-.48	.08
		Moderate	Liberal	.189	.113	.216	-.08	.45
			Conservative	-.010	.106	.995	-.26	.24
		Conservative	Liberal	.199	.118	.209	-.08	.48
			Moderate	.010	.106	.995	-.24	.26
	Games-Howell	Liberal	Moderate	-.189	.118	.245	-.47	.09
			Conservative	-.199	.118	.210	-.48	.08
		Moderate	Liberal	.189	.118	.245	-.09	.47
			Conservative	-.010	.103	.995	-.25	.23
		Conservative	Liberal	.199	.118	.210	-.08	.48
			Moderate	.010	.103	.995	-.23	.25

Homogeneous Subsets

How often do you use the following sources of information: - Friends

	Consistently Liberal, Moderate, or Conservative	N	Subset for alpha = 0.05
			1
Tukey HSD[a,b]	Moderate	241	2.58
	Conservative	200	2.73
	Liberal	159	2.84
	Sig.		.087

Means for groups in homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 194.317.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

How often do you use the following sources of information: - Family

	Consistently Liberal, Moderate, or Conservative	N	Subset for alpha = 0.05
			1
Tukey HSD[a,b]	Liberal	159	2.96
	Moderate	241	3.15
	Conservative	200	3.16
	Sig.		.180

Means for groups in homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 194.317.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

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SORT CASES    BY PoliticalOrientation.
SPLIT FILE LAYERED BY PoliticalOrientation.
T-TEST PAIRS=Info_Friends WITH Info_Family (PAIRED)
   /CRITERIA=CI(.9500)
```

/MISSING=ANALYSIS.

T-Test

Paired Samples Statistics

Consistently Liberal, Moderate, or Conservative			Mean	N	Std. Deviation	Std. Error Mean
Liberal	Pair 1	How often do you use the following sources of information: - Friends	2.84	159	1.240	.098
		How often do you use the following sources of information: - Family	2.96	159	1.171	.093
Moderate	Pair 1	How often do you use the following sources of information: - Friends	2.58	241	1.305	.084
		How often do you use the following sources of information: - Family	3.15	241	1.129	.073
Conservative	Pair 1	How often do you use the following sources of information: - Friends	2.73	200	1.146	.081
		How often do you use the following sources of information: - Family	3.16	200	1.023	.072

Paired Samples Correlations

Consistently Liberal, Moderate, or Conservative			N	Correlation	Sig.
Liberal	Pair 1	How often do you use the following sources of information: - Friends & How often do you use the following sources of information: - Family	159	.470	.000
Moderate	Pair 1	How often do you use the following sources of information: - Friends & How often do you use the following sources of information: - Family	241	.517	.000
Conservative	Pair 1	How often do you use the following sources of information: - Friends & How often do you use the following sources of information: - Family	200	.482	.000

Paired Samples Test

Consistently Liberal, Moderate, or Conservative	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			

Liberal	Pair 1	How often do you use the following sources of information: - Friends - How often do you use the following sources of information: - Family	-.113	1.243	.099	-.308	.081	-1.149	158	.252
Moderate	Pair 1	How often do you use the following sources of information: - Friends - How often do you use the following sources of information: - Family	-.568	1.206	.078	-.722	-.415	-7.317	240	.000
Conservative	Pair 1	How often do you use the following sources of information: - Friends - How often do you use the following sources of information: - Family	-.425	1.109	.078	-.580	-.270	-5.418	199	.000