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Supplementary Materials for

Subscriptions and external links help drive resentful users to alternative and extremist YouTube channels

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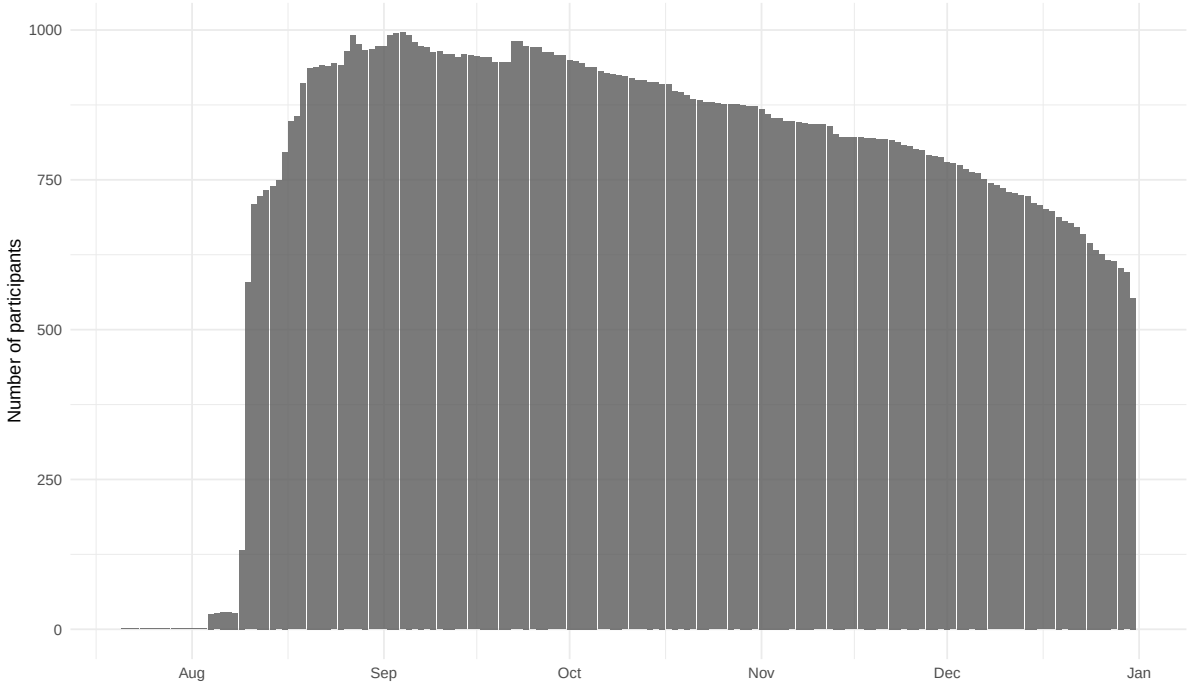
Table S1: Full and extension sample demographics

	Full sample		Extension sample	
	weighted	unweighted	weighted	unweighted
Gender				
Female	0.48	0.46	0.49	0.49
	(0.01)	(0.01)	(0.02)	(0.01)
Male	0.52	0.54	0.51	0.51
	(0.01)	(0.01)	(0.02)	(0.01)
Race				
White	0.68	0.76	0.69	0.75
	(0.01)	(0.01)	(0.02)	(0.01)
Black	0.12	0.08	0.14	0.08
	(0.01)	(0.00)	(0.02)	(0.01)
Hispanic	0.10	0.07	0.10	0.07
	(0.01)	(0.00)	(0.02)	(0.01)
Asian	0.04	0.04	0.04	0.04
	(0.01)	(0.00)	(0.01)	(0.01)
2016 presidential vote				
Donald Trump	0.33	0.40	0.19	0.20
	(0.01)	(0.01)	(0.02)	(0.01)
Hillary Clinton	0.28	0.31	0.40	0.49
	(0.01)	(0.01)	(0.02)	(0.01)
Employment status				
Employed	0.46	0.49	0.48	0.51
	(0.01)	(0.01)	(0.02)	(0.01)
Unemployed	0.12	0.10	0.12	0.10
	(0.01)	(0.00)	(0.02)	(0.01)
Education				
High school graduate	0.35	0.19	0.26	0.14
	(0.01)	(0.01)	(0.02)	(0.01)
Some college	0.35	0.37	0.37	0.35
	(0.01)	(0.01)	(0.02)	(0.01)
4-year	0.19	0.26	0.24	0.28
	(0.01)	(0.01)	(0.02)	(0.01)
Post-grad	0.11	0.18	0.13	0.23
	(0.01)	(0.01)	(0.01)	(0.01)
Religion				
Atheist/Agnostic	0.37	0.35	0.47	0.46
	(0.01)	(0.01)	(0.02)	(0.01)
Protestant	0.32	0.34	0.26	0.27
	(0.01)	(0.01)	(0.02)	(0.01)
Roman Catholic	0.18	0.18	0.15	0.14
	(0.01)	(0.01)	(0.02)	(0.01)
Marital status				
Divorced	0.11	0.12	0.10	0.12
	(0.01)	(0.01)	(0.01)	(0.01)
Married	0.43	0.53	0.39	0.48
	(0.01)	(0.01)	(0.02)	(0.01)
Never married	0.35	0.26	0.39	0.30
	(0.01)	(0.01)	(0.02)	(0.01)
Party identification				
Democrat	0.37	0.35	0.51	0.54
	(0.01)	(0.01)	(0.02)	(0.01)
Independent	0.32	0.32	0.29	0.28
	(0.01)	(0.01)	(0.02)	(0.01)
Republican	0.31	0.33	0.20	0.18
	(0.01)	(0.01)	(0.02)	(0.01)
Age				
18-34	0.27	0.16	0.33	0.21
	(0.01)	(0.01)	(0.02)	(0.01)
35-54	0.33	0.34	0.31	0.37
	(0.01)	(0.01)	(0.02)	(0.01)
55-64	0.18	0.23	0.18	0.24
	(0.01)	(0.01)	(0.01)	(0.01)
65+	0.21	0.27	0.18	0.19
	(0.01)	(0.01)	(0.02)	(0.01)
Sample size				
N	4000	4000	1236	1236

Weighted estimates use YouGov survey weights. Standard errors are in parentheses.

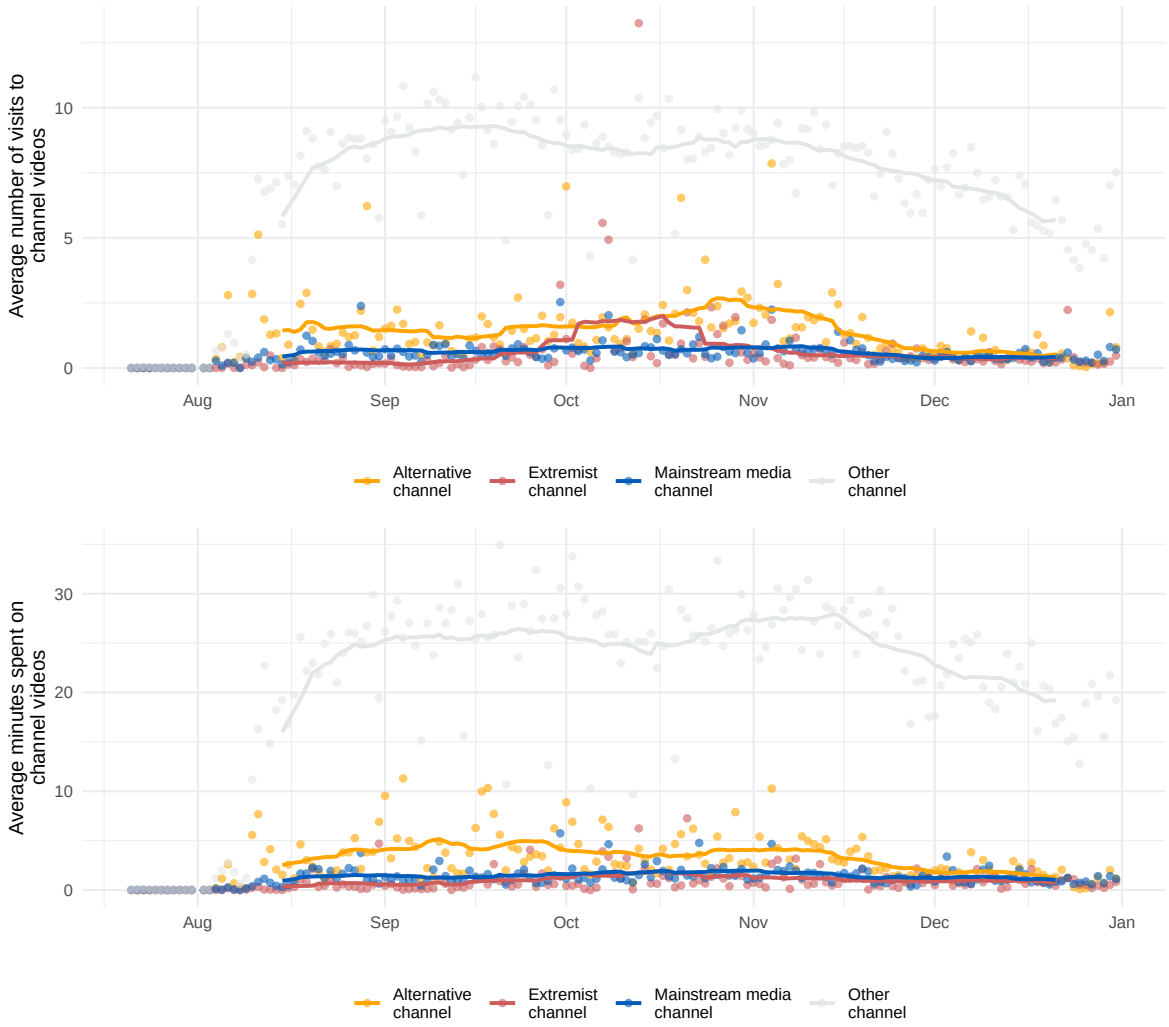
Enrollment and consumption over time

Figure S1: Total participants with browser activity data over time



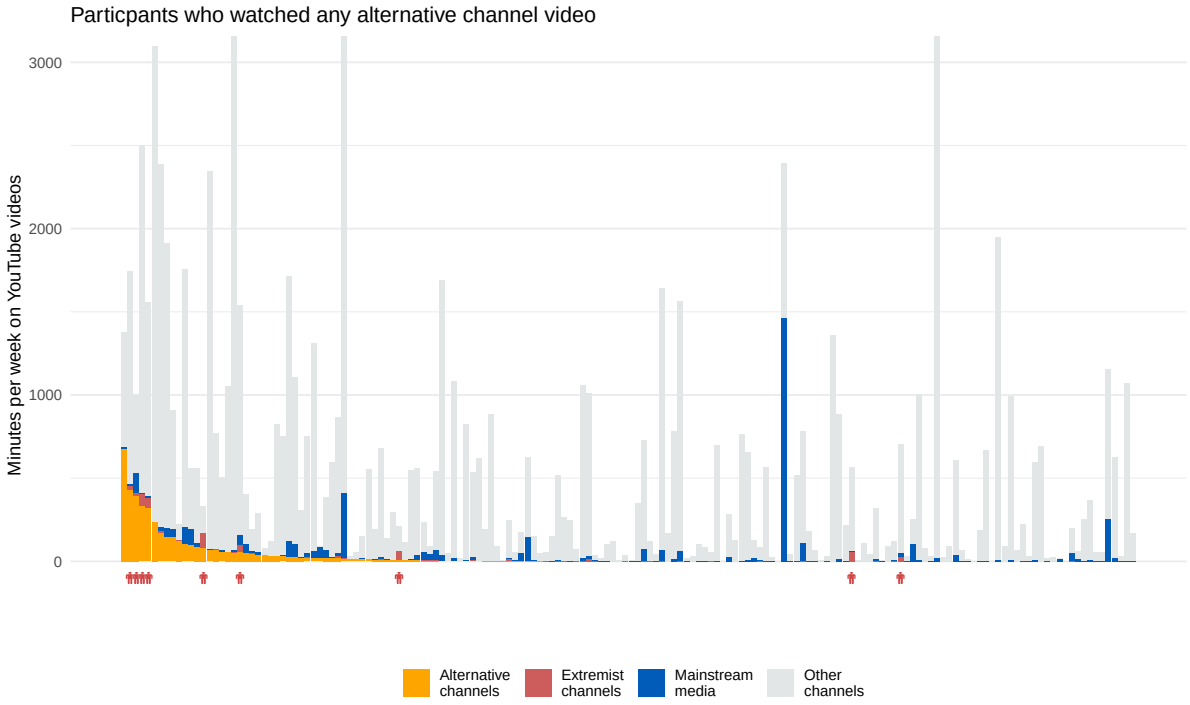
Day-level totals of the number of study participants with browser activity data (N=1,181). All results incorporate survey weights.

Figure S2: Consumption levels over time by channel type



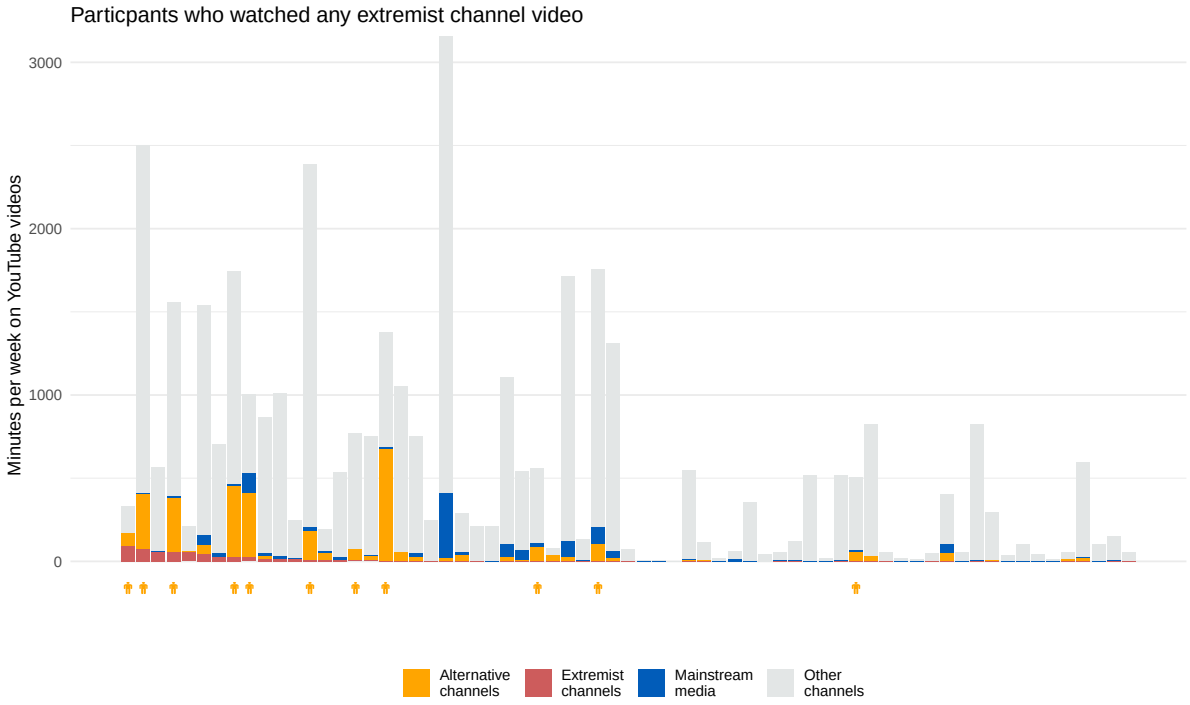
Each point represents the weighted mean number of views (top panel) or minutes spent (bottom panel) on videos from each channel type per day (N=1,181). Trend lines are three-week moving averages. All results incorporate survey weights.

Figure S3: YouTube video diets of individuals who viewed any alternative channel video



All results incorporate survey weights (N=1,181).

Figure S4: YouTube video diets of individuals who viewed any extremist channel video

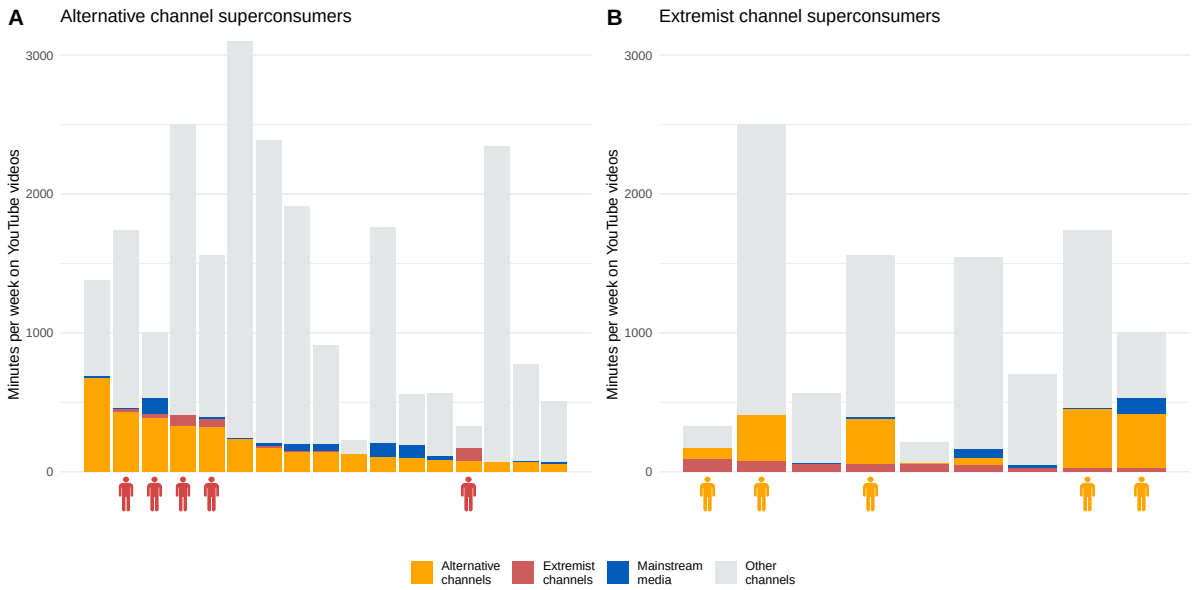


All results incorporate survey weights (N=1,181).

Alternative and extremist superconsumers

Figure S5 presents watch time totals for the people responsible for 80% of the viewership of videos from alternative and extremist channels in our sample. We note two facts about superconsumers. First, they often watch a great deal of YouTube. Alternative channel superconsumers spend a median of 29 hours each week watching YouTube, while the median time that extremist channel superconsumers spend watching is 16 hours per week. By comparison, the median time per week across all participants is 0.2 hours. Second, there is substantial overlap between the two sets of superconsumers, who represent just 2% of all participants. Figures S3 and S4 show the YouTube video diets by channel type for individuals who viewed any alternative or extremist channel video during the study.

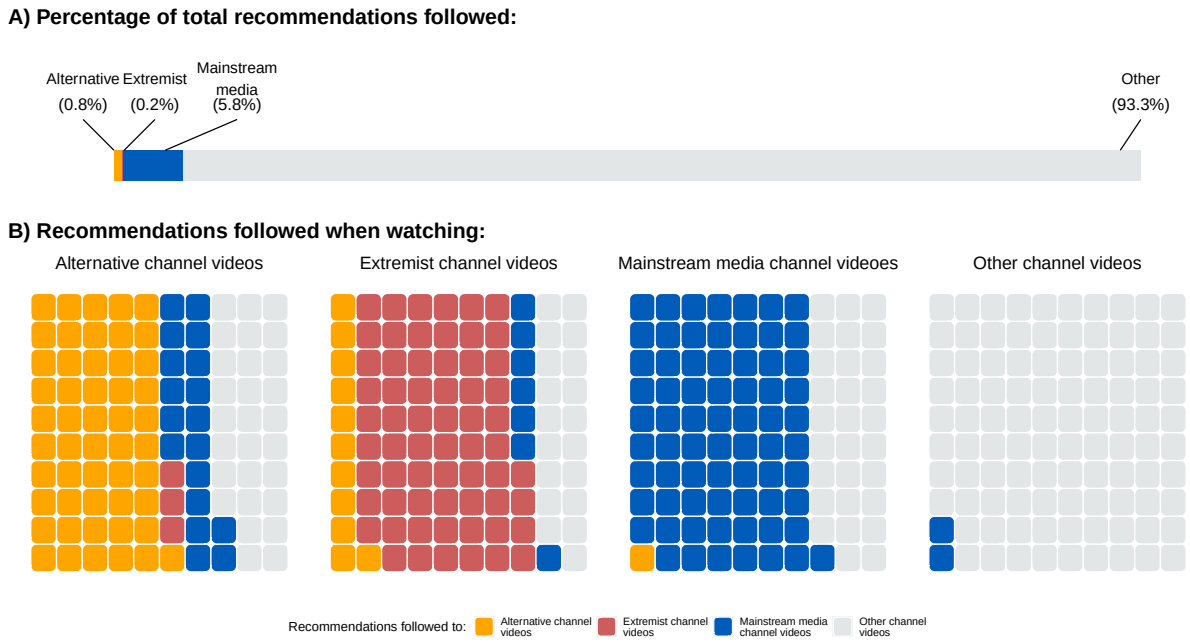
Figure S5: YouTube video diets of alternative and extremist superconsumers



Total YouTube behavior of alternative (panel A) and extremist (panel B) superconsumers measured in minutes per week of video watch time (N=1,181). Each bar represents one individual and the height of the bar represents total view time of YouTube videos by channel type. The alternative superconsumers are ordered left to right by time spent on videos from alternative channels (orange portions of bars); the extremist superconsumers in the right panel are ordered left to right by time spent on videos from extremist channels (red portions of the bars). Red icons under bars in the left panel represent individuals who are also extremist superconsumers; orange icons under bars in the right panel represent individuals who are also alternative content superconsumers. All results incorporate survey weights.

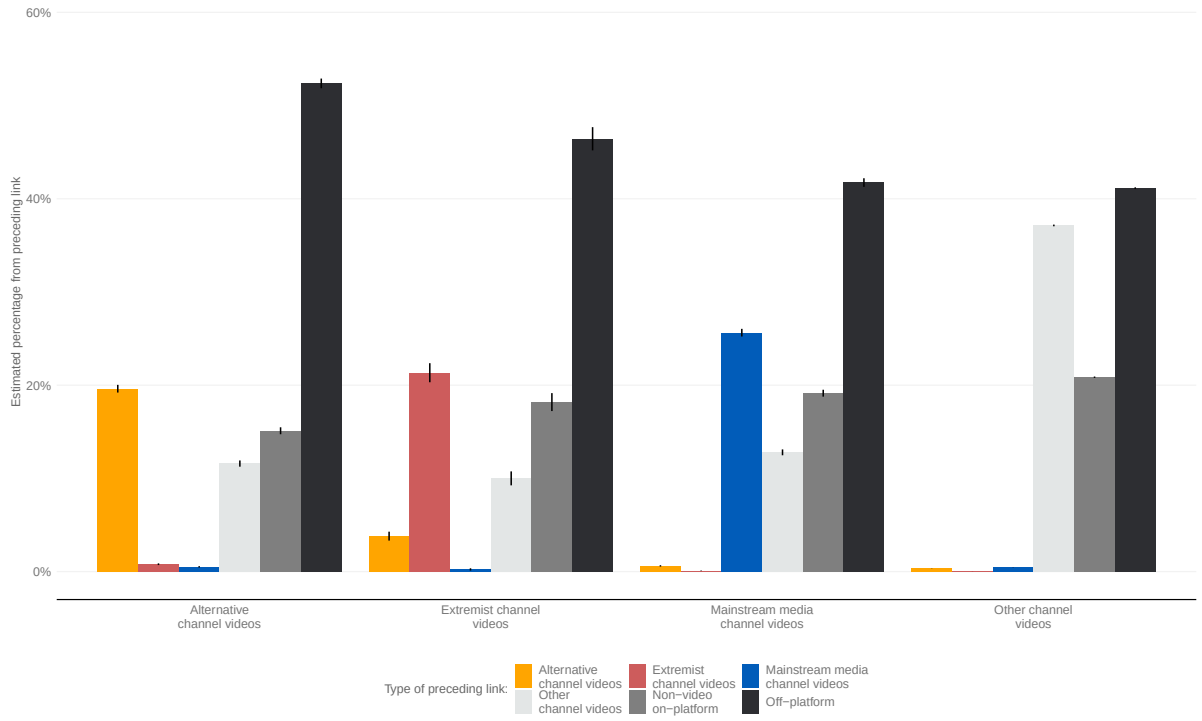
Additional data on recommendations and referrers

Figure S6: Recommendation follows by video channel type



Number of colored tiles shown are proportional to the proportion of recommendations followed to each type of video when watching videos from alternative, extremist, mainstream media, or other channels (N=89,424). Results are based on the full set of recommendations that we could extract from each video and incorporate survey weights.

Figure S7: Pages viewed immediately prior to YouTube videos by channel type



Weighted proportion of each type of URL recorded immediately before viewing a YouTube video of a given channel type (N=1,188,782). Observations where the preceding link was not a YouTube video are shown in the "non-video, on-platform" and "off-platform" bars. ("Non-video, on-platform" referrers combines YouTube channel pages, YouTube homepage, and YouTube search.)

Additional regressions

The Poisson GLM for rates takes the form:

$$log(\lambda_i) = log(t_i) + \sum_{j=1}^{p} \beta_j x_{ij}$$

Let λ_i be either the expected number of minutes or the expected number of views of alternative, extremist, or mainstream media channel videos. t_i is the total number of weeks we have activity data for user i. j indexes the predictors (racial resentment, hostile sexism, feelings toward Jews, age, gender, education, and race). Due to overdispersion in the data, we relax the mean-variance equivalence assumption ($Var[y|x] = \phi E[y|x]$) of Poisson models in which ϕ (dispersion) is restricted to 1 and estimate ϕ directly from the data through quasi-MLE.

Figure 3 in the main text and Table S2 below report quasipoisson estimates using this estimation approach for time spent on videos from alternative and extremist channels. Figure S8 and Table S3 report corresponding results from zero-inflated Poisson models in which the zero component is modelled with a Binomial regression and a secondary process generating the counts including zeros is governed by a Poisson model.

Table S2: Correlates of time on YouTube videos by channel type

	Dependent variable: Time elapsed		
	Alternative channel videos (1)	Extremist channel videos (2)	Mainstream channel videos (3)
Hostile sexism	1.71^{***}	1.60^{**}	0.00
	(0.37)	(0.60)	(0.32)
Racial resentment	0.19	0.09	-0.42
	(0.35)	(0.43)	(0.36)
Feeling Jews	-0.01	-0.00	0.00
	(0.01)	(0.01)	(0.02)
Age	0.03	0.05^{**}	0.04^{***}
	(0.02)	(0.02)	(0.01)
Male	1.01	0.74	0.85
	(1.00)	(1.03)	(0.63)
Non-white	-0.79	-1.30	1.50
	(0.98)	(0.89)	(0.84)
Some college	0.72	0.50	1.60^{*}
	(0.95)	(0.97)	(0.64)
Bachelor's degree	1.98^{*}	1.79^{*}	2.43^{***}
	(0.98)	(0.77)	(0.71)
Post-grad	-0.52	-1.99	2.62^{***}
	(1.03)	(1.04)	(0.74)
Intercept	-8.06^{***}	-10.73^{***}	-3.12
	(2.04)	(2.56)	(2.07)
N	851	851	851

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Quasipoisson coefficients for correlates of time per week spent on videos from alternative, extremist, and mainstream media channels. Robust standard errors are in parentheses.

Figure S8: Zero-inflated models on correlates of time on YouTube video by channel type

Zero-inflated Poisson coefficients for correlates of the time per week spent on videos from alternative, extremist, and mainstream media channels (N=851). Figure includes 95% confidence intervals calculated from robust standard errors. All results incorporate survey weights. Stars indicate coefficients that are significant at the $p < .05$ level. See Table S3 for the regression table.

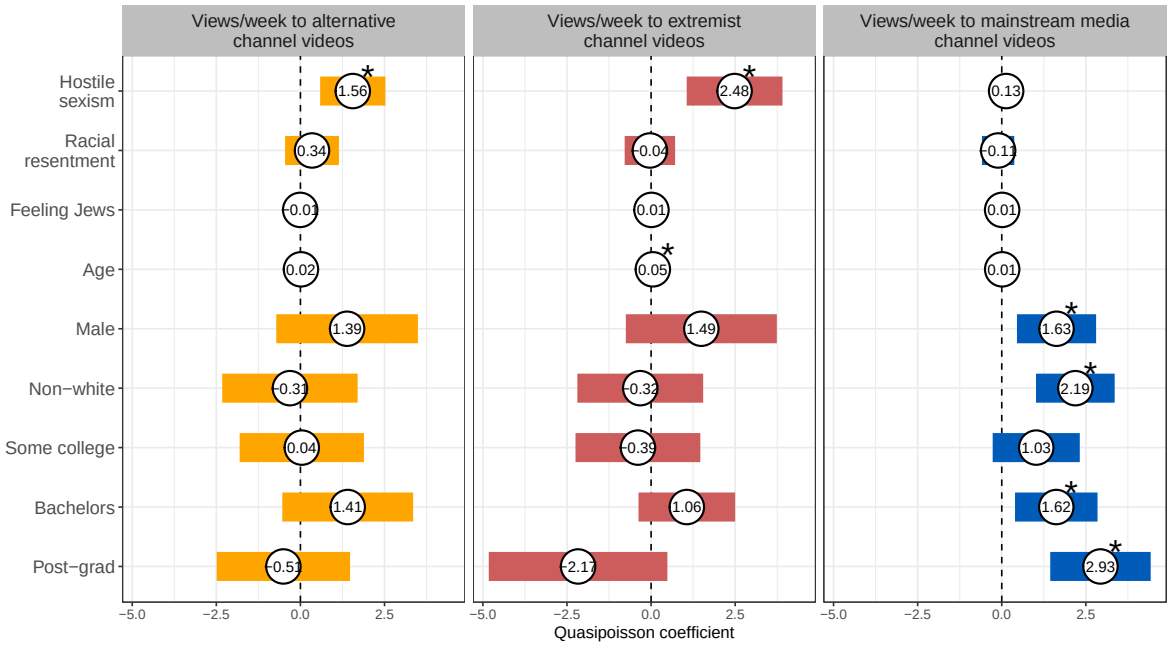
Table S3: Zero-inflated Poisson models for correlates of time on YouTube video by channel type

	Dependent variable: Time elapsed		
	Alternative channel videos (1)	Extremist channel videos (2)	Mainstream channel videos (3)
Zero component			
Hostile sexism	-0.50^{*}	-0.68^{*}	-0.16
	(0.22)	(0.34)	(0.20)
Racial resentment	-0.28	-0.69	0.20
	(0.19)	(0.40)	(0.18)
Feeling Jews	-0.00	-0.01	0.00
	(0.01)	(0.01)	(0.01)
Age	-0.01	0.01	0.01
	(0.01)	(0.02)	(0.01)
Male	-0.69	-0.73	-0.15
	(0.44)	(0.79)	(0.28)
Non-white	-0.78	-0.33	0.18
	(0.53)	(0.70)	(0.36)
Some college	-1.30^{*}	0.00	-0.50
	(0.62)	(0.89)	(0.49)
Bachelor's degree	-0.99	-1.49	-0.40
	(0.61)	(1.01)	(0.46)
Post-grad	-1.19^{*}	-0.13	-0.43
	(0.59)	(1.06)	(0.45)
Intercept	6.88^{***}	9.34^{***}	1.00
	(1.11)	(1.79)	(1.04)
Count component			
Hostile sexism	0.90^{**}	0.09	-0.15
	(0.31)	(0.28)	(0.28)
Racial resentment	0.06	-0.13	-0.22
	(0.36)	(0.21)	(0.31)
Feeling Jews	-0.02	0.01	0.02
	(0.01)	(0.02)	(0.02)
Age	0.02	0.08^{***}	0.04^{**}
	(0.02)	(0.02)	(0.01)
Male	0.37	0.83	0.63
	(1.03)	(0.59)	(0.41)
Non-white	-1.39	-0.64	1.47^{*}
	(1.23)	(0.41)	(0.71)
Some college	-0.99	0.16	0.24
	(0.95)	(0.59)	(0.74)
Bachelor's degree	0.40	-0.47	1.15^{*}
	(1.06)	(0.42)	(0.52)
Post-grad	-1.60	-1.36	0.97
	(1.16)	(0.93)	(0.94)
Intercept	0.27	-5.06^{*}	-4.00^{*}
	(1.69)	(2.03)	(1.66)
N	851	851	851

Zero-inflated Poisson coefficients for correlates of the time per week spent on videos from alternative, extremist, and mainstream media channels. Robust standard errors are in parentheses.$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Figure S9 and Table S4 instead report quasipoisson estimates for the number of views of videos from alternative, extremist, and mainstream media channels (rather than time spent).

Figure S9: Correlates of YouTube video views by channel type



Quasipoisson regression coefficients for correlates of the number of respondent views per week of videos from alternative, extremist, and mainstream media channels (N=851). Figure includes 95% confidence intervals calculated from robust standard errors. All results incorporate survey weights. Stars indicate coefficients that are significant at the $p < .05$ level. See Table S4 for the regression table.

Table S4: Correlates of YouTube video views by channel type

	Dependent variable: Views		
	Alternative (1)	Extremist (2)	Mainstream (3)
Hostile sexism	1.56^{**}	2.48^{***}	0.13
	(0.50)	(0.73)	(0.16)
Racial resentment	0.34	-0.04	-0.11
	(0.41)	(0.38)	(0.25)
Feeling Jews	-0.01	0.01	0.01
	(0.01)	(0.01)	(0.01)
Age	0.02	0.05^{**}	0.01
	(0.02)	(0.02)	(0.01)
Male	1.39	1.49	1.63^{**}
	(1.07)	(1.15)	(0.60)
Non-white	-0.31	-0.32	2.19^{***}
	(1.03)	(0.95)	(0.60)
Some college	0.04	-0.39	1.03
	(0.94)	(0.95)	(0.66)
Bachelor's degree	1.41	1.06	1.62^{**}
	(0.99)	(0.73)	(0.63)
Post-grad	-0.51	-2.17	2.93^{***}
	(1.01)	(1.35)	(0.76)
Intercept	-8.75^{***}	-16.15^{***}	-4.64^{***}
	(2.62)	(4.46)	(1.38)
N	851	851	851

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Quasipoisson coefficients for correlates of views per week spent on videos from alternative, extremist, and mainstream media channels. Robust standard errors are in parentheses.

Due to concerns about post-treatment bias, we omit controls for party identification from the models reported in the main text. However, Figure S10 (Table S5) reports quasipoisson results mirroring those in Fig. 3 (Table S2) and Fig. S9 (Table S4) but which additionally control for Democratic and Republican self-identification (including leaners).

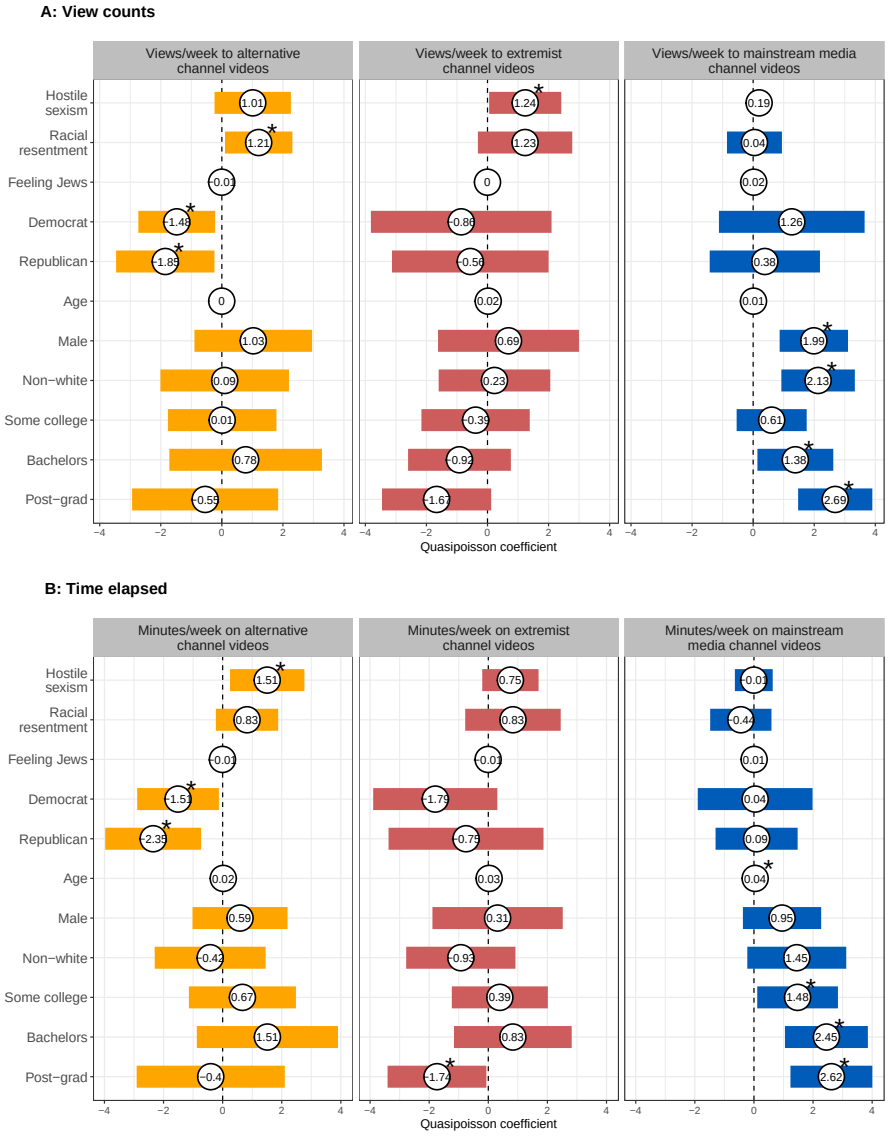
Table S5: Correlates of YouTube video exposure by channel type (with party controls)

	Dependent variable: Views			*Dependent variable: Time elapsed*		
	Alternative (1)	Extremist (2)	Mainstream (3)	Alternative (4)	Extremist (5)	Mainstream (6)
Hostile sexism	1.01	1.24^{*}	0.19	1.51^{*}	0.75	-0.01
	(0.64)	(0.60)	(0.15)	(0.64)	(0.49)	(0.33)
Racial resentment	1.21^{*}	1.23	0.04	0.83	0.83	-0.44
	(0.56)	(0.79)	(0.46)	(0.54)	(0.82)	(0.53)
Feeling Jews	-0.01	-0.00	0.02	-0.01	-0.01	0.01
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)
Democrat	-1.48^{*}	-0.86	1.26	-1.51^{*}	-1.79	0.04
	(0.64)	(1.51)	(1.22)	(0.71)	(1.07)	(0.99)
Republican	-1.85^{*}	-0.56	0.38	-2.35^{**}	-0.75	0.09
	(0.82)	(1.31)	(0.92)	(0.83)	(1.34)	(0.71)
Age	-0.00	0.02	0.01	0.02	0.03	0.04^{**}
	(0.03)	(0.03)	(0.01)	(0.03)	(0.02)	(0.01)
Male	1.03	0.69	1.99^{***}	0.59	0.31	0.95
	(0.98)	(1.18)	(0.57)	(0.82)	(1.12)	(0.68)
Non-white	0.09	0.23	2.13^{***}	-0.42	-0.93	1.45
	(1.07)	(0.93)	(0.61)	(0.96)	(0.94)	(0.85)
Some college	0.01	-0.39	0.61	0.67	0.39	1.48^{*}
	(0.91)	(0.91)	(0.59)	(0.92)	(0.83)	(0.70)
Bachelor's degree	0.78	-0.92	1.38^{*}	1.51	0.83	2.45^{***}
	(1.27)	(0.86)	(0.63)	(1.22)	(1.02)	(0.72)
Post-grad	-0.55	-1.67	2.69^{***}	-0.40	-1.74^{*}	2.62^{***}
	(1.22)	(0.91)	(0.62)	(1.28)	(0.85)	(0.71)
Intercept	-7.73^{*}	-12.39^{*}	-6.53^{*}	-4.12	-3.62	0.92
	(3.03)	(5.18)	(2.78)	(3.23)	(3.70)	(2.40)
N	847	847	847	847	847	847

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Quasipoisson models for correlates of views and time per week spent on videos from alternative, extremist, and mainstream media channels. Robust standard errors are in parentheses. All results incorporate survey weights.

Figure S10: Correlates of YouTube video exposure by channel type (with party controls)



Quasipoisson regression coefficients for correlates of the number of respondent video views per week (panel A) and time spent (panel B) per week on videos from alternative, extremist, and mainstream media channels (N=847). Figure includes 95% confidence intervals calculated from robust standard errors. All results incorporate survey weights. See Table S5 for the regression table.

Tables S6 and S7 report quasipoisson estimates in which racial resentment and hostile sexism are entered into separate models rather than jointly as presented above.

Table S6: Correlates of time spent on YouTube videos by channel type (separating hostile sexism and racial resentment)

	Dependent variable: Time elapsed					
	Alternative channel videos		Extremist channel videos		Mainstream channel videos	
	(1)	(2)	(3)	(4)	(5)	(6)
Hostile sexism	1.80^{***}		1.64^{***}		-0.35	
	(0.23)		(0.49)		(0.27)	
Racial resentment		1.01^{***}		0.90^{**}		-0.42
		(0.29)		(0.30)		(0.25)
Feeling Jews	-0.01	-0.02^{*}	-0.00	-0.00	0.00	0.00
	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)
Age	0.03	0.02	0.05^{**}	0.04^{*}	0.04^{**}	0.04^{**}
	(0.02)	(0.02)	(0.01)	(0.02)	(0.01)	(0.01)
Male	0.98	1.50	0.74	1.23	0.88	0.86
	(1.01)	(0.97)	(1.03)	(1.10)	(0.60)	(0.63)
Non-white	-0.82	-1.08	-1.28	-1.64	1.47	1.50
	(0.99)	(0.89)	(0.88)	(0.88)	(0.81)	(0.84)
Some college	0.69	0.87	0.48	0.68	1.57^{*}	1.60^{*}
	(0.98)	(0.89)	(0.95)	(0.96)	(0.68)	(0.64)
Bachelor's degree	1.97^{*}	1.86	1.76^{*}	1.71	2.45^{***}	2.43^{***}
	(0.98)	(1.01)	(0.83)	(0.90)	(0.71)	(0.72)
Post-grad	-0.61	-0.52	-2.10^{*}	-1.89^{*}	2.74^{***}	2.62^{***}
	(1.01)	(0.99)	(0.95)	(0.81)	(0.69)	(0.73)
Intercept	-3.62	0.00	-6.41^{*}	-3.39^{*}	0.96	0.98
	(2.21)	(1.47)	(3.09)	(1.34)	(1.98)	(2.10)
N	851	851	851	851	851	851

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Quasipoisson coefficients for correlates of time per week spent on videos from alternative, extremist, and mainstream media channels. Robust standard errors are in parentheses. All results incorporate survey weights.

Table S7: Correlates of visits to YouTube videos by channel type (separating hostile sexism and racial resentment)

	Dependent variable: Views					
	Alternative channel videos		Extremist channel videos		Mainstream channel videos	
	(1)	(2)	(3)	(4)	(5)	(6)
Hostile sexism	1.74^{***}		2.47^{***}		0.04	
	(0.29)		(0.69)		(0.16)	
Racial resentment		1.11^{***}		0.90^{**}		-0.00
		(0.32)		(0.32)		(0.19)
Feeling Jews	-0.01	-0.01	0.01	0.01	0.01	0.01
	(0.01)	(0.01)	(0.01)	(0.02)	(0.01)	(0.01)
Age	0.02	0.01	0.05^{**}	0.04^{*}	0.01	0.01
	(0.02)	(0.02)	(0.02)	(0.02)	(0.01)	(0.01)
Male	1.32	1.77	1.49	1.84	1.62^{**}	1.64^{**}
	(1.07)	(0.97)	(1.15)	(1.16)	(0.59)	(0.58)
Non-white	-0.36	-0.57	-0.33	-1.09	2.17^{***}	2.19^{***}
	(1.05)	(0.95)	(0.92)	(1.01)	(0.60)	(0.59)
Some college	-0.04	0.22	-0.38	-0.25	1.03	1.04
	(1.02)	(0.86)	(0.95)	(1.05)	(0.66)	(0.66)
Bachelor's degree	1.37	1.31	1.08	1.04	1.63^{**}	1.61^{**}
	(0.98)	(1.01)	(0.88)	(1.05)	(0.63)	(0.63)
Post-grad	-0.62	-0.38	-2.10	-1.54	2.96^{***}	2.95^{***}
	(0.97)	(0.86)	(1.18)	(0.91)	(0.71)	(0.75)
Intercept	-8.23^{**}	-5.14^{***}	-16.26^{**}	-9.07^{***}	-4.60^{***}	-4.47^{**}
	(2.66)	(1.40)	(4.99)	(1.96)	(1.37)	(1.44)
N	851	851	851	851	851	851

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Quasipoisson coefficients for correlates of visits per week on videos from alternative, extremist, and mainstream media channels. Robust standard errors are in parentheses. All results incorporate survey weights.

Finally, we provide results in Fig. S11 and Table S8 below in which we use survey respondents' prior responses to two questions measuring denial of institutional racism (*42*) in the 2018 Cooperative Congressional Survey as an alternate measure of racial attitudes. Our findings are similar to those reported above using prior levels of racial resentment instead.

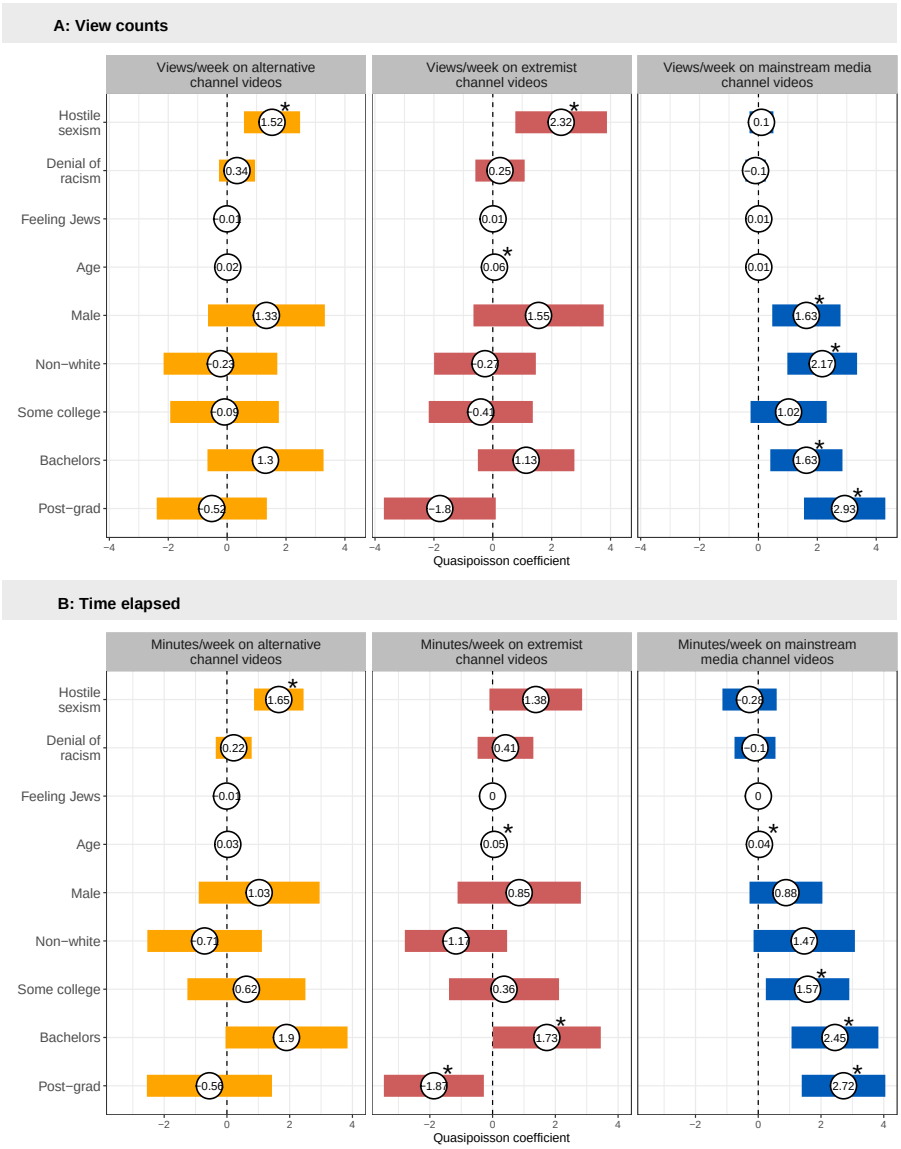
Table S8: Correlates of exposure to YouTube videos by channel type (with alternative racial resentment)

	Dependent variable: Views			*Dependent variable: Time elapsed*		
	Alternative (1)	Extremist (2)	Mainstream (3)	Alternative (4)	Extremist (5)	Mainstream (6)
Hostile sexism	1.52^{**}	2.32^{**}	0.10	1.65^{***}	1.38	-0.28
	(0.49)	(0.79)	(0.21)	(0.40)	(0.75)	(0.44)
Denial of racism	0.34	0.25	-0.10	0.22	0.41	-0.10
	(0.31)	(0.43)	(0.18)	(0.29)	(0.45)	(0.33)
Feeling Jews	-0.01	0.01	0.01	-0.01	-0.00	0.00
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)
Age	0.02	0.06^{**}	0.01	0.03	0.05^{***}	0.04^{**}
	(0.02)	(0.02)	(0.01)	(0.02)	(0.01)	(0.01)
Male	1.33	1.55	1.63^{**}	1.03	0.85	0.88
	(1.01)	(1.13)	(0.59)	(0.98)	(1.00)	(0.59)
Non-white	-0.23	-0.27	2.17^{***}	-0.71	-1.17	1.47
	(0.99)	(0.88)	(0.60)	(0.93)	(0.83)	(0.82)
Some college	-0.09	-0.41	1.02	0.62	0.36	1.57^{*}
	(0.94)	(0.90)	(0.66)	(0.96)	(0.89)	(0.68)
Bachelor's degree	1.30	1.13	1.63^{**}	1.90	1.73^{*}	2.45^{***}
	(1.01)	(0.84)	(0.63)	(0.99)	(0.88)	(0.71)
Post-grad	-0.52	-1.80	2.93^{***}	-0.56	-1.87^{*}	2.72^{***}
	(0.95)	(0.97)	(0.70)	(1.02)	(0.81)	(0.68)
Intercept	-8.46^{**}	-16.72^{**}	-4.58^{***}	-3.76	-6.94^{*}	0.98
	(2.73)	(5.33)	(1.38)	(2.27)	(3.22)	(2.04)
N	851	851	851	851	851	851

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Quasipoisson coefficients for correlates of of views and time per week spent on videos from alternative, extremist, and mainstream media channels. Robust standard errors are in parentheses.

Figure S11: Correlates of exposure to YouTube videos by channel type (alternate racial attitude measure)



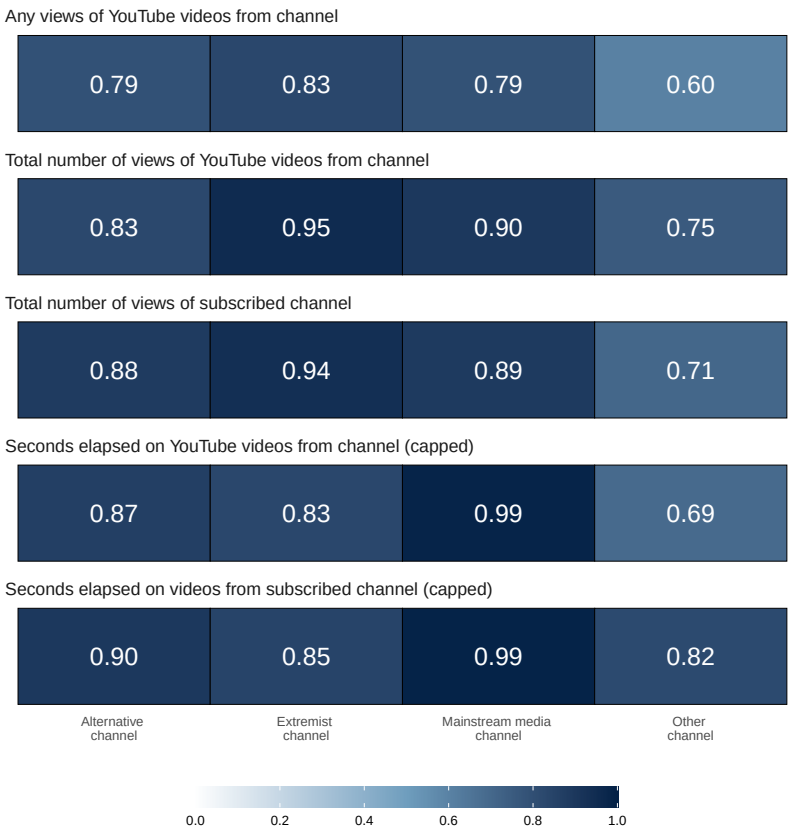
Quasipoisson regression coefficients for correlates of the number of respondent views and time spent per week on videos from alternative, extremist, and mainstream media channels (N=851). Figure includes 95% confidence intervals calculated from robust standard errors. All results incorporate survey weights. See Table S8 for regression table.

Browser extension validation

Browser activity statistics are reported throughout the paper. Below, we evaluate the validity of browser activity by comparing it to browser history data. The browser extension also recorded participants' browser history (URLs with timestamps that are recorded each time a participant loads a new web page). For comparability, we limit browser history data to the period for which both browser history and activity data are available.

Figure S12 shows the Pearson correlation coefficients between browser history and activity data across five variables for alternative, extremist, mainstream media, and other YouTube channels: a binary measure of viewing any video from that type of channel, the total number of views of videos from that type of channel, the total number of views of videos from subscribed channels of that type, the number of seconds elapsed on all YouTube videos from channels of that type, and the number of seconds elapsed on all YouTube videos from channels of that type. Correlations range from $r = 0.60$ to 0.99 and are consistently high for alternative channel videos ($0.79 \leq r \leq 0.90$) and extremist channel videos ($0.83 \leq r \leq 0.95$).

Figure S12: Correlation between browser history and activity



All results incorporate survey weights (N=1,181).

Differential browsing behavior after install

As shown in Table S9 below, we find no discernible change in the proportion of time that participants spent on alternative or extremist channels after installing the extension. We performed this analysis to verify that participants did not modify their web browsing behavior after installation, an important consideration in validating our measurement approach. Leveraging browser history data, which captures three months of web activity prior to the installation of the extension, we test if the proportion of time participants spend on alternative and extremist channels changes after installation in levels or slopes. Using OLS with robust standard errors clustered by participant, we estimate the two-way fixed effects model in Equation 1 where α_i is a participant-level fixed effect (for each i = 1, ..., 1098), γ_t is a day-level fixed effect (for t = Apr. 22, 2020, ..., Dec. 31, 2020), and $\textit{Installed}_{i,t}$ is a binary variable testing whether the mean proportion of time participants spend on alternative and extremist channels changes after installation. We also estimate the model in Equation 2 which adds the term $\textit{Days after install}_{i,t}$ to test for a linear time trend in alternative and extremist channel viewership after installation. The dependent variable in both models is the proportion of seconds spent on either alternative or extremist channel videos per day.

$$Y_{i,t} = \alpha_i + \gamma_t + \beta_1 \, \textit{Installed}_{i,t} + \epsilon_{i,t} \tag{1}$$

$$Y_{i,t} = \alpha_i + \gamma_t + \beta_1 \, \textit{Installed}_{i,t} + \beta_2 \, \textit{Days after install}_{i,t} + \epsilon_{i,t} \tag{2}$$

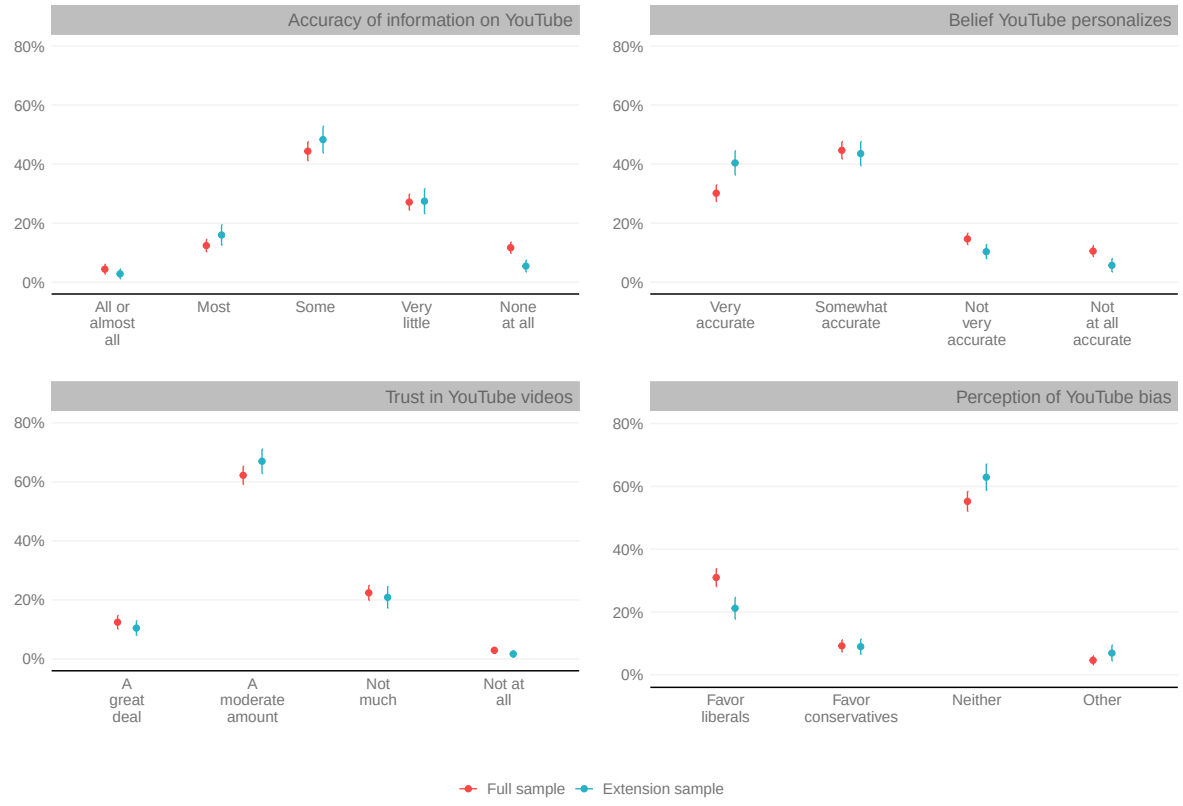
Table S9: Predictors of proportion of time spent on alternative/extremist videos by day

	(1)	(2)
Installed	0.00660	0.00627
	(0.00778)	(0.00789)
Days after install		-0.00013
		(0.00210)
Day fixed effects	✓	✓
User fixed effects	✓	✓
N	63,216	63,216

OLS model results with robust standard errors clustered by participant in parentheses. Estimates include survey weights. *p<0.1; **p<0.05; ***p<0.01.

Attitudes toward YouTube

Figure S13: Differences in perceptions of YouTube between full sample and extension sample



All results incorporate survey weights (N=4,000 for full sample and N=1,181 for extension sample).

Session trajectories

We provide three examples of participant viewing paths that led to extremist channel videos in a manner consistent with the rabbit hole narrative below:

- A participant conducted a search for an alternative channel's name (Dinesh D'Souza), viewed a video from that channel, and then followed a recommendation to an extremist channel video (PragerU).
- In another session, a participant visited the YouTube homepage, viewed a video from an "other" channel (English Heritage), then viewed a video from the alternative channel Carpe Donktum titled "Stop The Steal.us," and then followed a recommendation to a video from the extremist channel Styxhexenhammer666 titled "MSM Hopes You'll Just Accept the Election Despite Outstanding Evidence of Fraud." Following that, the participant viewed a video from an "other" channel that is now private titled "Target Smart Early Voting Data Gives President Trump the Eventual Victory After Recounts."
- A participant viewed an other channel video (WIRED; "Every Race In Middle-Earth Explained") and then followed a recommendation to an extremist channel video (Survive the Jive, "Ancient History of Ireland, Newgrange, Celts, Vikings").

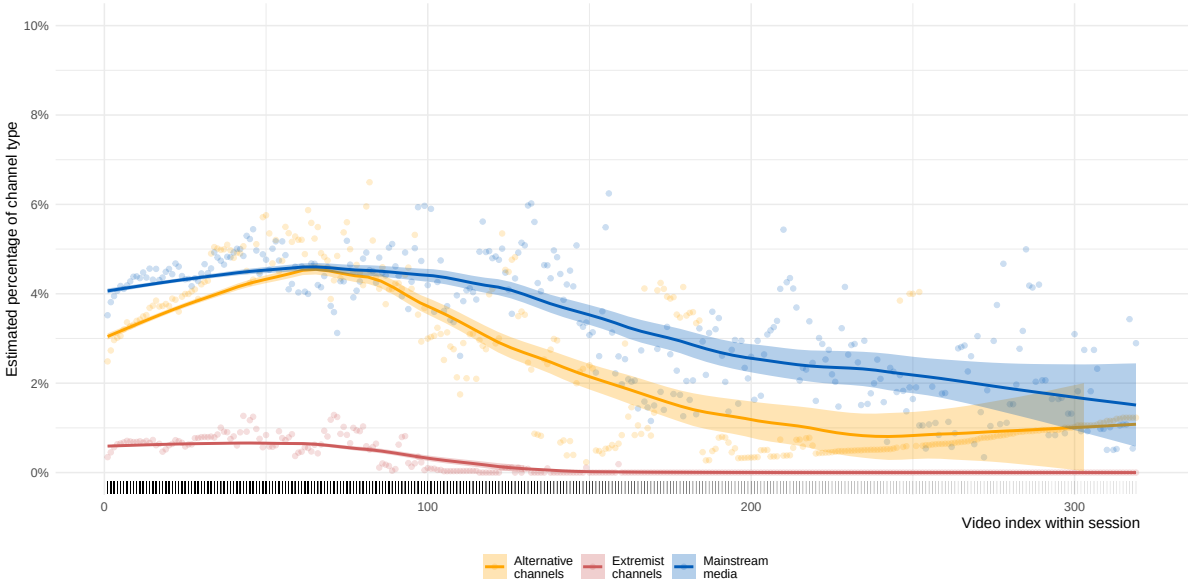
To test for "rabbit hole"-style patterns of exposure, we also consider whether YouTube users are more likely to encounter potentially harmful content in longer sessions (*20*) We construct sessions by separating a sorted timeline of respondents' YouTube activity at each point at which they (1) dwell on a non-video URL (e.g., the YouTube homepage) for greater than 10 minutes, (2) spend longer than the duration of the video in question plus 30 minutes before interacting with the page, or (3) spend longer than four hours on a video. We call the number of YouTube videos between these breakpoints a session and define each session by its length (number of videos viewed).

First, we note several descriptive findings about YouTube sessions. They are relatively numerous—the median number of sessions for a participant is 19.4 during the study period—and frequently short. In total, 18.6% of sessions on YouTube do not include a video view, 15% are singletons in which respondents view just one video, and 42.1% include 2–10 videos. Just 24.3% of sessions have length 11 or longer. However, due to skewness in the distribution of YouTube consumption by session length, 77% of videos are watched in these sessions of length eleven or greater.

Figure S14 considers how the probability of viewing an alternative or extremist channel video varies by the point in a session over sessions of length 1–319 (the range of lengths that capture 99% of the sessions in our data). Each point in the graph represents the estimated probability of viewing a particular type of video at a particular session length. We find no clear evidence that the probability of viewing an alternative or extremist channel video increases as sessions lengthen; the probabilities are generally stable. The equivalent probability for mainstream media channel videos, which we provide for comparison, is also relatively stable.

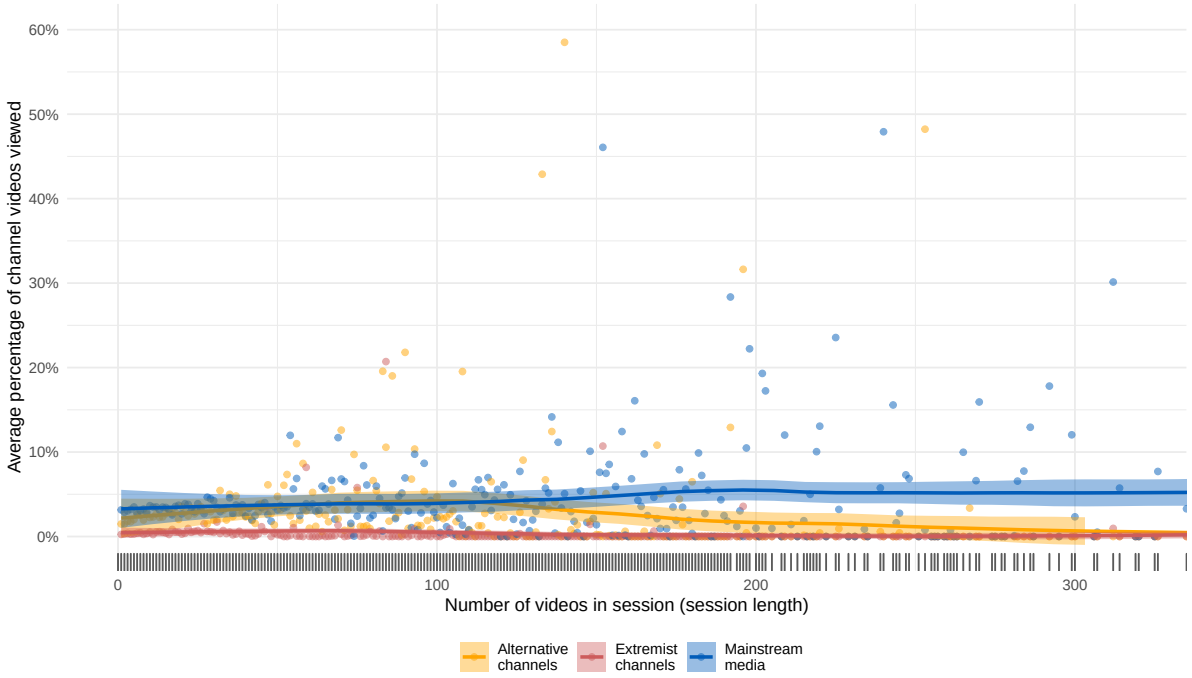
Figure S15 instead examines whether the *total* proportion of videos watched from alternative and extremist channels by session is greater in longer sessions. A point represents the percentage of videos of a particular type that were watched in sessions of a given total length. We find no evidence that longer sessions have higher proportions of alternative or extremist channel videos.

Figure S14: Percentage of views to each channel type by video number within session



Each point represents the average percentage of videos from a channel type at a given session length (N=165,424). Lines are loess curves fit with a linear function and a 0.5 span. All results incorporate survey weights.

Figure S15: Percentage of views to each channel type by total session length



Each point represents the average percentage of videos from a channel type of all videos viewed in sessions of a fixed session length (N=165,424). Lines are loess curves fit with a linear function and a 0.5 span. All results incorporate survey weights.

External referrers

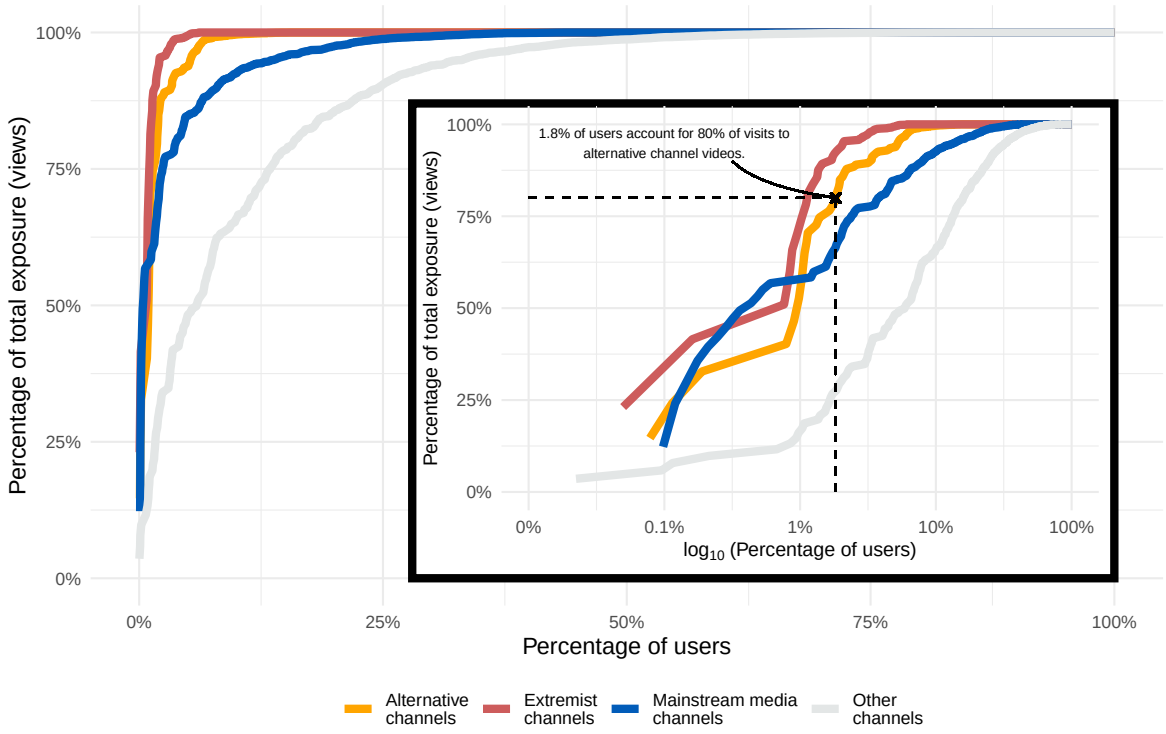
Table S10: External referrers to alternative and extremist channel videos

Referrer type	Preceding domain	% to extremist channel	% to alternative channel
Alternative social	4chan.org	0.000	0.000
	banned.video	0.000	0.008
	parler.com	0.159	0.556
	gab.com	0.384	0.476
	boards.4chan.org	1.524	1.400
	boards.4channel.org	5.007	2.116
	twitchy.com	14.154	0.479
Mainstream social	bumble.com	0.000	0.035
	discord.com	0.000	0.050
	pinterest.com	0.000	0.017
	tumblr.com	0.000	0.155
	twitch.tv	0.000	1.040
	tinder.com	0.030	0.245
	apps.facebook.com	0.160	0.345
	instagram.com	0.238	1.045
	messenger.com	0.506	1.166
	linkedin.com	0.515	0.069
	reddit.com	0.760	3.555
	old.reddit.com	2.861	3.497
	facebook.com	6.394	8.527
	twitter.com	12.095	14.975
Search engine social	search.yahoo.com	0.000	0.050
	yahoo.com	0.085	0.076
	duckduckgo.com	0.402	0.823
	bing.com	0.948	0.700
	google.com	8.237	8.033
Webmail	mail.com	0.000	0.064
	outlook.office.com	0.000	0.010
	outlook.office365.com	0.000	0.014
	mail.aol.com	0.088	0.217
	outlook.live.com	0.125	0.285
	mail.yahoo.com	0.863	1.444
	mail.google.com	2.289	3.926

All results incorporate survey weights.

Exposure concentration by views

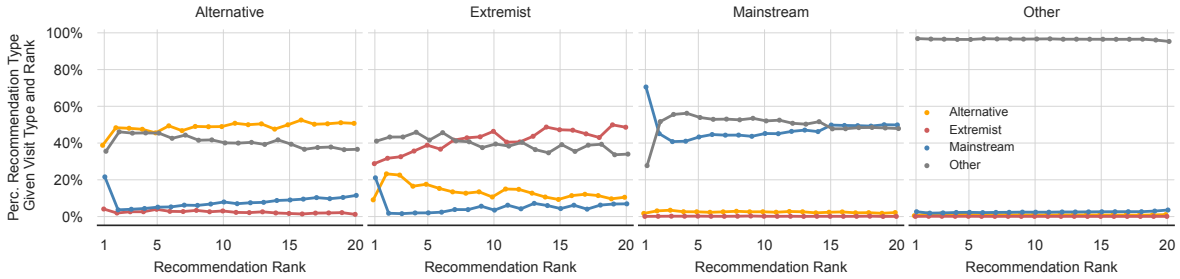
Figure S16: Concentration of exposure to alternative and extremist channels (view counts)



Weighted empirical cumulative distribution function showing the percentage of participants responsible for a given level of total observed video viewership of alternative and extremist channels on YouTube (by view count). All results incorporate survey weights (N=1,181).

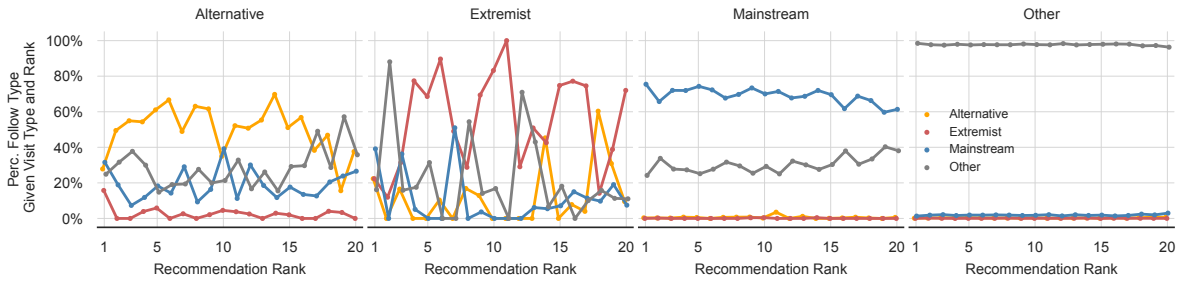
Recommendations seen and followed by rank

Figure S17: Recommendations seen by rank conditional on video channel type



Video type recommended by rank when visiting a video of the channel type named at the top of the panel (N=10,423,890). The results incorporate survey weights.

Figure S18: Recommendations followed by rank conditional on video channel type



Video type recommendation follows by rank when visiting a video of the channel type named at the top of the panel (N=89,424). The results incorporate survey weights.

Channel labeling criteria

In this appendix, we aggregate the methods used by the authors of prior work to identify and label specific YouTube channels.

Ribeiro et al. (*24*)

Ribeiro et al. (*24*) used the following process to identify a set of channels:

> (1) We choose a set of seed channels. Seeds were extracted from the I.D.W. unofficial website [7], Anti Defamation League's report on the Alt-lite/the Alt-right [3] and Data & Society's report on YouTube Radicalization [24]. We pick popular channels that are representative of the community we are interested in. Each seed was independently annotated two times and discarded in case there was any disagreement.
>
> (2) We choose a set of keywords related to the sub-communities. For each keyword, we use YouTube's search functionality and consider the first 200 results in English. We then add channels that broadly relate in topic to the community in question. For example, for the Alt-right, keywords included both terms associated with their narratives, such as The Jewish Question and White Genocide, as well as the names or nicknames of famous Alt-righters, such as weev and Christopher Cantwell.
>
> (3) We iteratively search the related and featured channels collected in steps (1) and (2), adding relevant channels (as defined in 2). Note that these are two ways channel can link to each other. Featured channels may be chosen by YouTube content creators: if your friend has a channel and you want to support it, you can put it on your "Featured Channels" tab. Related channels are created by YouTube's recommender system.
>
> (4) We repeat step (3), iteratively collecting another hop of featured/recommended channels from those obtained in (3). The annotation process done here followed the same instructions as the one explained in detail for data collection step (c). Steps (2)–(4), were done by a co-author with more than 50 hours of watch-time of the communities of interest. Notice that, in steps (2)–(4), we are not labeling the channels, but creating a pool of channels to be further inspected and labeled in subsequent steps. The complete list of seeds obtained from (1) and of keywords used in (2) may be found in Appendix A. A clear distinction between featured and recommended channels may be found in Appendix B.

Ribeiro et al. used the following process to label and validate channels.

> (c) Channel labeling was done in multiple steps. All channels are either seeds (Type 1) or obtained through YouTube's recommendation/search engine (Types 2 and 3). Notice that Type 1 channels were assigned labels at the time of their collection. For the others, we had 2 of the authors annotate them carefully. They both had significant experience with the communities being studied, and were given the following instructions:
>
> > Carefully inspect each one of the channels in this table, taking a look at the most popular videos, and watching, altogether, at least 5 minutes

> of content from that channel. Then you should decide if the channel belongs to the Alt-right, the Alt-lite, the Intellectual Dark Web (I.D.W.), or whether you think it doesn't fit any of the communities. To get a grasp on who belongs to the I.D.W., read [42], and check out the website with some of the alleged members of the group [7]. Yet, we ask you to consider the label holistically, including channels that have content from these creators and with a similar spirit to also belong in this category. To distinguish between the Alt-right and the Alt-lite, read [3] and [30]. It is important to stress the difference between civic nationalism and racial nationalism in that case. Please consider the Alt-right label only to the most extreme content. You are encouraged to search on the internet for the name of the content creator to help you make your decision.

> The annotation process lasted for 3 weeks. In case they disagreed, they had to discuss the cases individually until a conclusion was reached. Interanotator agreement was of 75.57

Ledwich and Zaitsev (*26*)

Ledwich and Zaitsev (*26*) explain how they labeled YouTube channels:

> The tagging process allowed each channel to be characterized by a maximum of four different tags to create meaningful and fair categories for the content. In addition to labeling created by the two authors, we recruited an additional volunteer labeler, who was well versed in the YouTube political sphere, and whom we trusted to label channels by their existing content accurately. When two or more labelers defined a channel by the same label, that label was assigned to the channel. When the labelers disagreed and ended in a draw situation, the tag was not assigned. The majority was needed for a tag to be applied.
>
> ...
>
> To assign a label, we investigated which topics the channels discussed and from which perspective...The only way to conduct this labeling was to watch the content on the channels until the labelers found enough evidence for assigning specific labels. For some channels, this was relatively straightforward: the channels had introductory videos that stated their political perspectives ... In other cases, the labelers could not assign a label based on introduction or description but had to watch several videos on the channel to determine the political leanings. On average, every labeler watched over 60 hours of YouTube videos to define the political leanings without miscategorizing the channel and thus misrepresenting the views of the content creators.

In their study, they label the following types of channels using the quoted criteria.

- **Anti-SJW**: "Channel has to have a significant focus on criticizing "Social Justice" (see next category) with a positive view of the marketplace of ideas and discussing controversial topics. To tag a channel, this should be a common focus in their content." Raters had 74% agreement on channels of this type.

- **MRA**: "Focus on advocating for rights for men. See men as the oppressed sex and will focus on examples where men are currently oppressed. Incels, who identify as victims of sex inequality, would also be included in this category." Raters had 97% agreement on channels of this type.
- **White Identitarian**: "Identifies-with/is-proud-of the superiority of "whites" and Western Civilization." Raters had 94% agreement on channels of this type.

Lewis (*35*)

Lewis (*35*) describes the following process for identifying and validating channels:

> To understand the AIN in-depth, I analyzed both the content of YouTube influencers (that is, what they are saying) as well as their collaborations (who they are broadcasting with). The latter presented a significant research challenge, as YouTube does not provide metadata about guest appearances. To get around this, I manually collected data from each influencer's video titles, and at times, video content, to determine each of the guests they hosted in their content between January 1, 2017 and April 1, 2018. I found new influencers through a snowball approach: for each guest on an influencer's channel, I would visit their own channel (if one existed) to see who they, in turn, hosted.
>
> Overall, I collected data for approximately 65 influencers across 81 channels . . . I watched content from each of these channels and performed an in-depth content analysis on the transcripts for two of them. Overall, I watched hundreds of hours of content from these 65 content creators.
>
> At the time of data collection, this group of influencers was as close as I could get to a snapshot of the Alternative Influence Network. However, the boundaries of this network are loose and constantly changing. Since the time of my data collection, newly popular influencers have begun to collaborate with others in the network, and some of those I tracked in April have since deleted their channels or removed their content. The data also does not represent the full extent of networking and collaboration that occurs between influencers. Many of them, for example, comment on each other's videos; they reference each other's ideas in their content; and they interact on platforms like Twitter and Instagram in addition to YouTube. In other words, the data I collected is illustrative, not comprehensive.

Charles (*45*)

Charles (*45*) describes the following process for identifying and labeling channels:

> The first step was to identify a network of channels containing white supremacist content on YouTube, and then to analyze a representative sample of the themes, rhetoric, messaging, presentation in the videos uploaded to those channels. In the first stage, I gathered channels via user interface snowball sampling, using the 'related channel' feature on each channel—as well as any cross-channel appearances by content creators. Channels were tagged and categorized, then ranked by subscriber count within those categories.
>
> . . .

> The first stage of this study used a modified style of snowball sampling, called user interface snowball sampling (UISS), to build a repository of YouTube channels for stage two's analysis . . . Rather than using recommendations from gatekeepers, this study uses the 'related channels' bar to find similar channels, as well as channels whose content creators appear in the videos of that channel. As more channels were found, I stopped periodically to analyze each channel for white supremacist themes (see Table 1). In order to be considered for analysis, the channel had to include at least one of the themes from Table 1.
>
> The initial categorization was performed using six sampled videos: the two most viewed, the two most recently uploaded, and two randomly selected from the hundred most recent uploads (using a random number generator). This approach aimed to represent the nature of the content on that channel, determining whether it contains any of the white supremacist themes described in the literature. Channel samples that did not contain any of these themes were excluded from analysis and their related channels were not snowballed. The process was repeated until the point of data saturation (Schensul & LeCompte, 2010). This was apparent by generation four when already-sampled channels began to dominate the related channels sections and when the few, new channels were so low in subscribers that they would not make the final cut in stage two.
>
> . . .
>
> [T]he study started with avowed white nationalist Richard Spencer's YouTube channel, AltRight.com and proceeded from there, using YouTube's related channel feature and cross-channel appearances to approximate the size and composition of white supremacist communities on YouTube.

Charles used the following themes to identify channels (drawn from Table 1 in (*45*): Neo-Nazi, Nationalism, Genocide, Christian Identity/Racist Asatru, Opposition to Interracial Marriage, White Pro-nationalism, Islamophobia, Anti-Feminism, Non-white Criminality, Anti-Immigrant, White Supremacy, Anti-Semitism, Conspiracies, Apocalypticism.

Aaron Sankin (*46*)

Journalist Aaron Sankin (*46*) describes the following process for curating and validating a list of extremist channels:

> [W]e used lists of organizations promoting hate from the Southern Poverty Law Center, Hope Not Hate, the Canadian Anti-Hate Network, and the Counter Extremism Project, in addition to channels recommended on the white supremacist forum Stormfront, to create a compendium of 226 extremist YouTube channels earlier this year.
>
> While less than scientific (and suffering from a definite selection bias), this list of channels provided a hazy window to watch what YouTube's promises to counteract hate looked like in practice. And since June 5th, just 31 channels from our list of more than 200 have been terminated for hate speech. (Eight others were either banned before this date or went offline for unspecified reasons.)
>
> Before publishing this story, we shared our list with Google, which told us almost 60 percent of the channels on it have had at least one video removed, with more than

3,000 individual videos removed from them in total. The company also emphasized it was still ramping up enforcement. These numbers, however, suggest YouTube is aware of many of the hate speech issues concerning the remaining 187 channels—and has allowed them to stay active.

Ethics and consent language

Survey informed consent

This research project is being conducted by Andrew Guess from Princeton University, Brendan Nyhan from Dartmouth College, and Christo Wilson from Northeastern University. It is a study to learn more about public opinion on issues in the news. Your participation is voluntary. Participation involves completion of a short survey as well as the option to participate in additional components of the study that would collect confidential data on your online behavior. This would entail confidential tracking data of your online website visits which you have already agreed to as part of your YouGov Pulse participation, and could include up to 1 year of data already collected prior to this survey. You may choose to not answer any or all questions and to not participate in any portion of the study that you choose. The researchers will not store information that could identify you with your survey responses. Identifying information will not be used in any presentation or publication written about this project. You must be age 18 or older to participate. Questions about this project may be directed to Brendan Nyhan, Professor of Government, at Brendan.J.Nyhan@dartmouth.edu.

If you agree to participate in this survey, click "I agree" below.
-I agree to participate
-I do not agree to participate

Browser extension informed consent (invitation)

This extension implements a user study being conducted by researchers at Northeastern University, Dartmouth, Princeton, and University of Exeter. If you choose to participate, this browser extension will confidentially collect four types of data from your browser.

1. Metadata for web browsing (e.g. URL visited with time of visit), exposure to embedded URLs on websites (e.g. YouTube videos), and interactions with websites (e.g. clicks and video viewing time). This data is collected until the study is completed.

2. Copies of the HTML seen on specific sites: Google Search, Google News, YouTube, Facebook Newsfeed, and Twitter Feed. We remove all identifying information before it leaves the browser. This confidential data is collected until the study is completed.

3. Browsing history, Google and YouTube account histories (e.g. searches, comments, clicks), and online advertising preferences (Google, Bluekai, Facebook). This data is initially collected for the year prior to the installation of our browser extension, and we then check these sources once every two weeks to collect updates until the study is completed.

4. Snapshots of selected URLs from your browser. For each URL, the extension saves a copy of the HTML that renders, effectively capturing what you would have seen had you visited that website yourself. Once per week we conduct searches on Google Search, Google News, Youtube, and Twitter, and collect the current frontpage of Google News, YouTube, and Twitter. These web page visits will occur in the background and will not affect the normal functioning of your browser.

Additionally, if you choose to participate, you will be asked to take a survey in which we ask you several questions about your demographics, web usage, and media preferences. These data, as well as those mentioned above, will be used to analyze the correlations between your online behavior and your interest profiles.

After the study is complete on December 31, 2020, the extension will uninstall itself. All data collected will be kept strictly confidential and used for research purposes only. We will not share your responses with anyone who is not involved in this research.

Minimizing risks: None of the raw data collected through our browser extension during this study will be publicly released, and the survey data will not be given or sold to a third party without the panelist's consent. All raw data will be stored on a secure server at Northeastern University, and access to that server will be limited to members of the research group. Only aggregated data will be released, which minimizes the possibility of reidentification. All data that is collected from our survey and from participants' browsers will be stripped of personally identifiable information to the best of our ability.

The decision to participate in this research project is voluntary. You do not have to participate, and there is no penalty if you choose not to participate in this research or if you choose to stop participating. You may choose to stop participating at any time, and you may request that we delete all data collected from your browser.

Browser extension informed consent (installation page)

Welcome to the study!

This extension implements a user study being conducted by researchers at Northeastern University, Dartmouth, Princeton, and the University of Exeter. If you choose to participate, this browser extension will confidentially collect four types of data from your browser.

1. Metadata for web browsing (e.g. URL visited with time of visit), exposure to embedded URLs on websites (e.g. YouTube videos), and interactions with websites (e.g. clicks and video viewing time). This data is collected until the study is completed.

2. Copies of the HTML seen on specific sites: Google Search, Google News, YouTube, Facebook Newsfeed, and Twitter Feed. We remove all identifying information before it leaves the browser. This confidential data is collected until the study is completed.

3. Browsing history, Google and YouTube account histories (e.g. searches, comments, clicks), and online advertising preferences (Google, Bluekai, Facebook). This data is initially collected for the year prior to the installation of our browser extension, and we then check these sources once every two weeks to collect updates until the study is completed.

4. Snapshots of selected URLs from your browser. For each URL, the extension saves a copy of the HTML that renders, effectively capturing what you would have seen had you visited that website yourself. Once per week we conduct searches on Google Search, Google News, YouTube, and Twitter, and collect the current frontpage of Google News, YouTube, and Twitter. These web page visits will occur in the background and will not affect the normal functioning of

your browser. There is a theoretical risk of "profile pollution" – that this extension will impact your online profiles, i.e., "pollute" them with actions that you did not take. To mitigate this risk, the extension will only visit content that is benign and will only execute searches for general terms. Our previous work has found that historical information of this kind has minimal impact on online services.

Additionally, if you choose to participate, you will be asked to take a survey in which we ask you several questions about your demographics, web usage, and media preferences. These data, as well as those mentioned above, will be used to analyze the correlations between your online behavior and your interest profiles.

After the study is complete on December 31, 2020, the extension will uninstall itself. All data collected will be kept strictly confidential and used for research purposes only. We will not share your responses with anyone who is not involved in this research.

You must be at least 18 years old to take part in this study. The decision to participate in this research project is voluntary. You do not have to participant and you can refuse to participate. Even if you begin our experiment, you can stop at any time. You may request that we delete all data collected from your web browser at any time.

We have minimized the risks. We are collecting basic demographic information, information about your internet habits, and copies of web pages that you visit. To the greatest extent possible, information that identifies you will be removed from all collected web data.

Your role in this study is confidential. However, because of the nature of electronic systems, it is possible, though unlikely, that respondents could be identified by some electronic record associated with the response. Neither the researchers nor anyone involved with this study will be collecting those data. Any reports or publications based on this research will use only aggregate data and will not identify you or any individual as being affiliated with this project.

Survey codebook

==========

Project Code: [redacted]
Project Name: [redacted]
Prepared for: [redacted]
Interviews: 4000
Field Period: July 21, 2020 - September 22, 2020
Project Manager: Sam Luks - 650.462.8009

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Variable List

==========

caseid	Case ID
weight	Weight
samplegroup	Sample group
consent	consent
q1	Ideology
yt_freq	How frequently you use YouTube
pid3	3 point party ID
pid7	7 point Party ID
q2	Interested in politics
q3	Trump job approvement
feeling_DemParty	Feeling thermometer -- Democratic Party
feeling_DemParty_dk_flag	feeling_DemParty - don't know flag
feeling_Trump	Feeling thermometer -- Donald Trump
feeling_Trump_dk_flag	feeling_Trump - don't know flag
feeling_Biden	Feeling thermometer -- Joe Biden
feeling_Biden_dk_flag	feeling_Biden - don't know flag
feeling_NewsMedia	Feeling thermometer -- The news media
feeling_NewsMedia_dk_flag	feeling_NewsMedia - don't know flag
feeling_Jews	Feeling thermometer -- Jews
feeling_Jews_dk_flag	feeling_Jews - don't know flag
feeling_Israel	Feeling thermometer -- Israel
feeling_Israel_dk_flag	feeling_Israel - don't know flag
feeling_Muslims	Feeling thermometer -- Muslims
feeling_Muslims_dk_flag	feeling_Muslims - don't know flag
feeling_Norway	Feeling thermometer -- Norway
feeling_Norway_dk_flag	feeling_Norway - don't know flag
feeling_LGBT	Feeling thermometer -- People who identify as lesbian, gay, bisexual, or transgender
feeling_LGBT_dk_flag	feeling_LGBT - don't know flag
feeling_Christians	Feeling thermometer -- Christians
feeling_Christians_dk_flag	feeling_Christians - don't know flag
feeling_Blacks	Feeling thermometer -- Blacks
feeling_Blacks_dk_flag	feeling_Blacks - don't know flag
feeling_White	Feeling thermometer -- Whites
feeling_White_dk_flag	feeling_White - don't know flag
feeling_Hispanics	Feeling thermometer -- Hispanics
feeling_Hispanics_dk_flag	feeling_Hispanics - don't know flag
feeling_Asians	Feeling thermometer -- Asians
feeling_Asians_dk_flag	feeling_Asians - don't know flag

feeling_Feminists	Feeling thermometer -- Feminists
feeling_Feminists_dk_flag	feeling_Feminists - don't know flag
q4_1	Whether agree with the statement (racial resentment) -- Irish, Italians, Jewish and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors.
q4_2	Whether agree with the statement (racial resentment) -- Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.
q4_3	Whether agree with the statement (racial resentment) -- Over the past few years, blacks have gotten less than they deserve.
q4_4	Whether agree with the statement (racial resentment) -- It’s really a matter of some people not trying hard enough, if blacks would only try harder they could be just as well off as whites.
q4_5	Whether agree with the statement (racial resentment) -- White people in the U.S. have certain advantages because of the color of their skin.
q4_6	Whether agree with the statement (racial resentment) -- Racial problems in the U.S. are rare, isolated situations.
q4_7	Whether agree with the statement (feminists) -- When women lose to men in a fair competition, they typically complain about being discriminated against.
q4_8	Whether agree with the statement (feminists) -- Feminists are making entirely reasonable demands of men.
q5	How often play video games
social_isolation_1	How often the statement is descriptive -- How often do you feel that you lack companionship?
social_isolation_2	How often the statement is descriptive -- How often do you feel left out?
social_isolation_3	How often the statement is descriptive -- How often do you feel isolated from others?
q6_2	Whether the statement is True -- Given enough provocation, I may hit a person
q6_4	Whether the statement is True -- I often find myself disagreeing with people
q6_5	Whether the statement is True -- I can’t help getting into arguments when people disagree with me
q6_7	Whether the statement is True -- I have trouble controlling my temper
q6_9	Whether the statement is True -- I flare up

	quickly but get over it quickly
q6_10	Whether the statement is True -- At times I feel I have gotten a raw deal out of life
q6_1	Whether the statement is True -- There are people who have pushed me so far that we have come to blows
q6_3	Whether the statement is True -- I have threatened people I know
q6_6	Whether the statement is True -- My friends say I'm somewhat argumentative
q6_8	Whether the statement is True -- Sometimes I fly off the handle for no good reason
q6_11	Whether the statement is True -- Other people always seem to get the breaks
q6_12	Whether the statement is True -- I wonder why sometimes I feel so bitter about things
q7_1	Whether agree with the statement (conspiracy predispositions) -- Much of our lives are being controlled by plots hatched in secret places.
q7_2	Whether agree with the statement (conspiracy predispositions) -- Even though we live in a democracy, a few people will always run things anyway.
q7_3	Whether agree with the statement (conspiracy predispositions) -- The people who really "run" the country are not known to the voter.
q7_4	Whether agree with the statement (conspiracy predispositions) -- Big events like wars, recessions, and the outcomes of elections are controlled by small groups of people who are working in secret against the rest of us.
q8	How much trust you have in the mass media
q9	How accurate is the news posted online
q10a_1	Fox News
q10a_2	The New York Times
q10a_3	CNN
q10a_4	The Washington Post
q10a_5	MSNBC
q10a_6	Breitbart
q10a_7	InfoWars
q11_1	How much you trust you have in this news source -- Fox News
q11_2	How much you trust you have in this news source -- The New York Times
q11_3	How much you trust you have in this news source -- CNN
q11_4	How much you trust you have in this news source -- The Washington Post
q11_5	How much you trust you have in this news source -- MSNBC
q11_6	How much you trust you have in this news source

	-- Breitbart
q11_7	How much you trust you have in this news source -- InfoWars
q12_1	How much trust you have in information from the following source -- Organizations you follow on YouTube or social media platforms (Twitter, Facebook, Instagram, Snapchat, etc.)
q12_2	How much trust you have in information from the following source -- Celebrities you follow on YouTube or social media platforms (Twitter, Facebook, Instagram, Snapchat, etc.)
q12_3	How much trust you have in information from the following source -- People you follow but do not personally know on YouTube or social media platforms (Twitter, Facebook, Instagram, Snapchat, etc.)
q12_4	How much trust you have in information from the following source -- People you follow and personally know on YouTube or social media platforms (Twitter, Facebook, Instagram, Snapchat, etc.)
q12_5	How much trust you have in information from the following source -- People you personally know and talk to offline
q12_6	How much trust you have in information from the following source -- The mass media (such as newspapers, TV and radio)
q13	How frequently you use Google
q14	How much of the information you find using google is accurate
q15	Google personalizes the search results
q17	How much of the information you find using YouTube is accurate
q18	YouTube personalizes the videos
q28	How satisfied you are with the search result quality on Google
q29	How much trust you have in information on Google
q30	What Google search results favor - Liberals or conservatives
q31	How satisfied you are with the video quality on YouTube
q32	How much trust you have in YouTube videos
q33	What YouTube videos favor - Liberals or conservatives
q34_1	How concerned you feel about the following -- Getting coronavirus yourself
q34_2	How concerned you feel about the following -- Family members getting coronavirus
q35	How much of a threat is the coronavirus for US people
q36_2	Believe the following or not -- Avoiding larger

	gatherings of people can help prevent the spread of the coronavirus
q36_3	Believe the following or not -- Masks are an effective way to prevent the spread of the coronavirus
q36_4	Believe the following or not -- Coronavirus can be spread by people who do not show symptoms
q36_6	Believe the following or not -- The medication hydroxychloroquine is proven to cure or prevent COVID-19, the illness caused by the novel coronavirus
q36_8	Believe the following or not -- The Chinese government created the coronavirus that causes COVID-19 as a bioweapon
q36_10	Believe the following or not -- A group funded by Bill Gates patented the coronavirus that causes COVID-19
q36_1	Believe the following or not -- Frequent handwashing is a way to protect against the coronavirus
q36_5	Believe the following or not -- A new loss of taste or smell is a symptom of the coronavirus
q36_7	Believe the following or not -- The coronavirus is being spread by 5G cell phone technology
q36_9	Believe the following or not -- The media is exaggerating the threat from the coronavirus to damage President Trump
q37_1	Agree with the following or not -- Getting vaccines is a good way to protect children from disease
q37_2	Agree with the following or not -- Generally I do what my doctor recommends about vaccines
q37_3	Agree with the following or not -- New vaccines are recommended only if they are safe
q37_4	Agree with the following or not -- Children do not need vaccines for diseases that are not common anymore
q37_5	Agree with the following or not -- I am concerned about serious side effects of vaccines
q37_6	Agree with the following or not -- Some vaccines cause autism in healthy children
q37_7	Agree with the following or not -- Vaccinations are one of the most significant achievements in improving public health
q38	How often you don't take surveys seriously
q39	Did you make an effort to look up information
platform_1	Desktop or laptop computer
platform_2	Tablet
platform_3	Smartphone
browsers_1	Chrome
browsers_2	Firefox

browsers_3	Safari
browsers_4	Microsoft Edge
browsers_5	Internet Explorer
browsers_6	None of the above
browser_top	browser_top
elig_extension	elig_extension
extension_install	Agree to install extension
birthyr	Birth Year
gender	Gender
race	Race
educ	Education
marstat	Marital Status
employ	Employment Status
faminc_new	Family income
presvote16post	2016 President Vote Post Election
inputstate	State of Residence
votereg	Voter Registration Status
ideo5	Ideology (1)
newsint	Political Interest
religpew	Religion
pew_churatd	Church attendance (Pew version)
pew_bornagain	Born Again (Pew version)
pew_religimp	Importance of religion (Pew version)
pew_prayer	Frequency of Prayer (Pew version)
starttime	Questionnaire Start Time
endtime	Questionnaire End Time

Verbatims

session_visa	ID to link to extension installation
pid3_t	3 point party ID - other
q30_open	What Google search results favor - Other
q33_open	What YouTube videos favor - Other
q40	Comments on the survey
whynot	Reason for not installing extension

Variable map and codebook

Name: caseid
Description: Case ID

Numeric Variable - no categories

answered : 4000

Name: weight
Description: Weight

Numeric Variable - no categories

answered : 4000

```
================================================================================
Name:          samplegroup
Description:   Sample group

          Count   Code   Label
          -----   ----   -----
           2000      1   CCES 2018 recontact
           1000      2   CCES 2018 with high racial resentment recontact
           1000      3   High YouTube users

================================================================================
Name:          consent
Description:   consent

          Count   Code   Label
          -----   ----   -----
           4000      1   I agree to participate
              0      2   I do not agree to participate

================================================================================
Name:          q1
Description:   Ideology

          Count   Code   Label
          -----   ----   -----
            638      1   Very liberal
            528      2   Somewhat liberal
            224      3   Slightly liberal
            909      4   Moderate; middle of the road
            243      5   Slightly conservative
            551      6   Somewhat conservative
            905      7   Very conservative
              2     98   skipped

================================================================================
Name:          yt_freq
Description:   How frequently you use YouTube

          Count   Code   Label
          -----   ----   -----
            440      1   Almost constantly
           1300      2   Several times a day
            417      3   About once a day
            614      4   A few times a week
            235      5   About once a week
            368      6   A few times a month
             89      7   Once a month
            345      8   Less often than once a month
            192      9   Never

================================================================================
```

Name: pid3
Description: 3 point party ID

Count	Code	Label
1307	1	Democrat
1235	2	Republican
1170	3	Independent
222	4	Other
66	5	Not sure

==========

Name: pid7
Description: 7 point Party ID

Count	Code	Label
932	1	Strong Democrat
375	2	Not very strong Democrat
355	3	Lean Democrat
572	4	Independent
483	5	Lean Republican
327	6	Not very strong Republican
908	7	Strong Republican
48	8	Not sure
0	9	Don't know

==========

Name: q2
Description: Interested in politics

Count	Code	Label
1704	1	Extremely interested
1164	2	Very interested
711	3	Somewhat interested
276	4	Not very interested
145	5	Not at all interested

==========

Name: q3
Description: Trump job approvement

Count	Code	Label
1458	1	Strongly approve
540	2	Somewhat approve
255	3	Somewhat disapprove
1746	4	Strongly disapprove
1	8	skipped

```
================================================================================
Name:          feeling_DemParty
Description:   Feeling thermometer -- Democratic Party

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 55
================================================================================
Name:          feeling_DemParty_dk_flag
Description:   feeling_DemParty - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_Trump
Description:   Feeling thermometer -- Donald Trump

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 34
================================================================================
Name:          feeling_Trump_dk_flag
Description:   feeling_Trump - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_Biden
Description:   Feeling thermometer -- Joe Biden

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 63
================================================================================
Name:          feeling_Biden_dk_flag
Description:   feeling_Biden - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_NewsMedia
Description:   Feeling thermometer -- The news media

               Numeric Variable - no categories
```

```
               answered       : 4000
               don't know     : 55
 ================================================================================
 Name:          feeling_NewsMedia_dk_flag
 Description:   feeling_NewsMedia - don't know flag

               Numeric Variable - no categories

               answered       : 4000
 ================================================================================
 Name:          feeling_Jews
 Description:   Feeling thermometer -- Jews

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 167
 ================================================================================
 Name:          feeling_Jews_dk_flag
 Description:   feeling_Jews - don't know flag

               Numeric Variable - no categories

               answered       : 4000
 ================================================================================
 Name:          feeling_Israel
 Description:   Feeling thermometer -- Israel

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 268
 ================================================================================
 Name:          feeling_Israel_dk_flag
 Description:   feeling_Israel - don't know flag

               Numeric Variable - no categories

               answered       : 4000
 ================================================================================
 Name:          feeling_Muslims
 Description:   Feeling thermometer -- Muslims

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 163
 ================================================================================
 Name:          feeling_Muslims_dk_flag
 Description:   feeling_Muslims - don't know flag
```

```
               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_Norway
Description:   Feeling thermometer -- Norway

               Numeric Variable - no categories

               answered       : 5
               not asked      : 3995
================================================================================
Name:          feeling_Norway_dk_flag
Description:   feeling_Norway - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_LGBT
Description:   Feeling thermometer -- People who identify as lesbian, gay,
               bisexual, or transgender

               Numeric Variable - no categories

               answered       : 5
               not asked      : 3995
================================================================================
Name:          feeling_LGBT_dk_flag
Description:   feeling_LGBT - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_Christians
Description:   Feeling thermometer -- Christians

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 85
================================================================================
Name:          feeling_Christians_dk_flag
Description:   feeling_Christians - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_Blacks
```

```
Description:   Feeling thermometer -- Blacks

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 92
================================================================================
Name:          feeling_Blacks_dk_flag
Description:   feeling_Blacks - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_White
Description:   Feeling thermometer -- Whites

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 76
================================================================================
Name:          feeling_White_dk_flag
Description:   feeling_White - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_Hispanics
Description:   Feeling thermometer -- Hispanics

               Numeric Variable - no categories

               answered       : 5
               not asked      : 3995
================================================================================
Name:          feeling_Hispanics_dk_flag
Description:   feeling_Hispanics - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_Asians
Description:   Feeling thermometer -- Asians

               Numeric Variable - no categories

               answered       : 5
               not asked      : 3995
```

```
================================================================================
Name:          feeling_Asians_dk_flag
Description:   feeling_Asians - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          feeling_Feminists
Description:   Feeling thermometer -- Feminists

               Numeric Variable - no categories

               answered       : 4000
               don't know     : 131
================================================================================
Name:          feeling_Feminists_dk_flag
Description:   feeling_Feminists - don't know flag

               Numeric Variable - no categories

               answered       : 4000
================================================================================
Name:          q4_1
Description:   Whether agree with the statement (racial resentment) -- Irish,
               Italians, Jewish and many other minorities overcame prejudice
               and worked their way up. Blacks should do the same without any
               special favors.

          Count   Code   Label
          -----   ----   -----
           1518      1   Strongly agree
            630      2   Somewhat agree
            566      3   Neither agree nor disagree
            484      4   Somewhat disagree
            802      5   Strongly disagree

================================================================================
Name:          q4_2
Description:   Whether agree with the statement (racial resentment) --
               Generations of slavery and discrimination have created
               conditions that make it difficult for blacks to work their way
               out of the lower class.

          Count   Code   Label
          -----   ----   -----
           1101      1   Strongly agree
            601      2   Somewhat agree
            358      3   Neither agree nor disagree
            422      4   Somewhat disagree
           1518      5   Strongly disagree
```

```
================================================================================
Name:          q4_3
Description:   Whether agree with the statement (racial resentment) -- Over the
               past few years, blacks have gotten less than they deserve.

          Count   Code   Label
          -----   ----   -----
            922      1   Strongly agree
            612      2   Somewhat agree
            611      3   Neither agree nor disagree
            477      4   Somewhat disagree
           1378      5   Strongly disagree

================================================================================
Name:          q4_4
Description:   Whether agree with the statement (racial resentment) -- It's
               really a matter of some people not trying hard enough, if blacks
               would only try harder they could be just as well off as whites.

          Count   Code   Label
          -----   ----   -----
           1039      1   Strongly agree
            718      2   Somewhat agree
            645      3   Neither agree nor disagree
            500      4   Somewhat disagree
           1098      5   Strongly disagree

================================================================================
Name:          q4_5
Description:   Whether agree with the statement (racial resentment) -- White
               people in the U.S. have certain advantages because of the color
               of their skin.

          Count   Code   Label
          -----   ----   -----
           1337      1   Strongly agree
            622      2   Somewhat agree
            478      3   Neither agree nor disagree
            412      4   Somewhat disagree
           1151      5   Strongly disagree

================================================================================
Name:          q4_6
Description:   Whether agree with the statement (racial resentment) -- Racial
               problems in the U.S. are rare, isolated situations.

          Count   Code   Label
          -----   ----   -----
            635      1   Strongly agree
            657      2   Somewhat agree
```

579	3	Neither agree nor disagree
682	4	Somewhat disagree
1447	5	Strongly disagree

Name: q4_7
Description: Whether agree with the statement (feminists) -- When women lose to men in a fair competition, they typically complain about being discriminated against.

Count	Code	Label
802	1	Strongly agree
882	2	Somewhat agree
961	3	Neither agree nor disagree
664	4	Somewhat disagree
691	5	Strongly disagree

Name: q4_8
Description: Whether agree with the statement (feminists) -- Feminists are making entirely reasonable demands of men.

Count	Code	Label
867	1	Strongly agree
674	2	Somewhat agree
802	3	Neither agree nor disagree
567	4	Somewhat disagree
1090	5	Strongly disagree

Name: q5
Description: How often play video games

Count	Code	Label
844	1	Often
947	2	Sometimes
695	3	Hardly ever
1502	4	Never
12	5	Prefer not to answer

Name: social_isolation_1
Description: How often the statement is descriptive -- How often do you feel that you lack companionship?

Count	Code	Label
1315	1	Never

1181	2	Rarely
1010	3	Sometimes
492	4	Often
2	8	skipped

Name: social_isolation_2
Description: How often the statement is descriptive -- How often do you feel left out?

Count	Code	Label
1035	1	Never
1453	2	Rarely
1082	3	Sometimes
428	4	Often
2	8	skipped

Name: social_isolation_3
Description: How often the statement is descriptive -- How often do you feel isolated from others?

Count	Code	Label
1139	1	Never
1272	2	Rarely
1070	3	Sometimes
517	4	Often
2	8	skipped

Name: q6_2
Description: Whether the statement is True -- Given enough provocation, I may hit a person

Count	Code	Label
226	1	Completely true for me
242	2	Mostly true for me
578	3	Slightly true for me
379	4	Slightly false for me
827	5	Mostly false for me
1748	6	Completely false for me

Name: q6_4
Description: Whether the statement is True -- I often find myself disagreeing with people

Count	Code	Label

Count	Code	Label
187	1	Completely true for me
444	2	Mostly true for me
1376	3	Slightly true for me
879	4	Slightly false for me
761	5	Mostly false for me
352	6	Completely false for me
1	8	skipped

==========

Name: q6_5
Description: Whether the statement is True -- I can’t help getting into arguments when people disagree with me

Count	Code	Label
81	1	Completely true for me
225	2	Mostly true for me
698	3	Slightly true for me
785	4	Slightly false for me
1220	5	Mostly false for me
990	6	Completely false for me
1	8	skipped

==========

Name: q6_7
Description: Whether the statement is True -- I have trouble controlling my temper

Count	Code	Label
71	1	Completely true for me
158	2	Mostly true for me
625	3	Slightly true for me
520	4	Slightly false for me
1237	5	Mostly false for me
1388	6	Completely false for me
1	8	skipped

==========

Name: q6_9
Description: Whether the statement is True -- I flare up quickly but get over it quickly

Count	Code	Label
190	1	Completely true for me
529	2	Mostly true for me
1042	3	Slightly true for me
615	4	Slightly false for me
867	5	Mostly false for me

756	6	Completely false for me
1	8	skipped

Name: q6_10
Description: Whether the statement is True -- At times I feel I have gotten a raw deal out of life

Count	Code	Label
296	1	Completely true for me
357	2	Mostly true for me
939	3	Slightly true for me
530	4	Slightly false for me
861	5	Mostly false for me
1017	6	Completely false for me

Name: q6_1
Description: Whether the statement is True -- There are people who have pushed me so far that we have come to blows

Count	Code	Label
0	1	Completely true for me
0	2	Mostly true for me
1	3	Slightly true for me
0	4	Slightly false for me
1	5	Mostly false for me
3	6	Completely false for me
3995	9	not asked

Name: q6_3
Description: Whether the statement is True -- I have threatened people I know

Count	Code	Label
0	1	Completely true for me
0	2	Mostly true for me
1	3	Slightly true for me
0	4	Slightly false for me
1	5	Mostly false for me
3	6	Completely false for me
3995	9	not asked

Name: q6_6
Description: Whether the statement is True -- My friends say I’m somewhat argumentative

Count	Code	Label
0	1	Completely true for me
0	2	Mostly true for me
0	3	Slightly true for me
0	4	Slightly false for me
3	5	Mostly false for me
2	6	Completely false for me
3995	9	not asked

==========

Name: q6_8
Description: Whether the statement is True -- Sometimes I fly off the handle for no good reason

Count	Code	Label
0	1	Completely true for me
0	2	Mostly true for me
0	3	Slightly true for me
1	4	Slightly false for me
1	5	Mostly false for me
3	6	Completely false for me
3995	9	not asked

==========

Name: q6_11
Description: Whether the statement is True -- Other people always seem to get the breaks

Count	Code	Label
0	1	Completely true for me
0	2	Mostly true for me
3	3	Slightly true for me
2	4	Slightly false for me
0	5	Mostly false for me
0	6	Completely false for me
3995	9	not asked

==========

Name: q6_12
Description: Whether the statement is True -- I wonder why sometimes I feel so bitter about things

Count	Code	Label
1	1	Completely true for me
1	2	Mostly true for me
0	3	Slightly true for me
0	4	Slightly false for me

2	5	Mostly false for me
1	6	Completely false for me
3995	9	not asked

Name: q7_1
Description: Whether agree with the statement (conspiracy predispositions) -- Much of our lives are being controlled by plots hatched in secret places.

Count	Code	Label
384	1	Strongly agree
729	2	Somewhat agree
873	3	Neither agree nor disagree
610	4	Somewhat disagree
1404	5	Strongly disagree

Name: q7_2
Description: Whether agree with the statement (conspiracy predispositions) -- Even though we live in a democracy, a few people will always run things anyway.

Count	Code	Label
869	1	Strongly agree
1753	2	Somewhat agree
714	3	Neither agree nor disagree
417	4	Somewhat disagree
247	5	Strongly disagree

Name: q7_3
Description: Whether agree with the statement (conspiracy predispositions) -- The people who really "run" the country are not known to the voter.

Count	Code	Label
832	1	Strongly agree
1257	2	Somewhat agree
867	3	Neither agree nor disagree
582	4	Somewhat disagree
462	5	Strongly disagree

Name: q7_4
Description: Whether agree with the statement (conspiracy predispositions) -- Big events like wars, recessions, and the outcomes of elections are controlled by small groups of people who are working in

secret against the rest of us.

Count	Code	Label
516	1	Strongly agree
881	2	Somewhat agree
1004	3	Neither agree nor disagree
653	4	Somewhat disagree
945	5	Strongly disagree
1	8	skipped

==========

Name: q8
Description: How much trust you have in the mass media

Count	Code	Label
352	1	A great deal
1253	2	A fair amount
1054	3	Not very much
1340	4	None at all
1	8	skipped

==========

Name: q9
Description: How accurate is the news posted online

Count	Code	Label
396	1	Very accurate
1544	2	Somewhat accurate
1165	3	Not too accurate
895	4	Not at all accurate

==========

Name: q10a_1
Description: Fox News

Count	Code	Label
5	1	selected
0	2	not selected
3995	9	not asked

==========

Name: q10a_2
Description: The New York Times

Count	Code	Label
5	1	selected

Count	Code	Label
0	2	not selected
3995	9	not asked

==========

Name: q10a_3
Description: CNN

Count	Code	Label
5	1	selected
0	2	not selected
3995	9	not asked

==========

Name: q10a_4
Description: The Washington Post

Count	Code	Label
5	1	selected
0	2	not selected
3995	9	not asked

==========

Name: q10a_5
Description: MSNBC

Count	Code	Label
5	1	selected
0	2	not selected
3995	9	not asked

==========

Name: q10a_6
Description: Breitbart

Count	Code	Label
3	1	selected
2	2	not selected
3995	9	not asked

==========

Name: q10a_7
Description: InfoWars

Count	Code	Label
2	1	selected
3	2	not selected

3995	9	not asked

Name: q11_1
Description: How much you trust you have in this news source -- Fox News

Count	Code	Label
0	1	A great deal
1	2	A fair amount
3	3	Not very much
1	4	None at all
3995	9	not asked

Name: q11_2
Description: How much you trust you have in this news source -- The New York Times

Count	Code	Label
2	1	A great deal
3	2	A fair amount
0	3	Not very much
0	4	None at all
3995	9	not asked

Name: q11_3
Description: How much you trust you have in this news source -- CNN

Count	Code	Label
1	1	A great deal
3	2	A fair amount
1	3	Not very much
0	4	None at all
3995	9	not asked

Name: q11_4
Description: How much you trust you have in this news source -- The Washington Post

Count	Code	Label
1	1	A great deal
4	2	A fair amount
0	3	Not very much
0	4	None at all
3995	9	not asked

```
================================================================================
Name:          q11_5
Description:   How much you trust you have in this news source -- MSNBC

          Count   Code   Label
          -----   ----   -----
              1      1   A great deal
              3      2   A fair amount
              1      3   Not very much
              0      4   None at all
           3995      9   not asked

================================================================================
Name:          q11_6
Description:   How much you trust you have in this news source -- Breitbart

          Count   Code   Label
          -----   ----   -----
              0      1   A great deal
              0      2   A fair amount
              0      3   Not very much
              3      4   None at all
           3997      9   not asked

================================================================================
Name:          q11_7
Description:   How much you trust you have in this news source -- InfoWars

          Count   Code   Label
          -----   ----   -----
              0      1   A great deal
              0      2   A fair amount
              1      3   Not very much
              1      4   None at all
           3998      9   not asked

================================================================================
Name:          q12_1
Description:   How much trust you have in information from the following source
               -- Organizations you follow on YouTube or social media platforms
               (Twitter, Facebook, Instagram, Snapchat, etc.)

          Count   Code   Label
          -----   ----   -----
            210      1   A great deal
           1461      2   A fair amount
           1367      3   Not very much
            955      4   None at all
              7      8   skipped
```

```
================================================================================
Name:          q12_2
Description:   How much trust you have in information from the following source
               -- Celebrities you follow on YouTube or social media platforms
               (Twitter, Facebook, Instagram, Snapchat, etc.)

          Count   Code   Label
          -----   ----   -----
            107      1   A great deal
            541      2   A fair amount
           1325      3   Not very much
           2023      4   None at all
              4      8   skipped

================================================================================
Name:          q12_3
Description:   How much trust you have in information from the following source
               -- People you follow but do not personally know on YouTube or
               social media platforms (Twitter, Facebook, Instagram, Snapchat,
               etc.)

          Count   Code   Label
          -----   ----   -----
            167      1   A great deal
           1071      2   A fair amount
           1634      3   Not very much
           1123      4   None at all
              5      8   skipped

================================================================================
Name:          q12_4
Description:   How much trust you have in information from the following source
               -- People you follow and personally know on YouTube or social
               media platforms (Twitter, Facebook, Instagram, Snapchat, etc.)

          Count   Code   Label
          -----   ----   -----
            301      1   A great deal
           1638      2   A fair amount
           1265      3   Not very much
            792      4   None at all
              4      8   skipped

================================================================================
Name:          q12_5
Description:   How much trust you have in information from the following source
               -- People you personally know and talk to offline

          Count   Code   Label
          -----   ----   -----
            753      1   A great deal
```

2352	2	A fair amount
718	3	Not very much
173	4	None at all
4	8	skipped

Name: q12_6
Description: How much trust you have in information from the following source -- The mass media (such as newspapers, TV and radio)

Count	Code	Label
401	1	A great deal
1284	2	A fair amount
1020	3	Not very much
1291	4	None at all
4	8	skipped

Name: q13
Description: How frequently you use Google

Count	Code	Label
819	1	Almost constantly
1561	2	Several times a day
401	3	About once a day
482	4	A few times a week
82	5	About once a week
175	6	A few times a month
41	7	Once a month
214	8	Less often than once a month
225	9	Never

Name: q14
Description: How much of the information you find using google is accurate

Count	Code	Label
165	1	All or almost all
874	2	Most
1415	3	Some
839	4	Very little
401	5	None at all
306	6	Don’t know

Name: q15
Description: Google personalizes the search results

Count	Code	Label
1386	1	Very accurate
1815	2	Somewhat accurate
515	3	Not very accurate
282	4	Not at all accurate
2	8	skipped

==========

Name: q17
Description: How much of the information you find using YouTube is accurate

Count	Code	Label
82	1	All or almost all
399	2	Most
1556	3	Some
994	4	Very little
416	5	None at all
552	6	Don’t know
1	8	skipped

==========

Name: q18
Description: YouTube personalizes the videos

Count	Code	Label
1279	1	Very accurate
1791	2	Somewhat accurate
583	3	Not very accurate
344	4	Not at all accurate
3	8	skipped

==========

Name: q28
Description: How satisfied you are with the search result quality on Google

Count	Code	Label
854	1	Very satisfied
2056	2	Somewhat satisfied
492	3	Not very satisfied
159	4	Not at all satisfied
439	9	not asked

==========

Name: q29
Description: How much trust you have in information on Google

Count	Code	Label

Count	Code	Label
551	1	A great deal
2184	2	A moderate amount
708	3	Not much
117	4	Not at all
1	8	skipped
439	9	not asked

==========

Name: q30
Description: What Google search results favor – Liberals or conservatives

Count	Code	Label
1418	1	Favor liberals
201	2	Favor conservatives
1798	3	Neither
143	4	Other
1	8	skipped
439	9	not asked

==========

Name: q31
Description: How satisfied you are with the video quality on YouTube

Count	Code	Label
611	1	Very satisfied
2119	2	Somewhat satisfied
578	3	Not very satisfied
153	4	Not at all satisfied
2	8	skipped
537	9	not asked

==========

Name: q32
Description: How much trust you have in YouTube videos

Count	Code	Label
333	1	A great deal
2120	2	A moderate amount
898	3	Not much
111	4	Not at all
1	8	skipped
537	9	not asked

==========

Name: q33
Description: What YouTube videos favor – Liberals or conservatives

Count	Code	Label
1163	1	Favor liberals
279	2	Favor conservatives
1846	3	Neither
172	4	Other
3	8	skipped
537	9	not asked

==========

Name: q34_1
Description: How concerned you feel about the following -- Getting coronavirus yourself

Count	Code	Label
725	1	Not at all concerned
901	2	Not very concerned
1283	3	Somewhat concerned
1015	4	Very concerned
13	5	Not applicable to me
63	6	Already contracted coronavirus

==========

Name: q34_2
Description: How concerned you feel about the following -- Family members getting coronavirus

Count	Code	Label
0	1	Not at all concerned
0	2	Not very concerned
1	3	Somewhat concerned
4	4	Very concerned
0	5	Not applicable to me
0	6	Already contracted coronavirus
3995	9	not asked

==========

Name: q35
Description: How much of a threat is the coronavirus for US people

Count	Code	Label
2208	1	A major threat
1294	2	A minor threat
497	3	Not a threat
1	8	skipped

==========

Name: q36_2

Description: Believe the following or not -- Avoiding larger gatherings of people can help prevent the spread of the coronavirus

Count	Code	Label
250	1	Not at all accurate
335	2	Not very accurate
1008	3	Somewhat accurate
2407	4	Very accurate

Name: q36_3
Description: Believe the following or not -- Masks are an effective way to prevent the spread of the coronavirus

Count	Code	Label
600	1	Not at all accurate
559	2	Not very accurate
1068	3	Somewhat accurate
1773	4	Very accurate

Name: q36_4
Description: Believe the following or not -- Coronavirus can be spread by people who do not show symptoms

Count	Code	Label
168	1	Not at all accurate
303	2	Not very accurate
938	3	Somewhat accurate
2590	4	Very accurate
1	8	skipped

Name: q36_6
Description: Believe the following or not -- The medication hydroxychloroquine is proven to cure or prevent COVID-19, the illness caused by the novel coronavirus

Count	Code	Label
1697	1	Not at all accurate
675	2	Not very accurate
923	3	Somewhat accurate
704	4	Very accurate
1	8	skipped

Name: q36_8

Description: Believe the following or not -- The Chinese government created the coronavirus that causes COVID-19 as a bioweapon

Count	Code	Label
1462	1	Not at all accurate
760	2	Not very accurate
826	3	Somewhat accurate
949	4	Very accurate
3	8	skipped

==========

Name: q36_10
Description: Believe the following or not -- A group funded by Bill Gates patented the coronavirus that causes COVID-19

Count	Code	Label
2372	1	Not at all accurate
745	2	Not very accurate
543	3	Somewhat accurate
339	4	Very accurate
1	8	skipped

==========

Name: q36_1
Description: Believe the following or not -- Frequent handwashing is a way to protect against the coronavirus

Count	Code	Label
0	1	Not at all accurate
0	2	Not very accurate
1	3	Somewhat accurate
4	4	Very accurate
3995	9	not asked

==========

Name: q36_5
Description: Believe the following or not -- A new loss of taste or smell is a symptom of the coronavirus

Count	Code	Label
0	1	Not at all accurate
0	2	Not very accurate
2	3	Somewhat accurate
3	4	Very accurate
3995	9	not asked

==========

Name: q36_7
Description: Believe the following or not -- The coronavirus is being spread by 5G cell phone technology

Count	Code	Label
5	1	Not at all accurate
0	2	Not very accurate
0	3	Somewhat accurate
0	4	Very accurate
3995	9	not asked

==========

Name: q36_9
Description: Believe the following or not -- The media is exaggerating the threat from the coronavirus to damage President Trump

Count	Code	Label
4	1	Not at all accurate
1	2	Not very accurate
0	3	Somewhat accurate
0	4	Very accurate
3995	9	not asked

==========

Name: q37_1
Description: Agree with the following or not -- Getting vaccines is a good way to protect children from disease

Count	Code	Label
2431	1	Strongly agree
782	2	Somewhat agree
404	3	Neither agree nor disagree
142	4	Somewhat disagree
241	5	Strongly disagree

==========

Name: q37_2
Description: Agree with the following or not -- Generally I do what my doctor recommends about vaccines

Count	Code	Label
1978	1	Strongly agree
967	2	Somewhat agree
537	3	Neither agree nor disagree
255	4	Somewhat disagree
263	5	Strongly disagree

```
================================================================================
Name:          q37_3
Description:   Agree with the following or not -- New vaccines are recommended
               only if they are safe

          Count   Code   Label
          -----   ----   -----
           1305      1   Strongly agree
           1205      2   Somewhat agree
            755      3   Neither agree nor disagree
            401      4   Somewhat disagree
            333      5   Strongly disagree
              1      8   skipped

================================================================================
Name:          q37_4
Description:   Agree with the following or not -- Children do not need vaccines
               for diseases that are not common anymore

          Count   Code   Label
          -----   ----   -----
            201      1   Strongly agree
            245      2   Somewhat agree
            567      3   Neither agree nor disagree
            824      4   Somewhat disagree
           2163      5   Strongly disagree

================================================================================
Name:          q37_5
Description:   Agree with the following or not -- I am concerned about serious
               side effects of vaccines

          Count   Code   Label
          -----   ----   -----
            842      1   Strongly agree
            978      2   Somewhat agree
            764      3   Neither agree nor disagree
            696      4   Somewhat disagree
            720      5   Strongly disagree

================================================================================
Name:          q37_6
Description:   Agree with the following or not -- Some vaccines cause autism in
               healthy children

          Count   Code   Label
          -----   ----   -----
            412      1   Strongly agree
            409      2   Somewhat agree
            977      3   Neither agree nor disagree
            461      4   Somewhat disagree
```

```
          1740      5   Strongly disagree
             1      8   skipped

================================================================================
Name:          q37_7
Description:   Agree with the following or not -- Vaccinations are one of the
               most significant achievements in improving public health

          Count   Code   Label
          -----   ----   -----
           2252      1   Strongly agree
            897      2   Somewhat agree
            527      3   Neither agree nor disagree
            141      4   Somewhat disagree
            183      5   Strongly disagree

================================================================================
Name:          q38
Description:   How often you don't take surveys seriously

          Count   Code   Label
          -----   ----   -----
           3300      1   Never
            457      2   Rarely
            163      3   Some of the time
             42      4   Most of the time
             38      5   Always

================================================================================
Name:          q39
Description:   Did you make an effort to look up information

          Count   Code   Label
          -----   ----   -----
            193      1   Yes, I looked up information
           3807      2   No, I did not look up information

================================================================================
Name:          platform_1
Description:   Desktop or laptop computer

          Count   Code   Label
          -----   ----   -----
           3850      1   selected
            150      2   not selected

================================================================================
Name:          platform_2
Description:   Tablet

          Count   Code   Label
```

Count	Code	Label
1344	1	selected
2656	2	not selected

==========

Name: platform_3
Description: Smartphone

Count	Code	Label
2372	1	selected
1628	2	not selected

==========

Name: browsers_1
Description: Chrome

Count	Code	Label
2626	1	selected
1225	2	not selected
149	9	not asked

==========

Name: browsers_2
Description: Firefox

Count	Code	Label
1092	1	selected
2759	2	not selected
149	9	not asked

==========

Name: browsers_3
Description: Safari

Count	Code	Label
524	1	selected
3327	2	not selected
149	9	not asked

==========

Name: browsers_4
Description: Microsoft Edge

Count	Code	Label
903	1	selected
2948	2	not selected

```
           149      9   not asked

================================================================================
Name:          browsers_5
Description:   Internet Explorer

          Count   Code   Label
          -----   ----   -----
            595      1   selected
           3256      2   not selected
            149      9   not asked

================================================================================
Name:          browsers_6
Description:   None of the above

          Count   Code   Label
          -----   ----   -----
             82      1   selected
           3769      2   not selected
            149      9   not asked

================================================================================
Name:          browser_top
Description:   browser_top

          Count   Code   Label
          -----   ----   -----
            733      1   Chrome
            280      2   Firefox
             79      3   Safari
            208      4   Microsoft Edge
             79      5   Internet Explorer
           2621      9   not asked

================================================================================
Name:          elig_extension
Description:   elig_extension

          Count   Code   Label
          -----   ----   -----
           2887      1   Yes
           1113      2   No

================================================================================
Name:          extension_install
Description:   Agree to install extension

          Count   Code   Label
          -----   ----   -----
           1473      1   Yes
```

1415	2	No
1112	9	not asked

==========

Name: birthyr
Description: Birth Year

Numeric Variable – no categories

answered : 4000

==========

Name: gender
Description: Gender

Count	Code	Label
2175	1	Male
1825	2	Female

==========

Name: race
Description: Race

Count	Code	Label
3035	1	White
321	2	Black
278	3	Hispanic
144	4	Asian
38	5	Native American
67	6	Two or more races
113	7	Other
4	8	Middle Eastern

==========

Name: educ
Description: Education

Count	Code	Label
57	1	No HS
762	2	High school graduate
963	3	Some college
477	4	2-year
1023	5	4-year
718	6	Post-grad

==========

Name: marstat
Description: Marital Status

Count	Code	Label
2106	1	Married
51	2	Separated
467	3	Divorced
190	4	Widowed
1021	5	Never married
165	6	Domestic / civil partnership

==========

Name: employ
Description: Employment Status

Count	Code	Label
1563	1	Full-time
388	2	Part-time
120	3	Temporarily laid off
261	4	Unemployed
958	5	Retired
293	6	Permanently disabled
192	7	Homemaker
145	8	Student
80	9	Other

==========

Name: faminc_new
Description: Family income

Count	Code	Label
163	1	Less than $10,000
256	2	$10,000 – $19,999
332	3	$20,000 – $29,999
389	4	$30,000 – $39,999
296	5	$40,000 – $49,999
311	6	$50,000 – $59,999
286	7	$60,000 – $69,999
311	8	$70,000 – $79,999
389	9	$80,000 – $99,999
255	10	$100,000 – $119,999
265	11	$120,000 – $149,999
188	12	$150,000 – $199,999
65	13	$200,000 – $249,999
49	14	$250,000 – $349,999
17	15	$350,000 – $499,999
17	16	$500,000 or more
411	97	Prefer not to say

==========

Name: presvote16post

Description: 2016 President Vote Post Election

Count	Code	Label
1234	1	Hillary Clinton
1614	2	Donald Trump
114	3	Gary Johnson
66	4	Jill Stein
20	5	Evan McMullin
84	6	Other
868	7	Did not vote for President

==========

Name: inputstate
Description: State of Residence

Count	Code	Label
71	1	Alabama
10	2	Alaska
86	4	Arizona
39	5	Arkansas
342	6	California
59	8	Colorado
36	9	Connecticut
11	10	Delaware
15	11	District of Columbia
314	12	Florida
129	13	Georgia
9	15	Hawaii
29	16	Idaho
155	17	Illinois
76	18	Indiana
40	19	Iowa
30	20	Kansas
86	21	Kentucky
43	22	Louisiana
25	23	Maine
51	24	Maryland
82	25	Massachusetts
117	26	Michigan
68	27	Minnesota
24	28	Mississippi
92	29	Missouri
17	30	Montana
23	31	Nebraska
49	32	Nevada
21	33	New Hampshire
118	34	New Jersey
27	35	New Mexico
269	36	New York

126	37	North Carolina
6	38	North Dakota
152	39	Ohio
30	40	Oklahoma
76	41	Oregon
216	42	Pennsylvania
12	44	Rhode Island
47	45	South Carolina
17	46	South Dakota
77	47	Tennessee
304	48	Texas
37	49	Utah
10	50	Vermont
113	51	Virginia
99	53	Washington
29	54	West Virginia
75	55	Wisconsin
11	56	Wyoming
0	60	American Samoa
0	64	Federated States of Micronesia
0	66	Guam
0	68	Marshall Islands
0	69	Northern Mariana Islands
0	70	Palau
0	72	Puerto Rico
0	74	U.S. Minor Outlying Islands
0	78	Virgin Islands
0	81	Alberta
0	82	British Columbia
0	83	Manitoba
0	84	New Brunswick
0	85	Newfoundland
0	86	Northwest Territories
0	87	Nova Scotia
0	88	Nunavut
0	89	Ontario
0	90	Prince Edward Island
0	91	Quebec
0	92	Saskatchewan
0	93	Yukon Territory
0	99	Not in the U.S. or Canada

==========

Name: votereg
Description: Voter Registration Status

Count	Code	Label
3796	1	Yes
165	2	No
39	3	Don't know

```
================================================================================
Name:          ideo5
Description:   Ideology (1)

          Count   Code   Label
          -----   ----   -----
            582      1   Very liberal
            625      2   Liberal
           1049      3   Moderate
            772      4   Conservative
            844      5   Very conservative
            128      6   Not sure

================================================================================
Name:          newsint
Description:   Political Interest

          Count   Code   Label
          -----   ----   -----
           2640      1   Most of the time
            864      2   Some of the time
            277      3   Only now and then
            160      4   Hardly at all
             59      7   Don't know

================================================================================
Name:          religpew
Description:   Religion

          Count   Code   Label
          -----   ----   -----
           1353      1   Protestant
            729      2   Roman Catholic
             57      3   Mormon
             36      4   Eastern or Greek Orthodox
            100      5   Jewish
             24      6   Muslim
             31      7   Buddhist
             20      8   Hindu
            357      9   Atheist
            303     10   Agnostic
            722     11   Nothing in particular
            268     12   Something else

================================================================================
Name:          pew_churatd
Description:   Church attendance (Pew version)

          Count   Code   Label
          -----   ----   -----
```

321	1	More than once a week
698	2	Once a week
267	3	Once or twice a month
431	4	A few times a year
846	5	Seldom
1378	6	Never
59	7	Don't know

==========

Name: pew_bornagain
Description: Born Again (Pew version)

Count	Code	Label
1124	1	Yes
2876	2	No

==========

Name: pew_religimp
Description: Importance of religion (Pew version)

Count	Code	Label
1565	1	Very important
816	2	Somewhat important
556	3	Not too important
1063	4	Not at all important

==========

Name: pew_prayer
Description: Frequency of Prayer (Pew version)

Count	Code	Label
1157	1	Several times a day
522	2	Once a day
438	3	A few times a week
97	4	Once a week
220	5	A few times a month
506	6	Seldom
948	7	Never
112	8	Don't know

Date format variables

==========

Name: starttime
Description: Questionnaire Start Time
DateTime variable - no categories

==========

Name: endtime

Description: Questionnaire End Time

DateTime variable – no categories