

CONTENT ANALYSIS METHODS

SAMPLE AND DATA COLLECTION. We used Nexis to search for articles published in the *New York Times* and the Associated Press from January 1, 1985 through December 31, 2008 with the subject terms (race or racial or ethnic or caucasian or African) and (genetic or genes or genomic). All articles selected by Nexis were read by one of two researchers trained to ascertain whether an article discussed genetic causes of a racial difference or discussed racial differences or similarities in genetic makeup (“race per se”). Inter-rater reliability (Cohen’s kappa) for selection of articles was .90. One hundred eighty nine articles met our selection criteria. One hundred ten articles came from the *New York Times*, 79 from Associated Press. Between 2000 (the first year of their use) and 2008, 18 articles discussed direct-to-consumer ancestry or admixture tests. Detailed selection criteria and coding instructions for all variables are available from the first author.

MEASURES

Two researchers blind to the relevant hypothesis independently rated the 18 articles that discussed direct-to-consumer ancestry or admixture tests, as well as the Admixture vignette, in terms of (1) whether the article explicitly mentioned that the tests are based on genetic material and (2) whether it portrayed racial differences as clinal rather than categorical. If both themes were present, they judged which theme was more prominent. We analyzed this last rating, which ranged from 1 (theme of the genetic basis of race was much more prominent) to 5 (theme of clinal variation was much more prominent). Articles that only mentioned the theme of the genetic basis of race were given a score of 0. Inter-rater reliability between the two independent coders was .61 (Intraclass Correlation Coefficient). To further advance the quality of the

measure, all disagreements were reviewed by the first author, who served as tie-breaker in the case of such disagreements.