B Online Appendix

B.1 Video Transcripts

B.1.1 Positive Private Role Model

"Kristine McNeil, donning protective gear, ready to go out and test residents in her community who fear they have the virus. Nurse for twenty five years, who stopped practicing and became a teacher, now heading back to the front lines. 'I just assume that everybody is positive. I do a lot of testing in the garage, out on the back porch. I only go into the home if I have to.' She belongs to the medical reserve corps. Volunteers nationwide stepping forward. 'I don't want somebody to be there, needing help, and there isn't anybody to help them.'

Donella Fields, who hadn't treated patients in four years, called the ER where she used to work, offering nursing help. 'I don't want to be one of those people that didn't do anything.' Medical volunteers responding to the wartime-like mobilization plea from communities in New York to California. 'We need you and we need you right away.'

In New York City, officials say as many as one thousand people responded in the first twenty four hours. But, with the illness spreading rapidly here and medical staffs possibly overwhelmed, this city and others still are asking for more help."

B.1.2 Negative Private Role Model

"This morning, spring break gone wild. In Miami beach, crowds of young people out in force, despite the coronavirus threat. 'If I get corona, I get corona. At the end of the day, I'm not going to let it stop me from partying.' And in Clearwater, Florida: 'It's good to take precautions, granted, but it's spring break. Everyone's going to be at the beach regardless.'

Vonda White, on vacation from Minnesota: 'It's very confusing to me and it's really concerning because our town is almost like a ghost town. Everything's shut down. The only thing that you

can go to-' 'In Minnesota?' 'Yes.' 'And here?' 'Here it's like, honestly, nothing has changed.'

Florida's governor refusing to close beaches, instead repeating CDC guidelines: Avoid groups larger than ten. Beachfront establishments also open. 'It's an epidemic, but living in fear is no way to live.' Some beaches in Florida are shut down by order of local governments. 'Why aren't we closing our beaches?'"

B.1.3 Positive Public Role Model

"One, this is an extraordinary time in this nation's history. It will go down in the history books as one of those moments of true crisis and confusion and chaos. I lived through 9/11. I remember the fear and the panic that existed in 9/11, where a single moment your whole concept of life and society can be shaken, where you need to see government perform at its best. You need to see people at their best. Everybody's afraid. Everybody's nervous. How you respond. How you act. This is a character test for all of us, individually. It's a character test for us collectively as a society. What did you do at that moment?"

B.1.4 Negative Public Role Model

"The top Republican on the Senate Intelligence Committee, Richard Burr, is under pressure from Democrats and even some Republicans after his decision to sell hundreds of thousands of dollars worth of stocks, just one week before the market started its historic slide amid the coronavirus crisis. Now also under fire, Georgia's Republican Senator Kelly Loeffler, who also sold off large amounts of stocks recently. Both senators have received regular briefings since January that included non-public information from the administration about the pandemic, before more drastic measures were put in place.

A spokesperson for Burr denied any wrongdoing and added that Burr has been 'deeply concerned by the steep and sudden toll this pandemic is taking on our economy.' Loeffler tweeted 'I do not

make investment decisions for my portfolio.'

Now other senators are under a microscope for selling off stocks, including James Inhofe and Democrat Dianne Feinstein. So far, no response from Inhofe. A spokesperson for Feinstein telling the New York Times all of Senator Feinstein's assets are in a blind trust."

B.1.5 Control

"The genetic material inside the coronavirus is RNA and the entire genome is almost thirty thousand bases long, packed together with the nuclear protein into the viral particle of the array. For the virus to replicate, however, it needs to insert its RNA into cells and hijack the cellular machinery to produce new viruses. On its surface, the variant contains three main proteins: the envelope, hemagglutinin esterase, and the spike protein. These are embedded into a lipid bilayer. The large spike protein is responsible for the crown-like protrusions, but it also recognizes the corresponding receptors on human cells called ACE2. The protease ACE2 mediate the cleavage of the spike protein which then releases an epitope enabling the subsequent fusion of the virus with the human cell."

B.2 Tables

Table B1: Correlates with Donations, Volunteering, Trust, Responsibility

	Donation		Volunteering		Trust People		Responsibility	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Age: 18-29	-4.94***	-4.99***	-0.104*	-0.101	-0.395***	-0.403***	-0.025	-0.027
	(1.56)	(1.57)	(0.060)	(0.059)	(0.135)	(0.134)	(0.043)	(0.042)
Age: 30-39	-5.43***	-5.34***	0.012	0.020	-0.358***	-0.382***	0.003	0.0002
	(1.49)	(1.51)	(0.058)	(0.058)	(0.129)	(0.127)	(0.042)	(0.042)
Age: 40-49	-3.30*	-3.59**	0.023	0.040	-0.119	-0.185	0.051	0.043
	(1.68)	(1.70)	(0.065)	(0.065)	(0.140)	(0.141)	(0.049)	(0.050)
1=Female	1.77*	1.47	0.048	0.051	-0.095	-0.098	-0.062**	-0.065**
	(0.99)	(0.98)	(0.039)	(0.039)	(0.088)	(0.086)	(0.028)	(0.029)
1=White	-3.23***	-2.61***	-0.051	-0.068	-0.241**	-0.185**	-0.038	-0.028
	(1.02)	(0.99)	(0.043)	(0.043)	(0.094)	(0.093)	(0.033)	(0.033)
1=4 Yr College		-1.09		-0.053		0.167**		0.017
		(0.93)		(0.038)		(0.084)		(0.029)
1=Conservative		1.67*		-0.035		0.287***		0.029
		(0.96)		(0.040)		(0.088)		(0.030)
1=Worried Corona		4.60***		-0.115***		0.289***		0.072**
		(0.96)		(0.039)		(0.089)		(0.031)
Observations	672	672	679	679	679	679	679	679
Rsquare	0.04	0.08	0.02	0.03	0.02	0.06	0.01	0.02
Mean	13.24	13.24	0.44	0.44	2.43	2.43	0.16	0.16
Std Dev	12.37	12.37	0.50	0.50	1.13	1.13	0.37	0.37

Notes: The age group left out are people over 50. *Conservative* is an indicator variable for people reporting to be "Somewhat conservative" or "Very conservative". *Worried corona* is an indicator variable measuring whether individuals are worried that they will contract corona. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

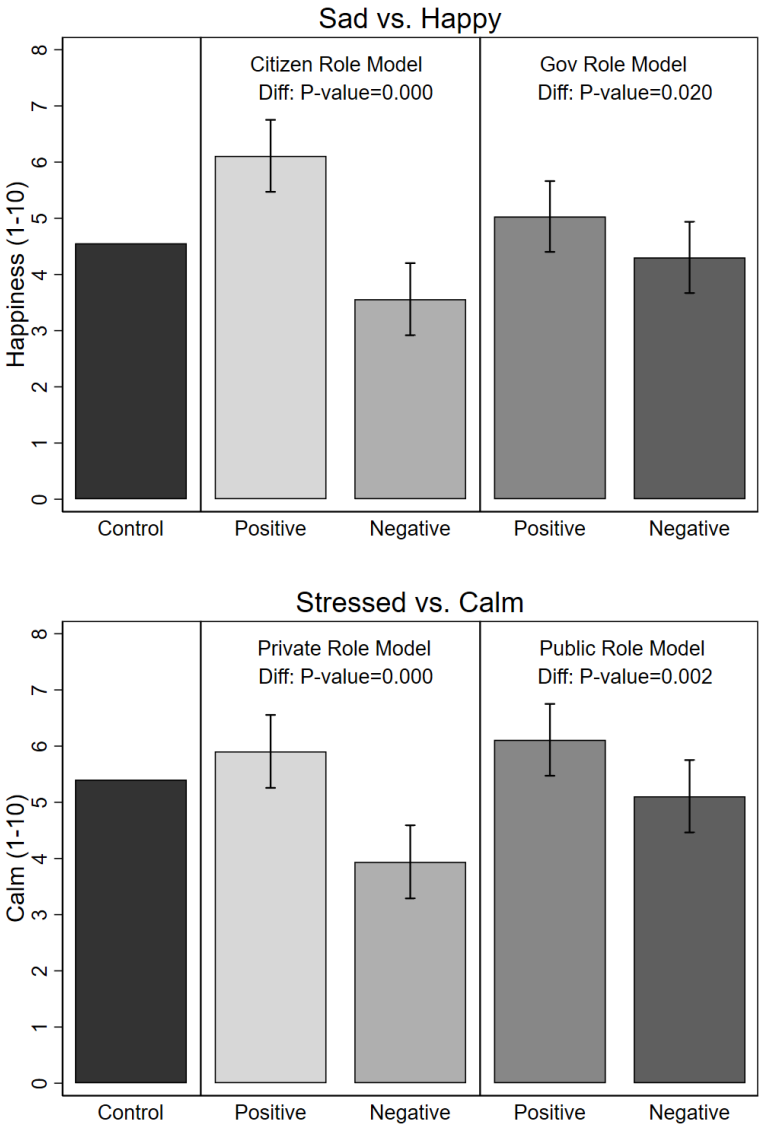
Table B2: Reactions to Video: Accuracy, Novelty, Happiness, Calmness

	Accuracy		Novelty		Happy		Calm	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Pos. Private (T1)	0.173**	0.181***	-0.526***	-0.509***	1.556***	1.597***	0.503	0.509
	(0.054)	(0.054)	(0.084)	(0.085)	(0.312)	(0.306)	(0.311)	(0.310)
Pos. Public (T2)	0.086	0.088	-0.654***	-0.649***	0.477	0.483	0.709*	0.728*
	(0.060)	(0.061)	(0.082)	(0.084)	(0.303)	(0.304)	(0.321)	(0.323)
Neg. Private (T3)	0.112	0.116	-0.648***	-0.676***	-0.994**	-1.015**	-1.464***	-1.493***
	(0.061)	(0.063)	(0.083)	(0.083)	(0.332)	(0.331)	(0.350)	(0.350)
Neg. Public (T4)	0.152**	0.158**	-0.576***	-0.568***	-0.251	-0.217	-0.296	-0.266
	(0.056)	(0.057)	(0.077)	(0.078)	(0.297)	(0.297)	(0.318)	(0.317)
Controls	N	Y	N	Y	N	Y	N	Y
Observations	625	615	624	614	599	599	598	598
Rsquare	0.02	0.02	0.12	0.13	0.10	0.11	0.08	0.09
Sample Mean	0.86	0.86	-0.08	-0.08	4.71	4.71	5.31	5.31
Std Dev	0.429	0.429	0.722	0.722	2.633	2.633	2.643	2.643
T1=T2	0.077	0.065	0.165	0.129	0.001	0.001	0.510	0.484
T1=T3	0.231	0.204	0.188	0.067	0.000	0.000	0.000	0.000
T1=T4	0.635	0.616	0.566	0.502	0.000	0.000	0.010	0.012
T2=T3	0.654	0.646	0.949	0.762	0.000	0.000	0.000	0.000
T2=T4	0.200	0.184	0.363	0.346	0.020	0.026	0.002	0.002
T3=T4	0.451	0.438	0.404	0.203	0.029	0.019	0.001	0.000

*Notes:*The dependent variable in Column 1-2 and 3-4 measure perceived accuracy and novelty, respectively. Answers are coded as -1=No, 0=Somewhat, 1=Yes. The dependent variable in Column 5-6 and 7-8 measure weather the video makes respondents sad/happy or stressed/calm on a 1-10 scale, respectively. All estimations are OLS. Robust standard errors are in parentheses. The mean of the dependent variable for the control group is reported. The bottom rows present p-values from a test of equal coefficients for the different treatment arm combinations. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

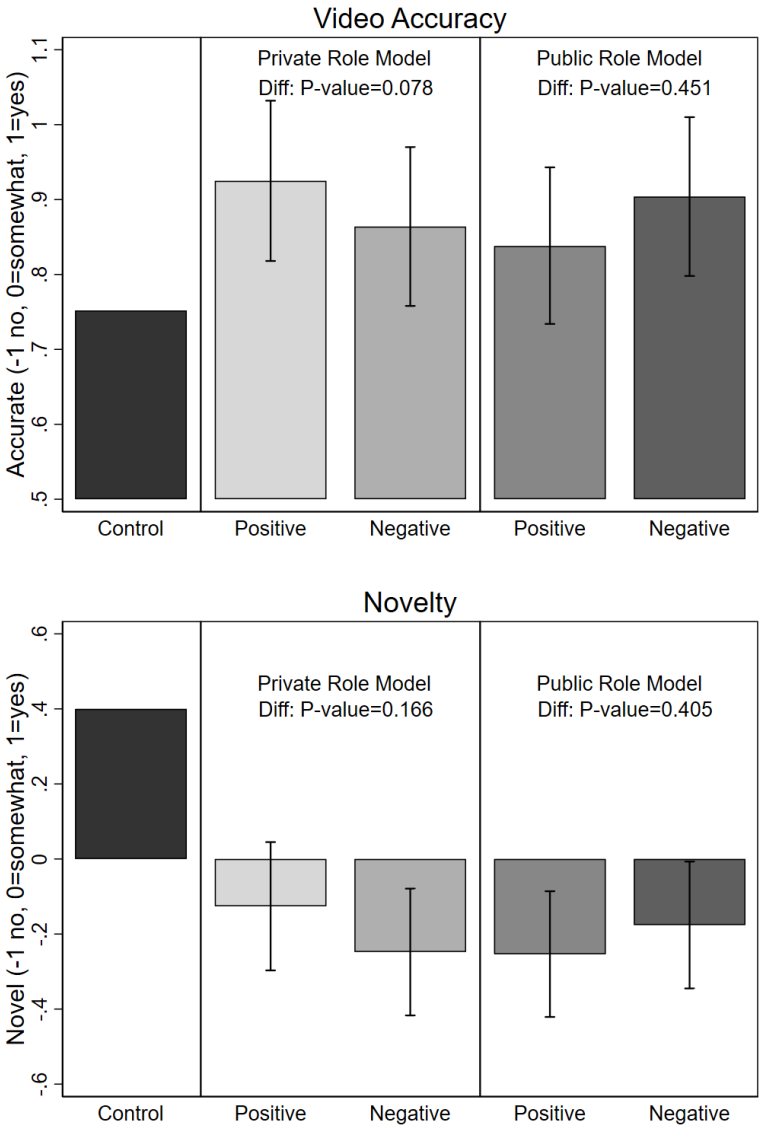
B.3 Figures

Figure B1: Emotional Reaction to Videos



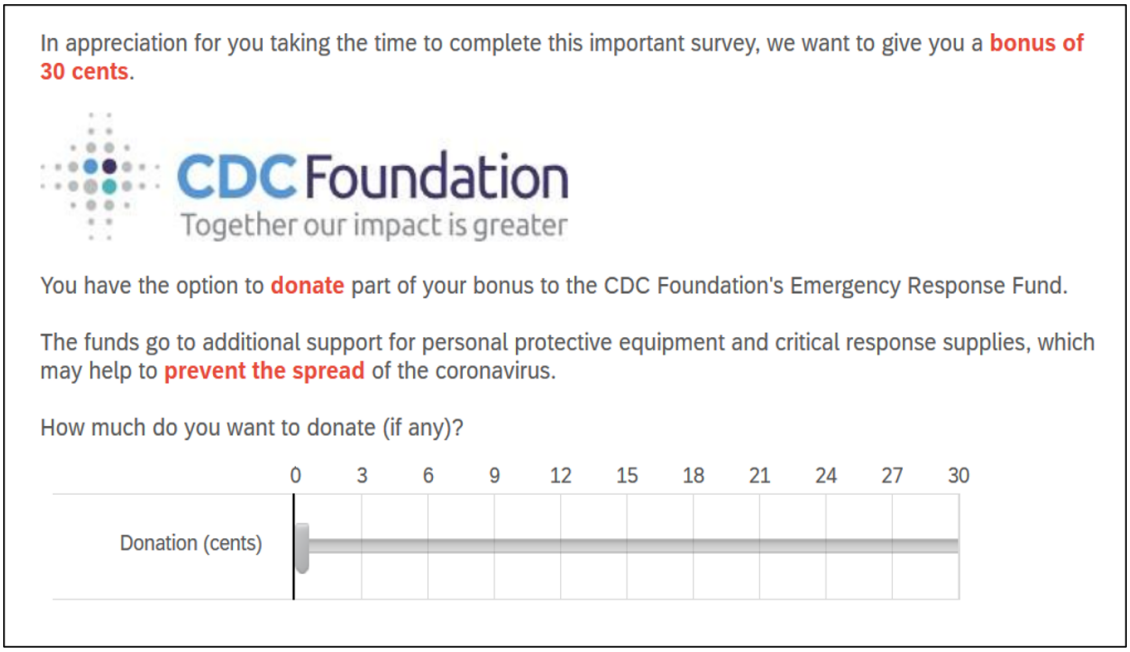
Notes: The graph shows participants' emotional reaction to watching the video.

Figure B2: Perceived Accuracy and Novelty of Videos



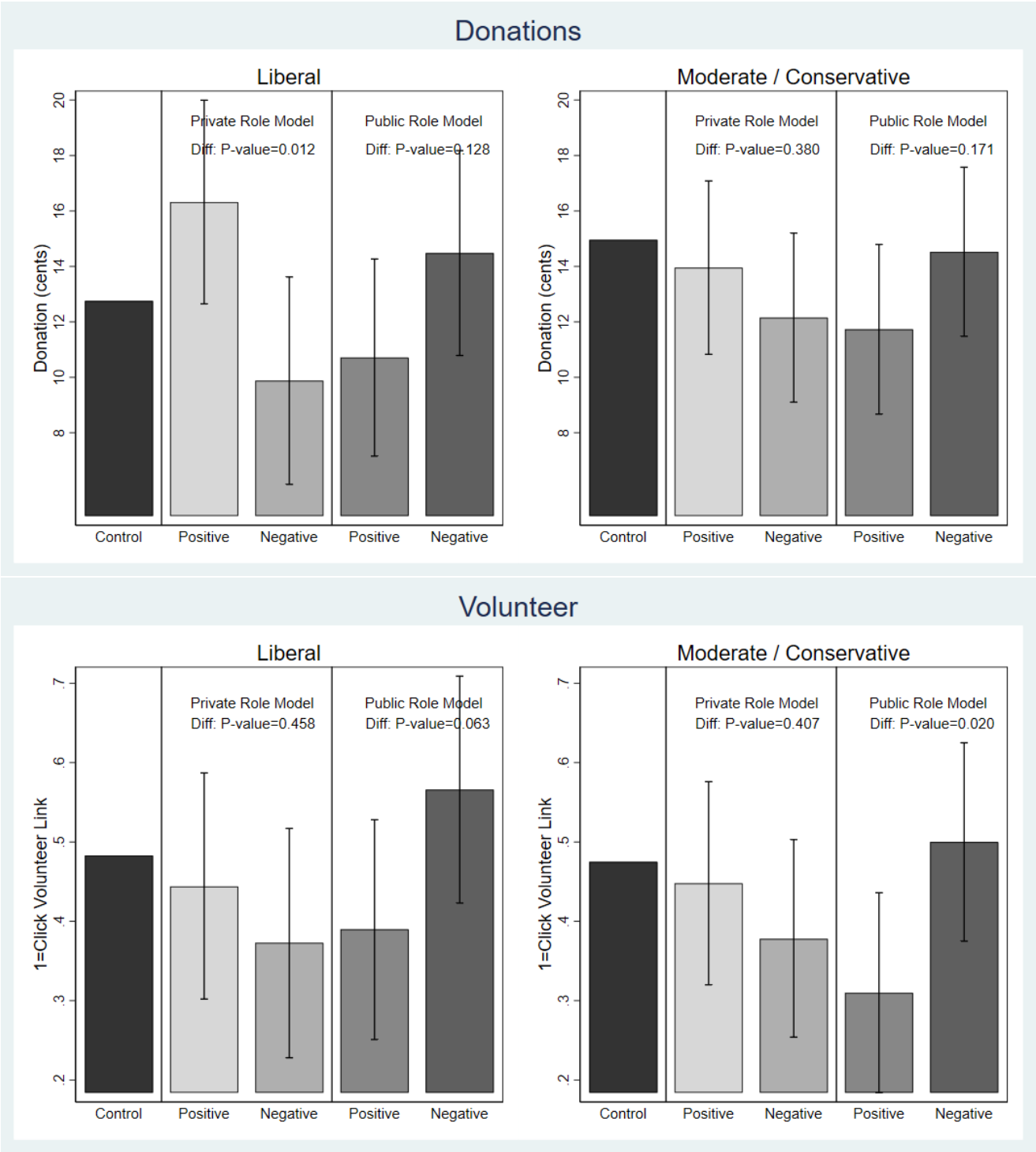
Notes: The graph shows treatment effects on support for government actions.

Figure B3: Outcomes: Donation and Volunteering



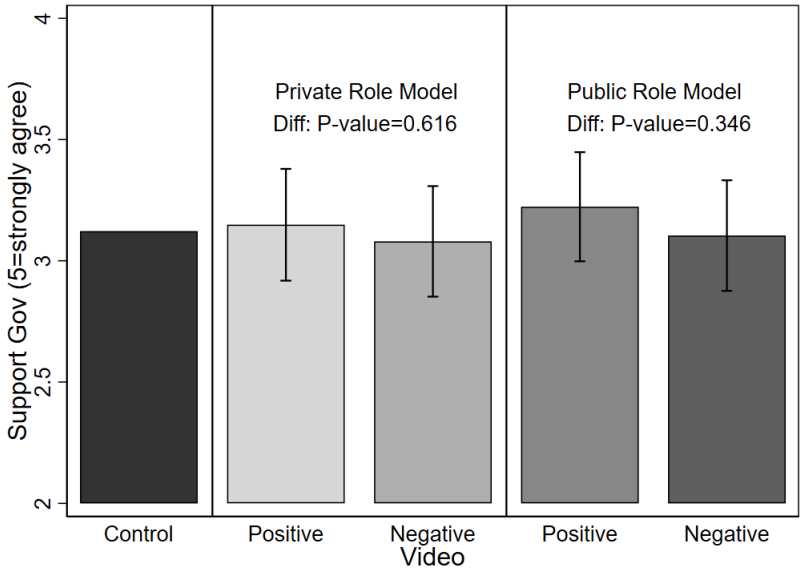
Notes: The graph shows how we measured donation and volunteering intentions.

Figure B4: Treatment Effects by Political Affiliation



Notes: The graph shows treatment effects by participants' political leaning.

Figure B5: Support Government Actions



Notes: The graph shows treatment effects on support for government actions.