

**FOUR MORE YEARS: PRESIDENTIAL ELECTIONS, COMPARATIVE MIND-SET,  
AND MANAGERIAL DECISIONS**

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**WEB APPENDIX A: REPLICATING RESULTS USING CANADIAN ELECTION AND  
SAMPLE OF COMPANIES (STUDY 1)**

**Dependent Variable: Firm Advertising Spending**

	<b>Model 1</b> Coefficient (SE)
Intercept ( $\alpha_0$ )	-1.22 (0.15)***
One-Year Lag Firm Advertising Spending Levels ( $\alpha_1$ )	0.32 (0.00)***
Two-Year Lag Firm Advertising Spending Levels ( $\alpha_2$ )	-0.45 (0.00)***
Trend ( $\alpha_3$ )	0.06 (0.00)***
Election ( $\alpha_4$ )	0.04 (0.01)***
Number of Firm-Year Observations	5,754
Number of Firms	209
Wald $\chi^2$ (4)	3.96e+06

*Notes:* Advertising spending in million USD; time trend in years; Election: 1 = Canada presidential election year, 0 = Canada non-presidential election year.

\*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$ .

## **WEB APPENDIX B: EXPLORING THE ROLE OF CHOICE GOAL IN ACTIVATING A COMPARATIVE MIND-SET (STUDY 1)**

We conducted a study to investigate the role of having a choice goal in activating a strong comparative mind-set. Two hundred twenty-six undergraduate students who were taking business classes at a large mid-western university participated in this study. Participants were randomly assigned into one of four conditions with a 2 (choice goal: present vs. absent) x 2 (self-relevance: high vs. low) between-subjects design. Participants completed two tasks sequentially. The first task was an opinion survey on candidates for student leadership positions at a university. In the *high self-relevance* condition, the university was the one that participants attended. In the *low self-relevance* condition, the university was located in a different state. The two universities were comparable in total enrollment. All participants were informed that the purpose of this survey was to collect students' opinions on candidates for several student leadership positions. In this context, participants read profile information of six student candidates running for three positions: Professional Student Government Treasurer, Student Body Vice President, and Law Council President. For each position, profile information about two candidates was presented. Choice goals were additionally manipulated at this point. In the condition where a *choice goal was present*, participants read the profile information of both candidates for each position and indicated which candidate they would like to support on 11-point bipolar scales (from Definitely support name of candidate A to Definitely support name of candidate B). In the condition where a *choice goal was absent*, participants just read profile information of both candidates for each position without indicating their preference for which one they would support. Instead, participants were directed to complete an unrelated task before they formed and reported their impressions about the candidates.

Then all participants took part in a decision survey that measured the dependent variables of interest. Specifically, participants were asked to play the role of a marketing manager of a computer manufacturing company and to make marketing plans for the company for the following year. They were informed that they had a budget to market products and that they could choose the model they wanted to market and allocate the budget accordingly. Participants were informed that two computer models were ready to be sold next year and that two other computer models were under development and could also be introduced to the market next year. They then read descriptions of the two computer models that were ready to be sold. Each model was described by two positive attributes, two negative attributes, and two neutral attributes.<sup>1</sup> Based on the product descriptions, participants decided among three options: "Market Model A," "Market Model B," or "Market Neither Model and Save the Budget." Contingent on their choice, participants were directed to different questions. Those who chose to market Models A or B were asked to decide what percentage of their marketing budget they would like to spend on the chosen model and what percent they would like to save. Participants who decided to not market either model and save the entire budget did not make this spending-level decision.

Choice was coded as "1" if participants chose either "Market Model A" or "Market Model B" and coded as "0" if participants decided to "Market Neither Model and Save the Budget". We analyzed choice likelihood as a function of choice goal in the prior opinion survey (1 = presence; -1 = absence), self-relevance of the student candidates (1 = high; -1 = low), and

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<sup>1</sup> Study 4 contains additional information about this decision task.

their interaction. The results revealed a main effect of choice goal, Wald  $\chi^2 (1) = 4.83, p = .028$ , indicating that having a choice goal (vs. not having a choice goal) while viewing students' candidates' information in a prior task activated a stronger comparative mind-set and enhanced choice likelihood in the subsequent task ( $M_{\text{choice\_goal}} = 51.75\%$ ) than if they did not have a goal ( $M_{\text{no\_choice\_goal}} = 37.50\%$ ). However, neither the main effect of self-relevance nor its interaction with choice goal was significant (both n.s.).

Spending level was coded as "0" if participants chose "Market Neither Model and Save the Budget" at the choice stage or they chose either "Market Model A" or "Market Model B" but decided to spend 0 percent of the budget to market the model chosen. Otherwise, spending level reflected the percentage of budget participants decided to spend to market the model they chose. Analyzing spending levels as a function of choice goal (1 = presence; -1 = absence), self-relevance of the student candidates (1 = high; -1 = low), and their interaction also revealed a main effect of choice goal,  $F (1, 222) = 8.25, p = .004$ . No other effect was significant. Therefore, consistent with results on choice likelihood, having a choice goal (vs. not having a choice goal) while viewing student candidates' information in a prior task also significantly enhanced spending levels in the subsequent task ( $M_{\text{choice\_goal}} = 26.74\%$ ) than if they did not have a goal ( $M_{\text{no\_choice\_goal}} = 16.50\%$ ).

The results of this study indicated that the goal of deciding for whom to vote upon viewing candidates' information plays a critical role in activating a strong comparative mind-set. However, self-relevance of the voting scenario did not have an impact on mind-set activation.

## WEB APPENDIX C: RULING OUT ALTERNATIVE EXPLANATIONS (STUDY 1)

One rival explanation for our findings is that the price, not the level, of advertising increases during Presidential election years due to increased demand for air time, print space, and other types of media. A similar explanation is that political campaigns purchase lower-priced advertising slots, leaving only higher-priced advertising for companies. We took several steps to rule out this explanation. First, we replicated our findings using selling, general, and administrative expenses (SG&A), which is a broader measure of spending that includes advertising (results available upon request from authors).

Second, we acquired data from Kantar Media that include yearly advertising volume and spending levels from 61 industries (1986–2011) both at the aggregate level and across 13 media (radio and outdoor volume data were not available). Our unit of analysis was the industry level  $i$ . Given price information was not available, we calculated the average price of advertising overall and for each media type by dividing the total advertising dollars spent by the number of ads run. Using this dependent variable, we performed two tests. In our first test, we examined whether the price of advertising increased during Presidential election years. To do so, we aggregated the media into three broad classes: Television, Magazine, and Newspaper. We estimated the following model:  $Ad\_Price_{it} = \alpha_0 + \alpha_1 * Election_t + \alpha_2 * Trend_t + \alpha_3 * Television_i + \alpha_4 * Magazine_i + \alpha_i + v_{it}$  (C1). Newspaper is the baseline and  $\alpha_0$  is the mean for this group. *Television* (*Magazine*) is a dummy variable coded as 1 for *Television* (*Magazine*) advertising spending and 0 otherwise. We adjusted for heteroskedasticity in the error terms for the same media. The effect of *Election* was not significant ( $\alpha_1 = 0.258$ , n.s.), indicating that the price of advertising did not change, on average, at the industry level.

In our second test, given a great deal of political advertising has historically occurred on TV, if the alternative explanation holds, we should observe that the price of TV advertising increased during presidential election years. To check this possibility, we tested a model with variables reflecting the interaction of each media type and *Election*. This model is:  $Ad\_Price_{it} = \alpha_0 + \alpha_1 * Election_t + \alpha_2 * Trend_t + \alpha_3 * Television_i + \alpha_4 * Magazine_i + \alpha_5 * Election_t * Television_i + \alpha_6 * Election_t * Magazine_i + \alpha_i + v_{it}$  (C2). Results indicate that *Election* did not change the price of TV advertising ( $\alpha_5 = 0.418$ , n.s.), although the price of magazine advertising decreased during Presidential election years ( $\alpha_6 = -3.363$ ,  $p < 0.10$ ).

In a third test, given local media advertising price is most likely influenced by demand for advertising during election years (given the need to advertise within states due to differences in the electoral college and the political leanings of each state), we created a variable, *Local\_Media*, that was coded 1 for those media contained in this data that are local, including local newspaper, magazines, and spot TV and estimated the following model:  $Ad\_Price_{it} = \alpha_0 + \alpha_1 * Election_t + \alpha_2 * Trend_t + \alpha_3 * Local\_Ad_i + \alpha_4 * Election_t * Local\_Media_i + \alpha_i + v_{it}$  (C3). There was no significant effect of election on the price of local media advertising in presidential election years ( $\alpha_4 = 0.288$ , n.s.).

Our test is admittedly limited in several ways. First, we test this rival explanation at the yearly level when quarterly data may be more likely to show the effect. Second, given the lack of price information, our calculated price per ad (total advertising dollars spent by the number of

ads run) likely lacks some precision that could make the effect more difficult to observe. Third, our analysis is at the national level and analysis that accounts for swing states in the Electoral College may be a more sensitive test. Future research with access to more fine-grained data at the firm, quarter, and state levels should revisit this question in more detail.

## **WEB APPENDIX D: MATERIALS AND PRETEST (STUDY 3)**

### **1. Manipulation Materials:**

#### **Comparative Political Information Manipulation: Election Condition**

Survey on a Newspaper Article about Political Candidates in the State of Tennessee

The purpose of this survey is to collect opinions about a newspaper article covering political elections in the state of Tennessee. This article was published on the website of a local newspaper, *The Tennessean*. It provides information about two political candidates running for an open U.S. Senate seat in the 2018 midterm elections. Please read the article carefully and answer the questions that follow.

See next page.

## Tennessee U.S. Senate Race

Yvonne Zaborowski and Richard Copeland, Nashville Tennessean Published 3:32 p.m. CT Sept. 28, 2018

Since Tennessee Senator Bob Corker announced that he will not seek reelection, Democratic Governor Phil Bredesen and Republican Congresswoman Marsha Blackburn will be running for the open U.S. Senate seat. Here's a brief look at each of the candidates.

Marsha Blackburn is a Mississippi native, who graduated from Mississippi State University. Now, she and her husband, Chuck, live in Williamson County, Tennessee. Together, they have two children, Mary and Chad, as well as two grandchildren. Before she was elected to the position of Tennessee State Senator in 1998, she worked as a sales and marketing associate in the fashion and print media industries. She has served as a Congresswoman since her election in 1998.



Marsha Blackburn and Phil Bredesen

Phil Bredesen grew up in rural Shortsville, N.Y., and earned a bachelor's degree in physics from Harvard University. He and his wife, Andrea Conte, have lived in Tennessee since 1975. Previously he has been a CEO, mayor and governor. He was the head of a healthcare management company before he was elected mayor of Nashville in 1991, where he served until 1999. He was then elected Tennessee's Governor in which position he served until 2011.

When it comes to the community, both of these candidates do their fair share to help. Ms. Blackburn is a member of the C Street Family, a prayer group that includes many members of Congress, and the Smithsonian Libraries Advisory Board. She also was a room mother in her children's grade school classrooms, and mentored young couples at her local church. Mr. Bredesen is a founding member of Nashville's Table, a nonprofit group that collects overstocked and discarded food from local restaurants and distributes it to the city's homeless population, and he served on the board of the First Center. He also founded the Land Trust for Tennessee, which is a non-profit organization that works to preserve open space and traditional family farms.

Where do these two candidates stand on the issues? Find out more below.

### Education

Ms. Blackburn believes that the state should make school decisions rather than the federal government since those closest to the students know what is best for them. She is pushing for an updated school system that prepares students for 21st century challenges and opportunities. Mr. Bredesen firmly believes that the education system should continue to see increased funds, even if other departments need to be cut. He sees that the state has made major improvements and wants that momentum to continue for the sake of kids.

### Health Care

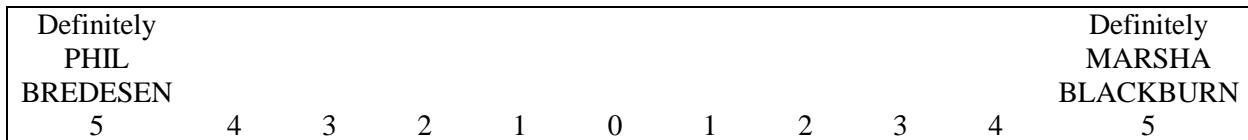
Mr. Bredesen is pushing for common-sense solutions to health care and wishes to aid those who are uninsured by providing health insurance and pharmacy assistance. He also believes drugs that lower the chance of heart disease and other health issues should be eliminated from copays or transitioned to over-the-counter drugs. Ms. Blackburn supports programs that will maintain and improve health before medical assistance is necessary. She believes in moving away from the one-size-fits-all healthcare model and moving towards personalized healthcare that is affordable for all Tennesseans. In addition, she wants to expand Medicare Advantage for seniors.

Topics	Phil Bredesen (D)	Marsha Blackburn (R)
Personal Background	Native New Yorker, Harvard graduate, successful businessman and Governor	Native Tennessean, Mississippi State graduate, good business background and Congresswoman
Education	Increase funding to schools and increase teacher pay	Allow state and local government to make final decisions about schooling
Health Care	Make certain drugs more accessible and aid those who are uninsured by providing various forms of assistance	Fund programs that will proactively improve health and reform one-size-fits-all healthcare system to a more personalized system

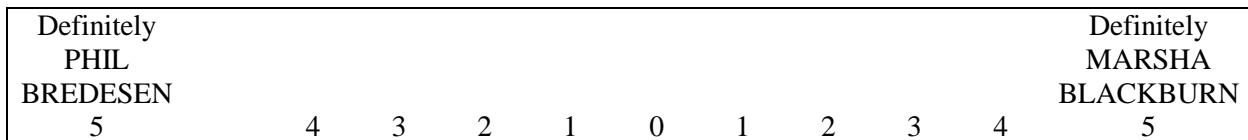
Each senator has made a clear case for themselves as this race has unfolded. It has been a tightly contested race as we head into the general elections of 2018. They have both discussed many significant issues that Tennessee is currently facing. Now it's time for voters to decide who is worthy of appointment as Tennessee's next U.S. senator.

Please answer the following questions.

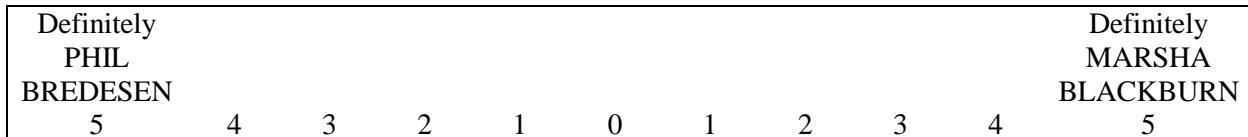
On the issue of education, which candidate's views do you support?



On the issue of healthcare, which candidate's views do you support?



Which candidate do you support if you were to vote?



### **Comparative Political Information Manipulation: Control Condition**

#### **Survey on a Newspaper Article about the State of Tennessee**

The purpose of this survey is to collect opinions about a newspaper article covering the State of Tennessee. This article was published on the website of a local newspaper, *The Tennessean*. It provides information about the state's history, geography, economy, education, etc. Please read the article carefully and answer the questions that follow.

See next page.

## The Great State of Tennessee

Yvonne Zaborowski and Richard Copeland, Nashville Tennessean Published 3:32 p.m. CT Sept. 28, 2018

Tennessee is known as the Volunteer State, a nickname given for the State's contributions of volunteer soldiers in the War of 1812, especially during the battle of New Orleans. To give a little more background on the state, it gained its statehood in 1796, and it was actually the first state created from territory under the jurisdiction of the U.S. Government. Over the years, it has developed its own rich culture and become a popular place for tourists and for those looking for a spot to live.

Tennessee is the home to over 6,700,000 people and has recently experienced growth at about 6% over the past 10 years. Its large cities include Nashville, Memphis, Chattanooga, and Knoxville. Another large city, Murfreesboro, is the center of population of Tennessee, and Nashville is the state's capital.

Looking at a map, you will find Tennessee located in the Southeast region of the U.S. Within the state, the East and West have their own distinct geographical makeups. The East side of the state is dominated by the Blue Ridge Mountains (also known as the Great Smoky Mountains). The West is much more flat and is part of the Gulf Coastal Plain. In terms of the state's overall climate, it has a humid subtropical climate except for certain areas of the Blue Ridge Mountains.



Tennessee State Capitol, Nashville, TN

Tennessee's economy is largely dependent on farming. The state has over 82,000 farms in total, and farmland covers about 44% of the state. Tennessee's major agricultural products include beef cattle, broilers (young chickens), soybean, greenhouse products, and cotton. In addition to agricultural products, manufacturers add value to raw products by creating manufactured items. In Tennessee, the most important sector of the manufacturing industry is processed foods, including grain products, bread, breakfast cereals, and flour. Important contributing beverages are beer, whiskey, and soft drinks. The production of transportation equipment, automobiles, boats, and aircraft equipment also contributes a great deal to Tennessee's economy. Tennessee's automotive manufacturing cluster includes three major assembly plants and automotive operations in 88 of 95 counties. Nissan's North American headquarters is in Franklin, and its plant is in Smyrna. With General Motors in Spring Hill and Volkswagen in Chattanooga, Tennessee continues to invest in training for the state's high concentration of automotive employment. Transportation equipment accounts for 22.8% of Tennessee's total exports. In 2016, 6.7 percent of all U.S.-made cars, light trucks and SUVs were produced in Tennessee. Tennessee is also home to the headquarters of large corporations such as FedEx and AutoZone.

As far as schooling goes in Tennessee, they are focused on the success of their children at an early age with an emphasis on early foundations, giving support to all students and providing a bridge from high school to college. The state is home to more than 40 universities, including Belmont University, Vanderbilt University, Rhodes College and the University of Tennessee. Those that graduate from one of the many universities in Tennessee have many job opportunities in large corporations as well as in the medical field.

In addition to the Great Smoky Mountains, Tennessee is also known for its impressive lineup of music icons such as Elvis Presley, Dolly Parton and Johnny Cash. They are also home to 18 professional sports teams, including their three major teams: the Tennessee Titans, the Memphis Grizzlies and the Nashville Predators.

To sum it all up, Tennessee has a long and rich history that has spanned over 200 years. The state is particularly well known for its natural beauty with the Great Smoky Mountains, its flourishing major cities that attract millions of tourists each year and for the music legends it has produced. They have many respected universities and Fortune 500 companies. The state's population has also continued to grow and is projected to reach 7 million soon. In the years to come, Tennessee will continue to provide a great home for all of its residents and develop its unique culture.

Please answer the following questions.

How would you evaluate the economy of the State of Tennessee?



How would you evaluate the education system in the State of Tennessee?



How would you evaluate the State of Tennessee as a place to live?



## **2. Decision Task Materials**

### **Managerial Decision Survey**

In this study, we are interested in how Human Resource managers make decisions. Please read the following scenario and answer the questions that follow.

Imagine you are the HR director of a large business organization that has different functional departments, including Production, Research and Development (R&D), Purchasing, Marketing, Human Resource Management, Accounting and Finance. You are making HR plans for the entire next year.

Suppose you have a budget to invest in training employees. The Training and Development manager proposes two training programs for you to consider. You can choose the appropriate program(s) you would like to invest in and allocate your budget accordingly. You can also defer your decision and search for additional information about other training programs. Here is the information you have obtained about the two training programs. Please read the descriptions of both programs and make a decision.

### **Time Management Program**

**Purpose:** This course is designed to help employees use their time more effectively to increase productivity and improve results.

**Benefits:** This course teaches participants how to plan and organize daily activities into specific time periods to increase efficiency and increase the likelihood that required tasks get worked on or completed. It will cover effective time management tools and show participants how to prioritize tasks, overcome procrastination, improve concentration, and deal with frequent distractions.

**Format:** This class has two modules. In the first module, trainees will complete assigned readings on their own. In the second module, employees will participate in an on-site session including group discussions and software training.

**Limitations:** The benefits of this class may not be immediate. After the course, employees need to spend a substantial amount of time practicing the skills covered to realize the benefits. The degree to which each skill covered in class is effective will also depend on the persistence of the employees.

### **Effective Communication Program**

**Purpose:** The course is designed to improve the effectiveness of communication between employees and their peers, subordinates, supervisors, and clients.

**Benefits:** This course begins by exploring the dynamics and techniques of effective interpersonal communication. Then it moves on to uncover the nuances of perception, and finally realize the full impact of connection and communication. The topics include building relationships, non-verbal communication, the power of storytelling, listening behaviors, and delivering difficult messages and dealing with crises.

**Format:** This class is streamed online with interactive components. Participants must attend the online sessions with fixed schedules.

**Limitations:** Due to the interactive nature of this course, participants must attend online sessions every week and the schedule is fixed. Additionally, as a part of the training, this class will require participants to discuss potentially sensitive and/or controversial topics.

Now please decide among the following three options.

- Choose the Time Management Program
- Choose the Effective Communication Program
- Choose Neither Program, Save the Budget, and Search for Additional Information

/\*Only participants who chose one of training programs were presented with the following question.\*/

Thinking about how to use your budget, you may (1) spend the budget to launch the training program chosen and/or (2) save some of the budget and spend it later.

Please indicate the percentage of the budget that you would like to allocate into each account. The allocated percentages should add up to 100.

Spend the Budget to Launch the Training Program Chosen \_\_\_\_\_  
Save the Budget and Spend It Later \_\_\_\_\_

Total \_\_\_\_\_

### **3. Training Program Pretest**

Thirty-three managers were recruited from “Prolific: Target audiences for surveys and market research” platform to participate in this study in exchange of monetary compensation.

Participants were asked to imagine that they were the HR director of a large business organization and they were making HR plans for the following year. They assumed that they had a budget to invest in training employees. The Training and Development manager generated a list of five employee training programs for them to consider. Upon reading this cover story, participants read descriptions of five training programs including Leadership Development Program, Time Management Program, Effective Communication Program, Teamwork Improvement Program, and Workplace Stress Management Program. Each program was described along the dimensions of “Purpose,” “Benefits,” “Format,” and “Limitations.” After reading the descriptions of each program, participants rated their attitudes towards the program by answering three questions (“What’s your attitude toward this training program?” 1 = Very negative, 7 = Very positive; “How useful do you think this program would be for employees?” 1 = Not at all useful, 7 = Very useful; “How interested are you in investing in this program?” 1 = Not at all interested, 7 = Very interested).

Responses to all three attitude measures were averaged to form an overall evaluation score. We chose two programs that were evaluated similarly ( $M_{time\_management} = 4.56$ ,  $M_{effective\_communication} = 4.69$ ;  $F(1, 32) = .26$ , n.s.).

## **WEB APPENDIX E: MATERIALS AND PRETEST FOR STUDY 4**

### **1. Manipulation Materials**

#### **Comparative Political Information Manipulation: Comparative Political Information Condition**

##### **Opinion Survey on Political Candidates**

The purpose of this survey is to collect opinions on political candidates. You will read profile information about 6 political candidates running for 3 positions in the state of Ohio. Please read the candidates' information and answer the questions that follow.

The following two candidates, Kevin Simmons and Sam Howard, are running for the position of Ohio State Senator.

##### **Kevin Simmons For Ohio State Senator**

As a former Staff Sergeant in the United States Air Force, Kevin Simmons is dedicated to his country and to those that he serves. As a representative, he wants to ensure that people are treated fairly and given a voice for change.



##### **Bio:**

Kevin was born and raised in Cincinnati by his parents, Rich and Betty. He moved to Euclid just before high school when he was in 8th grade. In 1994, he graduated from Euclid High School and decided that he wanted to enlist in the United States Air Force. He spent 14 years in the military and returned home in 2008. Since then, he has been working as a manager for American Electric Power. Kevin is married to his wife, Kassandra, and they currently live in the Euclid area.

##### **Awards and Community Service:**

As a United States Air Force Staff Sergeant, Kevin received many awards such as the Combat Readiness Medal and the Air Force Achievement Medal. In addition to his service, Kevin enjoys spending his time volunteering for the U.S Department of Veterans Affairs, The Big Brothers Big Sisters program and the Center for Hospice Care.

**Motive:**

Kevin is determined to provide a better life to all of those in Ohio. He will listen to the individual voices of all of his constituents and provide them with the resources they need to be successful in their own lives. He will fight relentlessly to push beyond partisanship and focus on the duties that truly matter.

**Sam Howard  
For Ohio State Senator**



**Bio:**

Sam has been recognized for his outstanding work on the Toledo city council. During his time on the Finance and Budget Oversight Committee, Sam has been focused on strategizing the city's spending. His ideas about reallocation of waste and improved infrastructure have been praised by his peers. As a representative, Sam hopes to expand upon his ideas at a higher level.

**Bio:**

Sam grew up in Dayton, Ohio, with his parents, Benjamin and Francine. He attended Thurgood Marshall High School and graduated in 1991. In 1995 he graduated with honors from Ohio University with a double major in Finance and Political Science. He currently lives with his fiancé, Alyssa, in the greater Toledo area.

**Career:**

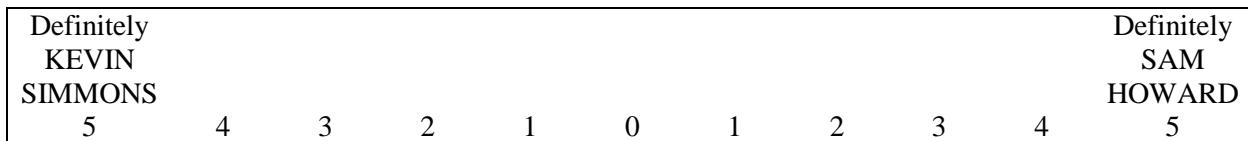
After college, Sam received a financial analyst position at a small business in Toledo. He then took an analyst position at Libbey, Inc., where he continued to move his way up in the company. After many years at Libbey, Inc., Sam decided to run for public office. In 2007, he was elected to the Finance and Budget Oversight Committee of the Toledo City Council. In 2013, Sam became the president of the committee and continues to strive for more in his career.

**Why Run for Office?**

Sam is a natural born leader with experience in business and politics. He is strongly committed to refinancing the spending of the state of Ohio, and he hopes to alleviate the problems that Ohio

faces. He cares deeply about improving Ohio's communities. Not only does he serve his community by volunteering for the local food shelf and the YFU Intercultural Exchange Program, he donates monthly to over 10 charities and speaks about personal success and education schools in the area. As a Native of Ohio, Sam is dedicated to improving the lives for all citizens of Ohio.

Which candidate would you like to support if you were to vote?



The following two candidates, Eric Lee and Rob Jackson, are sunning for the position of Ohio State Representative.

**Eric Lee  
For Ohio State Representative**



Bio:

Eric is originally from the west coast, as he was raised by his parents, Tom and Wendy, in Seattle. Between 1998 and 2003, Eric earned a degree in both Political Science and History from the University of Washington. After college, he received a job from his Uncle at the Cleveland as a Public Affairs Specialist. After 5 years, Eric was elected as the Public Service Commissioner.

As an active member in the community, Eric enjoys volunteering his time at the Habitat for Humanity and the United Way of Greater Cleveland. In addition to his volunteer service, he also is a board member on the Workforce and Community Benefits Committee as well as the Health and Human Services Committee.

Family:

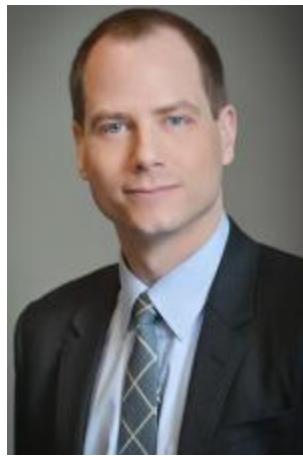
Eric has been married for 14 years to his wife, Jennifer. They have one child, Ricky, who is in 6<sup>th</sup>

grade at George Washington Carver elementary school. They also have a Golden Retriever, Lucky. Eric enjoys traveling with his family and spending time at their cabin in Southern Ohio.

#### Why run for Representative?

Eric knows that he can make a positive impact in the great state of Ohio. With his background in Political Science and Public Service, he is ready to take on the opportunity. Eric believes that he can improve Ohio's economy and give everyone an opportunity to earn a good living.

Rob Jackson  
For Ohio State Representative



#### Bio:

Rob grew up on the west side of Indiana and attended East Central High School. He continued his education at Kent State University, where he majored in accounting. In 1999, he graduated from Kent State University and began his career as a tax analyst for Deloitte. In 2010, Rob decided to leave the private sector to pursue a career in politics. Most recently, he has served as the Director for Business Development for the City of Cleveland.

#### Family:

Rob lives in the city of Oregon, Ohio with his wife of 15 years, Karen. They have 3 children: Alex, Sydney and Katie. They also have a dog, Max, and a cat, Skittles.

#### Community Engagement:

Rob is active in his community because he believes that it is his personal duty to give back to the community that has given him so much. He volunteers for the Mobile Meals of Toledo, the American Red Cross, and the American Cancer Society. In addition, he has coordinated the building of two parks in impoverished communities in Toledo.

#### Why Run for Office?

Rob is willing to dedicate his time and effort to improve the state of Ohio. He is sympathetic towards all of his future constituents, and he is willing to listen and push for change. His

priority as an elected official is to ensure financial responsibility at all levels of government and reduce the state's fiscal deficits.

Which candidate would you like to support if you were to vote?

Definitely	ERIC	LEE	5	4	3	2	1	0	1	2	3	4	5	Definitely	ROB	JACKSON
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The following two candidates, Thomas Young and Mike Rodgers, are running for Ohio Secretary of State.

**Thomas Young  
For Ohio Secretary of State**



Bio:

Thomas is a home-grown product of Ohio, as he grew up on the north side of Youngstown and attended Ursuline High School. After graduating high school, Thomas continued his education at the University of Akron from 1992-1996, where he majored in Political Science. He then pursued a law degree and immediately began to work for the Brouse McDowell Law firm based in Akron. After many years of law practice, he decided to run for office because he wanted to make a change in the legal system for Ohio.

Family:

Thomas and his wife, Christina, currently live in Akron with their 2 children. He enjoys being outdoors and spending time with his family.

Community Outreach:

Thomas loves to give back to his community. He volunteers his time at the local elementary school, the Akron Children's Hospital and Akron Summit Community Action. He is committed to improving the education system and creating jobs for those in the community.

Campaign Principles:

Thomas' campaign follows three key principles: commitment to action and excellence, growth from the ground up and giving a voice to all. He will push for swift action and take time to consider all of his constituents when making decisions. Having seen the law from many different angles, Thomas believes that he will bring an honest perspective into the Ohio state government.

**Mike Rodgers  
For Ohio Secretary of State**



**Bio:**

Mike was born on January 16, 1953 to his parents, Harold and Mary. In 1971, he graduated from Centennial High school, and decided to further his education at the Ohio State University. Then he received his Bachelor's Degree in Political Science. He later earned his JD from Case Western Reserve University. From 1977 to 1985, he worked in a private law firm specializing in criminal defense. Then, he started his first public service position as the assistant district attorney for Hamilton County. In 2005, he became the chief counsel to the mayor of Cincinnati, in which position he still serves today.

**Family:**

Mike lives in Columbus with his wife, Nancy, and their four children: Ben, Chris, Holly and Sarah. Ben is a credit analyst for Amazon, Chris is pursuing a doctorate degree to become a surgeon, Holly is pursuing an MBA in International Business and Sarah is a senior at Ohio State University where she is pursuing a degree in Marketing.

**Awards and Community Involvement:**

Mike was admitted to the Ohio State Bar in 1978. His work has been highly praised by the United States Department of Justice. In 2003, he received the highest recognition from MADD (Mothers Against Drunk Driving) for his efforts at reducing DUI violations. Mike has also been recognized as an outstanding employee of Cincinnati several times.

**Goals:**

As an elected official, Mike wishes to strengthen community involvement and give his constituents the opportunity to unite as a group. With his many years of experience as a seasoned lawyer, Mike is committed to utilizing his depth of knowledge and experience for the good of the people.

Which candidate would you like to support if you were to vote?

Definitely THOMAS YOUNG	5	4	3	2	1	0	1	2	3	4	5	Definitely MIKE RODGERS
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### **Comparative Political Information Manipulation: Noncomparative Political Information Condition**

#### Opinion Survey on Political Candidates

The purpose of this survey is to collect opinions on political candidates for the midterm election. You will read profile information of 3 political candidates running for 3 positions in the state of Ohio. Please read the candidates' information and answer the questions that follow.

/\*Note: The same candidate materials were used in the noncomparative political information condition. Participants saw the biography of one candidate running for each position. After reading the candidate's biography, participants answer the following (example) question.\*/

How much would you like to support KEVIN SIMMONS for the position of Ohio State Senator if you were to vote?

Definitely not support	0	1	2	3	4	5	6	7	8	9	10	Definitely support
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## **2. Decision Task with Decision Frame Manipulation: Selection Frame Condition**

### Marketing Decision Survey

In this study, we are interested in how marketing managers make decisions. Please read the following scenario and answer the questions that follow.

Imagine you are a marketing manager for a computer manufacturing company. You are making marketing plans for the entire next year.

Suppose you have a budget to market products. You can choose the promising model(s) you want to market and allocate the budget. You have obtained the following information about two computer models that are ready to be sold next year. You are also informed that your company has two other models under development that can also be introduced to the market next year. Here is the information about the two current models that are ready to be sold:

#### Model A:

High RAM  
Installment Payment Available  
Low Monitor Display Resolution  
Good Post Purchase Repair Service  
Multiple Colors Available  
Low CPU Speed

#### Model B:

Two-year Warranty with No Extra Cost  
Low Hard Disk Capacity  
Standard Software Package Included  
Stable Operation  
Poor Sound Quality  
Keyboard with New Design

Now please decide among the following three options.

- Market Model A
- Market Model B
- Market Neither Model and Save the Budget

/\*Only participants who chose to one of the two options above were presented with the following question.\*/

Thinking about how to use your budget, you may (1) spend the budget to market the model chosen and/or (2) save some of the budget and spend it later.

Please indicate the percentage of the budget that you would like to allocate into each account. The allocated percentages should add up to 100.

Spend the Budget to Market the Model Chosen \_\_\_\_\_  
Save the Marketing Budget and Spend It Later \_\_\_\_\_

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Total \_\_\_\_\_

### **Decision Task Manipulation with Decision Frame Manipulation: Rejection Frame Condition**

#### Marketing Decision Survey

In this study, we are interested in how marketing managers make decisions. Please read the following scenario and answer the questions that follow.

Imagine you are a marketing manager for a computer manufacturing company. You are making marketing plans for the entire next year.

Suppose you have a budget to market products. You can identify the less promising model(s) you do not want to market, and allocate the budget to the more promising one(s) if there is any. You have obtained the following information about two computer models that are ready to be sold next year. You are also informed that your company has two other models under development that can also be introduced to the market next year. Here is the information about the two current models that are ready to be sold:

#### Model A:

High RAM  
Installment Payment Available  
Low Monitor Display Resolution  
Good Post Purchase Repair Service  
Multiple Colors Available  
Low CPU Speed

#### Model B:

Two-year Warranty with No Extra Cost  
Low Hard Disk Capacity  
Standard Software Package Included  
Stable Operation  
Poor Sound Quality  
Keyboard with New Design

Now please decide among the following three options.

- Reject Model A
- Reject Model B
- Reject Both Models and Save the Budget

/\*Only participants who chose to one of the two options above were presented with the following question.\*/

Thinking about how to use your budget, you may (1) spend the budget to market the model you did not reject and/or (2) save some of the budget and spend it later.

Please indicate the percentage of the budget that you would like to allocate into each account.  
The allocated percentages should add up to 100.

Spend the Budget to Market the Model You Did Not Reject \_\_\_\_\_  
Save the Marketing Budget and Spend It Later \_\_\_\_\_

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Total \_\_\_\_\_

### 3. Pretest of Comparative Political Information Manipulation

Two hundred five participants with managerial experience were recruited from Amazon's Mechanical Turk to participate in this pretest. The average age of the sample was 40.46 years ( $SD = 13.71$ ). The average work experience was 19.37 years ( $SD = 13.37$ ). The average level of highest position obtained was 5.63 ( $SD = 2.27$ ) on a 10-point scale (1 = Entry level to 10 = President/CEO level).

Following identical procedures in Study 4, participants were randomly assigned to the *comparative mind-set* condition or a *control* condition. Upon completing ratings of the political candidates, participants in both conditions indicated the extent to which they evaluated each candidate in isolation or in comparison to another candidate about whom they were thinking on a 7-point scale (from 1 = "In isolation" to 7 = "In comparison to another candidate"). Participants then reported the *Diagnosticity of information* provided in answering questions in the political opinion survey (2 items;  $r = .72$ ,  $p < .001$ ; "How useful was the candidates' information provided for answering questions in this opinion survey?" and "How diagnostic was the candidates' information provided in answering questions in this opinion survey?" from 1 = "Not at all" to 7 = "Very"). They also indicated their *level of fatigue* (1 item). After that, they responded to five measures, assessing their sense of *dominance* (3 items;  $\alpha = .88$ ); *competitiveness* (2 items,  $r = .82$ ,  $p < .001$ ); *need for status* (4 items;  $\alpha = .95$ ); *power* (2 items,  $r = .56$ ,  $p < .001$ ); and *willingness to take risk* (1 item). Finally, participants provided information related to their work experience, position level, and demographics such as gender and ethnicity.

A one-way ANOVA revealed that participants had a stronger tendency to evaluate each ad in comparison to another ad when they were in the comparative mind-set condition ( $M_{\text{comparative}} = 5.14$ ) than when they were in the control condition ( $M_{\text{control}} = 3.30$ ),  $F(1, 203) = 43.51$ ,  $p < .001$ . The manipulation of a comparative mind-set was successful. However, the mind-set manipulation did *not* influence the perceived diagnosticity of information ( $M_{\text{comparative}} = 4.98$  vs.  $M_{\text{control}} = 5.25$ ), level of fatigue ( $M_{\text{comparative}} = 3.15$  vs.  $M_{\text{control}} = 2.80$ ), sense of dominance ( $M_{\text{comparative}} = 3.98$  vs.  $M_{\text{control}} = 3.67$ ), competitiveness ( $M_{\text{comparative}} = 4.58$  vs.  $M_{\text{control}} = 4.40$ ), need for status ( $M_{\text{comparative}} = 3.94$  vs.  $M_{\text{control}} = 3.83$ ), power ( $M_{\text{comparative}} = 4.57$  vs.  $M_{\text{control}} = 4.69$ ), or willingness to take risks ( $M_{\text{comparative}} = 4.63$  vs.  $M_{\text{control}} = 4.52$ ), n.s. in all cases.