*Appendix A:* Supplemental Analyses

**Table A.1:** Regression analyses predicting seeing and posting news and political content on social media among users of a given platform

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | See political content | | | Post political content | | |
|  | Facebook | Twitter | YouTube | Facebook | Twitter | YouTube |
| Age | -.30\*\*\* | -.21\*\*\* | -.22\*\*\* | -.12\*\* | -.11\* | -.08\* |
| Gender | .01 | -.01 | -.01 | -.05 | -.12\* | -.06 |
| Education | .02 | -.01 | .04 | .04 | .07 | .11\* |
| Income | .01 | .05 | -.07 | -.04 | -.06 | .10\* |
| White | .02 | -.03 | -.03 | -.01 | .00 | -.04 |
| Party affiliation [Democrat] | .00 | -.08 | -.05 | .03 | .04 | -.02 |
| Partisan strength | -.00 | -.04 | -.10\* | .02 | .01 | .04 |
| Ideology [liberal] | .03 | .05 | -.01 | -.08\* | -.10+ | -.07 |
| Ideological extremity | .04 | .15\* | .05 | .10\*\* | .11\* | .11\*\* |
| Political/news interest | .20\*\*\* | .24\*\* | .16\*\* | .08\* | .10+ | .06 |
| News trust | -.01 | .08 | .06 | .05 | -.01 | .08\* |
| Conflict avoidance | -.12\* | -.19\*\* | -.33\*\*\* | -.17\*\*\* | -.16\*\* | -.10\* |
| Internal political efficacy | -.03 | -.08 | -.06 | .08+ | .02 | -.06 |
| Need for cognition | .03 | -.01 | -.01 | .03 | -.02 | -.01 |
| SPML | .06 | .08 | .07 | -.02 | -.02 | .06 |
| VML | .04 | .12+ | .00 | -.09\* | -.12\* | -.13\*\* |
| News literacy | -.10\* | -.03 | -.23\*\* | -.18\*\*\* | -.21\*\*\* | -.25\*\*\* |
| *Adj R-squared* | *.175* | *.261* | *.311* | *.343* | *.384* | *.429* |
| See Facebook politics | ---- | ---- | ---- | .43\*\*\* | ---- | ---- |
| See Twitter politics | ---- | ---- | ---- | ---- | .42\*\*\* | ---- |
| See YouTube politics | ---- | ---- | ---- | ---- | ---- | .38\*\*\* |
| *Adj R-squared* |  |  |  | *.490* | *.514* | *.528* |
| N | 628 | 294 | 426 | 628 | 294 | 426 |

Standardized beta coefficients reported; + *p<*.10 *\*p<*.05, \*\**p*<.01*,\*\*\* p*<.001

**Table A.2:**Regression analyses predicting skepticism towards information on social media looking only at users of all three platforms (N=230)

|  |  |
| --- | --- |
|  | Social media  skepticism |
| Age | -.10 |
| Gender | .01 |
| Education | .01 |
| Income | -.00 |
| White | .02 |
| Party affiliation [Democrat] | .16\* |
| Partisan strength | .05 |
| Ideology [liberal] | -.26\*\* |
| Ideological extremity | .09 |
| Political/news interest | .21\* |
| News trust | -.17\* |
| Conflict avoidance | .12 |
| Internal political efficacy | -.08 |
| Need for cognition | .13+ |
| SPML | -.19\* |
| VML | .27\*\* |
| News literacy | .08 |
| *Adj R-squared* | *.128* |
| See Facebook politics | -.19\* |
| See Twitter politics | .16+ |
| See YouTube politics | .04 |
| Post SNS politics | -.09 |
| *Adj R-squared* | *.139* |

Standardized beta coefficients reported; + *p<*.10 *\*p<*.05, \*\**p*<.01*,\*\*\* p*<.001

**Table A.3:** Regression analyses predicting seeing and posting news content on social media

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | See news content | | | Post news content | | |
|  | Facebook | Twitter | YouTube | Facebook | Twitter | YouTube |
| Age | -.31\*\*\* | -.28\*\*\* | -.31\*\*\* | -.06\* | -.04 | -.02 |
| Gender | .05 | -.09\*\* | -.06+ | -.05+ | -.08\*\* | -.05+ |
| Education | .01 | .09\* | .02 | .08\*\* | .06\* | .07\* |
| Income | .00 | .03 | .01 | -.06\* | -.01 | .05 |
| White | .02 | -.06 | -.06+ | -.01 | .00 | .00 |
| Party affiliation [Democrat] | -.00 | -.04 | .04 | .02 | .01 | .01 |
| Partisan strength | .02 | .06 | -.05 | .01 | .03 | .02 |
| Ideology [liberal] | .03 | -.00 | -.03 | -.07\* | -.09\*\* | -.10\*\* |
| Ideological extremity | -.03 | .05 | -.01 | .09\*\* | .05\* | .08\*\* |
| News interest | .18\*\*\* | .14\*\*\* | .12\*\* | .04 | .05 | .05 |
| News trust | .00 | -.01 | .05 | .06\* | .02 | .08\*\* |
| Conflict avoidance | -.09\* | -.13\*\* | -.23\*\*\* | -.14\*\*\* | -.10\*\* | -.10\*\* |
| Internal political efficacy | -.02 | -.07 | -.07 | .07+ | -.05 | -.09\* |
| Need for cognition | .09\* | .04 | .05 | .00 | -.02 | .01 |
| SPML | -.02 | .08+ | .06 | .01 | .06+ | .07\* |
| VML | -.01 | -.01 | .03 | -.07+ | -.07\* | -.12\*\*\* |
| News literacy | -.09\* | -.04 | -.11\*\* | -.17\*\*\* | -.13\*\*\* | -.16\*\*\* |
| *Adj R-squared* | *.153* | *.196* | *.248* | *.257* | *.258* | *.283* |
| See Facebook politics | ---- | ---- | ---- | .53\*\*\* | ---- | ---- |
| See Twitter politics | ---- | ---- | ---- | ---- | .66\*\*\* | ---- |
| See YouTube politics | ---- | ---- | ---- | ---- | ---- | .55\*\*\* |
| *Adj R-squared* |  |  |  | *.496* | *.602* | *.508* |

Standardized beta coefficients reported; + *p<*.10 *\*p<*.05, \*\**p*<.01*,\*\*\* p*<.001

**Table A.4:** Regression analyses predicting seeing and posting political content on social media

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | See political content | | | Post political content | | |
|  | Facebook | Twitter | YouTube | Facebook | Twitter | YouTube |
| Age | -.25\*\*\* | -.28\*\*\* | -.33\*\*\* | -.11\*\* | -.07\* | -.05 |
| Gender | .06+ | -.08\* | -.06+ | -.07\* | -.08\*\* | -.08\*\* |
| Education | .02 | .07+ | .01 | .03 | .02 | .09\*\* |
| Income | .02 | .03 | .01 | .01 | .01 | .11\*\*\* |
| White | .03 | -.05 | -.04 | -.01 | -.00 | -.01 |
| Party affiliation [Democrat] | -.03 | -.05 | .01 | .03 | .02 | .01 |
| Partisan strength | .01 | .04 | -.06+ | .05 | .03 | .04 |
| Ideology [liberal] | .07 | .02 | -.02 | -.07+ | -.06\* | -.04 |
| Ideological extremity | .01 | .08\* | .04 | .07\* | .05+ | .04 |
| Political interest | .15\*\* | .16\*\*\* | .14\*\* | .06 | .02 | .02 |
| News trust | .02 | .02 | .07+ | .04 | .03 | .06\* |
| Conflict avoidance | -.09\* | -.10\* | -.19\*\*\* | -.13\*\*\* | -.11\*\* | -.06+ |
| Internal political efficacy | -.01 | -.11\* | -.09+ | .07+ | .03 | .01 |
| Need for cognition | .02 | .02 | .02 | .05 | -.00 | .01 |
| SPML | .04 | .11\* | .07 | -.04 | -.05 | -.01 |
| VML | .05 | .00 | .02 | -.07+ | -.04 | -.08\* |
| News literacy | -.11\*\* | -.03 | -.11\*\* | -.15\*\*\* | -.13\*\*\* | -.19\*\*\* |
| *Adj R-squared* | *.119* | *.189* | *.236* | *.247* | *.242* | *.273* |
| See Facebook politics | ---- | ---- | ---- | .45\*\*\* | ---- | ---- |
| See Twitter politics | ---- | ---- | ---- | ---- | .62\*\*\* | ---- |
| See YouTube politics | ---- | ---- | ---- | ---- | ---- | .50\*\*\* |
| *Adj R-squared* |  |  |  | *.422* | *.551* | *.462* |

Standardized beta coefficients reported; + *p<*.10 *\*p<*.05, \*\**p*<.01*,\*\*\* p*<.001

**Table A.5:** Regression analyses predicting skepticism towards information on social media comparing news and political use separately

|  |  |  |
| --- | --- | --- |
|  | Using news | Using politics |
| Age | -.05 | -.03 |
| Gender | .03 | .02 |
| Education | .01 | .01 |
| Income | .04 | .04 |
| White | .05 | .05 |
| Party affiliation [Democrat] | .01 | .00 |
| Partisan strength | .01 | .01 |
| Ideology [liberal] | -.05 | -.05 |
| Ideological extremity | .02 | .02 |
| Political/news interest | .06 | .06 |
| News trust | -.17\*\*\* | -.16\*\*\* |
| Conflict avoidance | .07 | .08+ |
| Internal political efficacy | -.04 | -.05 |
| Need for cognition | .09\* | .09\* |
| SPML | -.09\* | -.09+ |
| VML | .30\*\*\* | .30\*\*\* |
| News literacy | .09\* | .09\* |
| *Adj R-squared* | *.144* | *.143* |
| See Facebook news/politics | -.10\* | -.05 |
| See Twitter news/politics | .03 | .02 |
| See YouTube news/politics | .02 | .03 |
| Post SNS news/politics | .03 | .01 |
| *Adj R-squared* | *.146* | *.141* |

Standardized beta coefficients reported; + *p<*.10 *\*p<*.05, \*\**p*<.01*,\*\*\* p*<.001

*Appendix B:* Question wording appendix

**Need for cognition (NFC)** [Strongly disagree, Disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Agree, Strongly agree]

* I prefer complex to simple problems
* Thinking a long time about something gives me little satisfaction [reversed]
* I prefer to do something that challenges my thinking abilities rather than something that requires little thought
* I try to avoid situations that require a lot of in-depth thinking about something

**Self-Perceived Media Literacy (SPML)** [Strongly disagree, Disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Agree, Strongly agree]

* I have the skills to interpret media messages
* I understand how news is made in the U.S.
* I am confident in my ability to judge the quality of news
* I’m often confused about the quality of news and information [reversed]

**Value for Media Literacy (VML)** [Strongly disagree, Disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Agree, Strongly agree]

* Media literacy is important to democracy
* People should understand how media companies make decision about news content
* People should accept information from the news on face value [reversed]
* It is the role of the press to represent diverse viewpoints
* The news media have a role to play in informing citizens about civic issues
* It is the job of citizens to overcome their biases when consuming news
* People need to critically engage with news content
* The main purpose of the news should be to entertain viewers [reversed]

**News Literacy** [response options in brackets, correct answers bolded]

* If you wanted to get a job as a news reporter in the US, you would need to get a license from: [The Federal Communications Commission, The Federal Trade Commission, The Society of Professional Journalists, **News reporters are not required to be licensed**]
* In 1983, around 50 companies owned most of the media outlets that Americans consumed. How many companies own most of the media we consume today? [100, 50, 25, **5**]
* When it comes to reporting the news, the main difference between a website like Google News and a website like CNN.com is that: [Google focuses on national news, while CNN focuses on local news, **Google does not have reporters who gather information, while CNN does,** Google has more editors than CNN does, Google charges more money for news than CNN does]
* Which of the following news outlets does not depend primarily on advertising for financial support? [CNN, The New York Times, Newsweek magazine, **PBS**]
* The number of racial/ethnic minorities portrayed as criminals in the news: [Accurately represents the proportion of minorities in the US population, Under-represents the proportion of minorities in the US population, **Over-represents the proportion of minorities in the US population**]
* Coverage of election campaigns in the news usually focuses on [**Who's winning,** In-depth analysis of where candidates stand on the issues, The candidates' educational background, The candidates' prior public service records]
* One common criticism of the news is that it is not objective. What do people who make this criticism typically mean by it? [The reporter only gives the facts of the story, The reporter's story relies too much on the opinions of people who are neutral, **The reporter puts his or her opinion in the story,** The reporter doesn't make the purpose of the story clear]
* People most often seek out news and information that: [**Aligns with their views of the world,** Differs from their views of the world, Requires effort to find, None of the above]
* Most people think negative messages in the media have: [A greater effect on themselves than other people, **A greater effect on other people than themselves,** The same effect on themselves as other people, Have no effect on anyone]
* People who watch a lot of television content often think the world is: [**More violent and dangerous than it actually is,** Less violent and dangerous than it actually is, Just as violent and dangerous as it actually is]

**Social media behaviors** [Never, Rarely, Occasionally, Fairly Often, Very Often]

* In the past week, how often did you see content about news or current events on each of the following social media sites?
* In the past week, how often did you see content about politics, political issues, or Donald Trump on each of the following social media sites?
* In the past week, how often did you post content about news or current events on each of the following social media sites?
* In the past week, how often did you post content about politics, political issues, or Donald Trump on each of the following social media sites?

**Social media skepticism** [Strongly disagree, Disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Agree, Strongly agree]

* Too often, credible news information is mixed up with misinformation on social media
* You can’t trust the news stories people share on social media

**Political and News Interest**

**Conflict avoidance** [Strongly disagree, Disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Agree, Strongly agree]

* I find political debate exciting [reversed]
* I enjoy challenging the opinions of others [reversed]

**Internal political efficacy** [Strongly disagree, Disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Agree, Strongly agree]

* Sometimes politics and government are so complicated a person like me can’t understand them [reversed]
* I consider myself to be well qualified to participate in politics
* I feel I have a pretty good understanding of the important political issues facing our country
* I think I am better informed about politics and government than most people

**News trust** [Strongly disagree, Disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Agree, Strongly agree]

* I don’t think the news media can be trusted [reversed]
* The news media get in the way of society solving its problems [reversed]
* I have confidence in the people running the institutions of the press
* I think the news media are accurate