**Mobilizing Media: Comparing TV and Social Media Effects on Protest Mobilization**

**Appendix A: Demographic Variables at Both Waves**

|  |  |
| --- | --- |
|  | Pooled sample across waves |
|  | values | % or mean | SD |
| Gender (females1) | 0,1 | 50% |  |
| Age | 18 to 93 | 45.16 | 17.60 |
| Income | 5K to 200K | 62,784 | 46,536 |
| Married | 0,1 | 46.87% |  |
| Education | 1 to 4 | 2.17 | 1.05 |
| African American | 0,1 | 6.60% |  |

**Appendix B: Logistic Regression of Social Media Account and Protest Mobilization**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Women’s March (Survey 1) | March for Science (Survey 2) | Participation in any march in the past year |
|  | awareness | participation | awareness | participation | Survey 1 | Survey 2 |
|   | B | SE | p | B | SE | p | B | SE | p | B | SE | p | B | SE | p | B | SE | p |
|
| Facebook account | 0.378 | 0.194 | 0.051 | 0.482 | 0.382 | 0.207 | 0.118 | 0.155 | 0.448 | 1.177 | 0.618 | 0.057 | 0.548 | 0.247 | 0.026 | 0.556 | 0.209 | 0.008 |
| Twitter account | 0.353 | 0.200 | 0.077 | 0.490 | 0.244 | 0.045 | 0.763 | 0.138 | 0.000 | 1.349 | 0.284 | 0.000 | 0.417 | 0.169 | 0.013 | 0.640 | 0.147 | 0.000 |
| Political interest | 0.678 | 0.093 | 0.000 | 0.764 | 0.161 | 0.000 | 0.544 | 0.072 | 0.000 | 0.391 | 0.152 | 0.010 | 0.743 | 0.107 | 0.000 | 0.520 | 0.083 | 0.000 |
| Voted Trump | 0.238 | 0.185 | 0.199 | -0.482 | 0.271 | 0.076 | -0.235 | 0.132 | 0.075 | -0.234 | 0.259 | 0.366 | 0.107 | 0.186 | 0.566 | -0.366 | 0.156 | 0.019 |
| Leftwing | 0.938 | 0.325 | 0.004 | 0.482 | 0.278 | 0.083 | 1.032 | 0.166 | 0.000 | -0.085 | 0.328 | 0.794 | 0.574 | 0.202 | 0.004 | -0.016 | 0.183 | 0.929 |
| Females1 | 0.452 | 0.169 | 0.008 | 0.032 | 0.241 | 0.893 | -0.464 | 0.122 | 0.000 | -0.438 | 0.259 | 0.091 | 0.072 | 0.166 | 0.667 | -0.527 | 0.142 | 0.000 |
| Age | 0.011 | 0.005 | 0.032 | -0.055 | 0.010 | 0.000 | -0.002 | 0.004 | 0.551 | -0.052 | 0.011 | 0.000 | -0.054 | 0.006 | 0.000 | -0.048 | 0.005 | 0.000 |
| Income | 0.000 | 0.000 | 0.002 | 0.000 | 0.000 | 0.001 | 0.000 | 0.000 | 0.328 | 0.000 | 0.000 | 0.001 | 0.000 | 0.000 | 0.007 | 0.000 | 0.000 | 0.451 |
| Married1 | -0.270 | 0.182 | 0.137 | 0.889 | 0.273 | 0.001 | -0.014 | 0.135 | 0.918 | 0.576 | 0.300 | 0.055 | 0.201 | 0.183 | 0.273 | 0.215 | 0.160 | 0.177 |
| Education | 0.166 | 0.092 | 0.069 | 0.318 | 0.119 | 0.008 | 0.312 | 0.063 | 0.000 | 0.197 | 0.131 | 0.134 | 0.412 | 0.083 | 0.000 | 0.425 | 0.074 | 0.000 |
| African Am | 0.260 | 0.344 | 0.450 | -0.248 | 0.505 | 0.623 | -0.927 | 0.273 | 0.001 | -0.297 | 0.512 | 0.562 | 0.495 | 0.289 | 0.086 | 0.286 | 0.257 | 0.267 |
| Model info | Cox & Snell R Square = .095n=1487 | Cox & Snell R Square = .114n=1487 | Cox & Snell R Square = .188n=1496 | Cox & Snell R Square = .118n=1496 | Cox & Snell R Square = .186n=1487 | Cox & Snell R Square = .232n=1496 |

**Appendix C: Full version of Table 3**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Women’s March (Survey 1) | March for Science (Survey 2) | Participation in any march in the past year |
|  | awareness | participation | awareness\* | participation\* | Survey 1 | Survey 2\* |
|  | B | SE | p | B | SE | p | B | SE | p | B | SE | p | B | SE | p | B | SE | p |
|
| TV Politics | 0.100 | 0.133 | .454 | 0.451 | 0.194 | .020 | -0.021 | 0.129 | .870 | 0.006 | 0.344 | .986 | 0.471 | 0.136 | .001 | 0.202 | 0.174 | .246 |
| Net Politics  | -0.062 | 0.090 | .492 | 0.290 | 0.117 | .014 | 0.229 | 0.098 | .020 | 0.433 | 0.219 | .048 | 0.316 | 0.088 | .000 | 0.465 | 0.121 | .000 |
| FB (hours) | -0.039 | 0.031 | .206 | 0.085 | 0.038 | .027 | -0.068 | 0.042 | .108 | 0.086 | 0.066 | .193 | 0.175 | 0.032 | .000 | 0.119 | 0.044 | .007 |
| TW (hours) | 0.072 | 0.080 | .369 | 0.136 | 0.057 | .017 | 0.342 | 0.109 | .002 | 0.182 | 0.089 | .041 | 0.141 | 0.053 | .008 | 0.230 | 0.089 | .010 |
| Political interest | 0.690 | 0.102 | .000 | 0.426 | 0.171 | .013 | 0.552 | 0.115 | .000 | 0.726 | 0.322 | .024 | 0.458 | 0.116 | .000 | 0.297 | 0.142 | .036 |
| Voted Trump | 0.253 | 0.185 | .170 | -0.584 | 0.292 | .045 | -0.285 | 0.190 | .134 | 0.021 | 0.494 | .966 | 0.072 | 0.201 | .721 | -0.669 | 0.265 | .012 |
| Leftwing | 0.966 | 0.323 | .003 | 0.733 | 0.291 | .012 | 1.231 | 0.242 | .000 | 0.631 | 0.592 | .287 | 0.848 | 0.213 | .000 | 0.284 | 0.287 | .321 |
| Females1 | 0.487 | 0.171 | .004 | 0.241 | 0.257 | .349 | -0.479 | 0.176 | .007 | -0.956 | 0.497 | .054 | 0.230 | 0.180 | .200 | 0.083 | 0.230 | .717 |
| Age | 0.006 | 0.005 | .287 | -0.054 | 0.010 | .000 | -0.007 | 0.006 | .207 | -0.066 | 0.017 | .000 | -0.055 | 0.006 | .000 | -0.044 | 0.008 | .000 |
| Income | 0.000 | 0.000 | .002 | 0.000 | 0.000 | .004 | 0.000 | 0.000 | .190 | 0.000 | 0.000 | .102 | 0.000 | 0.000 | .006 | 0.000 | 0.000 | .026 |
| Married1 | -0.272 | 0.182 | .134 | 0.656 | 0.286 | .022 | -0.103 | 0.190 | .588 | 0.823 | 0.546 | .132 | -0.066 | 0.198 | .737 | 0.079 | 0.254 | .755 |
| Education | 0.164 | 0.091 | .072 | 0.318 | 0.126 | .012 | 0.282 | 0.089 | .002 | 0.085 | 0.234 | .714 | 0.466 | 0.089 | .000 | 0.431 | 0.117 | .000 |
| African Am | 0.265 | 0.345 | .442 | -0.543 | 0.522 | .298 | -0.918 | 0.447 | .040 | -0.770 | 1.164 | .509 | 0.154 | 0.302 | .609 | -0.272 | 0.469 | .562 |
| Model info | Cox & Snell R Square = .092, n=1487 | Cox & Snell R Square = .138, n=1487 | Cox & Snell R Square = .211, n=740 | Cox & Snell R Square = .128, n=740 | Cox & Snell R Square = .239, n=1487 | Cox & Snell R Square = .231, n = 740 |

\*Note: the sample size drops substantially in this analysis, because the time use questions were only asked of repeat panelists. The time use measures were included on survey 1 and thus, can only be connected to repeat panelists at survey 2.

**Appendix D: Full version of Table 4**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Women’s March Participation, Survey 1 | March for Science Participation, Survey 2 | Participation in any march in the past year, Survey 1 | Participation in any march in the past year, Survey 2 | Participation in any march in the past year, Survey 2 |
|  | B | SE | p | B | SE | p | B | SE | p | B | SE | p | B | SE | p |
| Post to social media\* | 3.107 | 0.287 | .000 | 4.391 | 0.340 | .000 | 1.972 | 0.189 | .000 | 2.214 | 0.160 | .000 | 1.070 | 0.219 | .000 |
| Read info on social media |  |  |  |  |  |  |  |  |  |  |  |  | 0.475 | 0.233 | .041 |
| Join social group on social media |  |  |  |  |  |  |  |  |  |  |  |  | 1.591 | 0.197 | .000 |
| Political interest | 0.332 | 0.172 | .054 | 0.071 | 0.194 | .715 | 0.514 | 0.112 | .000 | 0.254 | 0.091 | .005 | 0.147 | 0.096 | .126 |
| Voted Trump | -0.358 | 0.312 | .251 | -0.345 | 0.345 | .318 | 0.036 | 0.197 | .855 | -0.509 | 0.170 | .003 | -0.507 | 0.177 | .004 |
| Leftwing | 0.269 | 0.320 | .400 | 0.185 | 0.421 | .660 | 0.449 | 0.214 | .036 | 0.019 | 0.199 | .923 | -0.018 | 0.206 | .929 |
| Females1 | -0.007 | 0.276 | .981 | -0.500 | 0.335 | .136 | 0.101 | 0.176 | .565 | -0.564 | 0.152 | .000 | -0.540 | 0.159 | .001 |
| Age | -0.037 | 0.010 | .000 | -0.035 | 0.012 | .005 | -0.044 | 0.006 | .000 | -0.039 | 0.005 | .000 | -0.029 | 0.005 | .000 |
| Income | 0.000 | 0.000 | .032 | 0.000 | 0.000 | .009 | 0.000 | 0.000 | .002 | 0.000 | 0.000 | .168 | 0.000 | 0.000 | .229 |
| Married1 | 0.442 | 0.303 | .144 | 0.370 | 0.394 | .348 | 0.030 | 0.195 | .879 | 0.041 | 0.173 | .813 | -0.009 | 0.180 | .960 |
| Education | 0.253 | 0.136 | .062 | -0.060 | 0.170 | .722 | 0.366 | 0.089 | .000 | 0.363 | 0.081 | .000 | 0.314 | 0.084 | .000 |
| African Am | -0.490 | 0.548 | .371 | -0.028 | 0.689 | .968 | 0.431 | 0.306 | .159 | 0.125 | 0.286 | .663 | 0.108 | 0.295 | .714 |
| Model info | Cox & Snell R Square = .189n=1487 | Cox & Snell R Square = .229n=1496 | Cox & Snell R Square = .245n=1487 | Cox & Snell R Square = .321n=1496 | Cox & Snell R Square = .358n=1496 |

\*For Women’s March and March for Science, the survey questions were about posting related to the march. It was only asked of people who indicated that they were aware of the march. For participation in marches and demonstrations, the survey question was about posting to social media about a campaign or any political issue.

**Appendix E: Correlation Matrix of Survey 1 Variables**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 1 | WM heard  | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 | WM participate | .108 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 | Protest1w1 | .065 | .559 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 | TV Politics | .123 | .152 | .185 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5 | Net Politics | .083 | .256 | .304 | .425 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |
| 6 | FB hours | -.028 | .218 | .285 | .140 | .217 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |
| 7 | TW hours | .037 | .237 | .272 | .103 | .202 | .434 | 1.000 |  |  |  |  |  |  |  |  |  |  |
| 8 | Post SM | .121 | .260 | .447 | .176 | .282 | .283 | .260 | 1.000 |  |  |  |  |  |  |  |  |  |
| 9 | WM post | .148 | .553 | .504 | .162 | .275 | .269 | .258 | .438 | 1.000 |  |  |  |  |  |  |  |  |
| 10 | Political interest | .255 | .171 | .248 | .446 | .325 | .028 | .140 | .279 | .196 | 1.000 |  |  |  |  |  |  |  |
| 11 | Voted Trump | .067 | -.051 | -.028 | .149 | .049 | -.028 | -.014 | .010 | -.051 | .122 | 1.000 |  |  |  |  |  |  |
| 12 | Leftwing | .116 | .112 | .155 | .003 | .091 | -.065 | -.018 | .163 | .151 | .162 | -.280 | 1.000 |  |  |  |  |  |
| 13 | Females1 | .006 | -.021 | -.024 | -.200 | -.177 | .028 | -.112 | -.055 | -.026 | -.220 | -.086 | .020 | 1.000 |  |  |  |  |
| 14 | Age | .069 | -.169 | -.257 | .248 | -.060 | -.216 | -.222 | -.247 | -.186 | .097 | .203 | -.059 | -.017 | 1.000 |  |  |  |
| 15 | Income | .135 | .194 | .182 | .112 | .135 | .001 | .129 | .096 | .176 | .190 | .137 | .015 | -.078 | .022 | 1.000 |  |  |
| 16 | Married1 | .033 | .093 | .030 | .116 | .060 | .033 | .042 | .014 | .085 | .072 | .146 | -.100 | .023 | .224 | .397 | 1.000 |  |
| 17 | Education | .124 | .151 | .183 | .111 | .131 | -.012 | .054 | .126 | .137 | .212 | .039 | .104 | -.062 | .087 | .408 | .239 | 1.000 |
| 18 | African Am | .005 | -.017 | .047 | .050 | .073 | .099 | .085 | .050 | .027 | .011 | -.145 | -.014 | -.023 | -.137 | -.108 | -.097 | -.062 |

**Appendix F: Correlation Matrix of Survey 2 Variables**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 1 | MfS heard | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 | MfS participate | .324 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 | protest1w2 | .226 | .382 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 | TV Politics | .116 | .121 | .120 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5 | Net Politics | .197 | .244 | .302 | .425 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6 | FB hours | -.002 | .191 | .254 | .140 | .217 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 7 | TW hours | .139 | .277 | .319 | .103 | .202 | .434 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |  |
| 8 | MfS Post | .377 | .694 | .383 | .118 | .239 | .197 | .305 | 1.000 |  |  |  |  |  |  |  |  |  |  |  |
| 9 | Post SM | .218 | .297 | .541 | .177 | .291 | .290 | .269 | .353 | 1.000 |  |  |  |  |  |  |  |  |  |  |
| 10 | Info SM | .204 | .243 | .453 | .203 | .259 | .249 | .230 | .284 | .690 | 1.000 |  |  |  |  |  |  |  |  |  |
| 11 | Join Group SM | .206 | .310 | .596 | .170 | .273 | .292 | .297 | .379 | .713 | .616 | 1.000 |  |  |  |  |  |  |  |  |
| 12 | Political interest | .292 | .126 | .213 | .446 | .325 | .028 | .140 | .166 | .281 | .288 | .270 | 1.000 |  |  |  |  |  |  |  |
| 13 | Voted Trump | -.059 | -.015 | -.078 | .149 | .049 | -.028 | -.014 | -.006 | .002 | -.024 | -.028 | .122 | 1.000 |  |  |  |  |  |  |
| 14 | Leftwing | .235 | -.002 | .059 | .003 | .091 | -.065 | -.018 | .016 | .045 | .059 | .066 | .162 | -.280 | 1.000 |  |  |  |  |  |
| 15 | Females1 | -.157 | -.109 | -.165 | -.200 | -.177 | .028 | -.112 | -.103 | -.122 | -.111 | -.133 | -.220 | -.086 | .020 | 1.000 |  |  |  |  |
| 16 | Age | -.057 | -.192 | -.335 | .248 | -.060 | -.216 | -.222 | -.210 | -.323 | -.294 | -.371 | .097 | .203 | -.059 | -.017 | 1.000 |  |  |  |
| 17 | Income | .168 | .193 | .157 | .112 | .135 | .001 | .129 | .178 | .120 | .094 | .148 | .190 | .137 | .015 | -.078 | .022 | 1.000 |  |  |
| 18 | Married1 | .026 | .069 | .015 | .116 | .060 | .033 | .042 | .053 | .017 | .016 | .013 | .072 | .146 | -.100 | .023 | .224 | .397 | 1.000 |  |
| 19 | Education | .228 | .117 | .200 | .111 | .131 | -.012 | .054 | .154 | .160 | .152 | .187 | .212 | .039 | .104 | -.062 | .087 | .408 | .239 | 1.000 |
| 20 | African Am | -.076 | -.010 | .075 | .050 | .073 | .099 | .085 | -.018 | .085 | .090 | .080 | .011 | -.145 | -.014 | -.023 | -.137 | -.108 | -.097 | -.062 |