AD OR EDITORIAL? NATIVE ADVERTISING

AND SHIFTING POLITICAL

ATTITUDES

By

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AND SHIFTING POLITICAL

ATTITUDES

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Abstract: This study seeks to evaluate whether a causal relationship exists between native advertising and voter's attitudes towards political candidates. Native ads are often paid for by a third-party source, and they are tactically designed to blend in with editorial content to grab viewer attention. The Federal Trade Commission (FTC) does require native ads to have sponsorship disclosure; however, discloser is not always clear or effective. This may lead many viewers to believe information is unbiased, as well as, share it with fellow followers via online platforms. Since 2008, political elites have utilized native ads as a way to boost campaigns (e.g., President Obama placed native ads on Buzzfeed and in video games). Additionally, the strategic framing of ads can influence political communication, public opinion, political preferences, and content analysis (Chong & Druckman, 2007). Therefore, our study incorporated a gain versus loss framing into the stimuli. The study also implemented a quasi-experimental design and sent out surveys via Qualtrics. After receiving 492 total responses, the data was analyzed via STATA statistical software. Overall, we find that both gain-loss framing and native ads can have significant influence on voter attitudes.

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CHAPTER I

INTRODUCTION

The central question of this study is: How does native advertising affect voter attitudes toward

political candidates? Native ads are camouflaged in a way that makes them appear as editorial

content (Dai & Luqiu, 2020). Specifically, this study defines native advertising as a form of paid

media that is sponsored by a third-party agency and critically disguised to look like authentic

editorial content (Iversen & Knudsen, 2019; Sweetser et al., 2016; Wojdynski & Evans, 2015).

Native advertising is not necessarily fake or false, however, the appearance and framing of

information can trick viewers into believing the promotion is factual reporting or editorializing.

Therefore, while native ads are not inherently false, they fall underneath the umbrella of fake

news, which are stories deliberately designed to contain "...false, untruthful, or misleading

information" (Fullerton et al., 2020, p. 3). Often, native ads contain the phrasing "sponsored

content," but many people still perceive it as editorial content (Moore, 2014). Additionally, native

advertising borrows on the credibility of a content publisher by mirroring the editorial content in

form and location. According to Woidynski and Golan (2016), native advertising includes paid

posts, sponsored hyperlinks and content that mimics the publishers' online media platform. Although studies point to the effectiveness of native advertising, less is known about the effects of native advertising in political campaigns. Thus, it is important to understand how to accurately distinguish native advertising from authentic editorial content.

Anything posted online has the potential to go viral and have impressions on millions of people. The potential to accidently spread false information and/or biased content at a viral level is possible for any social media user. In regards to politics, it is becoming more common for political candidates to use native advertising as a tactic to promote their campaigns. Political elites such as President Barack Obama, President Donald Trump, and Senator Bernie Sanders have had third-party sponsored content appear on a variety of social media platforms (Dai & Luqiu, 2020, p. 1; Dyhkne, 2018; Iversen & Knudsen, 2019). Native ads featuring these elites were found on Buzzfeed and Facebook; however, native advertisements also appeared on other social media platforms (Bump 2018; Dai & Luqiu, 2020, p. 1; Dyjkne, 2018; Iversen & Knudsen, 2019). Political native advertisements have also been found in news media as a form of government propaganda (Dai & Luqiu, 2020). For instance, both Chinese and Russian governments have paid to place native advertisements that strategically promote their states in newspapers such as the Washington Post (Dai & Luqiu, 2020).

Trust is another aspect that is important to evaluate. Scholars argue that it is important to consider the impact and clearness of native advertisements. Supporters of native advertisement strategy believe that the FTC sponsorship criteria provides sufficient guidelines to ensure the average viewer is able to differentiate it from editorial content and do not significantly influence attitudes (Sweetser et al., 2016). However, researchers who have studied the potential unfavorable effects of native ads argue that it can cause voters trust in political news and journalists to decrease (Amazeen et al., 2018; Carlson, 2015; Dai & Luqiu, 2020; Iversen & Knudsen, 2019, p. 974; Schauster et al., 2019, p. 1409). In fact, one of the main premises of the

Persuasion Knowledge Model is that people behave and respond differently when it is understood that they are the "persuasion targets" (Friestad & Wright, 1994). Therefore, it is necessary for media outlets to be trusted with providing information that is clearly understood by viewers in regards to whether it is an advertisement or news story. Furthermore, increasing native ads combined with the advancing digital world opens the door for elections results to be influenced or swayed. Moreover, the price of campaigning has notably increased over the past few elections, specifically on digital platforms. For instance, CNB reported that over $6.4 billion dollars was spent on campaign advertising ("TV, radio, and digital") for the 2022 midterm elections (Schwartz, 2022). According to Franz and Ridout (2007) , "....candidates would not spend so much money on advertising if it did not buy votes" as there is "...considerable evidence that advertising has a significant impact on candidate evaluations and vote choice, and impact that varies depending on the characteristics of the viewer" (Franz and Ridout, 2007, p.2). Thus, it is important to consider what the effects of native advertising could have on voter's attitudes toward political candidates.

CHAPTER II

REVIEW OF LITERATURE

Over the past 30 years, digital political advertising has become a central component of elections, with candidates and campaigns relying heavily on social media to connect with voters (Azzimonti & Fernandes, 2021; Kreiss & McGregor, 2019). Online platforms have been especially beneficial to increasing voter turnout and political engagement (Bond et al., 2012). However, there is growing concern that "...citizen targeted advertising may result in electoral fragmentation, citizen manipulation, transmission of false claims, data monitoring, and limited transparency and accountability" (Dommett & Zhu, 2022, p. 2). Several scholars believe this is resulting from ambiguous policy definitions and lack of regulations for digital political advertising (Dommett & Zhu, 2022; Kreiss & McGregor, 2019). For instance, Google prohibits advertisements that would be "enabling dishonest behavior" (Kreiss & McGregor, 2019). The vague self-regulation creates the opportunity for false or misleading information to sneak through gray areas. Other forms of advertising are more clearly defined and understood by consumers, such as print advertisements, outdoor ads, broadcast spots, and direct mail pieces. Additionally, sponsored emails, banner

ads, and video ads (e.g., 30-second ads that play before, after, or in the middle of YouTube videos) are common, but easily recognized as advertising.

Furthermore, social media companies play a large role in the distribution of political information. In 2022, the average amount of time citizens spent per day looking at social media was 147 minutes (Dixon, 2022). While a significant amount of information can be viewed during this time, people are only able to assimilate a limited amount of information. And, "Digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 ads each day" (Simpson, 2017). However, much of this information is absorbed subconsciously, so information overload often goes unnoticed at the conscious level. Without regulations, viewers are vulnerable to receiving an asymmetry of information, as well as, false or misleading information, which can lead to decisions makers to being biased. Thus, bounded rationality can be seen in the case of social media, as people make decisions off of the limited information received in one's feed. Moreover, bounded rationality is the idea that people make decisions based off of limited information, which may result in satisfactory but not optimal outcomes (Sent, 2018). Additionally, "The Persuasion Knowledge Model presumes that people's persuasion knowledge is developmentally contingent" (Friestad & Wright, 1994, p. 1). In other words, people's persuasion knowledge levels continue to develop over time, and they learn how to build up psychological guards against mechanisms of persuasion (Friestad & Wright, 1994). However, if native ads are being perceived as unbiased journalism and not an advertisement, and it is part of the limited information that one absorbs, decisions can be largely misguided. Furthermore, targeted ads give marketers the ability to reach specific groups of people, such as 20-year-old Republican females. Similarly, personalized ads are geared towards the end-user, which help make content more relevant to the viewer. Thus, an extreme partisan who receives the majority of their news online is likely to see relative advertisements. Moreover, the voting electorate is increasingly relying on multi-media formats to help them form opinions and distinguish between

candidates. For instance, a 2020 Pew Research Center study found that 40% of people ages 30-49 and 48% of people ages 18 to 29 are likely to receive the majority of their political news on social media (Mitchell et al., 2020).

The blur between editorial content and marketing is simultaneously increasing, while the information received is asymmetric. For instance, native advertising is a relatively newer strategy of content marketing that is designed to gaslight viewers into believing the information is unbiased. Additionally, native political ads are becoming increasingly more prevalent (Iversen & Knudsen, 2019; p. 962). For instance, political candidates have been known to use native advertising as a way to gain electoral support (Dai & Luqiu, 2020, p. 1; Dyjkne, 2018; Iversen & Knudsen, 2019). For example, President Obama cleverly placed native ads in sports-themed video games in 2008 (Dyhkne, 2018, p .363), as well as, coordinated with Buzzfeed in 2012 to produce sponsored political native ads in the form of videos that matched the editorial feed (Iversen & Knudsen, 2019, p. 967). Similarly, Senator Sanders worked with Buzzfeed in 2016 to push out native political advertisements that boosted his campaign (Dyhkne, 2018, p. 339). Thus, it is important to consider the question: How does native advertising effect voter attitudes toward political candidates?

Moreover, third-party agencies play a large role in respect to trustworthiness (Cameron, 1994; Schauster et al., 2016). It is not uncommon for governments (E.g., China, Russia, and United States) to sponsor political native advertisements as a form of propaganda (Dai & Luqiu, 2020). For instance, China, "...pays Western legacy media outlets to publish news stories form government-controlled media" (Dai & Luqiu, 2020, p. 1). Additionally, it was discovered in 2018 that Russian operatives released more than 3,500 Facebook political advertisements (most presented in the native or hybrid editorial-advertising form) supporting Trump from 2015 to 2017 (Bump, 2018). Bump (2018) also states the campaigns received over 37 million impressions. Thus, native political advertisements have the potential to significantly influence political issues

and elections.

Advocates of native advertising argue that viewers are able to acknowledge when ads are sponsored, as well as, override any psychological animosity that may result from persuasion recognition (Sweetser et al., 2016). However, there are significantly more researchers who support and study the potential adverse effects of native advertising on trust and ineffectiveness of sponsorship regulations (Carlson, 2013; Dai & Luqiu, 2020; Iversen & Knudsen, 2019; Schauster et al., 2016). For instance, Wojdynski and Evans (2015, p. 161) showed that 92% of participants in their study evaluating native advertisement recognition were unable to recognize that there were ads present in the news pages they were shown. This study highlights that the majority of people do not know to instinctively put up their guards against persuasion when exposed to a native advertisement. While the Federal Trade Commission (FTC) does require sponsorship disclosure, the distinguishing factors (E.g., including #ad at the end of the caption) can be easily missed regardless of media literacy and education levels (Dai & Luqiu, 2020, p. 2; Wojdnynski & Evans, 2015, p.158). This makes it clear that the current state of the FTC's disclosure laws in regards to native advertisements are ineffective for the majority of viewers that the laws try to protect. This is why researchers studying the potentially adverse outcomes of native advertising often question its ethicality (Dai & Luqiu, 2020; Iversen & Knudsen, 2019; Schauster et al., 2016). Additionally, Native ads also are increasing in popularity, and the hybrid editorial style is becoming the norm (Carlson, 2013; Dyhkne, 2018). Interestingly, Dyhkne (2018) stated that "A study by Facebook and HIS predicts that by 2020, native advertisements will make up over 63% of all mobile display ads" (p. 362).

CHAPTER III

THEORY

It is argued that the format of native advertisements, resembling editorial content, provides the appearance of credibility. However, the way the native advertising content is framed also may impact the effectiveness of the sponsored content. Given the context of online political information, it is important for voters to be able to distinguish the validity of both the source and context. In order to better understand and answer the central research question stated above, it is essential to understand the differences between the framing of political content through traditional online political advertising versus native advertising content. It also is important to consider the framing of the advertisement, specifically the effectiveness of persuasive appeals that utilize the gains versus losses outcome framing in traditional versus native advertising.

Moreover, the main idea of framing theory is that one story can be told in a multitude of ways. And, each of these stories can trigger a variety of values and beliefs that readers consider when forming opinions about the issue (Chong & Druckman, 2007). Framing theory is often associated with the theory of agenda setting, which "...refers to how the media's news coverage determines which issues become the focus of public attention" (Alvernia University, 2007). Framing theory is often associated with the theory of agenda setting, which "...refers to how the media's news coverage determines which issues become the focus of public attention" (Alvernia University,

2018). For instance, the media's coverage of the COVID-19 pandemic helped push the issue of public health to be a priority for voters for the 2020 election. The legalization of marijuana is another issue that media has helped bring attention to in recent years (e.g., Oklahoma held a special election for the legalization of recreational marijuana on March 7, 2023. While it did receive significant attention from the public and media, it was not passed).

Indeed, framing alone has the ability to influence political communication, public opinion, political preferences, and content analysis (Chong & Druckman, 2007). For instance, a topic could be framed in a variety of ways (e.g., moral issue, health issue, safety issue, etc.) and typically uses a pathos (emotion), logos (logic), and ethos (credibility) approach. The tactical use of gain and loss framed messaging can also influence viewer's behaviors and attitudes (Jones et al., 2003; Rothman et al., 2006; Gallagher et al., 2011). This has largely been studied in the field of health communication. For instance, Rothman et al. (2006) found that "Gain-framed appeals are more effective when targeting behaviors that prevent the onset of disease, whereas loss-framed appeals are more effective when targeting behaviors that detect the presence of a disease" (p. 5202). Additionally, Jones et al.'s (2003) study found that gain-famed health communication may be more beneficial to medical professionals than loss-framed communication in regards to changing patient attitudes and behaviors about exercising. Similarly, Gallagher et al. (2011) found that "Women with average and higher levels of perceived susceptibility for breast cancer were significantly more likely to report screening after viewing a loss-framed message compared to a gain-framed message" (145). Interestingly, Steffen and Cheng's (2021) study looked at how gain-loss framing influenced COVID-19, specifically mask mandates and social distancing. The study "...tested potential moderating effects on framing with three individual characteristics: political ideology, subjective numeracy, and risk attitude" (p. 1). They found that political ideology did influence how strongly one felt after advertising exposure (Steffen and Cheng, 2021).
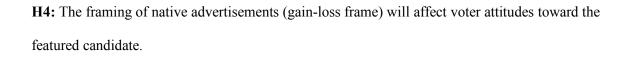
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Therefore, the framing of political candidates matters because the actual characteristics of the individual may be misconstrued in the eyes of voters if presented out of context. Similarly, outcome framing can be a particularly strategic messaging tactic for political entities. Kim and McKinnon (2022) found that "...the impact of party affiliation on partisans is moderated by whether a negative ad is phrased in terms of either loss or gain outcomes (i.e., negative ramifications of electing the targeted candidate versus positive consequences of defeating the target)" (p. 2). For example, if a strong Republican voter was exposed to an advertisement that highlighted the negative outcomes of electing the Democratic candidate, the voter's current beliefs would be strengthened. This is commonly seen in political ads, especially when the American electorate's vote is required. Additionally, when voters encounter criticism of the in-party candidate, party identification becomes important (Westen et al., 2006). Therefore, negative ads are particularly important in attempting to understand the continuously polarizing and increasingly partisan body of voters. Moreover, this study uses Franz and Ridout's (2007) definition of persuasion which is "...the ability of a message to influence a person's political beliefs, attitudes or values" (p. 3). The authors also found that "...advertising has a significant impact on candidate evaluation and vote choice, an impact that varies depending on the characteristics of the viewer" (Franz & Ridout, 2007, p.2). Thus, depending on how an advertisement is framed to the viewer, it has the potential to be very persuasive.

Hypotheses

H1: The majority of viewers will be able to correctly identify traditional political advertisements.

H2: The majority of viewers will *not* be able to correctly identify native political advertisements.

H3: The framing of political advertisements (gain-loss frame) will affect voter attitudes toward the featured candidate.

H4: The framing of native advertisements (gain-loss frame) will affect voter attitudes toward the featured candidate.

CHAPTER IV

METHODS

In order to answer the central research question and gauge hypotheses, this study implemented a quasi-experimental design and sent out surveys via Qualtrics.

Conceptualization and Operationalism of the Dependent Variable

In hypotheses one and two, the dependent variable being studied is voter's correct identification of advertisements. This was conceptualized by exposing survey participants to either a native or traditional advertisement, then asking them to correctly identify what they viewed. The dependent variable being tested in hypotheses three and four is voter attitudes. This was conceptualized by examining survey participant's attitudes toward the featured candidate in both traditional and native advertisements after exposure. Additionally, subjects were asked to predict future voting intent and desire to look up more information on the candidate. Exact question wordings for each dependent variable are provided in the Appendix.

Conceptualization and Operationalism of the Independent Variable

The independent variable being tested in hypotheses one and two is advertising exposure. Study conditions were designed to expose students to either a traditional advertisement or a native

political advertisement. This can be conceptualized by seeing if voters recognize the political ad or the native advertising as sponsored content. The treatments were designed to replicate an online political advertisement and a native advertisement that could likely appear on the Slate Magazine website. The independent variable being tested in hypotheses three and four was the political frame used. This was conceptualized by seeing if reactions to stimuli were different using a gain versus loss political frame. The political content for the traditional ad and native advertisement were created with both a gain-frame and a loss-frame. Screenshots of the treatments are provided in the Appendix under the Heat Map section.

Quasi-Experimental Design

The study designed and distributed an online political communication survey among students at a large midwestern university via Qualtrics Software Company. For convenience purposes, the university provided 5,000 randomly selected student emails to be used for the study. On Feb. 1, 2023, the first round of emails was administered. Email invitations provided a link to the survey, as well as, information regarding compensation, requirements, and contact information. To encourage participation, survey respondents had the opportunity to be entered into a drawing to win 1 of 10, $10 Amazon gift cards. In order to be eligible, the volunteer had to provide an optional email address in addition to answering all questions on all pages. For those who started the survey, there was a completion rate of 93%. 492 total responses resulted from the collection method. Four conditions were evenly randomized and distributed via Qualtrics. Each condition received about 123 respondents.

The questionnaire begins by asking participants to rank themselves in regards to their confidence in media literacy and political knowledge, and where they are likely to receive news. Then, participants were asked questions regarding political ideology, voter registration, and party affiliation. Next, participants were shown one of four advertisements: (1) control advertisement

with a loss-frame, (2) control advertisement with a gain-frame, (3) treatment advertisement with a loss-frame, and (4) treatment advertisement with a gain-frame. This study replicated aspects of Kim and McKinnon (2022) and Fullerton et al. (2020). The Kim and McKinnon (2022) study found that outcome framing was influential of partisan attitudes toward candidates. And, Fullerton et al. (2020) study used Slate Magazine to expose study participants to native advertisements, so this study did the same.

All four of the advertisements were created and designed in Canva. Both of the control (traditional) advertisements were based off of a real Kevin Stitt advertisement for the Oklahoma's 2022 gubernatorial race. The traditional, political ad was mailed out as a flyer, and sponsored by a third party. The original Kevin Stitt advertisement had a link SaveOklahomaSchools.com, which took you to persuasive information that provided the foundation for the native advertising content. The native advertisements were designed to look like they came from the Slate Magazine website. Both the study's traditional and native political advertisement stimuli were based off of the Save Oklahoma Schools political campaign materials. The original campaign materials used a loss-framework to target the "Stitt-Walter's Education Plan." This study decided to keep the issue of education as the focus of the stimuli because it is a relatively non-polarizing issue. Since the study was conducted at a large midwestern, university, it could be assumed that education would be an issue that resonated with the subjects. The researcher also was able to measure subjects' education levels and the importance they place on education, which both act as a control. Since all the stimuli were based off of real political advertising for Oklahoma's state election, question 13 of the survey asked participants whether they had seen the content before. Of the survey respondents, 7.71% said yes and 92.9% said they had not seen it.

For the purposes of this study, content was replicated using a loss-framework and modified using a gain-framework. Additionally, a fictitious, gender-neutral candidate name, Cameron Smith, was used in the traditional and native political advertising content. This study also required

participants to consume the ad for at least 30 seconds, before proceeding to the next survey question. While reviewing the stimuli, heat map tracked their click to see if respondents were engaging with the ad overall.

After survey participants were exposed to either a control or treatment advertisement, they were asked to best describe the political content they saw (e.g., campaign advertisement, news article, or not sure). They were then asked questions regarding their feelings toward fictional candidate, Cameron Smith. Next, the questionnaire asked participants to read political advertising and news opinions, and rank their feelings on a Likert scale. Finally, questions regarding participant demographics were asked (e.g., gender, age, race/ethnicity, and school affiliation). The full survey can be found in the appendix.

A logit regression model will be used to analyze the dependent variable in hypotheses one and two (correct identification of advertisement). Additionally, an OLS regression model will be used to analyze the dependent variable in hypotheses three and four (attitudes).

Survey Respondent Demographics

Question 5 of the survey asked participants to indicate their political ideology in regards to how they view most political issues. For this study, 6.97% of survey respondents answered extremely liberal, 22.36% answered liberal, 13.46% answered slightly liberal, 20.91% answered moderate, 13.46% answered slightly conservative, 20.43% answered conservative, and 2.4% answered extremely conservative. According to a Pew Research study, 38% of adults in the state of Oklahoma are conservative, 37% are moderate, 19% are liberal, and 6% do not know (*Pew Research Center,* 2023).

Table 1. Political Ideology Survey Statistics

Ideology	Freq.	Percent	Cum.
Extremely Liberal	29	6.97	6.97
Liberal	93	22.36	29.33
Slightly Liberal	55	13.46	42.79
Moderate	87	20.91	63.70
Slightly Conservative	56	13.46	77.16
Conservative	85	20.43	97.60
Extremely Conservative	10	2.40	100.00
Total	416	100.00	

Question 6 of the survey asked participants whether they were registered to vote in U.S. elections. For this study, 78.2% of survey respondents answered yes, 15.64% answered no, and 6.16% answered that they were either unable to vote due to age or nationality.

Table 2. Voting Eligibility Survey Statistics

Registered to Vote	Freq.	Percent	Cum.
Yes	330	78.20	78.20
No	66	15.64	93.84
Not Eligible	26	6.16	100.00
Total	422	100.00	

Question 7 of the survey asked participants to identify their party affiliation. For this study, 29.15% of survey respondents answered Democrat, 17.77% answered Independent/other, 32.7% answered republican, and 20.38% did not identify with a party. As of January, 15, 2023, the Oklahoma voter demographic consists of 2,225,086 total registered voters, which consists of: 19,974 registered Libertarians (0.897%), 1,154,464 registered Republicans (51.884%), 656,017 registered Democrats (29.483%), and 394,631 registered Independents (*Oklahoma: State Election Board*, 2023). Additionally, "Around a third of registered voters in the U.S. (34%) identify as

independents, while 33% identify as Democrats and 29% identify as Republican (Gramlich, 2020).

Table 3. Party Identification Survey Statistics

Party Identification	Freq.	Percent	Cum.
Democrat	123	29.15	29.15
Independent/Other	75	17.77	46.92
Republican	138	32.70	79.62
No Affiliation	86	20.38	100.00
Total	422	100.00	

Question 16 of the survey asked participants to indicate their gender. For this study, 29.38% of survey respondents identified as male, 67.53% as female, 2.06% as non-binary, and 1.03% preferred not to say. For the state of Oklahoma's population, the *United States Census Bureau* states that it is 50.2% female and 49.8% are male (2021). Additionally, out of the males who took the survey, 21.05% identified as a Democrat, 18.42% identified as Independent/other, 35.97% identified as Republican, and 24.56% do no identify with a party. Out of the females who took the survey, 33.97% identified as Democrat, 16.03% identified as Independent/other, 32.44% identified as Republican, and 17.56% did not have a party affiliation. Furthermore, out of the males who took the survey, 6.14% identified their political ideology as extremely liberal, 12.28% as liberal, 14.04% as slightly liberal, 21.05% as moderate, 18.42% as slightly conservative, 24.56% as conservative, and 3.51% as extremely conservative. For the females who took the survey, 6.20% identified their political ideology as extremely liberal, 25.97% as liberal, 13.18% as slightly liberal, 21.70% as moderate, 11.63% as slightly conservative, 19.38% as conservative, and 1.94% as extremely conservative.

Table 4. Gender Identification Survey Statistics

Gender	Freq.	Percent	Cum.
Male	114	29.38	29.38
Female	262	67.63	96.91
Non-binary	8	2.06	98.97
Prefer not to say	4	1.03	100.00
Total	388	100.00	

Question 17 of the survey asked participants to indicate their age. For this study, 70.88% of

survey respondents placed themselves in the 18 to 24 age range, 20.10% in the 25-35 age range,

9.02% in the 35 to 65 age range, and 0% in the 17 years or younger and 65 years and older age

groups. According to *USA Facts*, 6.2% of Oklahoma are in the 0 to 4 age range, 20.6% are in the

5 to 19 age range, 20.4% are in the 20 to 34 age range, 18.7% are in the 35 to 49 age range,

17.9% are in the 50 to 64 age range, and 16.2% are in the 65 years and older age range.

Table 5. Age Range Survey Statistics

Age	Freq.	Percent	Cum.
17 or younger	0	0.00	0.00
18-24	275	20.10	90.98
25-35	35	9.02	100.00
65 or older	0	0.00	100.00
Total	288	100.00	

Question 18 of the survey asked participants to mark the answer that best described their race

and/or ethnicity. For this study, 76.03% of survey respondents described themselves as Caucasian

(non-Hispanic), 4.64% Black or African American, 6.44% American Indian or Alaska Native,

3.87% Asian, 0.26% Native Hawaiian or other Pacific Islander, 5.41% Hispanic or Latino, and

3.35% preferred not to say. For the state of Oklahoma, 63.8% of citizens identify as Caucasian

(non-Hispanic), 7.4% as Black or African American, 8.5% as American Indian or Alaska Native,

2.4% as Asian, 0.2% as Native Hawaiian or other Pacific Islander, 11.7% as Hispanic or Latino, and 5.9% as multiracial (*USA Facts, 2021*).

Table 6. Race and Ethnicity Survey Statistics

Race/Ethnicity	Freq.	Percent	Cum.
Caucasian	295	76.03	76.03
Black or African American	18	4.64	80.67
American Indian or Alaska Native	25	6.44	87.11
Asian	15	3.87	90.98
Native Hawaiian or other Pacific Islander	1	0.26	91.24
Hispanic or Latino	21	5.41	96.65
Prefer not to say	13	3.35	100.00
Total	388	100.00	

Question 19 of the survey asked participants to indicate their affiliation with Oklahoma State University. For this study, 70.36% of survey respondents were undergraduate students, 28.09% were graduate students, 1.55% were faculty or staff, and 0% had no affiliation to OSU. Additionally, 88.7% of Oklahomans have a high school degree or higher, and 26.8% have a bachelor's degree or higher (*U.S. Census Bureau*, 2021). Moreover, "Around two-thirds of registered voters in the U.S. (65%) do not have a college degree, while 36% do" (Gramlich, 2020).

Table 7. Education Level Survey Statistics

OSU Affiliation	Freq.	Percent	Cum.
Undergraduate Student	273	70.36	70.36
Graduate Student	109	28.09	98.45
Faculty/Staff	6	1.55	100.00
No OSU Affiliation	0	0.00	100.00
Total	388	100.00	

CHAPTER V

RESULTS

Coding

Survey questions were originally coded via Qualtrics, then exported to Stata (statistical software)

to further analyze the proposed hypotheses. Through coding in Stata, logit models and ordinary

least-squares (OLS) regression models were able to be conducted and analyzed.

Control Variables

1. Education level – Participants were asked to indicate their affiliation with Oklahoma

    State University. The variable answers were coded as follows: 1 = undergraduate, 2 =

    graduate student, 3 = faculty/staff, and 4 = no OSU affiliation. This control variable was

    used for two reasons: (1) To evaluate if education level had significant influence in

    whether participants ability to correctly identify traditional and native advertisements.

    And, (2) to assess if education level had significant influence on whether participants

    would vote for the candidate and/or seek more information about the candidate. Since the

    study consisted of a population of 492 college students, this study was looking at

    undergraduate students versus graduate students.

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2. Race/Ethnicity – Participants were asked to best describe their race/ethnicity. The variable answers were coded as follows: 1 = Caucasian, 2 = Black or African American, 3 – American Indian or Alaska Native, 4 = Asian, 5 = Native Hawaiian or other pacific islander, 6 = Hispanic or Latino, and 7 = prefer not to answer. This control variable was used for two reasons: (1) To evaluate if race and ethnicity had significant influence in whether participants ability to correctly identify traditional and native advertisements. And, (2) to assess if race and ethnicity had significant influence on whether participants would vote for the candidate and/or seek more information about the candidate. The study did not find that this variable had significant influence in any of the models.

3. Gender – Participants were asked to indicate their gender. The variable was coded as follows: 1 = Male, 2 = Female, 3 = Non-binary, and 4 = prefer not to say. This control variable was used for two reasons: (1) To evaluate if gender had significant influence in whether participants ability to correctly identify traditional and native advertisements. And, (2) to assess if gender had significant influence on whether participants would vote for the candidate and/or seek more information about the candidate. The study did not find that this variable had significant influence in any of the models.

4. Party Identification (PID) – Participants were asked to indicate their party affiliation. The variable was coded as follows: 1 = Democrat, 2 = Independent/other, 3 = Republican, and 4 = no party affiliation. This control variable was used for two reasons: (1) To evaluate if party identification had significant influence in whether participants ability to correctly identify traditional and native advertisements. And, (2) to assess if party identification had significant influence on whether participants would vote for the candidate and/or seek more information about the candidate. The study did not find that this variable had significant influence in any of the models. However, the study's population consisted of

students and the advertisement messaging pertained to education funding, so this variable may be more influential in the real world.

5. Political Ideology – Participants were asked to consider and indicate their political ideology. The variable was coded as follows: 1 = extremely liberal, 2 = liberal, 3 = slightly liberal, 4 = moderate, 5 = slightly conservative, 6 = conservative, and 7 = extremely conservative. This control variable was used for two reasons: (1) To evaluate if political ideology had significant influence in whether participants ability to correctly identify traditional and native advertisements. And, (2) to assess if political ideology had significant influence on whether participants would vote for the candidate and/or seek more information about the candidate.

6. Media Literacy Mean Score – Question two in the survey asked participants to rank themselves in regards to their ability to access, analyze, and evaluate media in a variety of forms: (1) I have a good understanding of media literacy, (2) I have the skills to differentiate different types of online content, (3) political content is important for understanding diverse viewpoints, (4) people should accept online political content on face value, and (5) media literacy is important to democracy. The average score of the for each was used as a control: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, and 7 = strongly agree. To evaluate if media literacy had significant influence in whether participants ability to correctly identify traditional and native advertisements. And, (2) to assess if media literacy had significant influence on whether participants would vote for the candidate and/or seek more information about the candidate.

7. Importance of Education – Question 4 of the survey asked participants to rank how important they found the following political issues: (1) economy, (2) environment, (3) education, (4) healthcare, and (5) human rights. The ranking scale was coded as follows:

1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = very important, and 5 = extremely important. The reason for this question was to gauge attitudes about education prior to participants exposure to advertisements. However, the study did not find that this variable had significant influence in any of the models.

Table 8. Control Variable Survey Statistics

Variable	n	mean	sd	min	max
Gender	388	1.747423	.5409519	1	4
Age	388	2.381443	.6460902	2	4
Race/Ethnicity	388	1.773196	1.631443	2	7
Education Level	388	1.311856	.4961492	1	3
Media Literacy Score Mean	443	5.277201	.8843022	2	7
Ideology	416	3.824519	1.673457	1	7
Importance of Education	424	4.287736	.8090742	2	5
Party ID	422	2.443128	1.113654	1	4

Hypotheses 1 and 2

A logit model was used to analyze hypotheses one and two (H1: The majority of viewers will be able to correctly identify traditional political advertisements; H2: The majority of viewers will *not* be able to identify native political advertisements). Figure 1 (bar graph) shows the proportion that participants correctly identified either the traditional or native advertisements, specifically that participants exposed to the native ad were much less likely to correctly identify it as political

advertising. In table one, without the control variables, participants were less likely to correctly identify native ads (both gain and loss), and had a statistically significant estimate of -1.738. With the control variables, participants were even less likely to identify either native ads and had a statistically significant estimate of -2.815. Thus, these results are robust to the inclusion of control variables. The media literacy mean score also had a significant outcome of 0.691 in table 9. Therefore, it did have significant influence on participants ability to identify native advertisements. Additionally, the constant had a significant score of 1.136. And, the *BIC* score was 551.601 without controls, and 443.980 with controls. Therefore, second model was a better fit and still holds up.

Figure 1. Proportion of Correct Identification of Either Traditional or Native Ads

Table 9. Correct Identification of Traditional or Native Advertising

	(1) Traditional v. Native (no controls)	(2) Traditional v. Native (all controls)
	Correctly Identified Ads	Correctly Identified Ads
Correctly Identified Ads		
Gain & Loss Native Ads	-1.738*	-2.815*
	(0.210)	(0.317)
OSU Education Level		0.477
		(0.271)
Race/Ethnicity		-0.033
		(0.078)
Gender		0.544
		(0.288)
PID		0.045
		(0.136)
Party Ideology		-0.112
		(0.095)
Media Literacy Mean Score		0.691*
		(0.180)
Importance of Education		-0.215
		(0.162)
Constant	1.136*	-1.034
	(0.158)	(1.296)
N	447	382
BIC	551.601	443.980

Standard errors in parentheses
* $p < 0.05$

The logit coefficient from model 2 in table 9 can be translated to a predicted probability of a correct answer given the stimuli to which the respondent was exposed. Specifically, a respondent who was shown a native advertisement is predicted to correctly identify it about 33% of the time, while a respondent who was shown a traditional ad is predicted to correctly identify it about 89% of the time, controlling for the other variables in the model by holding them at their means

Hypotheses 3 and 4

An OLS regression model and logit model was used to analyze hypotheses three and four (H3: The framing of political advertisements (gain-loss frame) will affect voter attitudes toward the

featured candidate; H4: The framing of native advertisement (gain-loss frame) will affect voter

attitudes toward the featured candidate). After participants were exposed to the stimuli, they were

asked to rate their feelings of the candidate, Cameron Smith, on a scale from zero to 100. Table

10 shows the OLS regression model that was used to evaluate whether the conditions

(independent variables) significantly affected feelings (dependent variable) toward the candidate.

Participants were less likely to feel positively about Cameron Smith if shown either of the native

advertisements, with a statistically significant estimate of -6.332. Since OLS coefficients can be

interpreted as a one-unit change in the independent variable leading to a coefficient-sized change

in the dependent variable, this result means that exposure to the native advertisement led to

participants rating Cameron Smith about 6.33 points less warmly on the 100-point scale than

those who saw the traditional advertisement. Those who correctly identified the advertisements

were more likely to have positive feelings towards Cameron Smith, and have a statistically

significant estimate of 5.504. According to an OLS interpretation, this result means that correct

identification of the advertisements led participants to rating Cameron Smith about 5.504 points

more warmly on the 100-point scale than those who were unable to identify the advertisements.

Political ideology did influence feelings towards Cameron Smith, and has a statistically

significant estimate of 2.082. According to an OLS interpretation, this result means that stronger

feelings of partisanship led participants to rating Cameron Smith about 2.082 points more warmly

on the 100-point scale than those with more moderate ideology. The media literacy mean score

also influenced feelings towards Cameron Smith, with results showing a statistically significant

estimate of 4.870. According to the OLS interpretation, this result means participants with higher

media literacy mean scores led participants to rating Cameron Smith about 4.870 points more

warmly on the 100-point scale than those who had low media literacy mean scores. If the

participant viewed the traditional loss ad or native loss ad, they were less likely to have positive

feelings towards Cameron Smith, and had a statistically significant estimate of -16.432.

According to the OLS interpretation, this result means that exposure to loss advertisements led to participants rating Cameron Smith about 16.432 points less warmly on the 100-point scale than those who saw gain advertisements. Compared to the traditional loss ad, those who were exposed to the traditional gain ad were more likely to have positive feelings towards Cameron Smith, and had a statistically significant estimate of 11.677. According to the OLS interpretation, this result means that exposure to the traditional gain advertisement led participants rating Cameron Smith about 11.677 points more warmly on the 100-point scale than those who saw the traditional loss ad. Compared to the traditional loss ad, those who were exposed to the native loss ad were less likely to have positive feelings towards Cameron Smith, and had a statistically significant estimate of -9.614. According to the OLS interpretation, this result means that exposure to the native loss ad led to participants rating Cameron Smith about 9.614 points less warmly on the 100-point scale than those who saw the traditional loss advertisement. Compared to the traditional loss ad, those who were expose to the native gain ad were more likely to have positive feelings towards Cameron Smith, and had a significant score of 9.598. According to the OLS interpretation, this result means that exposure to the native gain ad led to participants rating Cameron Smith about 9.698 points more warmly on the 100-point scale than those who saw the traditional loss advertisement. Additionally, the constant had a significant score of 43.276 in column two and a significant score of 22.988 in column three. Also, the *BIC* scores indicate that column two (score of 3243.159) was the best fitting model for table two.

Table 10. OLS Regression Model: DV = Feeling Thermometer & IV = conditions

	(1) – native v. traditional (no controls)	(2)	(3)
	q11_camsmith_feelingthermometer	q11_camsmith_feelingthermometer	q11_camsmith_feelingthermometer
Gain & Loss Native Ads	-6.332*		
	(2.719)		
Correctly Identified Ads	4.429	5.504*	2.547
	(2.622)	(2.118)	(2.455)
OSU Education Level	-2.216	-0.555	-0.397
	(2.257)	(2.130)	(2.114)
Race/Ethnicity	-0.194	-0.424	-0.354
	(0.666)	(0.625)	(0.626)
Gender	0.282	0.590	0.668
	(2.427)	(2.275)	(2.262)
PID	1.507	1.030	1.202
	(1.176)	(1.101)	(1.095)
Political Ideology	2.082*	1.172	1.205
	(0.819)	(0.779)	(0.776)
Media Literacy Mean Score	4.870*	-0.310	1.921
	(1.470)	(1.359)	(1.575)
Importance of Education	-1.242	-0.197	-0.589
	(1.381)	(1.298)	(1.296)
Traditional loss & Native loss		-16.432*	
(1) Traditional Loss			0.000
			(.)
(2) Traditional Gain		If you got the traditional gain, you liked cam smith about 11.677 points more than then traditional lose	11.677*
			(3.409)
(3) Native Loss			-9.614*
			(3.508)
(4) Native Gain			9.598*
			(3.512)
_cons	12.791	43.276*	22.988*
	(11.200)	(11.201)	(10.659)
N	365	365	365
BIC	3289.919	3243.159 – model 2 was best	3247.227

Standard errors in parentheses
*p < 0.05

Next, in table 11, a logit model was used to see whether candidates would vote for the candidate, Cameron Smith, as well as, seek additional about him. Participants feelings for Cameron Smith had a significant score of 0.086, meaning that their attitudes of the candidate after exposure to the stimuli did influence whether they would vote for him. Education level also influenced whether the participant would vote for Cameron Smith. There was a significant score of -0.927, meaning that those in graduate school were less likely to vote for Cameron Smith. Moreover, participants feelings for Cameron Smith had a significant score of 0.024, meaning that their attitudes of the candidate after exposure to the stimuli did influence if they would seek additional information about him. And, participants were more likely to seek information about Cameron Smith if they had positive feelings towards him. Additionally, the constant had a score of -0.736 in column one and a score of -1.535 in column two. The *BIC* score was lower in table one (score of 297.448), meaning that this model was a better fit.

Table 11. Logit Model of Outcomes for Cameron Smith Candidacy

	(1)	(2)
	Vote for Cameron Smith?	Seek more information about Cameron Smith?
main		
Cameron Smith Feeling Thermometer	0.086*	0.024*
	(0.013)	(0.008)
OSU Education Level	-0.927*	0.083
	(0.420)	(0.336)
Race/Ethnicity	-0.193	0.073
	(0.124)	(0.106)
Gender	-0.521	-0.526
	(0.380)	(0.334)
PID	-0.045	0.083
	(0.181)	(0.182)
Political Ideology	-0.093	-0.163
	(0.125)	(0.124)
Media Literacy Mean Score	-0.365	0.257
	(0.223)	(0.189)
Importance of Education	-0.268	0.365
	(0.196)	(0.189)
Constant	-0.736	-1.535
	(1.572)	(1.606)
N	365	365
BIC	297.448	322.841

Standard errors in parentheses
* $p < 0.05$

As above, we can translate the logit coefficients into predicted probabilities. Specifically, 1-point increase in the candidate feeling thermometer is associated with an 0.6% increase in the probability of voting for Cameron Smith and a 0.2% increase in the probability of seeking more information on Cameron Smith, holding the other variables in the model at their means.

Heat Map

Question eight of the survey exposed participants to one of four stimuli. Participants were asked spending at least 30 seconds reviewing the page. The heat thermometer revealed that heat map participants did engage with all four ads. It is noteworthy to mention that the traditional gain ad

had noticeably less engagement than the traditional loss ad. This study does not identify why this

outcome occurred. However, it may be interesting and beneficial for a future study.

CHAPTER VI

FINDINGS

Overall, all of this study's hypotheses were correct (H1: The majority of viewers correctly identified the traditional political advertisements. H2: The majority of viewers were unable to correctly identify native political advertisements. H3: The framing of political advertisements (gain-lose frame) did affect voter attitudes toward the featured candidate. H4: The framing of the native advertisement (gain-lose frame) did affect voter attitudes toward the featured candidate). First, the survey data indicate that there was not a significant number of participants who were unable to identify the traditional political advertisements. Conversely, there was a significant number of participants who were unable to correctly identify native advertisements. The media literacy mean score did significantly influential whether they were able to correctly identify the advertisements. The correct identification of advertisements also significantly influenced participants feelings toward the featured candidate, Cameron Smith.

Moreover, both the gain-frame and loss-frame advertisements had significant influence on participants feelings toward the candidate after exposure to the stimuli. Political ideology and media literacy mean scores also significantly influenced participants feelings toward Cameron Smith. Participants were more likely to have positive feelings toward Cameron

Smith if they were exposed to the gain-framed ads. Vice versa, participants were more likely to have negative feelings toward Cameron Smith if they were exposed to the loss-framed ads. As a result, participants were significantly more likely to vote for and seek additional information about Cameron Smith if they had more positive feelings toward him. Additionally, education level also significantly influenced whether the participant would vote for the candidate. Graduate students were significantly more likely than undergraduate students to not vote for Cameron Smith. The result may indicate that those who are furthering their education feel more strongly about how politicians affect education funding. The graduate students taking the study may also have received a disproportionate number of lose-framed ads (Cameron Smith would disadvantage education if elected), so this may be another reason for this result.

Additionally, the Qualtrics heat thermometer of the stimuli shows that slightly more time was spent looking at both of the native advertisements. This was most likely due to it having editorial to read. Interestingly, there seems to have been more engagement with the traditional lose-framed ad than the traditional gain-framed ad. While this study's results did not indicate a significant difference for why this occurred, it may be interesting and insightful for a future study.

CHAPTER VII

DISCUSSION

Overall, this study shows that there is a significant number of people who are unable to identify native advertisements. Additionally, both gain-framed and loss-framed ads can significantly influence viewers attitudes toward the candidate. These findings are important because voter attitudes and voting decisions may be significantly influenced by native political ads. This study's findings lead us to argue that the majority of voters are not perceiving native political ads as biased information, which could adversely affect election outcomes. Therefore, there is a need to address current advertising regulation problems and potential solutions. This study also shows that if a candidate was seeking to gain votes, a gain-framed native ad would be the most likely to be effective. Conversely, if a candidate wanted the competing candidate to lose votes, a loss-framed native ad would be the most likely to be effective.

Over the past 30 years, digital platforms have become an increasingly prominent source for campaign advertising (Kreiss & McGregor, 2019). While the internet can greatly benefit political communication, there is a current lack of digital political advertising regulations, which in turn is creating concern for the following: (1) citizen targeted advertising and electoral fragmentation, (2) citizen manipulation, (3) transmission of false claims, (4) data monitoring and data selling, (5)

limited transparency and accountability, (6) misleading or fake news, (7) increased political

polarization, (8) decreased trust in public institutions, and (9) undermined democracy (Dommett

& Zhu 2022; Lee, 2021). Therefore, there is a need to develop nuanced regulations for social

media platforms and political advertisers while keeping the first amendment in mind. The

everchanging advancements of digital platforms makes creating policies particularly challenging.

However, potential solutions could be: (1) requiring sponsorship to be more visible, (2)

implementing a more intense audit system, (3) requiring pop-up ads before viewing, and (4)

creating a code of conduct for candidates and campaigns. To sum, the topic of political

advertising policy on social media is a policy issue and technological puzzle. However, when

implemented in a well-informed and attentive way, policies and regulations can act as a safeguard

to the continued promotion of a fair and free democracy.

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APPENDICES

Heat Map – Traditional Lose-Frame Advertisement

The average amount of time participants spent looking at the traditional lose-frame ad before submission was 42.13 seconds, with a standard deviation of 31.51 seconds. The average mouse clicks participants had on the traditional lose-frame ad before submitting was 6.14, with a standard deviation of 6.52 clicks.

Heat Map – Traditional Gain-Frame Advertisement

The average amount of time participants spent looking at the traditional gain-frame ad before submission was 45.51 seconds, with a standard deviation of 33.87 seconds. The average mouse clicks participants had on the traditional gain-frame ad before submitting was 4.79, with a standard deviation of 5.01 clicks.

Heat Map – Native Loss-Frame Advertisement

The average amount of time participants spent looking at the native loss-frame ad before submission was 59.82 seconds, with a standard deviation of 71.40 seconds. The average mouse clicks participants had on the native loss-frame ad before submitting was 4.29, with a standard deviation of 6.66 clicks

Heat Map – Native Gain-Frame Advertisement

The average amount of time participants spent looking at the native gain-frame ad before submission was 51.67 seconds, with a standard deviation of 24.62 seconds. The average mouse clicks participants had on the native gain-frame ad before submitting was 5.56, with a standard deviation of 7.19 clicks.

Figure 2. Traditional Gain-Frame Advertisement

Figure 3. Traditional Loss-Frame Advertisement

Figure 4. Native Gain-Frame Advertisement

Figure 5. Native Loss-Frame Advertisement

Full Survey
MMM - Thesis

Survey Flow

Standard: Consent Block (1 Question)

Branch: New Branch
    If
        If Thank you for considering participation in this study of communication, as well as, providing res... I disagree Is Selected

    EndSurvey:

BlockRandomizer: 1 - Evenly Present Elements

    Block: Traditional Lose Ad (21 Questions)
    Block: Traditional Gain Ad (21 Questions)
    Block: Native Lose Ad (21 Questions)
    Block: Native Gain Ad (21 Questions)

Page Break ————————————————————————

QC Thank you for considering participation in this study of communication, as well as, providing research on college students. Your participation will aid the researcher in collecting data for a Master's Degree Thesis.

By participating in this study, you are agreeing to provide honest and genuine answers. The responses you provide will be anonymized, so that neither the research team nor additional respondents will know which is yours.

The 20 question survey takes approximately 5-10 minutes to complete. Please take the survey only once. At the end of the survey, you will have a chance to provide contact information for a drawing for 1 of 10, $10 gift cards. If selected, you will receive email notification. The survey will close and drawing winners will be notified at the latest date of March 10, 2023.

You may exit from the survey at any time by closing your web browser. There is no penalty for withdrawing or disagreeing to these terms. However, in order to participate in the drawing, you must answer ALL questions on ALL pages and enter your email at the end of the survey. Your email will be deleted from the database after the survey closes and the drawing is complete. Contact information will not be used for any other purposes. If you have questions about the selection process or study findings, please email the researcher at meredith.mckinnon@okstate.edu.

The information provided will be completely confidential and used only in aggregate form. Your participation is voluntary, and there are no risks associated with participation that are greater than the risks of daily life. However, you may benefit from participation by learning about communication issues. Although no compensation is provided, participants who enter the drawing at the conclusion of the survey may benefit if randomly selected as a gift card recipient. If you have questions about your rights as a research volunteer, you may contact the OSU Institutional Review Board at 405-744-3377 or irb@okstate.edu.

By selecting "I agree," you are consenting to the conditions described above. You also are indicating that you have read the information above, are 18 years or older, and have voluntarily elected to participate.

⚪ I agree (1)

⚪ I disagree (2)

Q1 We are going to begin by asking how informed you are about different topics. Using the sliding scale, please indicate how informed you are on the following (from 0, "not informed," to 100 "very informed).

	0 10 20 30 40 50 60 70 80 90 100
Current Events ()	
World News ()	
Politics ()	
Pop Culture ()	
Sports ()	

Q2 Media literacy can be defined as the ability to access, analyze, and evaluate media in a variety of forms. Please read some opinions that others have given regarding media literacy and consider

whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
I have a good understanding of media literacy. (1)	○	○	○	○	○
I have the skills to differentiate different types of online content. (2)	○	○	○	○	○
Political content is important for understanding diverse viewpoints. (3)	○	○	○	○	○
People should accept online political content on face value. (4)	○	○	○	○	○
Media literacy is important to democracy. (5)	○	○	○	○	○

Page Break

Q3 How likely are you to seek political information from the following sources: (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Very Unlikely (1)	Unlikely (2)	Somewhat Likely (3)	Likely (4)	Very Likely (5)
News Media (1)	○	○	○	○	○
Social Media (2)	○	○	○	○	○
Political Advertising (3)	○	○	○	○	○
Political Websites (4)	○	○	○	○	○
Political Satire (5)	○	○	○	○	○
Family/Friends (6)	○	○	○	○	○

Page Break

Q4 How important are the following political issues to you? (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Not at all important (1)	Slightly Important (2)	Moderately Important (3)	Important (4)	Extremely Important (5)
Economy (1)	○	○	○	○	○
Environment (2)	○	○	○	○	○
Education (3)	○	○	○	○	○
Healthcare (4)	○	○	○	○	○
Human Rights (5)	○	○	○	○	○

Page Break

Q5 Considering your political ideology, please indicate how you view most political issues. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Extremely Liberal (1)	Liberal (2)	Slightly Liberal (3)	Moderate (4)	Slightly Conservative (5)	Conservative (6)	Extremely Conservative (7)
I consider my political views as follows. (1)	○	○	○	○	○	○	○

Q6 Are you registered to vote in US elections?

○ Yes (1)

○ No (2)

○ I am not eligible to vote due to age or nationality. (3)

Q7 What is your party affiliation?

○ Democrat (1)

○ Independent/Other (2)

○ Republican (3)

○ I do not have a party affiliation. (4)

Page Break ─────────────────────────

52

Q8 **Please spend a few minutes reading the online content below and answer the questions that follow: (You will have to spend at least 30 seconds reviewing this page.)**

COUNTY RESIDENTS:

UNDER CAMERON SMITH'S EDUCATION PLAN, OUR LOCAL SCHOOLS COULD LOSE UP TO

$255 MILLION

BEFORE YOU VOTE, GET THE FACTS:

SaveOurSchools.com

NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE COMMITTEE. AUTHORIZED AND PAID FOR BY OUR CHILDREN. OUR FUTURE.
PO BOX 57088, 888-294-7519.

QT Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break

53

Q9 How would you best describe the political content above?

○ Campaign Advertisement (1)

○ News article (2)

○ Not sure (3)

- -

Q10 Based on the content provided, please indicate your impressions of the political information. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)
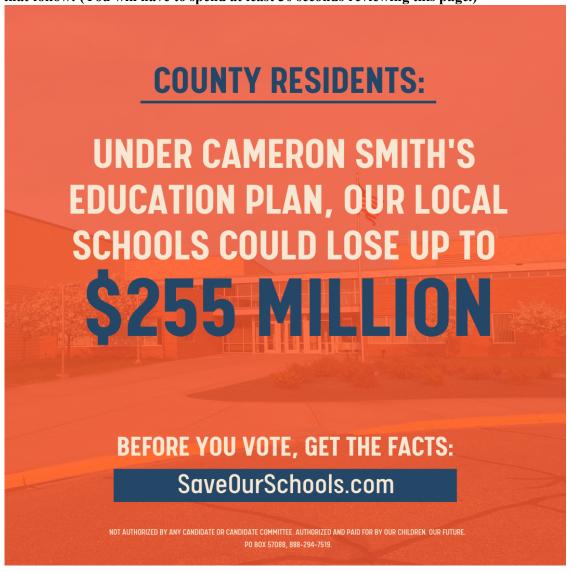
	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
Truthful (1)	○	○	○	○	○
Beneficial (2)	○	○	○	○	○
Interesting (3)	○	○	○	○	○
Credible (4)	○	○	○	○	○
Good (5)	○	○	○	○	○
Exciting (6)	○	○	○	○	○
Accurate (7)	○	○	○	○	○

- -

Q11 Assuming that the candidate in the message, Cameron Smith, is running in the general election for your community, please rate your feelings toward Cameron Smith. (from 0, very low, to 100, very high).

0   10   20   30   40   50   60   70   80   90   100

Favorability ()	

Q12 Based on the content provided, please consider the following statements regarding candidate, Cameron Smith.

	Yes (1)	No (2)
I would seek additional information about Cameron Smith. (1)	○	○
I would vote for Cameron Smith. (2)	○	○

Q13 Have you seen the political content provided before today?

○ Yes (1)

○ No (2)

Page Break

55

Q14 Next, please read some opinions that others have given regarding political advertising and consider whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
Political advertising provides a lot of important information about campaign issues and candidates. (1)	○	○	○	○	○
Political advertising is an important medium for helping people understand about politics. (2)	○	○	○	○	○
Political advertising increases my interest in the political process. (3)	○	○	○	○	○
Political advertising provides a credible view of political campaigns. (4)	○	○	○	○	○

Q15 Next, please read some opinions that others have given regarding political news and consider whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
Political news provides a lot of important information about campaign issues and candidates. (1)	○	○	○	○	○
News media do a good job of helping people understand politics. (2)	○	○	○	○	○
Online political content increases my interest in the political process. (3)	○	○	○	○	○
News stories provide a credible view of political campaigns. (4)	○	○	○	○	○

Page Break

Q16 Please indicate your gender.

○ Male (1)

○ Female (2)

○ Non-binary (3)

○ Prefer not to say (4)

Q17 What is your age range?

○ 17 years or yonger (1)

○ 18-24 years (2)

○ 25-34 years (3)

○ 35-64 years (4)

○ 65 years or older (5)

Q18 What best describes your race/ethnicity?

○ Caucasian (1)

○ Black or African American (2)

○ American Indian or Alaska Native (3)

○ Asian (4)

○ Native Hawaiian or other Pacific Islander (5)

○ Hispanic or Latino (6)

○ Prefer not to answer (7)

Q19 Please indicate your affiliation with Oklahoma State University.

○ Undergraduate Student (1)

○ Graduate Student (2)

○ Faculty/Staff (3)

○ No OSU affiliation. (4)

Page Break

Q20 Thank you for your participation. **If you would like to be considered for the gift card drawing, please enter your email address below.** Even though we are asking for this information, your answers will remain confidential and will not be shared with anyone.

_____

Q1 We are going to begin by asking how informed you are about different topics. Using the sliding scale, please indicate how informed you are on the following (from 0, "not informed," to 100 "very informed).

	0	10	20	30	40	50	60	70	80	90	100
Current Events ()											
World News ()											
Politics ()											
Pop Culture ()											
Sports ()											

Q2 Media literacy can be defined as the ability to access, analyze, and evaluate media in a variety of forms. Please read some opinions that others have given regarding media literacy and consider

whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neutral (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I have a good understanding of media literacy. (1)	○	○	○	○	○	○	○
I have the skills to differentiate different types of online content. (2)	○	○	○	○	○	○	○
Political content is important for understanding diverse viewpoints. (3)	○	○	○	○	○	○	○
People should accept online political content on face value. (4)	○	○	○	○	○	○	○
Media literacy is important to democracy. (5)	○	○	○	○	○	○	○

Page Break

Q3 How likely are you to seek political information from the following sources: (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Very Unlikely (1)	Unlikely (2)	Somewhat Likely (3)	Likely (4)	Very Likely (5)
News Media (1)	○	○	○	○	○
Social Media (2)	○	○	○	○	○
Political Advertising (3)	○	○	○	○	○
Political Websites (4)	○	○	○	○	○
Political Satire (5)	○	○	○	○	○
Family/Friends (6)	○	○	○	○	○

Page Break

Q4 How important are the following political issues to you? (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)
Economy (1)	○	○	○	○	○
Environment (2)	○	○	○	○	○
Education (3)	○	○	○	○	○
Healthcare (4)	○	○	○	○	○
Human Rights (5)	○	○	○	○	○

Page Break

Q5 Considering your political ideology, please indicate how you view most political issues. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Extremely Liberal (1)	Liberal (2)	Slightly Liberal (3)	Moderate (4)	Slightly Conservative (5)	Conservative (6)	Extremely Conservative (7)
I consider my political views as follows. (1)	○	○	○	○	○	○	○

Q6 Are you registered to vote in US elections?

○ Yes (1)

○ No (2)

○ I am not eligible to vote due to age or nationality (3)

Q7 What is your party affiliation?

○ Democrat (1)

○ Independent/Other (2)

○ Republican (3)

○ I do not have a party affiliation (4)

Page Break

64

Q8 Please spend a few minutes reading the online content below and answer the questions that follow: (You will have to spend at least 30 seconds reviewing this page.)

QT Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break

Q9 How would you best describe the political content above?

○ Campaign Advertisement (1)

○ News Article (2)

○ Not Sure (3)

Q10 Based on the content provided, please indicate your impressions of the political information. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Truthful (1)	○	○	○	○	○
Beneficial (2)	○	○	○	○	○
Interesting (3)	○	○	○	○	○
Credible (4)	○	○	○	○	○
Good (5)	○	○	○	○	○
Exciting (6)	○	○	○	○	○
Accurate (7)	○	○	○	○	○

Page Break

Q11 Assuming that the candidate in the message, Cameron Smith, is running in the general election for your community, please rate your feelings toward Cameron Smith (from 0, very low, to 100, very high).

	0 10 20 30 40 50 60 70 80 90 100
Favorability ()	▬▬▬▬▬▬▬▮▬▬▬▬▬▬▬

Q12 Based on the content provided, please consider the following statements regarding candidate, Cameron Smith.

	Yes (1)	No (2)
I would seek additional information about Cameron Smith. (1)	○	○
I would vote for Cameron Smith. (2)	○	○

Q13 Have you seen the political content provided before today?

○ Yes (1)

○ No (2)

Page Break

Q14 Next, please read some opinions that others have given regarding political advertising and consider whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Political advertising provides a lot of important information about campaign issues and candidates. (1)	○	○	○	○	○
Political advertising is an important medium for helping people understand politics. (2)	○	○	○	○	○
Political advertising increases my interest in the political process. (3)	○	○	○	○	○
Political advertising provides a credible view of political campaigns. (4)	○	○	○	○	○

Q15 Next, please read some opinions that others have given regarding political news and consider whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
Political news provides a lot of important information about campaign issues and candidates. (1)	○	○	○	○	○
News media do a good job of helping people understand politics. (2)	○	○	○	○	○
Online political content increases my interest in the political process. (3)	○	○	○	○	○
News stories provide a credible view of political campaigns. (4)	○	○	○	○	○

Page Break

Q16 Please indicate your gender.

○ Male (1)

○ Female (2)

○ Non-binary (3)

○ Prefer not to say (4)

Q17 What is your age range?

○ 17 years or yonger (1)

○ 18-24 years (2)

○ 25-34 years (3)

○ 35-64 years (4)

○ 65 years or older (5)

Q18 What best describes your race/ethnicity?

○ Caucasian (1)

○ Black or African American (2)

○ American Indian or Alaska Native (3)

○ Asian (4)

○ Native Hawaiian or other Pacific Islander (5)

○ Hispanic or Latino (6)

○ Prefer not to answer (7)

Q19 Please indicate your affiliation with Oklahoma State University.

○ Undergraduate Student (1)

○ Graduate Student (2)

○ Faculty/Staff (3)

○ No OSU affiliation. (4)

Page Break

Q20 Thank you for your participation. **If you would like to be considered for the gift card drawing, please enter your email address below.** Even though we are asking for this information, your answers will remain confidential and will not be shared with anyone.

_____

Q1 We are going to begin by asking how informed you are about different topics. Using the sliding scale, please indicate how informed you are on the following (from 0, "not informed," to 100 "very informed).

	0	10	20	30	40	50	60	70	80	90	100
Current Events ()											
World News ()											
Politics ()											
Pop Culture ()											
Sports ()											

Q2 Media literacy can be defined as the ability to access, analyze, and evaluate media in a variety of forms. Please read some opinions that others have given regarding media literacy and consider

whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neutral (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I have a good understanding of media literacy. (1)	○	○	○	○	○	○	○
I have the skills to differentiate different types of online content. (2)	○	○	○	○	○	○	○
Political content is important for understanding diverse viewpoints. (3)	○	○	○	○	○	○	○
People should accept online political content on face value. (4)	○	○	○	○	○	○	○
Media literacy is important to democracy. (5)	○	○	○	○	○	○	○

Page Break

Q3 How likely are you to seek political information from the following sources: (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Very Unlikely (1)	Unlikely (2)	Somewhat Likely (3)	Likely (4)	Very Likely (5)
News Media (1)	○	○	○	○	○
Social Media (2)	○	○	○	○	○
Political Advertising (3)	○	○	○	○	○
Political Websites (4)	○	○	○	○	○
Political Satire (5)	○	○	○	○	○
Family/Friends (6)	○	○	○	○	○

Page Break

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Q4 How important are the following political issues to you? (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)
Economy (1)	○	○	○	○	○
Environment (2)	○	○	○	○	○
Education (3)	○	○	○	○	○
Healthcare (4)	○	○	○	○	○
Human Rights (5)	○	○	○	○	○

Page Break

Q5 Considering your political ideology, please indicate how you view most political issues. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Extremely Liberal (1)	Liberal (2)	Slightly Liberal (3)	Moderate (4)	Slightly Conservative (5)	Conservative (6)	Extremely Conservative (7)
I consider my political views as follows. (1)	○	○	○	○	○	○	○

Q6 Are you registered to vote in US elections?

○ Yes (1)

○ No (2)

○ I am not eligible to vote due to age or nationality (3)

Q7 What is your party affiliation?

○ Democrat (1)

○ Independent/Other (2)

○ Republican (3)

○ I do not have a party affiliation (4)

Page Break

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Q8 **Please spend a few minutes reading the online content below and answer the questions that follow: (You will have to spend at least 30 seconds reviewing this page.)**

SLATE

News & Politics   Culture   Technology   Business   Human Interest   Podcasts

🔍 Search

FOLLOW US ⊙ 🐦 f

⌐ POLITICS

Your Child's School Could Lose

Under Cameron Smith's Education Plan

SPONSORED CONTENT
BY ALEXANDER SAMMON

Wong/Getty Images

Cameron Smith developed a track record of scandals wasting precious resources that our kids need, and they've refused to sign an anti-corruption pledge.

Smith is pushing to implement a voucher scheme that would take $132 million away from public schools and give it to exclusive private schools in big cities instead. Smith may reject federal funding for education if elected. Doing so would send our tax dollars back to Washington DC, to be used in other states - instead of helping kids in our local community.

If the plan is implemented, some rural schools may be forced to close and consolidate.

Not Authorized by any candidate OR CANDIDATE COMMITTEE. Authorized and paid for by our children. Our future. PO Box 57088, 888-294-7519.

🐦 TWEET

f SHARE

💬 COMMENT

RECOMMENDED FOR YOU

Nancy Pelosi Steps Down as House Leader

Help! I'm in My 40s and Eternally Single. No One Understands Why.

Teachers Are Drowning. So Are Students. What Can Be Done?

✚ Reporting that puts people first. Analysis from journalists you trust.
Join Slate Plus today for unparalleled political coverage—because staying informed has never been more important. **Try 3 months for just $30 $15.** Cancel anytime.

Join Now

🐦 TWEET   f SHARE   💬 COMMENT

Democrats   House of Representatives   Nancy Pelosi

You Might Also Like   Recommended by outbrain ▷

QT Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Q9 How would you best describe the political content above?

○ Campaign Advertisement (1)

○ News Article (2)

○ Not Sure (3)

- -

Q10 Based on the content provided, please indicate your impressions of the political information. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Truthful (1)	○	○	○	○	○
Beneficial (2)	○	○	○	○	○
Interesting (3)	○	○	○	○	○
Credible (4)	○	○	○	○	○
Good (5)	○	○	○	○	○
Exciting (6)	○	○	○	○	○
Accurate (7)	○	○	○	○	○

- -

Q11 Assuming that the candidate in the message, Cameron Smith, is running in the general election for your community, please rate your feelings toward Cameron Smith (from 0, very low, to 100, very high).

0   10   20   30   40   50   60   70   80   90   100

Favorability ()	──────────▐──────

Q12 Based on the content provided, please consider the following statements regarding candidate, Cameron Smith.

	Yes (1)	No (2)
I would seek additional information about Cameron Smith. (1)	○	○
I would vote for Cameron Smith. (2)	○	○

Q13 Have you seen the political content provided before today?

○ Yes (1)

○ No (2)

Page Break ───────────────────────

Q14 Next, please read some opinions that others have given regarding political advertising and consider whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Political advertising provides a lot of important information about campaign issues and candidates. (1)	○	○	○	○	○
Political advertising is an important medium for helping people understand politics. (2)	○	○	○	○	○
Political advertising increases my interest in the political process. (3)	○	○	○	○	○
Political advertising provides a credible view of political campaigns. (4)	○	○	○	○	○

Q15 Next, please read some opinions that others have given regarding political news and consider whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
Political news provides a lot of important information about campaign issues and candidates. (1)	○	○	○	○	○
News media do a good job of helping people understand politics. (2)	○	○	○	○	○
Online political content increases my interest in the political process. (3)	○	○	○	○	○
News stories provide a credible view of political campaigns. (4)	○	○	○	○	○

Page Break

Q16 Please indicate your gender.

- ◯ Male (1)

- ◯ Female (2)

- ◯ Non-binary (3)

- ◯ Prefer not to say (4)

Q17 What is your age range?

- ◯ 17 years or yonger (1)

- ◯ 18-24 years (2)

- ◯ 25-34 years (3)

- ◯ 35-64 years (4)

- ◯ 65 years or older (5)

Q18 What best describes your race/ethnicity?

- ◯ Caucasian (1)

- ◯ Black or African American (2)

- ◯ American Indian or Alaska Native (3)

- ◯ Asian (4)

- ◯ Native Hawaiian or other Pacific Islander (5)

- ◯ Hispanic or Latino (6)

- ◯ Prefer not to answer (7)

Q19 Please indicate your affiliation with Oklahoma State University.

○ Undergraduate Student (1)

○ Graduate Student (2)

○ Faculty/Staff (3)

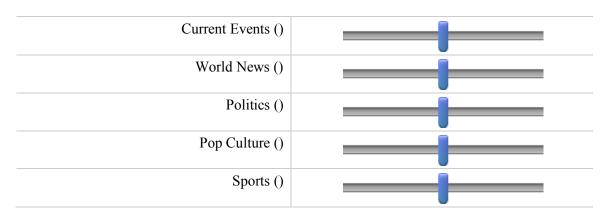○ No OSU affiliation. (4)

Page Break

Q20 Thank you for your participation. If you would like to be considered for the gift card drawing, please enter your email address below. Even though we are asking for this information, your answers will remain confidential and will not be shared with anyone.

_____

Q1 We are going to begin by asking how informed you are about different topics. Using the sliding scale, please indicate how informed you are on the following (from 0, "not informed," to 100 "very informed).

	0 10 20 30 40 50 60 70 80 90 100
Current Events ()	
World News ()	
Politics ()	
Pop Culture ()	
Sports ()	

Q2 Media literacy can be defined as the ability to access, analyze, and evaluate media in a variety of forms. Please read some opinions that others have given regarding media literacy and consider

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whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neutral (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I have a good understanding of media literacy. (1)	○	○	○	○	○	○	○
I have the skills to differentiate different types of online content. (2)	○	○	○	○	○	○	○
Political content is important for understanding diverse viewpoints. (3)	○	○	○	○	○	○	○
People should accept online political content on face value. (4)	○	○	○	○	○	○	○
Media literacy is important to democracy. (5)	○	○	○	○	○	○	○

Page Break

Q3 How likely are you to seek political information from the following sources: (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Very Unlikely (1)	Unlikely (2)	Somewhat Likely (3)	Likely (4)	Very Likely (5)
News Media (1)	○	○	○	○	○
Social Media (2)	○	○	○	○	○
Political Advertising (3)	○	○	○	○	○
Political Websites (4)	○	○	○	○	○
Political Satire (5)	○	○	○	○	○
Family/Friends (6)	○	○	○	○	○

Page Break

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Q4 How important are the following political issues to you? (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)
Economy (1)	○	○	○	○	○
Environment (2)	○	○	○	○	○
Education (3)	○	○	○	○	○
Healthcare (4)	○	○	○	○	○
Human Rights (5)	○	○	○	○	○

Page Break

Q5 Considering your political ideology, please indicate how you view most political issues. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Extremely Liberal (1)	Liberal (2)	Slightly Liberal (3)	Moderate (4)	Slightly Conservative (5)	Conservative (6)	Extremely Conservative (7)
I consider my political views as follows. (1)	○	○	○	○	○	○	○

Q6 Are you registered to vote in US elections?

○ Yes (1)

○ No (2)

○ I am not eligible to vote due to age or nationality (3)

Q7 What is your party affiliation?

○ Democrat (1)

○ Independent/Other (2)

○ Republican (3)

○ I do not have a party affiliation (4)

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Q8 **Please spend a few minutes reading the online content below and answer the questions that follow: (You will have to spend at least 30 seconds reviewing this page.)**

SLATE

A STICKY HISTORY

News & Politics   Culture   Technology   Business   Human Interest   Podcasts

Search

FOLLOW US

POLITICS

Your Child's School Could Gain

Under Cameron Smith's Education Plan
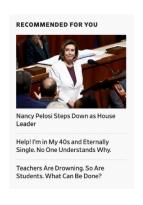
SPONSORED CONTENT
BY ALEXANDER SAMMON

Wong/Getty Images

Cameron Smith developed a track record of success, saving precious resources that our kids need, and he signed an anti-corruption pledge.
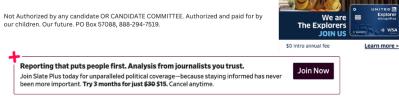
Smith is pushing to implement a voucher scheme that would give $132 million to schools and allow parents to choose education options. Smith will accept federal funding for education if elected. Doing so would send our tax dollars back to our state - helping kids in our local community.

If the plan is implemented, some schools may be able to remain open and expand.

Not Authorized by any candidate OR CANDIDATE COMMITTEE. Authorized and paid for by our children. Our future. PO Box 57088, 888-294-7519.

TWEET
SHARE
COMMENT

RECOMMENDED FOR YOU

Nancy Pelosi Steps Down as House Leader

Help! I'm in My 40s and Eternally Single. No One Understands Why.

Teachers Are Drowning. So Are Students. What Can Be Done?

TWEET   SHARE   COMMENT

Democrats   House of Representatives   Nancy Pelosi

You Might Also Like   Recommended by Outbrain

FORBES
34 Of Donald Trump Cartoons

DEFINITION
Totally Awkward Magazine Covers People Regret Ever Doing

MOGULDOM NATION
Mega Pastor Jamal Bryant Goes After Herschel Walker: Georgia, The Slave Negroes...

HISTORY STRATEGY GAME
What if the US had not entered in 1941? Game simulates alternative history
This strategy game makes you become a player in the crucial...

QT Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break ——————————————————————

Q9 How would you best describe the political content above?

○ Campaign Advertisement (1)

○ News Article (2)

○ Not Sure (3)

Q10 Based on the content provided, please indicate your impressions of the political information. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Truthful (1)	○	○	○	○	○
Beneficial (2)	○	○	○	○	○
Interesting (3)	○	○	○	○	○
Credible (4)	○	○	○	○	○
Good (5)	○	○	○	○	○
Exciting (6)	○	○	○	○	○
Accurate (7)	○	○	○	○	○

Q11 Assuming that the candidate in the message, Cameron Smith, is running in the general election for your community, please rate your feelings toward Cameron Smith (from 0, very low, to 100, very high).

0   10   20   30   40   50   60   70   80   90   100

Favorability ()		

Q12 Based on the content provided, please consider the following statements regarding candidate, Cameron Smith.

	Yes (1)	No (2)
I would seek additional information about Cameron Smith. (1)	○	○
I would vote for Cameron Smith. (2)	○	○

Q13 Have you seen the political content provided before today?

○ Yes (1)

○ No (2)

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Q14 Next, please read some opinions that others have given regarding political advertising and consider whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Political advertising provides a lot of important information about campaign issues and candidates. (1)	○	○	○	○	○
Political advertising is an important medium for helping people understand politics. (2)	○	○	○	○	○
Political advertising increases my interest in the political process. (3)	○	○	○	○	○
Political advertising provides a credible view of political campaigns. (4)	○	○	○	○	○

Q15 Next, please read some opinions that others have given regarding political news and consider whether you agree or disagree with the statements. (If you're taking this survey on a cellular device, please be sure to press the down arrows to see all of the options.)

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
Political news provides a lot of important information about campaign issues and candidates. (1)	○	○	○	○	○
News media do a good job of helping people understand politics. (2)	○	○	○	○	○
Online political content increases my interest in the political process. (3)	○	○	○	○	○
News stories provide a credible view of political campaigns. (4)	○	○	○	○	○

Page Break

Q16 Please indicate your gender.

○ Male (1)

○ Female (2)

○ Non-binary (3)

○ Prefer not to say (4)

Q17 What is your age range?

○ 17 years or yonger (1)

○ 18-24 years (2)

○ 25-34 years (3)

○ 35-64 years (4)

○ 65 years or older (5)

Q18 What best describes your race/ethnicity?

○ Caucasian (1)

○ Black or African American (2)

○ American Indian or Alaska Native (3)

○ Asian (4)

○ Native Hawaiian or other Pacific Islander (5)

○ Hispanic or Latino (6)

○ Prefer not to answer (7)

Q19 Please indicate your affiliation with Oklahoma State University.

○ Undergraduate Student (1)

○ Graduate Student (2)

○ Faculty/Staff (3)

○ No OSU affiliation. (4)

Page Break

Q20 Thank you for your participation. **If you would like to be considered for the gift card drawing, please enter your email address below.** Even though we are asking for this information, your answers will remain confidential and will not be shared with anyone.

_____

Date:	01/18/2023
Application Number:	IRB-23-18
Proposal Title:	Ad or editorial? Native advertisements and shifting political attitudes

Principal Investigator:

Meredi

th McKinnon Co-Investigator(s):

Faculty Adviser:	Joshua Jansa
Project Coordinator:	

Meredi

th McKinnon Research Assistant(s):

Processed as:	Exempt
Exempt Category:	

Status Recommended by Reviewer(s): Approved

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in 45CFR46.

This study meets criteria in the Revised Common Rule, as well as, one or more of the circumstances for which <u>continuing review is not required.</u> As Principal Investigator of this research, you will be required to submit a status report to the IRB triennially.

The final versions of any recruitment, consent and assent documents bearing the IRB approval stamp are available for download from IRBManager. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:
1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be approved by the IRB. Protocol modifications requiring approval may include changes to the title, PI, adviser, other research personnel, funding status or sponsor, subject population composition or size, recruitment, inclusion/exclusion criteria, research site, research procedures and consent/assent process or forms.
2. Submit a request for continuation if the study extends beyond the approval period. This continuation must receive IRB review and approval before the research can continue.

3. Report any unanticipated and/or adverse events to the IRB Office promptly.
4. Notify the IRB office when your research project is complete or when you are no longer affiliated with Oklahoma State University.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact the IRB Office at 405-744- 3377 or irb@okstate.edu.

Sincerely,
Oklahoma State University IRB

VITA

Meredith Melton McKinnon

Candidate for the Degree of

Master of Arts

Thesis: AD OR EDITORIAL? NATIVE ADVERTISING AND SHIFTING
          POLITICAL ATTITUDES

Major Field: Political Science

Biographical:

        Education:

        Completed the requirements for the Master of Arts in Political Science at
        Oklahoma State University, Stillwater, Oklahoma in May, 2023.

        Completed the requirements for the Bachelor of Science in Strategic
        Communication at Oklahoma State University, Stillwater, Oklahoma in 2021.