

The Trump paradox: How cues from a disliked source foster
resistance to persuasion in the age of populism

(Nai 2020, P&G)

Online supplementary material

Appendix A. Descriptive statistics

Appendix B. Treatments

Appendix A. Descriptive statistics

Table A1. Descriptive statistics

Variable	N	Mean	SD	Min	Max
** Opinion change (initial agreement with economy slowdown)	118	-1.08	1.57	-6.00	2.00
** Opinion change (initial disagreement with economy slowdown)	67	1.52	1.90	-2.00	7.00
Treatment 1: Trump supports counterargument (R agree)	79	0.53	0.50	0.00	1.00
Treatment 1: Trump supports counterargument (R disagree)	50	0.48	0.50	0.00	1.00
Treatment 2: Trump opposes counterargument (R agree)	76	0.51	0.50	0.00	1.00
Treatment 2: Trump opposes counterargument (R disagree)	44	0.41	0.50	0.00	1.00
Feeling for Trump ^a	173	6.64	8.47	0.00	30.00

** Dependent variables

^a Respondents with scores higher than 30/100 (N=19) were excluded from the analysis; see methods section.

Appendix B. Treatments

0. Control group

A solution?

Scientists believe that one option to counter the negative effects of climate warming is to reduce each country's economic activity, for instance by forcing companies to stop actions that produce greenhouse gas emissions or even decrease the amount of weekly working hours for everyone. Slowing the economic activity would perhaps reduce the country productivity and GDP, but the positive consequences for the environment would be important.

Q0.0

To reduce climate warming, would you support a reduction in economic activity in your country? Please answer on the scale below, where 0 means "Absolutely no" and 10 means "Absolutely yes". [0 "Absolutely no", 10 "Absolutely yes"]

** if UNSURE (5) in Q0.0*

Q0.0b

If you really had to choose an option, would you intuitively think that it is rather a good or bad idea to reduce economic activity in your country to reduce climate warning? [1 "Probably a good idea", 0 "Probably a bad idea"]

** if YES (6-10) in Q0.0 or GOOD IDEA in Q0.0b*

You believe that economic activity should be reduced.

Not everyone shares your opinion, however.

According to recent scientific studies, reducing economic activities would have virtually no effect on climate change, given that global warming has natural causes. Furthermore, it would increase unemployment and reduce the quality of life for everyone due to a slower economy.

Q0.1

In your opinion, how reasonable is this alternative position?

[0 "Extremely unreasonable" to 4 "Extremely reasonable"]

Q0.2

In light of this new information, would you support a reduction in economic activity in your country to reduce climate warming? Please answer on the scale below, where 0 means "Absolutely no" and 10 means "Absolutely yes".

[0 "Absolutely no", 10 "Absolutely yes"]

** if NO (0-5) in Q0.0 or BAD IDEA in Q0.0b*

You believe that economic activity should not be reduced.

Not everyone shares your opinion, however.

According to recent scientific studies, climate warming is highly correlated to human activities and actions. If we do not reduce economic activity, natural catastrophes will increase and so will the public expenses, with dramatic economic consequences.

Q0.3

In your opinion, how reasonable is this alternative position?

[0 "Extremely unreasonable" to 4 "Extremely reasonable"]

Q0.4

In light of this new information, would you support a reduction in economic activity in your country to reduce climate warming? Please answer on the scale below, where 0 means "Absolutely no" and 10 means "Absolutely yes".

[0 "Absolutely no", 10 "Absolutely yes"]

1. Experiment 1: counterfactual supported by Trump

A solution?

Scientists believe that one option to counter the negative effects of climate warming is to reduce each country's economic activity, for instance by forcing companies to stop actions that produce greenhouse gas emissions or even decrease the amount of weekly working hours for everyone. Slowing the economic activity would perhaps reduce the country productivity and GDP, but the positive consequences for the environment would be important.

Q1.0

To reduce climate warming, would you support a reduction in economic activity in your country? Please answer on the scale below, where 0 means "Absolutely no" and 10 means "Absolutely yes". [0 "Absolutely no", 10 "Absolutely yes"]

** if UNSURE (5) in Q1.0*

Q1.0b

If you really had to choose an option, would you intuitively think that it is rather a good or bad idea to reduce economic activity in your country to reduce climate warning? [1 "Probably a good idea", 0 "Probably a bad idea"]

* if YES (6-10) in Q1.0 or GOOD IDEA in Q1.0b

You believe that economic activity should be reduced.

Not everyone shares your opinion, however.

According to recent scientific studies, reducing economic activities would have virtually no effect on climate change, given that global warming has natural causes. Furthermore, it would increase unemployment and reduce the quality of life for everyone due to a slower economy.

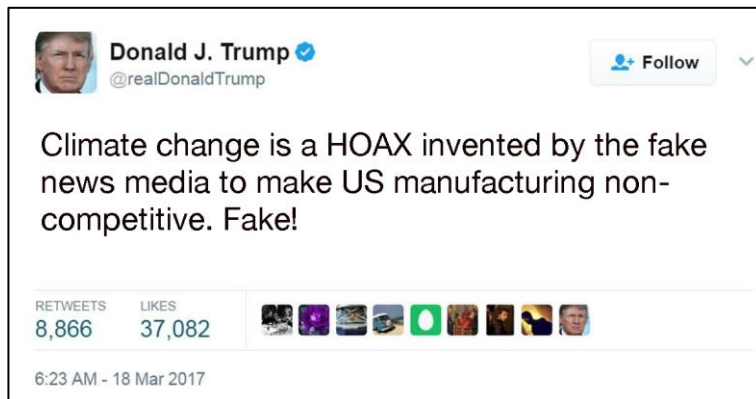
Q1.1

In your opinion, how reasonable is this alternative position?

[0 “Extremely unreasonable” to 4 “Extremely reasonable”]

***** START treatment

This alternative position is strongly supported by USA President Donald Trump, who recently said in a tweet that climate change is an invention of liberal news media, aiming at reducing the international US competitiveness.



Trump thus believes that economic activity **should not be reduced**

***** END treatment

Q1.2

In light of this new information, would you support a reduction in economic activity in your country to reduce climate warming? Please answer on the scale below, where 0 means “Absolutely no” and 10 means “Absolutely yes”.

[0 “Absolutely no”, 10 “Absolutely yes”]

* if NO (0-5) in Q1.0 or BAD IDEA in Q1.0b

You believe that economic activity should not be reduced.

Not everyone shares your opinion, however.

According to recent scientific studies, climate warming is highly correlated to human activities and actions. If we do not reduce economic activity, natural catastrophes will increase and so will the public expenses, with dramatic economic consequences.

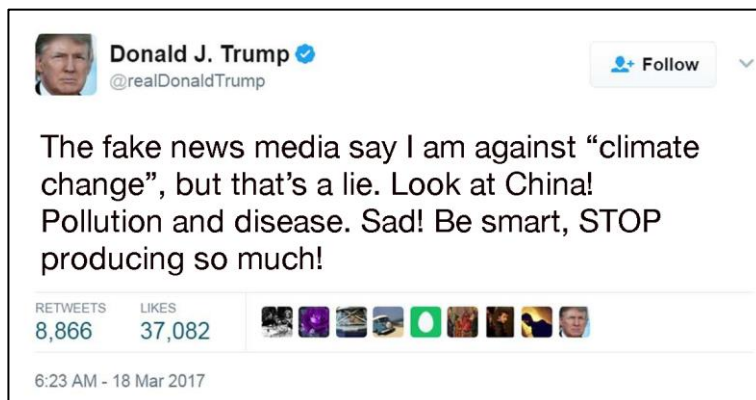
Q1.3

In your opinion, how reasonable is this alternative position?

[0 "Extremely unreasonable" to 4 "Extremely reasonable"]

***** START treatment

This alternative position is strongly supported by USA President Donald Trump, who recently said in a tweet that it would be "smart" to reduce world production to counter pollution and the spread of diseases, citing the example of the current situation in China.



Trump thus believes that economic activity **should be reduced**

***** END treatment

Q1.4

In light of this new information, would you support a reduction in economic activity in your country to reduce climate warming? Please answer on the scale below, where 0 means "Absolutely no" and 10 means "Absolutely yes".

[0 "Absolutely no", 10 "Absolutely yes"]

2. Experiment 2: counterfactual opposed by Trump

A solution?

Scientists believe that one option to counter the negative effects of climate warming is to reduce each country's economic activity, for instance by forcing companies to stop actions that produce greenhouse gas emissions or even decrease the amount of weekly working hours for everyone. Slowing the economic activity would perhaps reduce the country productivity and GDP, but the positive consequences for the environment would be important.

Q2.0

To reduce climate warming, would you support a reduction in economic activity in your country? Please answer on the scale below, where 0 means "Absolutely no" and 10 means "Absolutely yes". [0 "Absolutely no", 10 "Absolutely yes"]

** if UNSURE (5) in Q2.0*

Q2.0b

If you really had to choose an option, would you intuitively think that it is rather a good or bad idea to reduce economic activity in your country to reduce climate warning? [1 "Probably a good idea", 0 "Probably a bad idea"]

* if YES (6-10) in Q2.0 or GOOD IDEA in Q2.0b

You believe that economic activity should be reduced.

Not everyone shares your opinion, however.

According to recent scientific studies, reducing economic activities would have virtually no effect on climate change, given that global warming has natural causes. Furthermore, it would increase unemployment and reduce the quality of life for everyone due to a slower economy.

Q2.1

In your opinion, how reasonable is this alternative position?

[0 "Extremely unreasonable" to 4 "Extremely reasonable"]

***** START treatment

This alternative position is strongly opposed by USA President Donald Trump, who recently said in a tweet that it would be "smart" to reduce world production to counter pollution and the spread of diseases, citing the example of the current situation in China.



Trump thus believes that economic activity **should be reduced**

***** END treatment

Q2.2

In light of this new information, would you support a reduction in economic activity in your country to reduce climate warming? Please answer on the scale below, where 0 means "Absolutely no" and 10 means "Absolutely yes".

[0 "Absolutely no", 10 "Absolutely yes"]

* if NO (0-5) in Q2.0 or BAD IDEA in Q2.0b

You believe that economic activity should not be reduced.

Not everyone shares your opinion, however.

According to recent scientific studies, climate warming is highly correlated to human activities and actions. If we do not reduce economic activity, natural catastrophes will increase and so will the public expenses, with dramatic economic consequences.

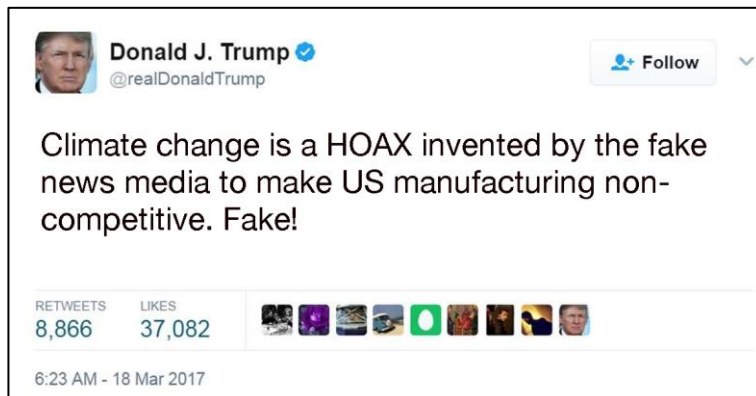
Q2.3

In your opinion, how reasonable is this alternative position?

[0 “Extremely unreasonable” to 4 “Extremely reasonable”]

***** START treatment

This alternative position is strongly opposed by USA President Donald Trump, who recently said in a tweet that climate change is an invention of liberal news media, aiming at reducing the international US competitiveness.



Trump thus believes that economic activity **should not be reduced**

***** END treatment

Q2.4

In light of this new information, would you support a reduction in economic activity in your country to reduce climate warming? Please answer on the scale below, where 0 means “Absolutely no” and 10 means “Absolutely yes”.

[0 “Absolutely no”, 10 “Absolutely yes”]