

Appendix C: Independent variable descriptions

Appendix Table B. Means and standard deviations of independent variables.

	Facebook Republicans	Facebook Democrats	Twitter Republicans	Twitter Democrats
Age	39.08 (10.97)	36.90 (10.64)	39.37 (11.65)	34.61 (10.84)
Education	3.79 (1.16)	3.93 (1.19)	3.74 (1.28)	3.80 (1.13)
Female	43.2%	44.6%	29.1%	35.4%
South	39.7%	39%	43%	35%
Authoritarianism	2.09 (1.29)	1.63 (1.43)	2.02 (1.39)	1.35 (1.33)
Share Political Information	2.72 (0.95)	2.55 (0.89)	2.54 (0.95)	2.50 (0.90)
Social Media Use	4.83 (1.06)	4.62 (1.09)	4.60 (1.15)	4.77 (0.93)

Note: Means (Standard Deviation). Female and South are percent Female and percent living in the South.

- **Age** is a continuous variable ranging from 19-79.
- **Education** is categorical. 0 = no high school, 1 = some high school, 2 = high school, 3 = some college, 4 = college grad, 5 = some graduate school, 6 = graduate school grad.
- **Share political information** is coded 1-4, where 1 = very unlikely, 2 = unlikely, 3 = likely, 4 = very likely.
- **Social media use** is coded 0 to 6, where 0 = never, 1 = less often than once a week, 2 = once a week, 3 = several times a week, 4 = once a day, 5 = several times a day, 6 = several times an hour
- **Gender** is coded so that Male = 0, Female = 1.
- **South** is coded so that other regions = 0, South = 1. Region codes based on U.S. Census (https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_regdiv.pdf).
- **Authoritarianism** is an index from 0-4 and is based on Feldman and Sterners (1997) child rearing questions. Specifically, subjects were asked four questions: “Which one is more important for a child to have? (Independence/Respect for Elders, Curiosity/Good Manners, Obedience/Self-Reliance, Being Considerate/Well Behaved).” Subjects who indicated “Independence,” “Curiosity,” “Self-Reliance,” and “Being Considerate” scored a minimum on the scale of zero; while those who indicated “Respect for Elders,” “Good Manners,” “Obedience,” and “Well Behaved” scored a maximum of 4.