

## Appendix B: Full results

**Table B1.** Main effects of age and prior exposure (by age groups).

	Pooled	False	Hyper	Mainstream
Prior exposure	0.0968*** (0.0040)	0.0896*** (0.0076)	0.1068*** (0.0078)	0.0955*** (0.0058)
Age 30-44	-0.0041 (0.0182)	-0.0485 (0.0256)	0.0439 (0.0247)	-0.0058 (0.0211)
Age 45-59	-0.0470** (0.0173)	-0.1114*** (0.0241)	0.0263 (0.0235)	-0.0515* (0.0204)
Age 60+	-0.0482*** (0.0162)	-0.1623*** (0.0229)	0.0328 (0.0222)	-0.0317 (0.0190)
Constant	1.6163*** (0.0183)	1.4670*** (0.0230)	1.4841*** (0.0234)	2.0688*** (0.0199)
Headline fixed effects	✓	✓	✓	✓
N	139,082	34,770	34,775	69,537

Note: \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .005$  (two-sided). Cell entries are OLS coefficients. Age 18–29 is the reference group. All models control for headline congeniality.

**Table B2.** Age and prior exposure effects, all news types pooled (by age groups).

Prior exposure	0.0601*** (0.0107)
Age 30-44	-0.0069 (0.0195)
Age 45-59	-0.0660*** (0.0186)
Age 60+	-0.0818*** (0.0175)
Prior exposure × Age 30-44	0.0057 (0.0133)
Prior exposure × Age 45-59	0.0379*** (0.0132)
Prior exposure × Age 60+	0.0673*** (0.0127)
Constant	1.6346*** (0.0190)
Headline fixed effects	✓
N	139,082

Note: \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .005$  (two-sided). Cell entries are OLS coefficients. Age 18–29 is the reference group. All models control for headline congeniality.

**Table B3. Age and prior exposure effects by news type (by age groups).**

	False	Hyper	Mainstream
Prior exposure	0.0456* (0.0208)	0.0765*** (0.0213)	0.0591*** (0.0152)
Age 30-44	-0.0454 (0.0280)	0.0510 (0.0283)	-0.0166 (0.0231)
Age 45-59	-0.1236*** (0.0268)	0.0015 (0.0270)	-0.0709*** (0.0224)
Age 60+	-0.2138*** (0.0253)	0.0055 (0.0257)	-0.0596*** (0.0210)
Prior exposure x Age 30-44	-0.0062 (0.0254)	-0.0141 (0.0262)	0.0215 (0.0190)
Prior exposure x Age 45-59	0.0243 (0.0257)	0.0497 (0.0262)	0.0387* (0.0189)
Prior exposure x Age 60+	0.1031*** (0.0244)	0.0546* (0.0250)	0.0556*** (0.0181)
Constant	1.4891*** (0.0245)	1.4992*** (0.0258)	2.0869*** (0.0211)
Headline fixed effects	✓	✓	✓
N	34,770	34,775	69,537

Note: \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .005$  (two-sided). Cell entries are OLS coefficients. All models control for headline congeniality.

**Table B4. Age and prior exposure effects (linear age term).**

	Pooled	False	Hyper	Mainstream
Prior exposure	0.0149 (0.0128)	-0.0493* (0.0245)	0.0320 (0.0251)	0.0384* (0.0183)
Age (linear)	-0.0020*** (0.0003)	-0.0049*** (0.0005)	-0.0003 (0.0005)	-0.0014*** (0.0004)
Prior exposure x age	0.0016*** (0.0002)	0.0027*** (0.0005)	0.0015*** (0.0005)	0.0011*** (0.0003)
Constant	1.6866*** (0.0206)	1.6182*** (0.0274)	1.5282*** (0.0278)	2.1118*** (0.0230)
Headline fixed effects	✓	✓	✓	✓
N	139,082	34,770	34,775	69,537

Note: \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .005$  (two-sided). Cell entries are OLS coefficients. All models control for headline congeniality.

**Table B5.** Age and prior exposure effects by news type with covariates.

	Pooled	False	Hyper	Mainstream
Prior exposure	0.0598*** (0.0107)	0.0466* (0.0208)	0.0763*** (0.0214)	0.0582*** (0.0152)
Age 30-44	-0.0000 (0.0188)	-0.0324 (0.0261)	0.0608* (0.0265)	-0.0142 (0.0217)
Age 45-59	-0.0407* (0.0180)	-0.0658** (0.0252)	0.0448 (0.0256)	-0.0708*** (0.0211)
Age 60+	-0.0381* (0.0171)	-0.0807*** (0.0242)	0.1054*** (0.0248)	-0.0887*** (0.0200)
Prior exposure x Age 30-44	0.0054 (0.0133)	-0.0079 (0.0255)	-0.0132 (0.0262)	0.0213 (0.0190)
Prior exposure x Age 45-59	0.0380*** (0.0132)	0.0232 (0.0258)	0.0499 (0.0263)	0.0394* (0.0189)
Prior exposure x Age 60+	0.0673*** (0.0127)	0.1018*** (0.0244)	0.0550* (0.0251)	0.0563*** (0.0181)
Congenial	0.7128*** (0.0082)	0.6597*** (0.0108)	0.9019*** (0.0118)	0.6448*** (0.0091)
Democrat	-0.2665*** (0.0144)	-0.3353*** (0.0197)	-0.4541*** (0.0187)	-0.1382*** (0.0163)
Republican	-0.4146*** (0.0151)	-0.3444*** (0.0199)	-0.4419*** (0.0190)	-0.4361*** (0.0173)
Political knowledge	-0.0299*** (0.0042)	-0.1061*** (0.0056)	-0.0710*** (0.0053)	0.0288*** (0.0045)
Political interest	0.0562*** (0.0055)	0.0061 (0.0072)	0.0311*** (0.0068)	0.0939*** (0.0060)
College	-0.0135 (0.0098)	-0.0529*** (0.0138)	-0.0680*** (0.0129)	0.0335*** (0.0112)
Female	-0.0426*** (0.0098)	-0.0357** (0.0134)	-0.0516*** (0.0127)	-0.0416*** (0.0111)
Nonwhite	0.0352*** (0.0115)	0.0733*** (0.0158)	0.1143*** (0.0149)	-0.0234 (0.0127)
Constant	1.7473*** (0.0280)	1.9822*** (0.0354)	1.8872*** (0.0349)	1.8715*** (0.0306)
Headline fixed effects	✓	✓	✓	✓
N	138,874	34,718	34,723	69,433

Note: \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .005$  (two-sided). Cell entries are OLS coefficients. All models control for headline congeniality.

**Table B6.** Age and prior exposure effects by news type, subset by headline congeniality.

	Pooled		False		Hyper		Mainstream	
	Congenial	Not	Congenial	Not	Congenial	Not	Congenial	Not
Prior exposure	0.0707*** (0.0180)	0.0509*** (0.0133)	0.0584*** (0.0147)	0.0546*** (0.0124)	0.0684*** (0.0145)	0.0582*** (0.0127)	0.0668*** (0.0133)	0.0526*** (0.0116)
Age 30-44	0.0549* (0.0267)	-0.0389 (0.0223)	0.0150 (0.0226)	-0.0269 (0.0210)	0.0417 (0.0225)	-0.0115 (0.0210)	0.0141 (0.0214)	-0.0267 (0.0196)
Age 45-59	0.0806*** (0.0260)	-0.1384*** (0.0215)	0.0085 (0.0217)	-0.1148*** (0.0201)	0.0373 (0.0216)	-0.0862*** (0.0200)	-0.0168 (0.0206)	-0.0927*** (0.0187)
Age 60+	0.1320*** (0.0245)	-0.2009*** (0.0203)	0.0217 (0.0205)	-0.1668*** (0.0189)	0.0676*** (0.0204)	-0.1139*** (0.0188)	0.0120 (0.0193)	-0.1129*** (0.0175)
Prior × Age 30-44	0.0059 (0.0223)	0.0116 (0.0165)	0.0114 (0.0182)	0.0008 (0.0154)	-0.0043 (0.0181)	0.0105 (0.0157)	0.0095 (0.0165)	0.0149 (0.0144)
Prior × Age 45-59	0.0454* (0.0219)	0.0356* (0.0163)	0.0416* (0.0181)	0.0337* (0.0153)	0.0417* (0.0177)	0.0412** (0.0156)	0.0413* (0.0164)	0.0356* (0.0143)
Prior × Age 60+	0.0750*** (0.0207)	0.0594*** (0.0158)	0.0812*** (0.0172)	0.0675*** (0.0148)	0.0623*** (0.0168)	0.0645*** (0.0151)	0.0703*** (0.0156)	0.0588*** (0.0138)
Constant	2.1992*** (0.0262)	1.6453*** (0.0219)	2.2717*** (0.0243)	1.6209*** (0.0212)	1.8330*** (0.0212)	1.9492*** (0.0200)	2.2799*** (0.0232)	1.5948*** (0.0202)
Headline fixed effects	✓	✓	✓	✓	✓	✓	✓	✓
<i>N</i>	57,915	81,167	78,205	95,647	78,208	95,649	98,499	110,120

Note: \* $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .005$  (two-sided). Cell entries are OLS coefficients.