|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Variable type** | **Survey question(s)** | **Response categories** | **Computation of variable** |
| *Anti-immigration index [post-test]* | Dependent variable | ***From post-test survey:***Q13. Do you agree or disagree with following statements?1. Immigrants abuse the welfare system
2. Immigrants are threat to our culture
3. Immigrants cause the rise of criminality
4. Immigrants have a positive effect on the labour market
 | Scale: 1-7 [1=definitely disagree; 7= definitely agree]*\*NB: item D is reverse-coded, i.e. 1= definitely agree; 7 =definitely disagree* | Summative index of 4 items from Q13, higher values indicate more anti-immigrant attitudes.*Index = A+B+C+D* |
| *Anti-immigration index [pre-test]* | Control variable[[1]](#endnote-1)\* | ***From pre-test survey:***Same as post-test – see above | As above | As above |
| *Voted for populist party* | Dependent *variable* | ***From post-test survey:***POST\_V02. Which party have you voted for in these European Parliament elections? | 1=ANO 20112= ODS3= Piráti4= SPD – Tomio Okamura5= ČSSD6= KSČM7= KDU-ČSL8= TOP 099= STAN10= Svobodní11= Zelení12= other party | Binary variable; 1 if response is ANO2011 or SPD, 0 otherwise. |
| *Preference change ANO [post-test]* | Dependent variable | ***From post-test survey:***POST\_V02. Which party have you voted for in these European Parliament elections?POST\_V03. To what extent do you identify with the party you did vote in these European Parliament elections? | 1=ANO 2011[other answer categories as above]1= (definitely/rather) weakly2= neutral opinion3= (definitely/rather) strongly | Ordinal variable (0-3 scale) showing degree of preference for ANO:3 = "Voted for ANO and definitely/rather strongly identifies with it" 2 = "Voted for ANO and neutral opinion on identification with it" 1 = "Voted for ANO and definitely/rather weakly identifies with it" 0 = "Did not vote ANO".*If POST\_V02=1 & POST\_V03=1 🡪 recoded as 1**If POST\_V02=1 & POST\_V03=2 🡪 recoded as 2**If POST\_V02=1 & POST\_V03=3 🡪 recoded as 3**If POST\_V02≠1 🡪 recoded as 0* |
| *Preference change ANO [pre-test]* | Control variable\* | ***From pre-test survey:***PRE\_V02. Which party do you prefer for EP elections?PRE\_V03. To what extent are you already decided to vote this party?PRE\_V04. What other parties do you seriously consider voting? | ANO 2011 | 1=ANO 2011[other answer categories as above]1= definitely decided2= almost decided3= not yet decided0=no1=yes | Ordinal variable (0-3 scale) showing degree of preference for ANO: 3 = "Prefers ANO and definitely decided prior to elections" 2 = "Prefers ANO and almost decided prior to elections"1 = "Prefers ANO but not yet decided prior to elections OR does not prefer ANO but would consider it prior to elections" 0 = "Would not even consider ANO".*If PRE\_V02=1 & PRE\_V03=1 🡪 recoded as 1**If PRE\_V02=1 & PRE\_V03=2 🡪 recoded as 2**If PRE\_V02=1 & PRE\_V03=3 🡪 recoded as 3**If PRE\_V02≠1 but PRE\_V04=1 🡪 also recoded as 3**If PRE\_V02≠1 & PRE\_V04=0 🡪 recoded as 0* |
| *Preference change SPD [post-test]* | Dependent variable | ***From post-test survey:***POST\_V02. Which party have you voted for in these European Parliament elections?POST\_V03. To what extent do you identify with the party you did vote in these European Parliament elections? | 4= SPD – Tomio Okamura[other answer categories as above]1= (definitely/rather) weakly2= neutral opinion3= (definitely/rather) strongly | Ordinal variable (0-3 scale) showing degree of preference for SPD:3 = "Voted for SPD and definitely/rather strongly identifies with it" 2 = "Voted for SPD and neutral opinion on identification with it" 1 = "Voted for SPD and definitely/rather weakly identifies with it" 0 = "Did not vote SPD".*If POST\_V02=4 & POST\_V03=1 🡪 recoded as 1**If POST\_V02=4 & POST\_V03=2 🡪 recoded as 2**If POST\_V02=4 & POST\_V03=3 🡪 recoded as 3**If POST\_V02≠4 🡪 recoded as 0* |
| *Preference change SPD [pre-test]* | Control variable\* | ***From pre-test survey:***PRE\_V02. Which party do you prefer for EP elections?PRE\_V03. To what extent are you already decided to vote this party?PRE\_V04. What other parties do you seriously consider voting? | SPD 2011 | 4= SPD – Tomio Okamura[other answer categories as above]1= definitely decided2= almost decided3= not yet decided0=no1=yes | Ordinal variable (0-3 scale) showing degree of preference for SPD: 3 = "Prefers SPD and definitely decided prior to elections" 2 = "Prefers SPD and almost decided prior to elections"1 = "Prefers SPD but not yet decided prior to elections OR does not prefer SPD but would consider it prior to elections" 0 = "Would not even consider SPD".*If PRE\_V02=4 & PRE\_V03=1 🡪 recoded as 1**If PRE\_V02=4 & PRE\_V03=2 🡪 recoded as 2**If PRE\_V02=4 & PRE\_V03=3 🡪 recoded as 3**If PRE\_V02≠4 but PRE\_V04=1 🡪 also recoded as 3**If PRE\_V02≠4 & PRE\_V04=0 🡪 recoded as 0* |
| *Intensity of media use* | Independent variable | ***Using AdMeter data tracking technology:***Measures total time spent (hours, throughout the period) to which respondent was exposed by media source [various] | For a list of media sources, see Appendix B “List of media sources” | Continuous variable showing total time exposed to media source(s). Sub-divided into the following variables:* All exposure
* Exposure to TV sources
* Exposure to radio sources
* Exposure to web sources
* Exposure to social media sources
* Exposure to PSM TV
* Exposure to commercial TV
 |
| *Diversity of media use* | Independent variable | ***Using AdMeter data tracking technology:***Identifies at least one uninterrupted period of 180 seconds [TV and radio] or 1 second [web and social media] (throughout the period) to which respondent was exposed to by media source [various] | For a list of media sources, see Appendix B “List of media sources” | Ordinal variable counting number of sources exposed to. Sub-divided into the following variables:* All exposure
* Exposure to TV sources
* Exposure to radio sources
* Exposure to web sources
* Exposure to social media sources
 |
| *Migration content: Intensity of media use*  | Independent variable | ***Using Newton Media keyword frequency analysis:***News items that contain at least one of four migration keywords are identified.***Using AdMeter data tracking technology:***Measures total time spent (hours, throughout the period) to which respondent was exposed to by media source that contained migration keyword(s) [various] | For a list of media sources, see Appendix B “List of media sources” | Continuous variable showing total time exposed to media source(s) containing keyword(s). Sub-divided into the following variables:* All exposure
* Exposure to TV sources
* Exposure to radio sources
* Exposure to web sources
* Exposure to PSM TV
* Exposure to Prima TV
* Exposure to Nova TV
 |
| *Migration content: Diversity of media use* | Independent variable | ***Using Newton Media keyword frequency analysis:***News items that contain at least one of four migration keywords are identified.***Using AdMeter data tracking technology:***At least one uninterrupted period of 180 seconds [TV and radio] or 1 second [web and social media] (throughout the period) to which respondent was exposed to by media source that contained migration keyword(s) [various] | For a list of media sources, see Appendix B “List of media sources” | Ordinal variable counting number of sources containing keyword(s) exposed to . Sub-divided into the following variables:* All exposure
* Exposure to TV sources
* Exposure to radio sources
* Exposure to web sources
* Exposure to PSM TV
* Exposure to Prima TV
* Exposure to Nova TV
 |
| Gender | Control variable | Q01. Are you: | 1. male
2. female
 | Binary variable, 1=male, 0=female. |
| Age | Control variable | Q02. How old are you? | *Insert age* | Continuous variable |
| Income | Control variable | Q03. What category does your own average net monthly income belong to? | 1. no income
2. up to 4.000 Kč
3. 4.001 - 6.000 Kč
4. 6.001 - 8.000 Kč
5. 8.001 - 10.000 Kč
6. 10.001 - 12.500 Kč
7. 12.501 - 15.000 Kč
8. 15.001 - 17.500 Kč
9. 17.501 - 20.000 Kč
10. 20.001 - 25.000 Kč
11. 25.001 - 30.000 Kč
12. 30.001 - 40.000 Kč
13. 40.001 - 50.000 Kč
14. 50.001 - 75.000 Kč
15. 75.001 - 100.000 Kč
16. 100.001 or more Kč
 | Ordinal variable (1-16 scale) |
| Education | Control variable | Q04. What is the level of education you attained? | 1. primary education
2. secondary without diploma
3. secondary with diploma
4. university
 | Ordinal variable (1-4 scale) |
| Interest in politics | Control variable | Q21. Generally speaking, how interested are you in politics? | 1. 1 – not interested at all
2. 2
3. 3
4. 4
5. 5 –very interested
 | Ordinal variable (1-5 scale) |
| Municipality size | Control variable | S02. What is the size of your domicile? | 1. up to 999 inhabitants
2. 1 000–4 999 inhabitants
3. 5 000–19 999 inhabitants
4. 20 000–99 999 inhabitants
5. 100 000 inhabitants or more
 | Ordinal variable (1-5 scale) |
| Employment status | Control variable | What is your employment status? | 1. Employee
2. Entrepreneur/self-employed
3. Retired
4. Unemployed
5. Student
6. Other
 | Recoded as dummy variables with omitted reference category (employee) |
| Region | Control variable | S01. What region do you live in? | 1. Praha
2. Středočeský
3. Jihočeský
4. Plzeňský
5. Karlovarský
6. Ústecký
7. Liberecký
8. Královéhradecký
9. Pardubický
10. Vysočina
11. Jihomoravský
12. Olomoucký
13. Zlínský
14. Moravskoslezský
 | Recoded as dummy variables with omitted reference category (Praha) |

**Summary statistics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variable** | **N** | **Mean** | **SD** | **Min** | **Max** |
| **Dependent variables** |  |  |  |  |  |
| Anti-immigration index | 774 | 22.5 | 5.8 | 4 | 28 |
| Voted populist | 439 | 0.4 | 0.5 | 0 | 1 |
| ANO preference change | 437 | 0.6 | 1.2 | 0 | 3 |
| SPD preference change | 439 | 0.4 | 0.9 | 0 | 3 |
| **Independent variables** |  |  |  |  |  |
| *Intensity of media use (hours)* |  |  |  |  |  |
|  All  | 938 | 87 | 69.7 | 0 | 524.1 |
|  TV | 938 | 58.3 | 54.4 | 0 | 361.9 |
|  Radio | 938 | 12.2 | 29.5 | 0 | 345.4 |
|  Online news | 938 | 1.7 | 6.8 | 0 | 114.9 |
|  Social media | 938 | 14.8 | 30.4 | 0 | 283.8 |
| *Diversity of media use (count)* |  |  |  |  |  |
|  All  | 938 | 11.4 | 6.1 | 0 | 36 |
|  TV | 938 | 4.5 | 1.9 | 0 | 7 |
|  Radio | 938 | 1.6 | 1.2 | 0 | 4 |
|  Online news | 938 | 3.4 | 4.3 | 0 | 24 |
|  Social media | 938 | 1.9 | 1.3 | 0 | 5 |
| PSM TV | 938 | 18.6 | 27.9 | 0 | 214.2 |
| Commercial TV | 938 | 39.6 | 43 | 0 | 323.9 |
| *Migration content (hours)* |  |  |  |  |  |
|  All  | 938 | 0.2 | 0.3 | 0 | 3.5 |
|  TV | 938 | 0.2 | 0.2 | 0 | 2.6 |
|  Radio | 938 | 0.02 | 0.1 | 0 | 2.7 |
|  Web | 938 | 0.02 | 0.2 | 0 | 3.2 |
|  PSM TV | 938 | 0.05 | 0.1 | 0 | 2.5 |
|  Prima TV | 938 | 0.01 | 0.03 | 0 | 0.1 |
|  Nova TV | 938 | 0.1 | 0.2 | 0 | 0.9 |
| *Migration content (exposed or not)* |  |  |  |  |  |
|  All  | 938 | 0.8 | 0.4 | 0 | 1 |
|  TV | 938 | 0.8 | 0.4 | 0 | 1 |
|  Radio | 938 | 0.1 | 0.4 | 0 | 1 |
|  Web | 938 | 0.1 | 0.2 | 0 | 1 |
|  PSM TV | 938 | 0.3 | 0.5 | 0 | 1 |
|  Prima TV | 938 | 0.2 | 0.4 | 0 | 1 |
|  Nova TV | 938 | 0.6 | 0.5 | 0 | 1 |

1. \* These “control” variables are pre-test scores corresponding to the post-test scores that act as the dependent variable (variables above), as part of the regressor variable method. This way, these pre-test scores control for initial differences among groups, before the “intervention”. [↑](#endnote-ref-1)