

Emphasizing similarities or differences: Framing effects in LGBTQ movement mobilization

Online appendix

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A1 Survey details

A1.1 Summary statistics

Table A1: Demographic characteristics of samples

	Straight cisgender sample	LGBT sample
Gender		
Male	585 (49%)	562 (55%)
Female	607 (51%)	409 (40%)
Non-binary/Other	1 (<1%)	52 (5%)
Race/ethnicity ^a		
White	1,039 (87%)	763 (74%)
Hispanic	164 (14%)	176 (18%)
Black	116 (10%)	151 (15%)
Asian	6 (<1%)	64 (6%)
Other	54 (5%)	116 (11%)
Education		
No HS diploma	124 (10%)	51 (5%)
HS graduate	366 (31%)	217 (21%)
Some college	198 (17%)	193 (19%)
2-year college degree	104 (9%)	111 (11%)
4-year college degree	168 (14%)	266 (26%)
Post-graduate degree	237 (20%)	189 (18%)
Age		
18-29	113 (10%)	332 (33%)
30-49	267 (24%)	213 (21%)
50-64	238 (21%)	186 (19%)
65+	511 (45%)	272 (27%)

^aRespondents could choose multiple racial/ethnic identities.

A1.2 Stimuli used

Control ad

LGBTQ people should have the same rights as straight people.



LGBTQ people should have the same rights as everyone else.

Discrimination is still legal in most states, though. LGBTQ people can legally be denied service in stores, harassed in public, and kicked out by their landlords. That's wrong, and the Equality Foundation is making sure it changes.

Join us to fight discrimination and ensure equal treatment for everyone!

**EQUALITY
FOUNDATION**

Ad emphasizing similarities

***LGBTQ people are just like straight people.
And we should have the same rights.***



Society shouldn't expect LGBTQ people to be any different from straight people. We're a regular community with our own families, jobs, and culture. And we should have the same rights as everyone else.

Discrimination is still legal in most states, though. LGBTQ people can legally be denied service in stores, harassed in public, and kicked out by their landlords. That's wrong, and the Equality Foundation is making sure it changes.

Let's be proud of what we have in common. **We're the same as straight people and we should get the same rights.** Join us to fight discrimination and ensure equal treatment for everyone!

**EQUALITY
FOUNDATION**

LGBTQ people aren't just like straight people.

But we should have the same rights.



Society shouldn't expect LGBTQ people to be just like straight people. We're a unique community with our own families, jobs, and culture. But we should have the same rights as everyone else.

Discrimination is still legal in most states, though. LGBTQ people can legally be denied service in stores, harassed in public, and kicked out by their landlords. That's wrong, and the Equality Foundation is making sure it changes.

Let's be proud of what makes us different. **We shouldn't have to be the same as straight people to get the same rights.** Join us to fight discrimination and ensure equal treatment for everyone!

EQUALITY
FOUNDATION

A1.3 Question wording

Question wording and response options are shown below. Notes on the coding are *italicized*. All variables are coded to range between 0 and 1.

Dependent variables

Interest in EF. Based on this ad, how interested would you be in learning more about the Equality Foundation? *7-point slider scale with “Not at all” at point 1 and “Extremely” at point 7, recoded to range from 0 to 1.*

Likelihood of acting. How likely would you be to do the following if asked to by the Equality Foundation? Donate money; Attend a protest or rally; Write to your Member of Congress. *7-point slider scale with “Not at all” at point 1 and “Extremely” at point 7, recoded to range from 0 to 1.*

EF ideology. How would you rate the Equality Foundation? Very liberal; Liberal; Somewhat liberal; Middle of the road; Somewhat conservative; Conservative; Very conservative. *Recoded to range from 0 to 1.*

EF traits. How well do you think each of the following words describes the Equality Foundation? Effective. Trustworthy. Aggressive. Extreme. Not at all well; Not very well; Somewhat well; Very well. *Recoded to range from 0 to 1.*

EF welcoming. How welcoming do you think the Equality Foundation is to people like you? *7-point slider scale with “Not at all” at point 1 and “Extremely” at point 7, recoded to range from 0 to 1.*

Covariates

Asked only of straight cisgender respondents:

LGBT and transgender feeling thermometers. On the scale from 0 to 100, please indicate your feelings toward each group below. A score of 100 means that you feel very warm and positive toward the group. A score of 0 means you feel very cold and negative. A score of 50 indicates a neutral feeling. Lesbian, gay, and bisexual people. Transgender people. *101-point slider scale with “Very cold and negative” at 0 and “Very warm and positive” at 100, recoded to range from 0 to 1.*

LGB contact. Do you know someone who is lesbian, gay, or bisexual? Select all of the following that apply. Yes, a family member. Yes, a close friend. Yes, an acquaintance. No. *Recoded to 0 (know no LGB people) and 1 (know any LGB people).*

Transgender contact. Do you know someone who is transgender? Select all of the following that apply. Yes, a family member. Yes, a close friend. Yes, an acquaintance. No. *Recoded to 0 (know no transgender people) and 1 (know any transgender people).*

Manipulation and attention checks

EF views of LGBTQ differences Imagine a scale that runs from 0 to 100. 0 would mean LGBTQ people are completely different from straight people. 100 would mean LGBTQ people are completely the same as straight people. Where on this scale do you think the Equality Foundation falls? *101-point slider scale with “Completely different” at 0 and “Completely the same” at 100, recoded to range from 0 to 1.*

Respondent views of LGBTQ differences Where on this scale would you place yourself? *101-point slider scale with “Completely different” at 0 and “Completely the same” at 100, recoded to range from 0 to 1.*

Attention check 1. Which of the following do you think the Equality Foundation sees as most important? Protecting LGBTQ people from discrimination. Same-sex marriage. LGBTQ people serving in the military. Access to public bathrooms for transgender people. Not sure. *Responses of “Protecting LGBTQ people from discrimination” coded as 1, all others as 0.*

Attention check 2. The Equality Foundation ad asked you to... Join the group. Donate money. Call your Member of Congress. Sign a petition. Not sure. *Responses of “Join the group” coded as 1, all others as 0.*

Debriefing message

Thank you for taking part in our survey! The Equality Foundation is a fictional organization. The ad you saw earlier was created by researchers based on real-life ads by similar groups. We asked you to review this ad to see how people might respond to different messages from LGBTQ groups.

A1.4 Sexuality and gender identity in the LGBT sample

Three items measure the sexuality, gender, and transgender identity within the full LGBT sample provided by Dynata:

Sexuality: Do you consider yourself to be

- Heterosexual or straight
- Lesbian or gay
- Bisexual
- Other
- Prefer not to say

Transgender identity: Do you consider yourself to be transgender?

- Yes
- No
- Prefer not to say

Gender identity: Are you

- Male
- Female
- Non-binary/Third gender
- Prefer to self-describe
- Prefer not to say

Table A2 shows the distribution of sexuality, for the full LGBT sample in the first column, and then by self-identified gender. Table A3 does the same for transgender identity.

Table A2: Sexuality within the LGBT sample

	All	By gender		
		Men	Women	Other ^a
Heterosexual or straight	28 (2.5%)	17 (2.7%)	8 (1.8%)	3 (5.5%)
Lesbian or gay	606 (53.1%)	413 (65.0%)	169 (37.9%)	24 (43.6%)
Bisexual	489 (42.9%)	199 (31.3%)	261 (58.5%)	29 (52.7%)
Other/Prefer not to say	18 (1.6%)	6 (1.0%)	8 (1.7%)	4 (7.3%)
Total	1,141 (100.0%)	635 (100.0%)	446 (100.0%)	55 (100.0%)

^aIncludes non-binary, third gender, and those who preferred to self-describe.

Table A3: Transgender identity within the LGBT sample

	All	By gender		
		Men	Women	Other ^a
Transgender	150 (13.1%)	81 (12.8%)	35 (7.8%)	34 (61.8%)
Cisgender	980 (85.9%)	553 (87.1%)	404 (90.6%)	23 (41.8%)
Prefer not to say	11 (1.0%)	1 (0.2%)	7 (1.6%)	3 (5.5%)
Total	1,141 (100.0%)	635 (100.0%)	446 (100.0%)	55 (100.0%)

^aIncludes non-binary, third gender, and those who preferred to self-describe.

A2 Pre-testing stimuli

I conducted several pre-tests of potential stimuli. Participants were recruited from Prolific, an online panel of potential respondents (N=312), and Amazon's Mechanical Turk (N=225). In total, 227 LGBT, and 310 straight cisgender respondents were included. These samples are not intended to be representatives of the population, but are demographically diverse.

Several versions of the ad were tested. These used essentially the same text as in the final stimuli (some small tweaks were made prior to launching the final survey). I tested several different visual images to accompany the ad, however. In particular, I assessed whether featuring people of different races, ethnicities, and genders might moderate the impact of the group's message. The aim was to find a visual image that did not distract from the core message (of emphasizing similarities or differences) while remaining visually similar to interest group ads.

Respondents completed the same manipulation check described in the paper. The race, ethnicity, and gender of the people shown in the ad did have some marginal effect on how clearly the group's message was communicated. To assess this, I took the difference in ratings of the EF (on the 0-100 similarities or differences scale) between the two message conditions. The difference between message conditions was largely the same across the different gender/race conditions, although the average degree of similarity was significantly lower when featuring Black activists, or male activists only. LGBTQ and straight cisgender respondents also appeared to have different reactions to the Black and male activist images.

Based on these results, I used the visual image that included a mixed-gender and mixed-race group of activists (as shown in A1.2). The table below shows mean perceptions of the two versions of this ad. First, respondents exposed to the "emphasizing similarities" ad were much more likely to think that the EF believed LGBT people to be very similar to straight people — by 52.1 points among LGBT respondents, and by 38.3 points among straight cisgender respondents. These versions of the stimuli successfully manipulated views of the EF's position on the main treatment issue.

Second, using these images produced ads that were seen as fairly typical of most interest group appeals – between 2.4 and 2.7 on a 1–4 scale. Crucially, respondents saw both versions of the ad as equally typical of interest group appeals: the differences between conditions are not significant either statistically or substantively. In other words, the pre-testing reveals that the ads (1) successfully altered perceptions of how similar the interest group thought LGBT and straight people were; (2) were seen as equally typical of interest group appeals; and (3) were effective for both straight cisgender and LGBT respondents.

Table A4: Mean scores by condition and respondent sexuality

	Emphasizing similarities condition	Emphasizing differences condition	ATE
Perceptions of EF's position on LGBTQ identity ^a			
LGBT respondents	94.2	42.1	52.1***
Straight cisgender respondents	84.5	46.2	38.3***
Perceptions of ad typicality ^b			
LGBT respondents	2.74	2.43	.31
Straight cisgender respondents	2.68	2.54	.15

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; $^{\dagger} p < 0.1$

^a Measured on 0-100 scale, higher values indicate greater similarities between LGBT and straight people.

^b Measured on 1-4 scale, higher values indicate stimuli was seen as more typical of interest group ads.

A3 Experimental checks

A3.1 Manipulation and attention checks

Table A5: Mean scores by condition and respondent sexuality

	Control condition	Emphasizing similarities condition	Emphasizing differences condition
Manipulation check			
Perceptions of EF's position on LGBTQ identity ^a			
All respondents	69.8	73.4*	58.1*
LGBT respondents	77.0	82.1*	62.3*
Straight cisgender respondents	63.8	65.5	54.3*
Attention checks			
Correctly identified group priority (%)			
All respondents	62.4	64.5	65.9
LGBT respondents	64.5	69.3	70.3
Straight cisgender respondents	60.6	60.1	61.7
Correctly identified group request (%)			
All respondents	24.2	26.5	23.4
LGBT respondents	33.7	36.8	32.0
Straight cisgender respondents	16.1	17.2	15.3

^aMeasured on 0-100 scale, higher values indicate greater similarities between LGBT and straight people.

*Significantly different from control condition within row at $p < .05$ or less.

The difference between perceptions of the group in the control and similarities conditions was relatively small. This may reflect the fact that most major LGBTQ groups have already adopted the similarities framing, leading respondents to assume that the control version of the group believes it too.

There is evidence that the LGBT respondents were paying more attention than the straight cisgender respondents: on both attention checks, they score higher across all conditions. Critically for the experiment, however, (since results are estimated within each survey sample), there are not substantial differences across conditions within each group of respondents. In other words, although LGBT and straight cisgender respondents reacted to the ad in different ways, the different framing of the appeal did not cause differential attentiveness.

A3.2 Randomization checks

Table A6: Mean scores by condition

	Control condition	Emphasizing similarities condition	Emphasizing differences condition
Measured for straight cisgender sample only:			
LGBT feeling thermometer	.601	.571	.575
Transgender contact	.207	.211	.207
LGB contact	.729	.688	.688
Measured for both samples: ^a			
Ideology	.501	.481	.505
Party identity	.387	.379	.375

^aMeasured post-treatment.

Within each row, none of the differences across conditions are significant at the $p < .10$ level.

A4 Regression models for Figures 1 and 2

Table A7: Regression models for straight cisgender respondents

	Take political action	Interest in group	Group was welcoming	Group was trustworthy
Intercept	0.04 (0.02) [†]	0.08 (0.02) ^{***}	0.09 (0.02) ^{***}	0.26 (0.02) ^{***}
Similarities condition	−0.01 (0.02)	0.00 (0.02)	0.02 (0.02)	0.04 (0.02) [*]
Differences condition	0.00 (0.02)	−0.00 (0.02)	−0.01 (0.02)	0.01 (0.02)
LGBT feeling thermometer	0.47 (0.03) ^{***}	0.66 (0.03) ^{***}	0.70 (0.03) ^{***}	0.59 (0.03) ^{***}
LGB interpersonal contact	−0.05 (0.02) ^{**}	0.00 (0.02)	0.02 (0.02)	−0.02 (0.02)
Trans interpersonal contact	0.15 (0.02) ^{***}	0.07 (0.02) ^{**}	0.06 (0.02) ^{**}	0.01 (0.02)
Adj. R ²	0.26	0.37	0.42	0.33
N	1,087	1,095	1,066	1,073

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; [†] $p < 0.1$

	Group was effective	Group was aggressive	Group was extreme	Group's ideology
Intercept	0.31 (0.02) ^{***}	0.39 (0.03) ^{***}	0.31 (0.03) ^{***}	0.40 (0.03) ^{***}
Similarities condition	0.02 (0.02)	0.03 (0.02)	0.06 (0.02) [*]	0.03 (0.03)
Differences condition	0.00 (0.02)	0.03 (0.02)	0.04 (0.02)	0.02 (0.03)
LGBT feeling thermometer	0.50 (0.03) ^{***}	0.12 (0.03) ^{***}	0.22 (0.03) ^{***}	0.05 (0.04)
LGB interpersonal contact	−0.03 (0.02)	0.04 (0.02) [†]	0.07 (0.02) ^{**}	−0.02 (0.03)
Trans interpersonal contact	0.02 (0.02)	−0.03 (0.03)	−0.07 (0.03) ^{**}	−0.04 (0.03)
Adj. R ²	0.28	0.01	0.05	0.00
N	1,072	1,071	1,072	1,074

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; [†] $p < 0.1$

Table A8: Regression models for LGBT respondents

	Take political action	Interest in group	Group was welcoming	Group was trustworthy
Intercept	0.50 (0.02) ^{***}	0.69 (0.02) ^{***}	0.75 (0.01) ^{***}	0.74 (0.01) ^{***}
Similarities condition	0.01 (0.02)	0.02 (0.02)	0.01 (0.02)	−0.01 (0.02)
Differences condition	0.03 (0.02)	−0.00 (0.02)	−0.00 (0.02)	−0.01 (0.02)
Adj. R ²	−0.00	−0.00	−0.00	−0.00
N	1,011	1,021	1,017	1,013

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; † $p < 0.1$

	Group was effective	Group was aggressive	Group was extreme	Group's ideology
Intercept	0.71 (0.01) ^{***}	0.54 (0.02) ^{***}	0.58 (0.02) ^{***}	0.40 (0.02) ^{***}
Similarities condition	−0.02 (0.02)	−0.03 (0.03)	−0.01 (0.03)	−0.01 (0.03)
Differences condition	−0.01 (0.02)	0.01 (0.02)	−0.01 (0.03)	−0.05 (0.03) [†]
Adj. R ²	−0.00	0.00	−0.00	0.00
N	1,010	1,013	1,015	1,018

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; † $p < 0.1$

A5 Dealing with missing data

The analysis reported in the main text drops cases with missing values. In general, the level of missing data is relatively low, as shown in Table A9 below. Between 1 and 3% of respondents skipped any given dependent variable, and missing data on the covariates ranges from 0.3% for interpersonal contact to 6.9% for the LGBT feeling thermometer.

Table A9: Missing data in dependent variables and covariates

	N missing	% missing
Dependent variables		
Take political action	49	2.2%
Interest in group	23	1.0%
Group was welcoming	61	2.7%
Group was trustworthy	59	2.6%
Group was effective	64	2.9%
Group was aggressive	61	2.7%
Group was extreme	59	2.6%
Group's ideology	51	2.3%
Covariates ^a		
LGB interpersonal contact	4	0.3%
Trans interpersonal contact	5	0.4%
LGBT feeling thermometer	83	6.9%

^aAmong straight cisgender sample only.

The missing data in the outcome measures are not related with either experimental condition or (among the straight cisgender sample) the covariates measured pre-treatment.

For the missing data in the covariates, I adopted the approach recommended by Gomila and Clark (2022) and replace missing values with the mean value for that variable in the observed data. Table A10 replicates the regression models in this way. The substantive conclusions from these models remain the same as in the main paper.

Table A10: Regression models for straight cisgender respondents, with missing values on covariates replaced by mean values in observed data

	Take political action	Interest in group	Group was welcoming	Group was trustworthy
Intercept	0.03 (0.02)	0.07 (0.02)**	0.09 (0.02)***	0.25 (0.02)***
Similarities condition	−0.01 (0.02)	0.00 (0.02)	0.01 (0.02)	0.03 (0.02)
Differences condition	0.00 (0.02)	−0.00 (0.02)	−0.01 (0.02)	0.01 (0.02)
LGBT feeling thermometer	0.46 (0.03)***	0.66 (0.03)***	0.70 (0.03)***	0.59 (0.03)***
LGB interpersonal contact	−0.05 (0.02)**	0.01 (0.02)	0.02 (0.02)	−0.01 (0.02)
Trans interpersonal contact	0.15 (0.02)***	0.07 (0.02)***	0.06 (0.02)**	0.01 (0.02)
Adj. R ²	0.25	0.35	0.40	0.31
N	1168	1184	1150	1156

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; † $p < 0.1$

	Group was effective	Group was aggressive	Group was extreme	Group's ideology
Intercept	0.31 (0.02)***	0.39 (0.03)***	0.32 (0.03)***	0.41 (0.03)***
Similarities condition	0.02 (0.02)	0.03 (0.02)	0.05 (0.02)*	0.03 (0.03)
Differences condition	0.01 (0.02)	0.03 (0.02)	0.04 (0.02)	0.01 (0.03)
LGBT feeling thermometer	0.50 (0.03)***	0.12 (0.03)***	0.22 (0.03)***	0.05 (0.04)
LGB interpersonal contact	−0.02 (0.02)	0.04 (0.02)	0.06 (0.02)**	−0.02 (0.03)
Trans interpersonal contact	0.02 (0.02)	−0.02 (0.02)	−0.07 (0.03)**	−0.04 (0.03)
Adj. R ²	0.26	0.01	0.05	−0.00
N	1154	1154	1154	1159

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; † $p < 0.1$

Note: Models replicate those in Table A7, with missing values on covariates replaced by mean covariate value in the observed data.

A6 Generating estimates of substantively meaningful effect sizes

The pre-registration for this experiment did not include a specified cut-off point for what would count as a meaningful effect. The research design does, however, implicitly argue that three variables *should* be expected to have a substantive effect on the dependent variables: LGBTQ identity; straight cisgender respondents' feelings toward LGB people; and straight cisgender respondents' interpersonal contact with LGBT people.

Here I show results from regression models that predict the desire to take action on behalf of the EF, and interest in the group, with:

1. LGBT identity (a dummy variable representing which sample respondents were from)
2. LGB feeling thermometers (for straight cisgender respondents only)
3. LGBT interpersonal contact (for straight cisgender respondents only)

These models are fit on respondents in the control condition of the experiment only, although the substantive results are the same across conditions. Table A11 shows the estimated differences between respondents at different values of each of these independent variables, for both dependent variables.

Table A11: Estimated effects associated with three independent variables, for taking action and expressing interest in group

Estimated difference between...	On taking action	On interest in group
... those who identify as LGBT and those who don't	.19	.19
... straight cisgender people who know an LGBT person and those who don't	.16	.24
... straight cisgender people who rate LGBT people at .40 and those who rate them at .85 ^a	.22	.31

^aThis is the interquartile range of values in the straight cisgender sample.

The substantive impact of these different factors on taking action and interest in the group varies somewhat, from a low of .16 (the effect of interpersonal contact on taking action) to a high of .31 (the effect of moving from the 25th to 75th percentile of affect toward LGBT people on interest in the group). Nonetheless, they provide a benchmark for what we might

consider a substantively meaningful effect, given the prominence of these factors in previous work predicting attitudes on LGBTQ issues.

As discussed in the main text, the outer bounds of the confidence intervals associated with the ATEs in Figure 2 do not approach the same size as these effects (this is the TSOT approach recommended by Rainey 2014). The largest absolute value is .06, the upper 90% confidence interval on the ATE of the differences condition relative to the control condition among LGBT respondents. This represents an effect size substantially smaller than the substantive effects shown in Table A11, at most around one-third of the size of the effect of interpersonal contact.

A7 Exploring potential heterogeneous treatment effects

Table A12: Regression models with interaction between experimental condition and LGBT feeling thermometer rating

	Take action	Interest in group	Group is welcoming	Group is trustworthy
Intercept	0.05 (0.03)	0.08 (0.03)**	0.07 (0.03)*	0.25 (0.03)***
LGBT feeling thermometer	0.45 (0.05)***	0.66 (0.05)***	0.73 (0.04)***	0.60 (0.04)***
Similarities condition	−0.04 (0.04)	−0.02 (0.04)	0.03 (0.04)	0.04 (0.04)
× LGBT feeling thermometer	0.05 (0.07)	0.04 (0.07)	−0.03 (0.06)	−0.01 (0.06)
Differences condition	0.01 (0.04)	0.01 (0.04)	0.05 (0.04)	0.03 (0.04)
× LGBT feeling thermometer	−0.02 (0.07)	−0.03 (0.07)	−0.09 (0.06)	−0.03 (0.06)
LGB interpersonal contact	−0.05 (0.02)**	0.00 (0.02)	0.02 (0.02)	−0.02 (0.02)
Trans interpersonal contact	0.15 (0.02)***	0.07 (0.02)**	0.06 (0.02)**	0.01 (0.02)
Adj. R ²	0.25	0.37	0.42	0.33
N	1087	1095	1066	1073

	Group is effective	Group is aggressive	Group is extreme	Group's ideology
Intercept	0.28 (0.03)***	0.40 (0.04)***	0.31 (0.04)***	0.31 (0.04)***
LGBT feeling thermometer	0.55 (0.04)***	0.10 (0.05) [†]	0.22 (0.06)***	0.20 (0.06)**
Similarities condition	0.07 (0.04) [†]	0.03 (0.05)	0.05 (0.05)	0.20 (0.06)***
× LGBT feeling thermometer	−0.10 (0.06)	0.01 (0.08)	0.02 (0.08)	−0.28 (0.09)**
Differences condition	0.05 (0.04)	0.01 (0.05)	0.04 (0.05)	0.13 (0.06)*
× LGBT feeling thermometer	−0.07 (0.06)	0.04 (0.08)	−0.00 (0.08)	−0.18 (0.09)*
LGB interpersonal contact	−0.03 (0.02)	0.04 (0.02) [†]	0.07 (0.02)**	−0.02 (0.03)
Transgender interpersonal contact	0.02 (0.02)	−0.03 (0.03)	−0.07 (0.03)**	−0.04 (0.03)
Adj. R ²	0.28	0.01	0.05	0.01
N	1072	1071	1072	1074

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; [†] $p < 0.1$

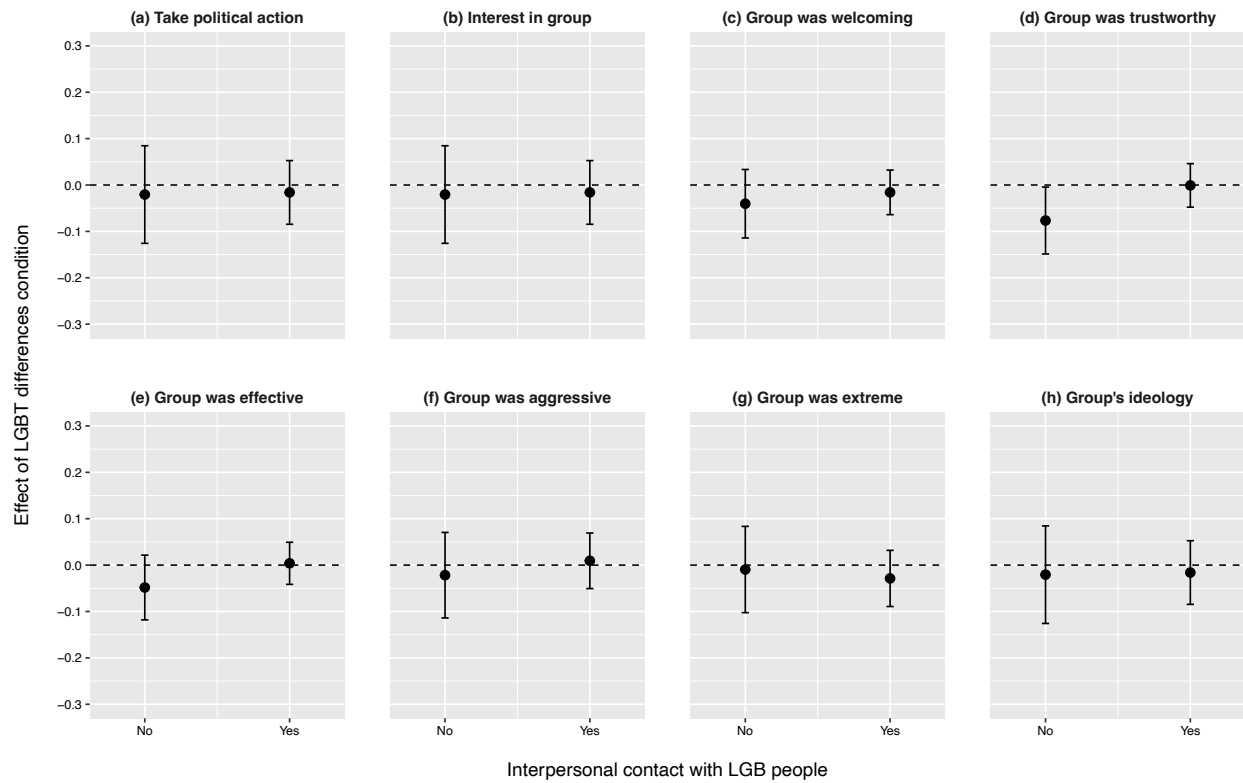
Table A13: Regression models with interaction between experimental condition and interpersonal contact

	Take action	Interest in group	Group is welcoming	Group is trustworthy
Intercept	0.36 (0.04)***	0.36 (0.04)***	0.11 (0.03)***	0.26 (0.03)***
LGB interpersonal contact	0.04 (0.04)	0.04 (0.04)	−0.02 (0.03)	−0.02 (0.03)
Trans interpersonal contact	−0.04 (0.05)	−0.04 (0.05)	0.08 (0.03)*	0.02 (0.03)
Similarities condition	0.10 (0.05) [†]	0.10 (0.05) [†]	−0.01 (0.04)	0.06 (0.04)
× LGB interpersonal contact	−0.09 (0.06)	−0.09 (0.06)	0.04 (0.05)	−0.03 (0.04)
× Trans interpersonal contact	−0.01 (0.07)	−0.01 (0.07)	−0.02 (0.05)	0.01 (0.05)
Differences condition	0.07 (0.05)	0.07 (0.05)	−0.04 (0.04)	−0.02 (0.04)
× LGB interpersonal contact	−0.08 (0.06)	−0.08 (0.06)	0.06 (0.04)	0.05 (0.04)
× Trans interpersonal contact	0.02 (0.07)	0.02 (0.07)	−0.04 (0.05)	−0.02 (0.05)
LGBT feeling thermometer	0.05 (0.04)	0.05 (0.04)	0.69 (0.03)***	0.59 (0.03)***
Adj. R ²	−0.00	−0.00	0.42	0.33
N	1074	1074	1066	1073

	Group is effective	Group is aggressive	Group is extreme	Group's ideology
Intercept	0.29 (0.03)***	0.38 (0.04)***	0.30 (0.04)***	0.36 (0.04)***
LGB interpersonal contact	0.01 (0.03)	0.04 (0.04)	0.10 (0.04)*	0.04 (0.04)
Trans interpersonal contact	0.02 (0.03)	0.00 (0.04)	−0.10 (0.04)*	−0.04 (0.05)
Similarities condition	0.07 (0.03)*	0.04 (0.05)	0.07 (0.05)	0.10 (0.05) [†]
× LGB interpersonal contact	−0.08 (0.04) [†]	−0.01 (0.06)	−0.03 (0.06)	−0.09 (0.06)
× Trans interpersonal contact	0.00 (0.05)	−0.02 (0.06)	0.04 (0.06)	−0.01 (0.07)
Differences condition	0.02 (0.03)	0.03 (0.04)	0.06 (0.05)	0.07 (0.05)
× LGB interpersonal contact	−0.03 (0.04)	0.02 (0.06)	−0.05 (0.06)	−0.08 (0.06)
× Trans interpersonal contact	0.01 (0.05)	−0.08 (0.06)	0.07 (0.06)	0.02 (0.07)
LGBT feeling thermometer	0.50 (0.03)***	0.12 (0.03)***	0.22 (0.03)***	0.05 (0.04)
Adj. R ²	0.28	0.01	0.05	−0.00
N	1072	1071	1072	1074

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; [†] $p < 0.1$

Figure A1: Effects of exposure to emphasizing differences appeal, by pre-treatment measure of interpersonal contact with LGBT people (straight cisgender respondents only)



Note: Effects of emphasizing differences condition rather than emphasizing similarities condition, with 95% confidence intervals, by pre-treatment measure of interpersonal contact with LGB people. Simulated from models in Table A13.