

Online Supporting Information

The ‘Social’ Part of Social Desirability: How Social Networks Influence the Survey Response

Matthew T. Pietryka | mpietryka@fsu.edu

Dennis F. Langley | dfl112@my.fsu.edu

Florida State University | Department of Political Science

January 3, 2019

SI A	Variable definitions	1
SI B	Summary statistics	7
SI C	Multiple imputation details	11
SI D	Full observational model results	12
SI E	Balance statistics for the experimental study	15
SI F	Treatment effects by the type of relationship elicited	20
SI G	Attrition during the experiment	21

A. Variable definitions

We describe below how we constructed each variable we use in our analysis. The South Bend study included some items in all three waves and others only the first time the respondent was interviewed. For items included in all waves, we use the most recent wave before the election. Below, we list the relevant items we use from each wave. The item names include a letter indicating their wave followed by a unique numeric identifier, as described in the codebook available at <https://doi.org/10.3886/ICPSR06522.v1>. Likewise, we list CCES variable names from the 'CCES Guide 2016.pdf' (dated August 16, 2017) available at <https://doi.org/10.7910/DVN/GDF6Z0>. For the Williamsburg data, we describe the items here since no public codebook exists.

Turnout - Self-Reported: 0 = Did not report voting; 1 = Reported voting

South Bend source: C27: “In talking to people about the election, we find that a lot of people weren’t able to vote for one reason or another. How about you? Did you vote this fall, or did something keep you from voting?”

Williamsburg source: Wave C: Respondents were first asked “Are you currently registered to vote in the City of Williamsburg?”. Those answering yes were then asked “Did you vote in the May 4th city council election?”. We code respondents as voters if they answered yes to the first question and non-voters if they answered no to either question.

CCES source: (Common content) CC16_401

Turnout - Validated: 0 = Not in file as voter; 1 = In file as voter

South Bend source: (Indiana voter file) vtpg84.

Williamsburg source: Williamsburg voter file.

CCES source: (Common content) CL_E2016GVM

Network Participation: ranges from 0 (none of named discussants are voters) to 1 (all named discussants are voters)

South Bend source: The number of named discussants the respondent perceived as voters divided by the number of named discussants. Unlike the other two surveys, the South Bend Study provided a ‘don’t know’ option for this question. We treat ‘don’t know’ responses as perceived non-voters because people rarely can confirm someone is a non-voter. The results are almost identical when treating ‘don’t know’ responses as missing and imputing them. The name generator text was: “Can you give me the FIRST names of the three people you talked with most about the events of the past election year? These people might be from your family, from work, from the neighborhood, from church, from some other organization you belong to, or they might be from somewhere else. All I need are the first names.” Perceptions of discussant turnout come from (C149-C151).

Williamsburg source: The number of named friends casting validated votes in the 2009 VA gubernatorial election divided by the total number of named friends. Friends are identified with the name generator (Wave A): “One of the purposes of this survey is to examine the flow of political information on campus between people who know each other. We are particularly interested in knowing whether people who are friends have similar opinions and thoughts about politics. To help us answer this question, we are asking you to give first and last names of up to five of your closest friends who attend William and Mary. Your responses will remain completely confidential, and the friends listed below will never know you named them in the survey.”

CCES source: (Module) The number of named discussants the respondent perceived as voters divided by the number of named discussants. The name generator text was: “From time to time, people discuss government, elections and politics with other people. I’d like to ask you about the people with whom you discuss these matters. These people might or might not be relatives. Can you think of anyone? Please enter their first name in the box below. Is there anyone else you talk with about these matters? Please enter their first name in the box below. If you cannot think of anyone, please hit next.” Perceptions of discussant turnout come from the question, “Do you think the person/people you named will vote for Clinton, Trump, some other candidate, or will not vote?”

Education: Amount of education, divided into quartiles.

South Bend source: C178; B202; A102

Williamsburg source: Derived from the Wave A item: “When do you expect to graduate from William & Mary?”

CCES source: (Common content) educ. Before creating quartiles, we collapse “Some college” and “2-year” responses into a single category.

Income: Family income, divided into quintiles.

South Bend source: C232; B249; A142

Williamsburg source: Derived from the Wave A item: “How would you describe your family’s economic status?”

CCES source: (Common content) faminc. Before creating the quintiles, all values at or above \$150,000 were collapsed into a single category because the response options are not mutually exclusive (e.g., some are coded as “\$150,000 or more” while others are coded as “\$200,000 - \$249,999.”

Race/Ethnicity: White, non-Hispanic; Black; Other

South Bend source: C217; B230; A139

Williamsburg source: Derived from the Wave A item: “What term best describes your race?”

CCES source: (Common content) race

Marital Status: 0 = Widowed, divorced, separated, or never married; 1 = Married

South Bend source: C177; B201; A101

Williamsburg source: NA (not included in the survey)

CCES source: (Common content) marstat

Church Attendance: Frequency of church attendance

South Bend source: C211; B224; A133

Williamsburg source: NA (not included in the survey)

CCES source: (Common content) pew_churatd

Age: Age in years, divided into quintiles

South Bend source: 1984 - C212/B225/A134

Williamsburg source: NA (not included in the survey)

CCES source: (Common content) 2016 - birthyr

Gender: Female or male?

South Bend source: crsex; brsex; rsex. These items are interviewer assessments rather than self-reports.

Williamsburg source: Wave A: “Are you: []Female []Male”

CCES source: (Common content) gender

Political Interest: Interest in politics, government, or public affairs

South Bend source: B136; A64

Williamsburg source: Wave A: “In general how interested are you in national politics?”

CCES source: (Common content) newsint

Party ID Strength The absolute value of a seven-point party ID scale with pure independents centered at zero.

South Bend source: The seven-point scale is built through branching items B237-B239 or A73-A75.

Williamsburg source: Constructed from the Wave A item: “How would you describe your party affiliation?”

CCES source: (Common content) pid7

Ideology Strength The absolute value of the left-right ideology scale with moderates centered at zero.

South Bend source: The seven-point scale is built through branching items B233-B235 or A65-A67.

Williamsburg source: The absolute value of a seven-point ideology scale with moderates centered at zero. Ideology is constructed from the Wave A item: “How would you rate yourself on a scale of 1 to 7, where 1 is very liberal and 7 is very conservative?”

CCES source: (Common content) ideo5.

Recent Mover: 0 = Has not moved in last two years; 1 = Has moved in last two years

South Bend source: C213; B226; A135

Williamsburg source: NA (not included in the survey)

CCES source: (Common content) CC16_361

No Network: 0 = Identified one or more discussants with the name generator; 1 = Identified no discussants.

B. Summary statistics

This section provides summary statistics for the variables defined in [SI-A](#).

- Statistics for the South Bend study are presented in [Table B1](#) on page [SI-8](#).
- Statistics for the Williamsburg study are presented in [Table B2](#) on page [SI-9](#).
- Statistics for the 2016 CCES are presented in [Table B3](#) on page [SI-10](#).

Table B1: Summary statistics for the South Bend data

Variable	Value(s)	Mean	Std. Dev.
Network Participation	[0-1]	0.93	0.18
Age	Quintile 1	0.2	-
	Quintile 2	0.2	-
	Quintile 3	0.2	-
	Quintile 4	0.2	-
	Quintile 5	0.2	-
	Missing	0.01	-
Church Attendance	Never	0.08	-
	Seldom	0.23	-
	A few times a year	0.12	-
	Once/twice a month	0.13	-
	Once a week	0.4	-
	Missing	0.05	-
Education	Quartile 1	0.25	-
	Quartile 2	0.25	-
	Quartile 3	0.25	-
	Quartile 4	0.25	-
	Quartile Missing	0	-
Gender	Male	0.45	-
	Female	0.55	-
Ideology Strength	Moderate	0.01	-
	Moderate, leans liberal/conservative	0.25	-
	Weak liberal/conservative	0.25	-
	Strong liberal/conservative	0.19	-
	Missing	0.3	-
Income	Quintile 1	0.18	-
	Quintile 2	0.18	-
	Quintile 3	0.18	-
	Quintile 4	0.18	-
	Quintile 5	0.18	-
	Missing	0.09	-
Political Interest	0 (least interested)	0.05	-
	1	0.12	-
	2	0.26	-
	3 (most interested)	0.41	-
	Missing	0.17	-
Marital Status	Not married	0.25	-
	Married	0.75	-
	Missing	0	-
Party ID Strength	Independent	0.08	-
	Lean D/R	0.22	-
	Not very strong D/R	0.22	-
	Strong D/R	0.29	-
	Missing	0.19	-
Race/Ethnicity	White, Non-Hispanic	0.93	-
	Black	0.04	-
	Other	0.02	-
	Missing	0.01	-
Recent mover	No	0.98	-
	Yes	0.02	-
	Missing	0	-
Self-reported Turnout	No	0.11	-
	Yes	0.89	-
Validated Turnout	No	0.33	-
	Yes	0.67	-

Table B2: Summary statistics for the Williamsburg data

Variable	Value(s)	Mean	Std. Dev.
Network Participation	[0-1]	0.42	0.43
Age	Missing	1	-
Church Attendance	Missing	1	-
Education	Quartile 1	0.25	-
	Quartile 2	0.25	-
	Quartile 3	0.25	-
	Quartile 4	0.25	-
	Quartile Missing	0.01	-
Gender	Male	0.38	-
	Female	0.61	-
	Missing	0.01	-
Ideology Strength	Moderate	0.17	-
	Moderate, leans liberal/conservative	0.32	-
	Weak liberal/conservative	0.27	-
	Strong liberal/conservative	0.11	-
	Missing	0.13	-
Income	Quintile 1	0.18	-
	Quintile 2	0.18	-
	Quintile 3	0.18	-
	Quintile 4	0.18	-
	Quintile 5	0.18	-
	Missing	0.08	-
Political Interest	0 (least interested)	0.02	-
	1	0.13	-
	2	0.45	-
	3 (most interested)	0.34	-
	Missing	0.06	-
Marital Status	Missing	1	-
Party ID Strength	Independent	0.09	-
	Lean D/R	0.28	-
	Not very strong D/R	0.27	-
	Strong D/R	0.22	-
	Missing	0.14	-
Race/Ethnicity	White, Non-Hispanic	0.75	-
	Black	0.04	-
	Hispanic	0.04	-
	Other	0.1	-
	Missing	0.08	-
Recent mover	Missing	1	-
Self-reported Turnout	No	0.67	-
	Yes	0.33	-
Validated Turnout	No	0.77	-
	Yes	0.23	-

Table B3: Summary statistics for the CCES data

Variable	Value(s)	Mean	Std. Dev.
Network Participation	[0-1]	0.91	0.25
Age	Quintile 1	0.2	–
	Quintile 2	0.2	–
	Quintile 3	0.2	–
	Quintile 4	0.2	–
	Quintile 5	0.2	–
Church Attendance	Never	0.27	–
	Seldom	0.22	–
	A few times a year	0.13	–
	Once/twice a month	0.08	–
	Once a week	0.2	–
	More than once a week	0.08	–
	Missing	0.01	–
Education	Quartile 1	0.25	–
	Quartile 2	0.25	–
	Quartile 3	0.25	–
	Quartile 4	0.25	–
Gender	Male	0.46	–
	Female	0.54	–
Ideology Strength	Moderate	0.35	–
	Liberal/conservative	0.43	–
	Very liberal/conservative	0.17	–
	Missing	0.05	–
Income	Quintile 1	0.18	–
	Quintile 2	0.18	–
	Quintile 3	0.18	–
	Quintile 4	0.18	–
	Quintile 5	0.18	–
	Missing	0.11	–
Political Interest	0 (least interested)	0.04	–
	1	0.12	–
	2	0.28	–
	3 (most interested)	0.55	–
	Missing	0.01	–
Marital Status	Not married	0.44	–
	Married	0.56	–
Party ID Strength	Independent	0.16	–
	Lean D/R	0.19	–
	Not very strong D/R	0.24	–
	Strong D/R	0.39	–
	Missing	0.02	–
Race/Ethnicity	White, Non-Hispanic	0.74	–
	Black	0.1	–
	Hispanic	0.07	–
	Other	0.1	–
Recent mover	No	0.79	–
	Yes	0.21	–
	Missing	0	–
Self-reported Turnout	No	0.08	–
	Yes	0.92	–
Validated Turnout	No	0.37	–
	Yes	0.63	–

C. Multiple imputation details

Rather than assuming that responses are missing at random, we use a multiple imputation procedure to model the missing data, treating the cases as missing at random, *conditional on the predictors in the imputation model*. Therefore, this approach is increasingly useful as the imputation model improves. For imputation models, prediction is the criterion of interest rather than causal identification. Therefore, adding additional variables that improve prediction are useful regardless of whether (or how) they are causally related to the imputed variable (King et al., 2001). We therefore include as predictors all other variables from our models. To minimize functional form assumptions, we use untransformed variables in the imputation models. After the imputations, we discretize age, education, and income and transform party identification and ideology to measures of partisan and ideological extremity.

Since non-response is strongly related to media consumption (Berinsky, 2007; Keeter et al., 2006), we also include measures of media use as additional predictors in the imputation models. The South Bend study and the CCES both provide two items that measure how often respondents watch and read the news.¹ Unfortunately, the Williamsburg survey lacked analogous items. The CCES common content also included two five-item batteries that measure media use and social media use.² We include each scale item as a separate predictor. Finally, we include neighborhood fixed effects as predictors in the South Bend imputations and state fixed effects for the CCES imputations.³

¹The South Bend measures come from items C6 and C7. The CCES items are indicators constructed from common content item CC16_300b.

²The media use items are CC16_300_1–CC16_300_5. The social media use items are CC16d_300_1–CC16d_300_5.

³In South Bend, the neighborhood identifiers are items adnhd, bdnhd, cadnhd. We use the most recent non-missing value. In the CCES, we use the post-election common content item, `inputstate_post`

D. Full observational model results

To conserve space, we report only the coefficients associated with network participation in the main text. The tables below display the complete results from those logistic regression models. In addition, the last columns in each table provide an alternative specification of validated turnout. As we explain in the main text, validated voting measures typically treat unmatched respondents as nonvoters, but [Berent, Krosnick and Lupia \(2016\)](#) argue that this approach introduces too much error. To address this concern, we also report results from models where we exclude unmatched respondents from analysis, ensuring that all observations have been validated.

Table D1: Nonvoters embedded in more participatory networks are more likely to report that they voted.

	South Bend		Williamsburg		CCES		CCES - Matched	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Intercept	0.17 (0.25)	-3.25*** (0.70)	-2.17*** (0.11)	-3.56*** (0.47)	0.59 (0.51)	-2.18** (0.96)	-0.55 (0.60)	-3.54** (1.77)
Network Participation (as a proportion)	0.73** (0.35)	1.05** (0.45)	2.29*** (0.52)	2.08*** (0.54)	1.20** (0.58)	1.64** (0.72)	1.92*** (0.74)	2.43** (1.03)
Church Attendance Frequency	—	0.23*** (0.08)	—	—	—	0.20 (0.13)	—	0.03 (0.18)
Political Interest	—	0.82*** (0.14)	—	0.32** (0.14)	—	0.48** (0.21)	—	0.80** (0.36)
Party ID Strength	—	0.27* (0.14)	—	0.04 (0.12)	—	0.54*** (0.16)	—	0.38 (0.29)
Ideology Strength	—	-0.33* (0.18)	—	0.03 (0.11)	—	-0.52* (0.30)	—	-0.60 (0.58)
Education	—	0.06 (0.12)	—	0.35*** (0.08)	—	0.51** (0.20)	—	0.62* (0.34)
Income	—	0.18 (0.13)	—	-0.02 (0.07)	—	0.10 (0.16)	—	0.22 (0.26)
Indicators (0 = No; 1 = Yes)	—	—	—	—	—	—	—	—
No network	—	-0.57 (0.49)	—	0.04 (0.19)	—	-0.05 (0.77)	—	3.42* (1.96)
Female	—	-0.19 (0.23)	—	-0.49*** (0.18)	—	-0.35 (0.41)	—	-0.52 (0.66)
Married	—	-0.23 (0.30)	—	—	—	0.11 (0.40)	—	0.56 (0.64)
Recent Mover	—	0.44 (0.75)	—	—	—	-1.26*** (0.42)	—	-2.34*** (0.69)
Race/Ethnicity Dummies (ref. = White, non-Hispanic)	—	—	—	—	—	—	—	—
Black	—	1.43*** (0.51)	—	-0.11 (0.49)	—	-0.98 (0.71)	—	-1.69 (1.20)
Hispanic	—	—	—	-0.44 (0.56)	—	0.98 (0.89)	—	-2.03* (1.04)
Other	—	-0.82 (1.02)	—	0.02 (0.28)	—	1.23** (0.62)	—	-0.33 (0.81)
Age Dummies (ref. = Quintile 1)	—	—	—	—	—	—	—	—
Age - Quintile 2	—	-0.00 (0.36)	—	—	—	-0.40 (0.48)	—	0.66 (0.87)
Age - Quintile 3	—	0.80 (0.54)	—	—	—	-0.09 (0.59)	—	-0.65 (0.92)
Age - Quintile 4	—	0.65 (0.53)	—	—	—	-1.11 (0.74)	—	-1.73 (1.10)
Age - Quintile 5	—	2.39*** (0.47)	—	—	—	-0.43 (0.75)	—	-0.90 (1.46)
AIC	630.29	473.04	1008.46	984.47	487.17	409.23	227.70	196.69
N - Observations	500	500	1335	1335	552	552	183	183
N - Imputations	50	50	50	50	50	50	50	50

***p < 0.01, **p < 0.05, *p < 0.1

Note: This table displays coefficients from logistic regression models in which overreporting is regressed on network participation. Standard errors are provided in parentheses. The errors in the South Bend models are corrected for clustering at the neighborhood level. The CCES estimates rely on post-election weights.

Table D2: Models relying on self-reported turnout suggest greater social influence than do models relying on validated turnout.

	South Bend		Williamsburg		CCES		CCES - Matched	
	Self Report	Validated	Self Report	Validated	Self Report	Validated	Self Report	Validated
Intercept	-2.05*** (0.46)	-0.82** (0.42)	-1.18*** (0.27)	-1.07*** (0.30)	-0.47 (0.87)	-0.58 (0.75)	0.33 (0.94)	-0.33 (0.91)
Network Participation (as a proportion)	0.73* (0.40)	0.05 (0.23)	2.26*** (0.38)	1.91*** (0.38)	1.13** (0.54)	-0.28 (0.45)	1.69*** (0.61)	-0.11 (0.56)
Church Attendance Frequency	0.29*** (0.07)	0.13*** (0.03)	—	—	0.18 (0.14)	0.02 (0.06)	0.15 (0.18)	0.07 (0.09)
Political Interest	0.59*** (0.10)	0.05 (0.08)	0.23*** (0.08)	0.16* (0.09)	0.63*** (0.21)	0.49*** (0.15)	0.72*** (0.25)	0.55*** (0.20)
Party ID Strength	0.44*** (0.13)	0.21*** (0.08)	0.05 (0.08)	0.05 (0.08)	0.43*** (0.16)	0.00 (0.09)	0.37* (0.21)	-0.00 (0.13)
Ideology Strength	-0.34*** (0.12)	-0.11 (0.08)	-0.03 (0.07)	-0.07 (0.08)	-0.33 (0.28)	0.04 (0.15)	-0.76** (0.36)	0.14 (0.23)
Education	0.23** (0.10)	0.19** (0.09)	-0.04 (0.05)	-0.25*** (0.05)	0.29 (0.20)	-0.15* (0.08)	0.47** (0.23)	0.04 (0.12)
Income	0.18* (0.11)	0.02 (0.05)	0.03 (0.04)	0.06 (0.04)	0.08 (0.17)	0.04 (0.07)	-0.08 (0.18)	0.02 (0.11)
Indicators (0 = No; 1 = Yes)	—	—	—	—	—	—	—	—
No network	-0.73 (0.44)	-0.44* (0.23)	-0.37*** (0.13)	-0.58*** (0.15)	-0.29 (0.66)	-0.27 (0.36)	2.13** (0.87)	-0.25 (0.54)
Female	-0.03 (0.18)	0.02 (0.17)	-0.31*** (0.11)	-0.15 (0.12)	-0.42 (0.40)	0.13 (0.18)	-0.34 (0.52)	0.25 (0.27)
Married	0.03 (0.22)	0.23* (0.13)	—	—	0.13 (0.35)	0.03 (0.19)	0.30 (0.36)	-0.02 (0.28)
Recent Mover	-0.21 (0.62)	-0.77*** (0.21)	—	—	-0.81** (0.33)	0.31 (0.22)	-0.89* (0.46)	0.38 (0.31)
Race/Ethnicity Dummies (ref. = White, non-Hispanic)	—	—	—	—	—	—	—	—
Black	0.05 (0.32)	-1.03*** (0.31)	-0.54 (0.34)	-0.78* (0.42)	-0.84 (0.79)	0.09 (0.35)	-1.21 (1.01)	-0.10 (0.53)
Hispanic	—	—	-0.13 (0.28)	-0.01 (0.30)	0.60 (0.87)	-0.51 (0.35)	-0.36 (0.96)	0.04 (0.52)
Other	-1.20** (0.59)	-0.86** (0.42)	-0.28 (0.19)	-0.44** (0.22)	0.78 (0.54)	-0.41 (0.32)	0.25 (0.66)	-0.19 (0.49)
Age Dummies (ref. = Quintile 1)	—	—	—	—	—	—	—	—
Age - Quintile 2	0.49* (0.30)	0.61*** (0.20)	—	—	-0.71 (0.45)	-0.12 (0.25)	-1.53** (0.71)	-0.44 (0.35)
Age - Quintile 3	1.20*** (0.40)	0.87*** (0.18)	—	—	-0.26 (0.55)	0.32 (0.27)	-0.79 (0.85)	0.50 (0.41)
Age - Quintile 4	1.32*** (0.41)	1.03*** (0.23)	—	—	-0.71 (0.83)	0.61** (0.29)	-1.80* (0.94)	0.39 (0.48)
Age - Quintile 5	1.56*** (0.33)	-0.76*** (0.18)	—	—	-0.05 (0.66)	0.84*** (0.31)	-1.14 (0.86)	0.41 (0.43)
AIC	834.75	1694.83	2123.64	1804.75	590.78	1661.27	383.35	998.63
N - Observations	1510	1510	1735	1735	1512	1512	1143	1143
N - Imputations	50	50	50	50	50	50	50	50

***p < 0.01, **p < 0.05, *p < 0.1

Note: This table displays coefficients from logistic regression models in which self-reported or validated turnout is regressed on network participation. Standard errors are provided in parentheses. The errors in the South Bend models are corrected for clustering at the neighborhood level. The CCES estimates rely on post-election weights.

E. Balance statistics for the experimental study

Tables E1-E3 present balance statistics for each randomly assigned variable in the CCES experiment. In the tables, the means reflect proportions of respondents with each value of the pre-treatment covariates examined in the observational study. The p-values come from regressions of treatment assignment on the covariates. For the binary network participation prime, shown in Table E1, the p-values come from logistic regression. For the trichotomous treatments shown in Table E2 (the national treatment) & Table E3 (the type of relationship the name generator elicited), the p-values come from multinomial logistic regressions. In all three models, missing covariate values are treated as distinct categories. In the tables, the covariates are ordered by the minimum p-value.

In general, the covariates appear balanced across treatments, but Table E1 suggests respondents in the `associate_voted` group differ somewhat from the `associate_abstained` respondents in terms of their income, age, and partisan strength. We therefore estimated models controlling for these covariates. Since these covariates include missing values, we rely on the imputed data from the observational study and combine the estimates using Rubin's rules. After including controls, respondents in the `associate_voted` group were 4 percentage points more likely to report voting than respondents in the `associate_abstained` group (95% CI = [0.4, 8.3]; $p = 0.03$). And, with these controls, the `associate_voted` group still tended to feel greater social pressure. Compared to the `associate_abstained` group, these respondents expected their associate to be 0.61 more disappointed on the three-point scale (95% CI = [0.49, 0.72]; $p < 0.001$).

Table E2 suggests some imbalance across values of the national turnout cue for church attendance, income, education, and age. Much like the network participation prime effects, the effect of the national turnout cue on perceptions of national turnout remains after controlling for these covariates. Conditional on these controls, respondents' estimates of

Table E1: Balance statistics for the network participation prime

Covariate	Covariate Value	Mean		p-value
		1. Non-Voter	2. Voter	
Income	Quintile 1	0.2	0.15	baseline
	Quintile 2	0.17	0.18	0.1
	Quintile 3	0.14	0.21	0
	Quintile 4	0.19	0.16	0.62
	Quintile 5	0.18	0.18	0.17
	Missing	0.1	0.11	0.36
Age	Quintile 1	0.19	0.21	baseline
	Quintile 2	0.24	0.17	0.01
	Quintile 3	0.23	0.18	0.04
	Quintile 4	0.19	0.21	0.63
	Quintile 5	0.16	0.24	0.39
Party ID Strength	Independent	0.13	0.17	baseline
	Lean D/R	0.19	0.17	0.06
	Not very strong D/R	0.23	0.23	0.19
	Strong D/R	0.39	0.41	0.23
	Missing	0.05	0.03	0.02
Church Attendance	Never	0.28	0.27	baseline
	Seldom	0.22	0.22	0.81
	A few times a year	0.11	0.15	0.2
	Once/twice a month	0.08	0.09	0.69
	Once a week	0.22	0.21	0.61
	More than once a week	0.09	0.06	0.17
	Missing	0.01	0	0.73
Ideology Strength	Moderate	0.31	0.34	baseline
	Liberal/conservative	0.45	0.41	0.19
	Very liberal/conservative	0.17	0.18	0.84
	Missing	0.07	0.07	0.85
Political Interest	0 (least interested)	0.05	0.05	baseline
	1	0.14	0.1	0.22
	2	0.27	0.26	0.68
	3 (most interested)	0.53	0.57	0.8
	Missing	0.01	0.01	0.99
Gender	Male	0.44	0.43	baseline
	Female	0.56	0.57	0.43
Race/Ethnicity	White, Non-Hispanic	0.73	0.74	baseline
	Black	0.1	0.09	0.62
	Hispanic	0.06	0.07	0.72
	Other	0.11	0.1	0.76
Marital Status	Not married	0.48	0.48	baseline
	Married	0.52	0.52	0.71
Education	Quartile 1	0.25	0.25	baseline
	Quartile 2	0.24	0.26	0.77
	Quartile 3	0.26	0.24	0.75
	Quartile 4	0.25	0.25	0.89
Recent mover	No	0.77	0.79	baseline
	Yes	0.23	0.21	0.88

Table E2: Balance statistics for the national turnout cue

Covariate	Covariate Value	Mean			p-value	
		1. No cue	2. 37% cue	3. 59% cue	1 v 2	1 v 3
Church Attendance	Never	0.26	0.27	0.3	baseline	baseline
	Seldom	0.21	0.22	0.22	0.77	0.64
	A few times a year	0.13	0.12	0.13	0.61	0.43
	Once/twice a month	0.1	0.07	0.09	0.09	0.32
	Once a week	0.23	0.24	0.17	0.54	0.06
	More than once a week	0.07	0.08	0.07	0.95	0.56
	Missing	0	0.01	0.01	0	0
Income	Quintile 1	0.17	0.14	0.23	baseline	baseline
	Quintile 2	0.18	0.17	0.19	0.77	0.33
	Quintile 3	0.19	0.2	0.14	0.44	0.03
	Quintile 4	0.2	0.18	0.16	0.79	0.01
	Quintile 5	0.16	0.18	0.19	0.7	0.19
	Missing	0.1	0.14	0.09	0.16	0.1
Education	Quartile 1	0.27	0.26	0.23	baseline	baseline
	Quartile 2	0.27	0.23	0.24	0.97	0.43
	Quartile 3	0.23	0.24	0.28	0.47	0.02
	Quartile 4	0.24	0.27	0.25	0.24	0.07
Age	Quintile 1	0.2	0.18	0.23	baseline	baseline
	Quintile 2	0.2	0.2	0.2	0.83	0.34
	Quintile 3	0.17	0.22	0.21	0.27	0.88
	Quintile 4	0.23	0.21	0.15	0.97	0.02
	Quintile 5	0.2	0.19	0.21	1	0.8
Marital Status	Not married	0.52	0.42	0.49	baseline	baseline
	Married	0.48	0.58	0.51	0.03	0.14
Political Interest	0 (least interested)	0.05	0.04	0.07	baseline	baseline
	1	0.13	0.1	0.12	0.59	0.72
	2	0.25	0.3	0.25	0.09	0.92
	3 (most interested)	0.56	0.54	0.55	0.25	0.99
	Missing	0.01	0.02	0.01	0.23	0.67
Ideology Strength	Moderate	0.32	0.29	0.37	baseline	baseline
	Liberal/conservative	0.44	0.44	0.39	0.62	0.14
	Very liberal/conservative	0.18	0.2	0.15	0.36	0.22
	Missing	0.06	0.07	0.09	0.14	0.29
Gender	Male	0.46	0.45	0.41	baseline	baseline
	Female	0.54	0.55	0.59	0.66	0.19
Race/Ethnicity	White, Non-Hispanic	0.73	0.76	0.71	baseline	baseline
	Black	0.1	0.08	0.1	0.83	0.72
	Hispanic	0.06	0.06	0.07	0.74	0.72
	Other	0.11	0.09	0.12	0.26	0.82
Party ID Strength	Independent	0.14	0.15	0.16	baseline	baseline
	Lean D/R	0.18	0.17	0.2	0.86	0.86
	Not very strong D/R	0.23	0.25	0.21	0.49	0.56
	Strong D/R	0.42	0.4	0.4	0.88	0.86
	Missing	0.04	0.04	0.04	0.81	0.31
Recent mover	No	0.77	0.78	0.79	baseline	baseline
	Yes	0.23	0.22	0.21	0.72	0.35

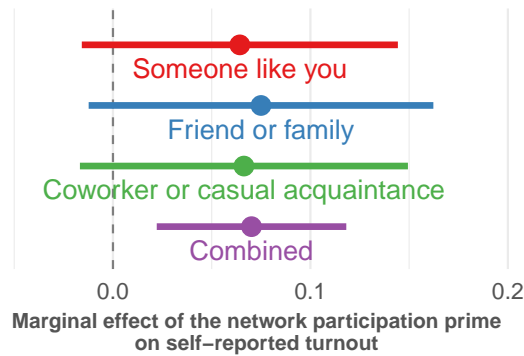
the national turnout rate were five percentage points lower if they received the 37% cue compared to no cue (95% CI = [-7.8, -1.8]; $p = 0.002$); and three percentage points lower if they received the 37% cue compared to the 59% cue (95% CI = [-6.5, -0.5]; $p = 0.02$). Likewise, the national turnout cue still has little impact on turnout once these controls are added. Conditional on these controls, respondents with the 37% cue were one percentage point *more* likely to report voting than those who received no cue (95% CI = [-3.4, 5.1]; $p = 0.70$) and four percentage points more likely to report voting than those who received the 59% cue (95% CI = [-0.4, 9.3]; $p = 0.07$). Thus, consistent with the main text, the estimated conditional effects are in the opposite direction as we would expect if perceptions of national turnout levels increased overreporting.

Table E3: Balance statistics for the type of relationship elicited

Covariate	Covariate Value	Mean			p-value	
		1. Friend/Family	2. Coworker/Acquaintance	3. Person like you	1 v 2	1 v 3
Church Attendance	Never	0.27	0.3	0.26	baseline	baseline
	Seldom	0.21	0.23	0.21	0.95	0.86
	A few times a year	0.11	0.13	0.15	0.63	0.11
	Once/twice a month	0.08	0.07	0.1	0.59	0.3
	Once a week	0.22	0.19	0.23	0.18	0.92
	More than once a week	0.1	0.07	0.04	0.11	0.03
	Missing	0.01	0.01	0	0.77	0.68
Marital Status	Not married	0.5	0.49	0.43	baseline	baseline
	Married	0.5	0.51	0.57	0.48	0.05
Gender	Male	0.47	0.43	0.41	baseline	baseline
	Female	0.53	0.57	0.59	0.34	0.06
Race/Ethnicity	White, Non-Hispanic	0.72	0.7	0.77	baseline	baseline
	Black	0.1	0.11	0.07	0.26	0.69
	Hispanic	0.09	0.04	0.06	0.09	0.4
	Other	0.09	0.14	0.09	0.15	0.98
Income	Quintile 1	0.2	0.17	0.17	baseline	baseline
	Quintile 2	0.16	0.19	0.18	0.23	0.36
	Quintile 3	0.18	0.16	0.19	0.88	0.87
	Quintile 4	0.14	0.19	0.2	0.15	0.22
	Quintile 5	0.2	0.18	0.16	0.84	0.51
	Missing	0.11	0.12	0.1	0.34	0.92
Education	Quartile 1	0.26	0.23	0.27	baseline	baseline
	Quartile 2	0.23	0.28	0.24	0.22	0.88
	Quartile 3	0.26	0.23	0.26	0.9	0.69
	Quartile 4	0.25	0.27	0.23	0.43	0.6
Party ID Strength	Independent	0.15	0.14	0.15	baseline	baseline
	Lean D/R	0.17	0.2	0.18	0.24	0.75
	Not very strong D/R	0.24	0.22	0.23	0.86	0.95
	Strong D/R	0.41	0.4	0.4	0.74	0.8
	Missing	0.04	0.04	0.04	0.8	0.54
Ideology Strength	Moderate	0.35	0.32	0.31	baseline	baseline
	Liberal/conservative	0.41	0.43	0.44	0.39	0.29
	Very liberal/conservative	0.18	0.17	0.18	0.92	0.65
	Missing	0.06	0.08	0.08	0.27	0.31
Political Interest	0 (least interested)	0.05	0.05	0.06	baseline	baseline
	1	0.12	0.11	0.12	0.75	0.71
	2	0.28	0.28	0.24	0.67	0.47
	3 (most interested)	0.54	0.55	0.57	0.7	0.95
	Missing	0.02	0.01	0.01	0.9	0.43
Age	Quintile 1	0.2	0.2	0.2	baseline	baseline
	Quintile 2	0.21	0.2	0.19	0.82	0.61
	Quintile 3	0.22	0.2	0.19	0.83	0.56
	Quintile 4	0.18	0.19	0.23	0.92	0.52
	Quintile 5	0.2	0.21	0.2	0.99	0.58
Recent mover	No	0.78	0.79	0.78	baseline	baseline
	Yes	0.22	0.21	0.22	0.55	0.98

F. Treatment effects by the type of relationship elicited

Figure F1: The effect of the network participation prime remains consistent across types of relationships



Note: In the experiment, the name generator asked respondents to think of a voter or non-voter from one of the following three randomly-assigned groups: a “close friend or family member”, a “coworker or casual acquaintance”, or a “person like you”. This figure displays the estimated effect of the network participation prime for each type of relationship as well as the estimate when all three groups are combined. The dots and lines represent estimates and 95% confidence intervals from difference in means tests. These values represent the expected change in an individual’s probability of reporting that they voted when asked to think of an associate who voted rather than an associate who abstained. The point estimates are substantively similar in each group, though the precision of the estimates is lower within each group than when combined due to reduced power. The data come from the 2016 post-election CGES module.

G. Attrition during the experiment

Of the 841 post-treatment respondents in the CCES module, 39 provided no response to one or more of the dependent variables used in the experimental study. Tables G1-G3 examine how this attrition was distributed across the randomly assigned variables. Despite some attrition, the effects reported in the main text are not sensitive to attrition, as we demonstrate below.

Attrition was greatest for responses to the question asking about how disappointed the associate elicited by the name generator would be to learn the respondent did not vote. Table G1 suggests that the attrition was greater among respondents asked to name a non-voter ($n = 11$) than among respondents asked to name a voter ($n = 5$). Given this difference, we can investigate how non-response might bias the effect of the network participation prime on perceived social pressure. The estimates in the main text omit the missing responses, which relies on the strong assumption that the observations are missing completely at random. Under this assumption, the treatment effect is .62 (95% CI = [.51, .73]; $p < 0.001$). That is, respondents primed to think of an associate who voted expected this associate to be about .62 more disappointed on the three-point scale than respondents primed to think of a non-voter. To provide a lower bound on the estimate, we can instead impute the minimum value of disappointment for all missing responses assigned to think of a voter. Likewise, we can impute the maximum value of disappointment for all missing responses assigned to think of a non-voter. These extreme assumptions bias the estimate toward the null, but nonetheless suggest a substantively similar treatment effect of .57 (95% CI = [.46, .68]; $p < 0.001$). To estimate the upper bound due to missing values, we can instead impute the maximum value of disappointment for the `associate_voted` group and the minimum value for the `associate_abstained` group. Again this strong assumption leads to the same substantive conclusion with a treatment effect of .64 (95% CI = [.54, .75]; $p < 0.001$).

Table G1: Number of cases missing (and percent missing) for each dependent variable across values of the network participation prime

DV	Treatment Value	
	Non-Voter	Voter
Disappointment	11 (2.7%)	5 (1.1%)
National Turnout Estimate	6 (1.5%)	4 (0.9%)
Network Turnout Estimate	9 (2.2%)	2 (0.5%)
Self-Reported Turnout	1 (0.2%)	1 (0.2%)

Table G2: Number of cases missing (and percent missing) for each dependent variable across values of the national turnout cue

DV	Treatment Value		
	No cue	37% cue	59% cue
Disappointment	4 (1.3%)	6 (2.2%)	6 (2.2%)
National Turnout Estimate	4 (1.3%)	3 (1.1%)	3 (1.1%)
Network Turnout Estimate	3 (1%)	5 (1.8%)	3 (1.1%)
Self-Reported Turnout	0 (0%)	1 (0.4%)	1 (0.4%)

Table G3: Number of cases missing (and percent missing) for each dependent variable by the type of relationship elicited

DV	Treatment Value		
	Friend/Family	Coworker/Acquaintance	Person like you
Disappointment	5 (1.8%)	4 (1.5%)	7 (2.4%)
National Turnout Estimate	3 (1.1%)	3 (1.1%)	4 (1.4%)
Network Turnout Estimate	4 (1.4%)	1 (0.4%)	6 (2%)
Self-Reported Turnout	0 (0%)	0 (0%)	2 (0.7%)

The network turnout estimate also has greater non-response among the associate abstained group. As we show in the main text, omitting missing cases leads to a near-zero treatment effect equal to -0.8 on the 101-point scale (95% CI = [-3.2, 1.6]; $p = 0.51$). Again, even the most extreme assumptions about the true values of these cases leads to the same conclusion. If we impute these cases to create an upper bound on the effect as above, the estimated effect is 0.4 (95% CI = [-2.1, 3.0]; $p = 0.73$). And if we impute the cases to estimate the lower bound, the estimated effect is -2.0 (95% CI = [-4.5, 0.5]; $p = 0.12$).

Supporting Information References

- Berent, Matthew K., Jon A. Krosnick and Arthur Lupia. 2016. "Measuring Voter Registration and Turnout in Surveys Do Official Government Records Yield More Accurate Assessments?" *Public Opinion Quarterly* 80(3):597–621.
- Berinsky, Adam J. 2007. Survey Non-Response. In *The SAGE Handbook of Public Opinion Research*, ed. Wolfgang Donsbach and Michael W. Traugott. Thousand Oaks, CA: SAGE pp. 309–321.
- Keeter, Scott, Courtney Kennedy, Michael Dimock, Jonathan Best and Peyton Craighill. 2006. "Gauging the Impact of Growing Nonresponse on Estimates from a National RDD Telephone Survey." *The Public Opinion Quarterly* 70(5):759–779.
- King, Gary, James Honaker, Anne Joseph and Kenneth Scheve. 2001. "Analyzing Incomplete Political Science Data: An Alternative Algorithm for Multiple Imputation." *American Political Science Review* null(01):49–69.