

## **Methodology statement: Text Formatting and Attention**

- **Data collection strategy:** Web survey
- **Who sponsored the research and who conducted it:** YouGov sponsored and conducted the research.
- **Measurement tools/instruments:** For question wordings and other details of survey administration refer to the questionnaire script below.
- **Population under study:** United States residents age 18 or older.
- **Method:** Members of YouGov's panel were invited to participate in the survey. YouGov's recruitment process is open to all, and members of the public can join our panel by signing up via the YouGov website or app (both Android & iOS).
- For the purposes of this study, YouGov's normal matching and weighting procedures were not applied. The resulting data is not intended to be representative of any population.
- Respondents were offered 500 points to participate. Respondents can redeem points for gift cards after accruing a fixed amount (depending on their location).
- **Methods and modes of data collection:** All interviews were conducted via self-administered web questionnaire with YouGov's survey platform.
- **Dates of data collection:** August 31 - September 5, 2024
- **Sample size:** 4,373
- **How the data were weighted:** This study is primarily experimental and was not weighted to be representative of any population.
- **How the data were processed and procedures to ensure data quality:** Panelists eligible for participation in our surveys have been members of the YouGov panel for at least 30 days and have passed a series of quality checks. In addition to the original screening, the survey included a set of items meant to ensure respondents were paying attention. YouGov's normal process is to use these as well as other behavioral indicators to clean out cases that did not seem to be paying attention. However, because the purpose of this study was to assess the survey experience, these typical cleaning procedures were not followed.
- **General statement acknowledging limitations of the design and data collection:** In addition to sampling error, surveys are subject to other kinds of error. Care should be taken in the interpretation of the results.

## Questionnaire script

```
[format_condition if gtype == 'test'] {single varlabel = "Format for
attention check"} Formatting condition
<1> Bold
<2> Italics
<3> Underline
<4> None

[type_condition if gtype == 'test'] {single varlabel = "Type of attention
check"} Type of question
<1> Favorite color
<2> Political interest
<3> Open-ended

{
if not format_condition:
format_condition.set(panman.assign_treatment([1,1,1,1], 1, "Format treatment
assignment"))
if not type_condition: type_condition.set(panman.assign_treatment([1,1,1], 1,
"Type treatment assignment"))

attn_pipe = "To show you are paying attention, please leave this item blank."
if format_condition in [1]:
    attn_pipe = "<b>To show you are paying attention, please leave this item
blank.</b>"
if format_condition in [2]:
    attn_pipe = "<i>To show you are paying attention, please leave this item
blank.</i>"
if format_condition in [3]:
    attn_pipe = "<u>To show you are paying attention, please leave this item
blank.</u>"
}

[exp_attn_color if type_condition in [1]] {single} For this question, we are
interested in your immediate reaction. Please read the instructions carefully
and then give the first answer that comes into your head.
$attn_pipe.raw<p></p>Among the following, which is your favorite color?
<1> Red
<2> Orange
<3> Yellow
<4> Green
<5> Blue
<6> Purple

[exp_attn_interest if type_condition in [2]] {single} For this question, we
are interested in your immediate reaction. Please read the instructions
carefully and then give the first answer that comes into your head.
$attn_pipe.raw<p></p>How interested, if at all, are you in politics?
```

```
<1> Extremely  
<2> Very  
<3> Somewhat  
<4> A little  
<5> Not very  
<6> Not at all
```

```
{  
attn_pipe2 = "To show you are paying attention, please enter 'teal.'"  
if format_condition in [1]:  
    attn_pipe2 = "<b>To show you are paying attention, please enter  
'teal.'</b>"  
if format_condition in [2]:  
    attn_pipe2 = "<i>To show you are paying attention, please enter  
'teal.'</i>"  
if format_condition in [3]:  
    attn_pipe2 = "<u>To show you are paying attention, please enter  
'teal.'</u>"  
}
```

```
[exp_attn_open if type_condition in [3]] {open} For this question, we are  
interested in your immediate reaction. Please read the instructions carefully  
and then give the first answer that comes into your head.  
$attn_pipe2.raw<p></p>What is your favorite color?
```