A.1 Appendix

Study	Condition and time frame	Wave			
		1	2	3	4
Study 1: Inauguration	Control (N)	765	580	410	311
	Treatment (N)	731	495	361	276
	Start Date	Jan 16 2017	Jan 20 2017	Jan 27 2017	May 31 2017
	End Date	Jan 16 2017	Jan 21 2017	Jan 28 2017	Jun 7 2017
Study 2: State of the Union (2017)	Control	622	364	265	
	Treatment	596	463	364	
	Start Date	Feb 23 2017	Feb 28 2017	Mar 7 2017	
	End Date	Feb 24 2017	Mar 1 2017	Mar 8 2017	
Study 3: State of the Union (2018)	Control	386	293	278	
	Treatment	400	295	266	
	Start Date	Jan 25 2018	Jan 30 2018	Feb 6 2018	
	End Date	Jan 26 2018	Jan 31 2018	Feb 10 2018	
Study 4: State of the Union (2019)	Control	997	631	482	
	Treatment	537	349	288	
	Start Date	Jan 29 2019	Feb 05 2019	Feb 12 2019	
	End Date	Feb 02 2019	Feb 06 2019	Feb 13 2019	

Table A.1: Experimental participation and time frame, by study and wave. Dates indicate the day of the first and last participant in each study.

study	Wave:	Confidence in Trump			Enjoys elites' respect			Exemplifies pres. values			Combined pres. scale			Adopt policies	
		2	3	4	2	3	4	2	3	4	2	3	4	2	3
Inaug.	Treat	.25***(.07)	.05***(.05)	.05(.12)	.15***(.04)	.19***(.05)	.2(.12)	.25***(.06)	.29***(.07)	.1(.11)	.22***(.06)	.23***(.05)	(.11)		
	n	1,139	809	587	1,139	809	587	1,139	809	587	1,139	809	587		
	r^2	.004	.003	.00022	.002	.004	.001	.004	.005	.00078	.004	.004	.00078		
SOTU 2017	Treat	.22**(.08)	.08(.10)		.08(.07)	.02(.14)		.21*(.09)	.17(.13)		.17*(.08)	.09(.12)		.01(.09)	.08(.10)
	n	868	609		868	609		868	609		868	609		868	609
	r^2	.004	.00045		.00073	.000033		.003	.002		.003	.00065		.000017	.00073
SOTU A 2018	Treat	.17(.13)	.07(.14)		.16(.13)	.07(.18)		.16(.18)	0(.20)		.16(.14)	.05(.17)		.03(.13)	.01(.14)
	n	637	529		637	529		637	529		637	529		637	529
	r^2	.002	.00034		.003	.00052		.001	.0000001		.002	.00017		.0001	.000012
SOTU 2019	Treat	.16(.09)	.1(.10)		.14(.08)	.02(.07)		.16*(.08)	.04(.10)		.15*(.08)	.05(.08)		.1(.05)	.01(.07)
	n	901	696		901	696		901	696		901	696		901	696
	r^2	.002	.00062		.002	.000057		.001	.000093		.002	.00022		.001	.000014

Table A.2: Regression models for separate presidential batteries, combined presidentiaism scale, and policy scale, by wave and study. In each scale, higher values indicate those invited to watch a Presidential event had a better view of President Trump (along each scale) or were more inclined to share Trump's policy positions. Intercepts are omitted for simplicity. Standard errors are clustered by randomization block.

Table A.3: Balance results by condition, study, and wave.

Study	Category	Level	Wave 1 Control	Wave 1 Treatment	Wave 1 $\chi^2(V)$	Wave 2 Control	Wave 2 Treatment	Wave 2 $\chi^2(V)$	Wave 3 Control	Wave 3 Treatment	Wave 3 $\chi^2(V)$	Overall Control	Overall Treatment	Overall $\chi^2(V)$
Study 1	Education	HSD or less	12	11		12	12		12	13		12	12	
		Some college	38	39	.47 (.02)	37	39	.53 (.02)	34	36	.46 (.02)	37	38	.97 (.02)
		BA or more	50	50		51	49		53	51		51	50	
	Ideology	Conservative	26	26		25	27		24	27		25	27	
		Moderate	18	19	.37 (.03)	17	18	.71 (.04)	19	20	1.2 (.03)	18	19	1.87 (.02)
		Liberal	56	55		57	55		57	53		57	55	
	Party	Republican	24	27		23	27		23	27		24	27	
		Independent	21	21	1.38 (.02)	21	21	2.25 (.05)	21	21	2.51 (.06)	21	21	5.72 (.05)
		Democratic	55	52		56	52		56	51		56	52	
	Vote 16	Trump	30	30		29	31		28	32		29	31	
		Clinton	53	52	.83 (.02)	53	52	.50 (.02)	55	51	1.59 (.02)	54	52	1.19 (.05)
		Other	17	18		17	16		17	17		17	17	
Study 2	Education	HSD or less	5	11		8	11		9	11		7	11	
		Some college	39	34	14.82*** (.11)	35	35	1.72 (.03)	31	32	.54 (.04)	37	34	14.24* (.08)
		BA or more	55	55		58	55		60	58		57	55	
	Ideology	Conservative	25	25		29	23		32	24		27	24	
		Moderate	19	19	.01 (.05)	18	18	2.68 (.06)	16	18	3.28 (.04)	18	19	2.66 (.05)
		Liberal	56	56		53	58		52	57		55	57	
	Party	Republican	26	24		28	22		29	24		27	23	
		Independent	22	24	.60 (.04)	22	23	2.78 (.07)	19	22	1.6 (.05)	22	23	3.21 (.05)
		Democratic	52	52		50	55		52	54		51	53	
	Vote 16	Trump	25	26		27	26		28	28		26	27	
		Clinton	51	50	.20 (.04)	48	52	1.42 (.07)	52	50	.23 (.05)	50	51	.27 (.06)
		Other	24	24		25	22		20	22		23	23	

Table A.3: Balance results by condition, study, and wave. Each column represents the conditional proportions across each pre-treatment covariate. The italicized text next to each column reports the χ^2 statistic for each table above, and in the parentheses, the Cohen's effect estimate associated with the table.

		Wave 1			Wave 2			Wave 3			Overall		
		Control	Treatment	χ^2(V)	Control	Treatment	χ^2(V)	Control	Treatment	χ^2(V)	Control	Treatment	χ^2(V)
	HSD or less	9	10		10	11		9	11		9	10	
Education	Some college	38	32	3.2 (.06)	35	32	.82 (.04)	35	31	1.1 (.05)	36	32	4.5 (.05)
	BA or more	53	58		55	57		56	58		55	58	
	Conservative	19	18		20	20		19	18		19	19	
Ideology	Moderate	44	44	.017 (.005)	44	44	.009 (.004)	44	46	.22 (.02)	44	45	.13 (.008)
	Liberal	37	37		37	36		36	36		37	37	
	Republican	19	20		19	21		18	20		19	20	
Party ID	Independent	49	49	.043 (.007)	51	46	1.2 (.04)	50	47	.3 (.02)	50	48	1 (.02)
	Democrat	31	32		30	33		32	33		31	33	
	Trump	33	32		33	33		34	33		33	32	
Vote 16	Clinton	49	48	.69 (.03)	49	48	.039 (.008)	51	48	1.1 (.04)	50	48	1.4 (.03
	Other	18	21		18	19		15	19		17	20	

Table A.4: Balance results by condition, and wave for study 3 (2018 SOTU). Each column represents the conditional proportions across each pre-treatment covariate. The italicized text next to each column reports the χ^2 statistic for each table above, and in the parentheses, the Cohen's effect estimate associated with the table.

		Wave 1			Wave 2			Wave 3		
		Control	Treatment	$\chi^2(V)$	Control	Treatment	$\chi^2(V)$	Control	Treatment	$\chi^2(V)$
Education	HSD or less	10	9	.54 (.02)	9	9	.15 (.01)	9	8	.22 (.02)
	Some college	32	30		33	32		32	34	
	BA or more	59	61		59	60		59	58	
Ideology	Liberal	38	39	.53 (.02)	38	40	.27 (.02)	35	39	1.4 (.02)
	Moderate	43	41		44	42		47	44	
	Conservative	18	19		18	18		18	16	
Partisanship	Democrat	34	35	.22 (.01)	34	36	.49 (.02)	32	35	.84 (.03)
	Independent	45	45		45	42		48	45	
	Republican	21	20		21	22		20	20	
Vote 16	Trump	33	32	2.13 (.04)	32	32	.45 (.02)	32	30	1.38 (.04)
	Clinton	46	49		48	50		48	52	
	Other	21	19		20	18		20	18	

Table A.5: Balance results by condition, and wave, for study 4 (2019 SOTU). Each column represent the conditional proportional across each pre-treatment covariate. The text next to each table reports the χ^2 statistics for the table, and the associated Cohen's effect estimate.

		Control	Treatment
Inauguration Study			
Watch Any Of Presidential Inauguration	Yes	48.4	84.8
	No	51.6	15.2
Watch Trump Take Oath Of Office	All of it	34.5	68.9
	Some of it	11.6	12.9
	None of it	54.0	18.2
Watch Trump Inaugural Address	All of it	33.1	66.7
	Some of it	14.1	16.8
	None of it	52.8	16.6
Watch Pence Take Oath Of Office	All of it	27.4	54.9
	Some of it	10.7	16.0
	None of it	61.9	29.1
Recognizes Roberts		29.5	52.3
State of the Union 2017 Study			
February 18th Programming	Trump's SOTU	19.4	83.6
	The Food Network	54.0	0.2
	Trump's SOTU & Something else	8.3	6.6
	Something else	18.3	9.6
SOTU watching duration	Thirty minutes or more	15.7	79.7
	Fifteen to thirty minutes	5.9	13.3
	Less than fifteen minutes	79.4	7.0
Food Network watching duration	Thirty minutes or more	88.5	
	Fifteen to thirty minutes	6.9	
	Less than fifteen minutes	4.6	
White House meeting firm	Harley Davidson	63.0	74.6
	Chrysler Motors	14.8	13.1
	Bethlehem Steel	15.2	4.8
	Caterpillar	3.9	4.4
	Union Carbide	2.1	3.1
Food Network Protein	Lamb (correct answer)	45.3	
	Chicken	21.7	
	Steak	3.1	
	I don't remember	29.1	

Table A.6: Patterns of reported compliance, and factual tests of compliance, for Inauguration and State of the Union (2017) study.

		Control	Treatment
	State of the Union 2018		
Watch any of State of the Union	Yes	66.9	83.7
	No	33.1	16.3
How much of SOTU watched	Less than fifteen minutes	16.3	7.7
	Fifteen to thirty minutes	19.4	12.1
	Thirty to 45 minutes	17.3	13.0
	The entire speech	46.9	67.2
Audience member cited by President Trump	A member of the Coast Guard (*correct answer*)	48.6	51.3
	A member of the Marines	19.0	10.3
	A small business owner	21.5	21.0
	A widow of a fallen soldier	10.9	17.4
Story told by President Trump about North Korean refugee	Escaped North Korea on crutches (*correct answer*)	76.4	75.3
	After defecting, became a police officer	12.0	10.9
	Was a nuclear scientist	10.8	13.8
	State of the Union 2019		
Watch any of State of the Union	Yes	81.9	94.1
	No	18.1	5.9
Principle February 5th programming	Trump's SOTU	19.4	83.6
	The Food Network	20.8	3.8
	State of the Union	59.9	83.1
	Something else	19.3	13.1
SOTU watching duration	Less than fifteen minutes	10.6	5.1
	Fifteen to thirty minutes	22.1	14.5
	Thirty minutes to forty five minutes	16.8	12.0
	Entire speech	50.4	68.5
State of the Union nominated guest	Buzz Aldrin (*correct answer*)	69.2	76.4
	Cindy McCain	20.2	15.6
	Elon Musk	7.8	5.4
	Tom Hanks	2.8	2.5
Food Network Host	Chef Geoff (*correct answer*)	45.3	
	Chef Julian	21.7	
	Chef Michelle	3.1	
	Martha Stewart	29.1	

Table A.7: Patterns of reported compliance and factual tests of compliance, for State of the Union (2018) and State of the Union (2019) study.

A.1.1 Policy Persuasion Battery

- Immigration should be severely restricted from most countries in the Middle East.

- Trade deals should be renegotiated.

- The Affordable Care Act, also known as "Obamacare," should be repealed and replaced with a new healthcare policy.

- A wall should be constructed on the US-Mexico border.

- The US should pursue cooperative relations with Russia.

- Taxes should be lowered.

- Federal regulations that hurt business should be eliminated.

- Climate change agreements will unnecessarily hurt the U.S. economy.

- Planned Parenthood should be defunded.

- Chicago is totally out of control, and federal officers should be deployed to stop the violence.

- America's gun laws have become too restrictive.

- The number one U.S. foreign policy priority should be the destruction of ISIS.

- The U.S. should improve its relationship with India.

[Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree]

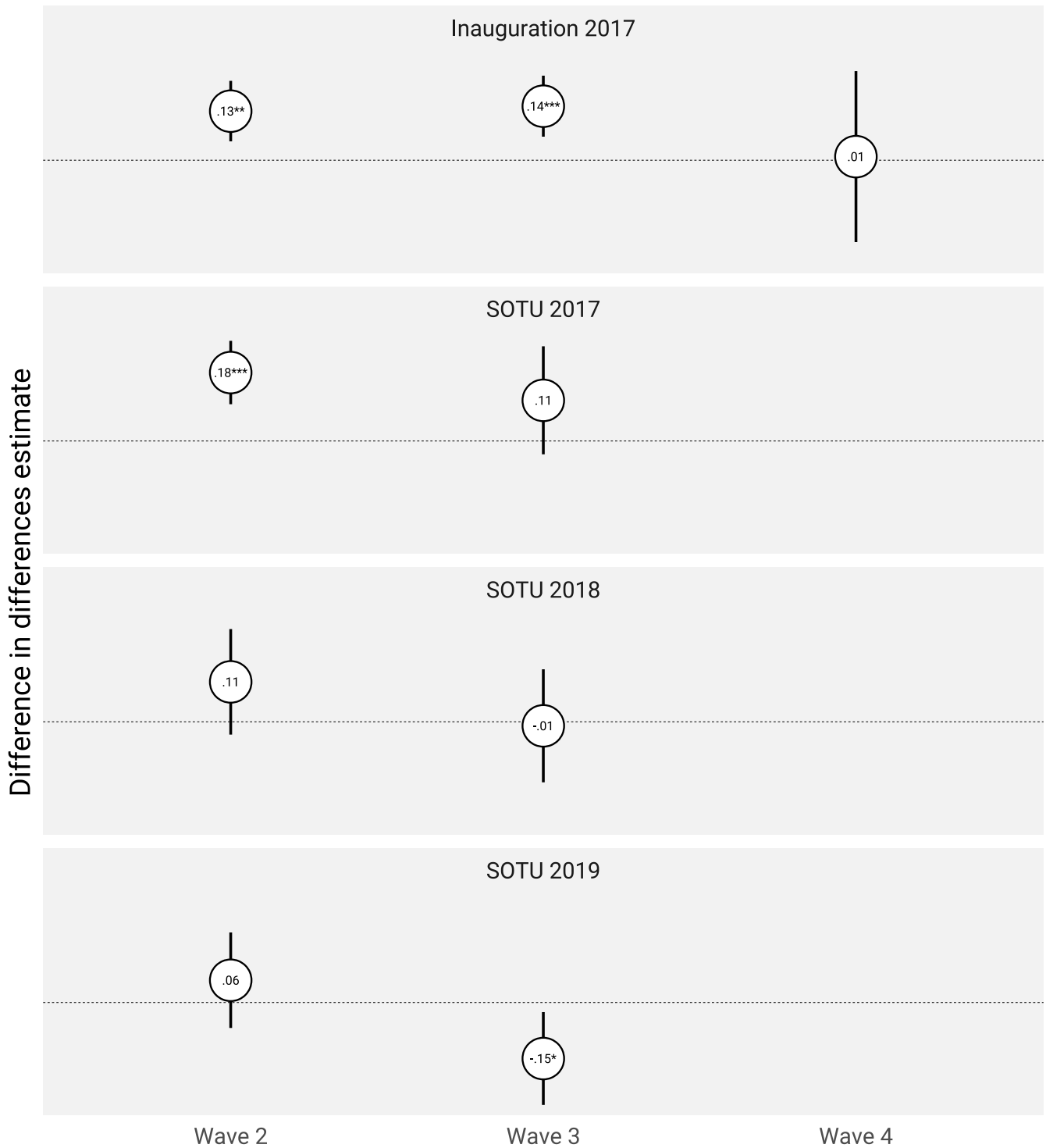|	Control Congress	Impeach Trump	Trump Collude	Protest Trump
Presidentialism	−2.61**	−3.37***	−3.68***	−2.68***
	(1.09)	(.70)	(.69)	(.69)
Approval	−1.36*	−1.53**	−.88	−.43
	(.71)	(.65)	(.58)	(.70)
Trump Affect	−.78	−1.86**	−1.05	−.95
	(.91)	(.76)	(.70)	(.82)
Partisanship	−7.49***	−1.01*	−.32	−.72
	(.94)	(.60)	(.55)	(.51)
Ideology	−2.78***	−.23	−1.77***	−2.03***
	(.83)	(.68)	(.60)	(.59)
Observations	910	910	910	910
Log Likelihood	−166.56	−326.98	−340.65	−411.09
Akaike Inf. Crit.	345.13	665.97	693.29	834.17

Note: *p<0.1; **p<0.05; ***p<0.01

Table A.8: Regression models predicting political correlates of presidential impressions. Each column reports a separate generalized linear model with a logit link. These models provide the estimates for the simulations depicted in figure 3

	Inauguration	SOTU 2017	SOTU 2018	SOTU 2019
Constant	3.25***(.66)	3.09***(.54)	3.23***(.61)	3.18***(.57)
Wave 2	.15***(.03)	.11***(.03)	.13(.07)	.11**(.03)
Wave 3	-.08(.05)	.05(.07)	.05(.06)	.09(.06)
Wave 4	-.25***(.06)			
Treatment	.09(.05)	-.003(.07)	.06(.13)	.10*(.05)
Wave 2 x Treatment	.13**(.04)	.18***(.04)	.11(.07)	.06(.07)
Wave 3 x Treatment	.14***(.04)	.09(.08)	-.01(.08)	-.15*(.06)
Wave 4 x Treatment	.01(.12)			
rsqr	.09	.004	.003	.002
n	4,027	3,089	1,929	2,971

Table A.9: Regression models for difference in difference analysis. These models under-pin the estimates depicted in figure A.1.

Figure A.1: Difference in difference estimates in combined presidentialism scale, by study and wave. Labels report point estimates and their associated significance levels. These estimates reflect the regression models in table A.9 The regression estimates underpinning these results are described in table A.10

	Inauguration	SOTU (2018)
Wave 2		.03
		(.02)
Wave 3	$-.1^{***}$	.03
	(.01)	(.02)
Wave 4	$-.1^{***}$	
	(.01)	
Treatment	$.02^{***}$	$.02^{**}$
	(.01)	(.01)
Wave 2 * Treatment		.04
		(.03)
Wave 3 * Treatment	$-.03^{***}$	.02
	(.01)	(.03)
Wave 4 * Treatment	$-.03^{**}$	
	(.01)	
Observations	2,409	2,674
R^2	.1	.01
Adjusted R^2	.1	.01
Residual Std. Error	.1 (df = 2403)	.3 (df = 2668)
F Statistic	51.5^{***} (df = 5; 2403)	4.4^{***} (df = 5; 2668)

Note: *p<0.1; **p<0.05; ***p<0.01

Table A.10: Regression estimates for difference in difference estimates.

	Inauguration 2017			SOTU 2017		SOTU 2018		SOTU 2019	
	Wave 2	Wave 3	Wave 4	Wave 2	Wave 3	Wave 2	Wave 3	Wave 2	Wave 3
Constant	2.50***(.16)	2.27***(.15)	2.12***(.2)	2.28***(.25)	2.16***(.3)	2.20***(.33)	2.12***(.36)	2.24***(.25)	2.06***(.26)
Control	-.07**(.02)	-.13***(.01)	-.16***(.03)	-.32*(.14)	-.40(.24)	-.17(.13)	-.05(.14)	-.16(.13)	.04(.14)
Independent	1.33***(.39)	1.34**(.43)	1.12**(.38)	1.11(.63)	1.07(.66)	1.45*(.72)	1.37(.73)	1.37*(.6)	1.31*(.62)
Republican	2.95***(.22)	3.09***(.21)	2.88***(.34)	3.20***(.4)	3.22***(.45)	3.12***(.42)	2.91***(.48)	2.98***(.4)	2.87***(.53)
Control x Ind.	-.26(.14)	-.23(.16)	-.05(.29)	.23(.17)	.48(.25)	-.11(.21)	-.21(.23)	-.16(.17)	-.16(.19)
Control x Rep.	.001(.08)	.06(.21)	.34(.18)	.04(.17)	.28(.3)	.33(.18)	.50*(.22)	.31(.19)	.32(.28)
rsqr	.335	.367	.362	.374	.404	.427	.402	.431	.387
n	1139	809	587	868	609	637	529	901	696

Table A.11: Regression estimates for treatment conditions by self-reported partisanship. These models provide the regression contrasts depicted in figure 2.