**Appendix**

**Abbreviated Race-Specific Collective Self-Esteem (R-CSE) Scale**

**INSTRUCTIONS:** We are all members of different social groups or social categories. We would like you to consider **your** **race or ethnicity** (e.g., African-American, Latino/Latina, Asian, European-American) in responding to the following statements. There are no right or wrong answers to any of these statements; we are interested in your honest reactions and opinions. Please read each statement carefully, and respond by using the following scale from 1 to 7:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1  Strongly Disagree | 2  Disagree | 3  Disagree Somewhat | 4  Neutral | 5  Agree Somewhat | 6  Agree | 7  Strongly Agree |

*Private R-CSE Subscale*:

1. I often regret that I belong to my racial/ethnic group. a
2. In general, I'm glad to be a member of my racial/ethnic group.
3. Overall, I often feel that my racial/ethnic group is not worthwhile. a
4. I feel good about the race/ethnicity I belong to.

*Public R-CSE Subscale*:

1. Overall, my racial/ethnic group is considered good by others.
2. Most people consider my racial/ethnic group, on the average, to be more ineffective than other groups. a
3. In general, others respect my race/ethnicity.
4. In general, others think that my racial/ethnic group is unworthy. a

*NOTE*: a Item was reversed for scoring.

**Methodology Report**

**A. Hypotheses**

This experiment was designed to examine how anti-Black political rhetoric affects self-esteem among African Americans and Whites.

The specific hypotheses tested were:

H1: Exposure to anti-Black political rhetoric will undermine how African Americans regard their own racial group and activate beliefs about others’ evaluations of African-Americans as a predictor of how African Americans regard their own racial.

H2: Exposure to anti-Black political rhetoric will undermine internal political efficacy among African Americans.

H3: Exposure to anti-Black political rhetoric will have no effect on how Whites regard their own racial group.

H4: Exposure to anti-Black political rhetoric will have no effect on internal political efficacy among Whites.

**B. Subjects and Context**

This study took place on the campuses of three southern universities—one large private university; one large public, historically African American university; and one small private university—in reserved rooms in each university’s student center. Signage was used to recruit participants. Flyers were posted in the student centers of these universities, and a large poster advertising the study was posted outside of the rooms where the study took place. These locations and the population of participants were chosen out of convenience.

Participation in this experiment was open to all adults who were interested in participating and able to use a laptop computer. Though African Americans and Whites were the populations of interest, no adult interested in participating in this study was turned away, to avoid the appearance of discriminating against particular individuals or groups.

This study was administered on the same dates that recruitment took place. (i.e., Signage advertising this study was only posted on the days that the study was being administered.) Recruitment and administration for this study took place in 2007 on January 24, January 25, February 2, February 6, February 14, February 15, February 23, February 28, March 1, and March 2.

**C. Allocation Method**

Participants were randomly assigned to one of two treatment conditions or a control condition. In the first treatment condition (Condition 1), participants were told that “a prominent political figure” was recently quoted as saying that “*African Americans should stop making excuses and rely much more on themselves to get ahead in society*”. In the second treatment condition (Condition 2), the aforementioned quote was attributed to “an ordinary American”. In the control condition (Condition 3), participants were not told of any statement.

A random number generator was used to generate a list of 150 random integers ranging in value from 1 to 3. The list of random integers was used to assign participants to each experimental condition, such that the first participant to volunteer for the study was assigned to the condition indicated by the first random integer, the second participant was assigned to the condition indicated by the second random integer, and so on. Because a list of randomly generated integers was used to randomly assign participants to each condition, the researcher was aware of which condition each participant was being assigned to when they agreed to participate.

**D. Treatments**

The treatment conditions appear below:

**NOTE: *Two-thirds of the study subjects were randomly assigned to one of the two conditions below. The remaining one-third of the study subjects was not assigned to either of the conditions below.***

**[Political message Condition]** First we would like to get your reaction to a statement that a prominent political figure from Washington recently made. Last week this person was quoted in a national newspaper as saying that African Americans should stop making excuses and rely much more on themselves to get ahead in society.

Please indicate how much you agree or disagree with this statement.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| \_\_\_\_\_  1 | \_\_\_\_\_  2 | \_\_\_\_\_  3 | \_\_\_\_\_  4 | \_\_\_\_\_  5 |
| Strongly Agree | Agree | Neither Agree  Nor Disagree | Disagree | Strongly Disagree |

**[ordinary American message Condition]** First we would like to get your reaction to a statement recently quoted in a national newspaper. Last week a national newspaper interviewed ordinary Americans about racial issues for an upcoming news story. This newspaper quoted one man as saying that African Americans should stop making excuses and rely much more on themselves to get ahead in society.

Please indicate how much you agree or disagree with this statement.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| \_\_\_\_\_  1 | \_\_\_\_\_  2 | \_\_\_\_\_  3 | \_\_\_\_\_  4 | \_\_\_\_\_  5 |
| Strongly Agree | Agree | Neither Agree  Nor Disagree | Disagree | Strongly Disagree |

These treatments involve deception, as no one known to the researcher had been recently quoted in a national newspaper making the statements mentioned in the treatment conditions. Hence, all participants were fully debriefed upon their completion of the study.

This study was administered on laptop computers using MediaLab Research Software v2006. Also, an incentive of $5.00 was provided to participants to encourage participation.

**E. Results**

**1. Outcome Measures and Covariates**

All measures used in this article appear in the Instrument File, available online at Cambridge Journals.

**2. CONSORT Participant Flow Diagram**

**Figure 1**

**3. Statistical Analysis**

The statistical analyses appear on pages 4-6 of “The Effect of Anti-Black Political Messages on Self-Esteem”. Condition means for the dependent variables appear below.

Table A1

***Private Race-Specific Collective Self-Esteem***

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **All Respondents** | **African Americans** | **Whites** |
| Control Group | 0.79 (σ=0.19, N=29) | 0.87 (0.15, 12) | 0.79 (0.20, 17) |
| Political Condition (Condition 1) | 0.71 (0.28, 30) | 0.72 (0.31, 21) | 0.67 (0.22, 9) |
| Ordinary American Condition (Condition 2) | 0.70 (0.26, 37) | 0.76 (0.24, 17) | 0.65 (0.27, 20) |

*Note:* Entries are mean levels of private race-specific collective self-esteem on a 0-1 scale (higher values indicate higher self-esteem), with standard deviation and number of cases in parentheses.

Table A2

***Internal Political Efficacy***

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **All Respondents** | **African Americans** | **Whites** |
| Control Group | 0.57 (σ=0.23, N=29) | 0.61 (0.22, 12) | 0.55 (0.24, 17) |
| Political Condition (Condition 1) | 0.48 (0.26, 30) | 0.43 (0.26, 21) | 0.61 (0.22, 9) |
| Ordinary American Condition (Condition 2) | 0.57 (0.23, 37) | 0.55 (0.21, 17) | 0.59 (0.26, 20) |

*Note:* Entries are mean levels of internal political efficacy on a 0-1 scale (higher values indicate feeling more efficacious), with standard deviation and number of cases in parentheses.

**F. Other Information**

The Institutional Review Board at Duke University approved this study.

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Replication data are available online at Cambridge Journals.