

Online Appendix to: Triggering without Deceiving – An Attempt at Designing a Non-Deceptive Male Identity Threat Treatment

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A Additional Information

A.1 Pre-registration

All analysis procedures follow our pre-registration plan, with a few exceptions. First, in Figures 1 and 2 and in Tables A5 and A6, we report results using outcome variables standardized by subtracting the control-group mean and dividing by the control-group standard deviation. This standardization allows treatment coefficients to be interpreted as effect sizes expressed in control-group standard deviation units. Second, we do not report the results from the tests of the interactions between treatment and the binary covariate “Gender Conservative”. We could not reject the null hypothesis of no interaction effect between the two variables. Further, we show no attrition analysis due to minimal attrition in our sample. Finally, we do not report robustness check results using population weights for our analyses. Adding the weights yielded no different findings from the ones we present.

A.2 Figure on introductory screen

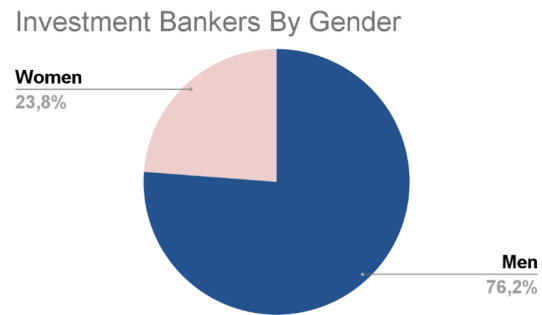


Figure A1: Figure on introductory screen

A.3 Descriptive statistics

	Control	Treatment	Total
Correct response	24	31	55
Incorrect response	199	186	385
No response	13	15	28
Total	236	232	468

Table A1: Logical reasoning task responses across experimental conditions among male respondents

The row “Correct response” refers to all answers equal to 24, which is the correct solution to the logical reasoning task; “Incorrect response” are all other numeric answers not equal to 24; and “No response” corresponds to observations where the respondent did not provide an answer to the logical reasoning task. Rows (columns) named “Total” display the total number of male respondents across columns (rows).

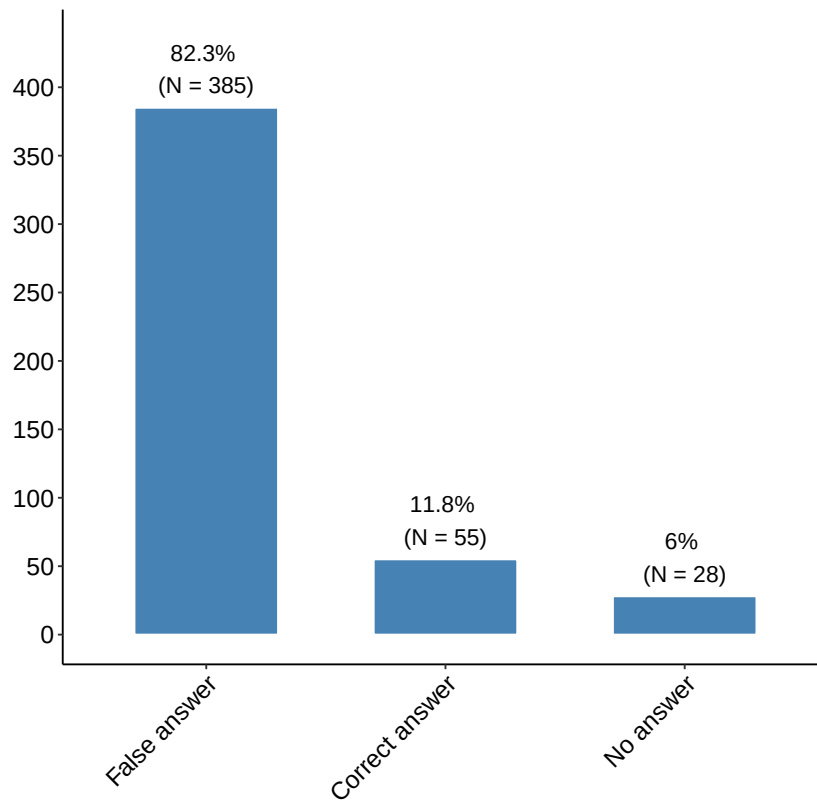


Figure A2: Sample descriptives for logical reasoning task

The y-axis shows the number of male respondents in the sample ($N = 468$) and the x-axis indicates whether the logical reasoning task was answered incorrectly, correctly, or not at all. On top of each bar, the share of respondents among men who fall into the given category is reported as well as the total number of male respondents in the category.

	Range	Mean	Median	Lower tercile	Upper tercile	Std. Dev.	N	NA obs.
Age	18 - 87	47.99	48	38	58	17.01	413	0
College Degree	0 - 1	0.33	0	0	0	0.47	413	0
Married	0 - 1	0.58	1	0	1	0.49	413	0
Employed	0 - 1	0.59	1	0	1	0.49	413	0
Household Income	1 - 18	10.91	11	10	13	3.96	413	0
South	0 - 1	0.32	0	0	0	0.47	413	0
Northeast	0 - 1	0.14	0	0	0	0.35	413	0
Midwest	0 - 1	0.28	0	0	0	0.45	413	0
Metropolitan	0 - 1	0.85	1	1	1	0.36	413	0
Gender Important	0 - 1	0.61	1	0	1	0.49	413	0
White	0 - 1	0.65	1	0	1	0.48	413	0
Black	0 - 1	0.09	0	0	0	0.28	413	0
Hispanic	0 - 1	0.19	0	0	0	0.39	413	0

Table A2: Descriptive characteristics of male respondents who gave an incorrect or no answer to the logical reasoning task

The variables listed in the first column are covariates measured for each respondent prior to the treatment. The first column shows the range of the variable. The second and third variable indicate the mean and median value of the covariate. The columns “Lower tercile” and “Upper tercile” show the threshold values of the lower and the upper tercile of the covariate. “Std. Dev.” shows the standard deviation of the covariate. “N” is the number of observations and “NA obs.” refers to the number of missing observations for the covariate. The sample includes all men who gave an incorrect or no answer to the logical reasoning task.

A.4 Explanatory note for regression tables

The unit of analysis is the respondent. Standard errors are heteroskedasticity robust. As pre-registered, we control for the following thirteen pre-treatment covariates that were measured prior to the treatment:

- *Age*: Age of respondent in years.
- *College Degree*: Dummy that takes the value 1 if the respondent has at least a Bachelor's degree ($\text{EDUC5} > 3$).
- *Married*: Dummy that takes the value 1 if the respondent is married ($\text{MARITAL} = 1$).
- *Employed*: Dummy that takes the value 1 if the respondent is working as a paid employee ($\text{EMPLOY} = 1$).
- *Household Income*: 18 category household income variable that we will use as a linear predictor (INCOME).
- *South*: Dummy that takes the value 1 if the respondent is from the South ($\text{REGION4} = 3$).
- *Northeast*: Dummy that takes the value 1 if the respondent is from the Northeast ($\text{REGION4} = 1$).
- *Midwest*: Dummy that takes the value 1 if the respondent is from the Midwest ($\text{REGION4} = 2$).
- *Metro*: Dummy that takes the value 1 if the respondent is from a metropolitan area ($\text{METRO} = 1$).
- *Gender Important*: See question wording in section [D](#). Only included if not used for sub-setting.
- *White*: Dummy for whether the respondent is White. Only included if not used for sub-setting.
- *Black*: Dummy for whether the respondent is Black.
- *Hispanic*: Dummy for whether the respondent is Hispanic.

All covariates are mean-centered. Following [Lin \(2013\)](#), we include treatment by covariate interactions for the full set of covariates in our regressions, using the `lm_lin` function from the `estimatr` package in R.

As pre-registered, we calculate p -values via randomization inference by permuting treatment assignment 10,000 times to simulate the sampling distribution under the sharp null hypothesis of no (positive or negative) effect for any unit. The direction of hypothesis tests follows our pre-registration.

B Identification

B.1 Covariate balance

	Coefficient	Std. Error	RI p -value	Param. p -value	N	Mean Control	Std. Dev. Control	Mean Treatment	Std. Dev. Treatment
Age	-0.408	1.677	0.81	0.808	413	-0.175	16.908	-0.583	17.147
College Degree	-0.026	0.046	0.57	0.572	413	-0.061	0.475	-0.087	0.465
Married	0.05	0.049	0.30	0.304	413	0.009	0.498	0.059	0.491
Employed	0.089	0.048	0.06	0.065	413	-0.017	0.499	0.073	0.484
Household Income	0.499	0.389	0.20	0.2	413	-0.08	4.114	0.42	3.791
South	-0.031	0.046	0.50	0.495	413	-0.003	0.473	-0.034	0.461
Northeast	-0.012	0.034	0.72	0.728	413	0.004	0.354	-0.008	0.342
Midwest	0.039	0.044	0.38	0.378	413	-0.033	0.439	0.006	0.459
Metropolitan	0.011	0.036	0.76	0.755	413	-0.007	0.368	0.004	0.357
Gender Important	0.057	0.048	0.24	0.239	413	-0.105	0.495	-0.048	0.482
White	0.001	0.047	0.99	0.991	413	-0.027	0.479	-0.026	0.479
Black	0.014	0.028	0.61	0.607	413	-0.023	0.272	-0.009	0.293
Hispanic	0.029	0.039	0.45	0.447	413	0.019	0.38	0.049	0.404

Table A3: Covariate balance across experimental groups among men who gave an incorrect or no answer to the logical reasoning task

The first column lists the covariate. All covariates were mean-centered. The first two columns display the coefficient and robust standard error from a regression of each covariate on the treatment indicator. The “RI p -value” displays the p -value from a test of the sharp null hypothesis of no treatment effect for any unit. The “Param. p -value” displays the parametric p -value pertaining to the weak null hypothesis of no average treatment effect. “N” is the number of observations. “Mean Control” is the covariate mean among the respondents in the control group, and “St. Dev. Control” the standard deviation. “Mean Treatment” is the covariate mean among the respondents in the treatment group, and “St. Dev. Treatment” the standard deviation.

	Correct Response	Correct Response
Assigned to Treatment	0.032 (0.030)	0.032 (0.029)
Control Mean	0.102	0.102
Control SD	0.303	0.303
t -statistic	1.070	1.121
RI p -value	0.288	0.274
Covariates	No	Yes
Num. obs.	468	468

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

Table A4: Effect of treatment assignment on whether male respondents correctly solved the logical reasoning task

The outcome is a binary indicator that takes the value one if the respondent correctly solved the logical reasoning task. “Control Mean” and “Control SD” show the mean and standard deviation of the outcome among men in the control group. The row labeled “RI p -value” displays randomization inference p -values for a two-tailed test of the sharp null hypothesis of no treatment effect for any unit. “ t -statistic” shows the parametric t -statistic. “Covariates” specifies whether the model includes the set of pre-registered covariates, detailed in section A.4. Following Lin (2013), we include the full set of treatment-by-covariate interactions.

C Additional Analyses

C.1 Models with and without covariates

In Table A5, we present results from our main analysis among all male respondents who either answered the logical reasoning task incorrectly or did not respond, as well as among each pre-registered male subsample (see D for question wording):

1. Men with a strong pre-treatment male identity (Those who answer 1 = Strongly disagree or 2 = Somewhat disagree to *gender_important*)
2. Gender-conservative men (those who fall weakly above the median of an index that we created by reversing the coding of the covariate *women_better* so that higher values represent more conservatism and then averaging this covariate with the covariate *men_better*)
3. Republican men
4. White men

We report estimates from models with and without our pre-registered covariates, which we explain in section A.4. All outcomes are standardized by subtracting the control-group mean and dividing by the control-group standard deviation, such that effect estimates are in control-group standard deviation units.

Outcome	Sample	Hypothesis	Covariates	RI p -value	Estimate
Gender Identity	All men with incorrect answer	two	Yes	0.742	0.029
Gender Identity	All men with incorrect answer	two	No	0.335	0.091
Warmth Transgender	All men with incorrect answer	two	Yes	0.973	-0.003
Warmth Transgender	All men with incorrect answer	two	No	0.928	-0.008
Warmth Ethnic Outgroup	All men with incorrect answer	lwr	Yes	0.598	0.021
Warmth Ethnic Outgroup	All men with incorrect answer	lwr	No	0.743	0.058
Warmth Ethnic Ingroup	All men with incorrect answer	upr	Yes	0.396	0.024
Warmth Ethnic Ingroup	All men with incorrect answer	upr	No	0.283	0.053
Warmth Partisan Outgroup	All men with incorrect answer	lwr	Yes	0.316	-0.052
Warmth Partisan Outgroup	All men with incorrect answer	lwr	No	0.344	-0.043
Warmth Partisan Ingroup	All men with incorrect answer	upr	Yes	0.499	-0.001
Warmth Partisan Ingroup	All men with incorrect answer	upr	No	0.481	0.004
Gender Identity	Strong gender identity men with incorrect answer	two	Yes	0.478	0.083
Gender Identity	Strong gender identity men with incorrect answer	two	No	0.606	0.059
Warmth Transgender	Strong gender identity men with incorrect answer	two	Yes	0.674	-0.052
Warmth Transgender	Strong gender identity men with incorrect answer	two	No	0.784	-0.034
Warmth Ethnic Outgroup	Strong gender identity men with incorrect answer	lwr	Yes	0.332	-0.056
Warmth Ethnic Outgroup	Strong gender identity men with incorrect answer	lwr	No	0.427	-0.025
Warmth Ethnic Ingroup	Strong gender identity men with incorrect answer	upr	Yes	0.594	-0.030
Warmth Ethnic Ingroup	Strong gender identity men with incorrect answer	upr	No	0.509	-0.003
Warmth Partisan Outgroup	Strong gender identity men with incorrect answer	lwr	Yes	0.329	-0.061
Warmth Partisan Outgroup	Strong gender identity men with incorrect answer	lwr	No	0.350	-0.050
Warmth Partisan Ingroup	Strong gender identity men with incorrect answer	upr	Yes	0.260	0.088
Warmth Partisan Ingroup	Strong gender identity men with incorrect answer	upr	No	0.219	0.103
Gender Identity	Gender-conservative men with incorrect answer	two	Yes	0.385	0.094
Gender Identity	Gender-conservative men with incorrect answer	two	No	0.143	0.167
Warmth Transgender	Gender-conservative men with incorrect answer	two	Yes	0.991	-0.001
Warmth Transgender	Gender-conservative men with incorrect answer	two	No	0.906	0.013
Warmth Ethnic Outgroup	Gender-conservative men with incorrect answer	lwr	Yes	0.344	-0.047
Warmth Ethnic Outgroup	Gender-conservative men with incorrect answer	lwr	No	0.531	0.008
Warmth Ethnic Ingroup	Gender-conservative men with incorrect answer	upr	Yes	0.543	-0.012
Warmth Ethnic Ingroup	Gender-conservative men with incorrect answer	upr	No	0.405	0.027
Warmth Partisan Outgroup	Gender-conservative men with incorrect answer	lwr	Yes	0.541	0.017
Warmth Partisan Outgroup	Gender-conservative men with incorrect answer	lwr	No	0.519	0.010
Warmth Partisan Ingroup	Gender-conservative men with incorrect answer	upr	Yes	0.774	-0.102
Warmth Partisan Ingroup	Gender-conservative men with incorrect answer	upr	No	0.735	-0.083
Gender Identity	Republican men with incorrect answer	two	Yes	0.573	-0.084
Gender Identity	Republican men with incorrect answer	two	No	0.785	-0.043
Warmth Transgender	Republican men with incorrect answer	two	Yes	0.719	0.053
Warmth Transgender	Republican men with incorrect answer	two	No	0.577	0.081
Warmth Ethnic Outgroup	Republican men with incorrect answer	lwr	Yes	0.655	0.062
Warmth Ethnic Outgroup	Republican men with incorrect answer	lwr	No	0.730	0.091
Warmth Ethnic Ingroup	Republican men with incorrect answer	upr	Yes	0.585	-0.042
Warmth Ethnic Ingroup	Republican men with incorrect answer	upr	No	0.499	-0.002
Warmth Partisan Outgroup	Republican men with incorrect answer	lwr	Yes	0.585	0.032
Warmth Partisan Outgroup	Republican men with incorrect answer	lwr	No	0.706	0.085
Warmth Partisan Ingroup	Republican men with incorrect answer	upr	Yes	0.815	-0.148
Warmth Partisan Ingroup	Republican men with incorrect answer	upr	No	0.734	-0.098
Gender Identity	White men with incorrect answer	two	Yes	0.415	0.087
Gender Identity	White men with incorrect answer	two	No	0.210	0.145
Warmth Transgender	White men with incorrect answer	two	Yes	0.942	-0.008
Warmth Transgender	White men with incorrect answer	two	No	0.756	-0.036
Warmth Partisan Outgroup	White men with incorrect answer	lwr	Yes	0.525	0.010
Warmth Partisan Outgroup	White men with incorrect answer	lwr	No	0.449	-0.014
Warmth Partisan Ingroup	White men with incorrect answer	upr	Yes	0.506	-0.002
Warmth Partisan Ingroup	White men with incorrect answer	upr	No	0.394	0.033
Warmth Black	White men with incorrect answer	lwr	Yes	0.249	-0.084
Warmth Black	White men with incorrect answer	lwr	No	0.227	-0.093
Warmth Asian	White men with incorrect answer	lwr	Yes	0.620	0.034
Warmth Asian	White men with incorrect answer	lwr	No	0.599	0.028
Warmth Hispanic	White men with incorrect answer	lwr	Yes	0.543	0.011
Warmth Hispanic	White men with incorrect answer	lwr	No	0.574	0.020

Table A5: Effects of negative feedback on the strength of men’s gender identity and on attitudes towards gender, ethnic and political in- and outgroups

Appendix section A.4 provides details on estimation and testing, and appendix section D on question wording and coding. “Outcome” denotes the dependent variable; all outcomes are standardized using the control-group mean and standard deviation. “Sample” indicates the subsample of male respondents used. “Covariates” specifies whether the model includes the set of pre-registered covariates, detailed in section A.4. Following Lin (2013), we include the full set of treatment-by-covariate interactions. “Hypothesis” reports the direction of the hypothesis test. “RI p -value” displays the randomization inference p -value pertaining to the sharp null hypothesis of no (positive/negative) treatment effect for any unit. “Estimate” is the treatment coefficient.

C.2 Models excluding respondents who did not solve the logical reasoning task

For our main analyses, we subset to male respondents who gave a wrong or no answer to the logical reasoning task. We also ran our analyses subsetting to men who gave a wrong answer to the logical reasoning task, excluding those who gave no answer. Results remain substantively unchanged for all analyses. Table A6 reports the results with and without the inclusion of covariates. Again, all outcomes are standardized using the control-group mean and standard deviation, such that treatment effects are in control-group standard deviation units.

Outcome	Sample	Hypothesis	Covariates	RI p -value	Estimate
Gender Identity	All men with incorrect answer	two	Yes	0.652	0.039
Gender Identity	All men with incorrect answer	two	No	0.274	0.107
Warmth Transgender	All men with incorrect answer	two	Yes	0.930	-0.008
Warmth Transgender	All men with incorrect answer	two	No	0.970	-0.004
Warmth Ethnic Outgroup	All men with incorrect answer	lwr	Yes	0.614	0.026
Warmth Ethnic Outgroup	All men with incorrect answer	lwr	No	0.763	0.067
Warmth Ethnic Ingroup	All men with incorrect answer	upr	Yes	0.291	0.053
Warmth Ethnic Ingroup	All men with incorrect answer	upr	No	0.172	0.091
Warmth Partisan Outgroup	All men with incorrect answer	lwr	Yes	0.315	-0.054
Warmth Partisan Outgroup	All men with incorrect answer	lwr	No	0.401	-0.027
Warmth Partisan Ingroup	All men with incorrect answer	upr	Yes	0.532	-0.011
Warmth Partisan Ingroup	All men with incorrect answer	upr	No	0.479	0.004

Table A6: Effects of negative feedback on the strength of men’s gender identity and attitudes towards gender, ethnic and political in- and outgroups

Appendix section A.4 provides details on estimation and testing, and appendix section D on question wording and coding. “Outcome” denotes the dependent variable; all outcomes are standardized using the control-group mean and standard deviation. “Sample” indicates the subsample of male respondents used. “Covariates” specifies whether the model includes the set of pre-registered covariates, detailed in section A.4. Following Lin (2013), we include the full set of treatment-by-covariate interactions. “Hypothesis” reports the direction of the hypothesis test. “RI p -value” displays the randomization inference p -value pertaining to the sharp null hypothesis of no (positive/negative) treatment effect for any unit. “Estimate” is the treatment coefficient.

C.3 Minimum detectable effects

	Hypothesis Test	MDE (in control SD)
Gender Identity	two-tailed	0.235
Warmth Transgender	two-tailed	0.261
Warmth Ethnic Outgroup	one-tailed	0.232
Warmth Ethnic Ingroup	one-tailed	0.234
Warmth Partisan Outgroup	one-tailed	0.271
Warmth Partisan Ingroup	one-tailed	0.272

Table A7: Minimum detectable effects

Estimates of minimum detectable effects for the main analyses reported in Figures 1 and 2 in the main text and Table A5 in the appendix, i.e., for the analysis of treatment effects among all men who gave an incorrect or no answer to the logical reasoning task. The column labelled “Hypothesis Test” indicates the pre-registered direction of the hypothesis test. The column labeled “MDE (in control SD)” shows the estimated minimal detectable effect sizes calculated as 2.8 times the estimated parametric standard error for the respective coefficient for two-tailed tests and as 2.486 times the estimated parametric standard error for one-tailed tests. This formula corresponds to that suggested by Gelman and Hill (2007, chap. 20), but adjusting the critical value of 1.64 in the case of one-tailed tests. Effect sizes are expressed in terms of standard deviations of the outcome in the control group.

D Question Wording

1. Pre-treatment gender views

- *gender_important*: Being [male/ female] is unimportant to my sense of what kind of person I am.

- 1 = Strongly disagree
- 2 = Somewhat disagree
- 3 = Somewhat agree
- 4 = Strongly agree

Source: Measures of this kind have initially been suggested by [Luhtanen and Crocker \(1992\)](#), but subsequently used in many variants in other survey research, e.g., [Alexander et al. \(2025\)](#): How important is being a man/woman to the way you think about yourself? [Smith et al. \(2019\)](#): How important is being an American to you, where 0 is not at all important and 10 is the most important thing in your life?

- *men_better*: Men are naturally better at math and science than women.

- 1 = Strongly disagree
- 2 = Somewhat disagree
- 3 = Somewhat agree
- 4 = Strongly agree

Source: Adapted from [NORC at the University of Chicago \(2017\)](#): Boys are naturally better at math and science than girls: Agree, Do not agree, Unsure.

- *women_better*: On the whole, women make better business executives than men do.

- 1 = Strongly disagree
- 2 = Somewhat disagree
- 3 = Somewhat agree
- 4 = Strongly agree

Source: Adapted from [Inglehart et al. \(2018\)](#): On the whole, men make better business executives than women do: Agree strongly, Agree, Disagree, Strongly disagree

2. Logical reasoning task

- *brainteaser*: Please solve the following logical reasoning question:

Let Driver A be 40 miles away from Driver B. Driver A drives towards Driver B at 60 mph (miles per hour), Driver B drives towards Driver A at 40 mph (miles per hour). After how many minutes will Driver A and Driver B meet?

[If assigned to treatment: “*Congratulations, you are correct!*” if the answer was 24 minutes and “*That answer is incorrect. The correct answer is 24 minutes.*” if the answer was anything else.]

Source: Taken from a financial sector blog ([Verlet, 2021](#)).

3. Outcomes

- *gender_identity*: How important is being [a man/a woman] to your identity?

- 0 = Not at all important
- 1 = A little important
- 2 = Moderately important
- 3 = Very important
- 4 = Extremely important

We recode this variable in reverse such that higher values indicate a higher importance attached to one’s gender identity.

Source: Measures of this kind have initially been suggested by [Luhtanen and Crocker \(1992\)](#), but subsequently used in many variants in other survey research, e.g., [Alexander et al. \(2025\)](#): How important is being a man/woman to the way you think about yourself? [Smith et al. \(2019\)](#): How important is being an American to you, where 0 is not at all important and 10 is the most important thing in your life?

- *warmth_*: Outcomes that relate to the warmth that respondents feel towards different groups take the following form:

Now we’d like you to rate how you feel towards various groups of people on a scale of 0 to 100, which we call a “feeling thermometer”.

Ratings between 51 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 49 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person or you have no feeling at all.

How do you feel towards [Hispanic/White/Black/Asian/Transgender/Democrats/Republican] people?

Responses range from 0 to 100.

Source: Adapted from other feeling thermometers, e.g., [Broockman, Kalla and Westwood \(2023\)](#): We'd like you to rate how you feel towards some groups on a scale of 0 to 100. Zero means very unfavorable and 100 means very favorable. Fifty means you do not feel favorable or unfavorable. How would you rate your feeling toward each of the following?; [American National Election Studies \(2022\)](#): We'd also like to get your feelings about some groups in American society. When I read the name of a group, we'd like you to rate it with what we call a feeling thermometer. Ratings between 50 degrees-100 degrees mean that you feel favorably and warm toward the group; ratings between 0 and 50 degrees mean that you don't feel favorably towards the group and that you don't care too much for that group. If you don't feel particularly warm or cold toward a group you would rate them at 50 degrees.

We use the above indicated seven feeling thermometers to construct the following pre-registered outcomes:

- *warmth_transgender*: The feeling thermometer for Transgender individuals as it is without recoding.
- *warmth_ethnic_outgroup*:
 - If respondent is White: average of feelings towards Hispanic, Black and Asian individuals
 - If respondent is Black: average of feelings towards Hispanic, White, and Asian individuals
 - If respondent indicated “Other, Non-hispanic”: average of feelings towards White, Hispanic, Black and Asian individuals
 - If respondent is Asian: average of feelings towards Hispanic, White, and Black individuals
 - If respondent is Hispanic: average of feelings towards White, Black, and Asian individuals
 - If respondent indicated “2+, non-Hispanic”: *NA*
- *warmth_ethnicingroup*:

- If respondent is White: feelings towards White individuals
- If respondent is Black: feelings towards Black individuals
- If respondent is Asian: feelings towards Asian individuals
- If respondent is Hispanic: feelings towards Hispanic individuals
- If respondent indicated “Other, Non-hispanic” or “2+, non-Hispanic”: *NA*
- *warmth_partisan_outgroup:*
 - If respondent is a strong Democrat, not so strong Democrat or leans Democrat: feelings towards Republicans
 - If respondent is a strong Republican, not so strong Republican or leans Republican: feelings towards Democrats
 - If respondent indicated “Don’t Lean/Independent/None”: *NA*
- *warmth_partisan_ingroup:*
 - If respondent is a strong Democrat, not so strong Democrat or leans Democrat: feelings towards Democrats
 - If respondent is a strong Republican, not so strong Republican or leans Republican: feelings towards Republicans
 - If respondent indicated “Don’t Lean/Independent/None”: *NA*

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