Revisiting Celebrity Political Influence with Personalized Interventions

Supplemental Information

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January 9, 2026

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A Exclusion Criteria and Celebrity Name Cleaning

Only participants who listed a celebrity that met the following criteria were considered to be invited back to the randomized experiment in Wave 2.

- The celebrity must be real and alive.
  - No fictional characters or public figurs who have passed away. We use Google to see if alive or a plausible public figure.
- The name given must be clear.
  - E.g. if just a first name, such as "Robert," is given, it is not clear who is being listed and was excluded.
- The celebrity must not be a traditional political actor.
  - This includes politicians (e.g. Donald Trump) and traditional political journalists (e.g. Bret Baier). We used Google when unsure.
- The celebrity must have some relevance to American politics.
  - This will be done on a case-by case basis about who may plausibly comment on American politics; based on time spent in America, size of the audience located in America, etc.
- The respondent must have had a sufficient answer for the open-ended attention check.
  - The response cannot be blank.
  - The response must be intelligible and relevant to the question.
  - The response must not be clearly written by generative AI (e.g. "As an AI language model, I. . . "

We cleaned the celebrity names according to the following principles, when in doubt, relying on news sources (if available) or social media (if news not available). We also ensured that each unique celebrity is written in a consistent way if mentioned by more than one respondent.

- Actors/actresses/television personalities:
  - Full name (unless they go by a stage name).
- Musical artists:
  - Stage name (unless they more commonly go by their real name).
- Online personalities (streamers, influencers, etc.) that go by a screenname:
  - Screenname (unless they go by their real name)
- Athletes
  - Full name (e.g. Stephen Curry, not Steph Curry) unless they go by a nickname (e.g. Magic Johnson)

B Elicited Celebrities Included in Design

Here we provide how many participants designated each unique celebrity as their favorite celebrity for the 1503 participants used in our analysis (those who returned for Wave 2 and passed Wave 2 attention check prior to treatment randomization).

- 203-Taylor Swift
- 57-Elon Musk
- 32-Keanu Reeves
- 28-George Clooney
- 26-Bruce Springsteen
- 25-Oprah Winfrey
- 23-Beyoncé
- 21-LeBron James
- 20-Tom Hanks
- 17-Kid Rock
- 13-Dwayne "The Rock" Johnson
- 13-Kanye West
- 12-Chappell Roan
- 12-Jon Stewart
- 11-Clint Eastwood
- 11-Denzel Washington
- 11-Eminem
- 10-Dolly Parton
- 10-Joe Rogan
- 10-Ryan Reynolds
- 9-John Oliver
- 9-Lady Gaga
- 9-Rihanna
- 8-Drake
- 8-James Woods
- 8-Mel Gibson
- 8-Stephen Colbert
- 8-Tom Brady
- 7-Angelina Jolie
- 7-Billie Eilish
- 7-Eddie Vedder
- 7-Kendrick Lamar
- 7-Mark Hamill
- 7-Matthew McConaughey
- 7-Meryl Streep
- 7-Robert De Niro
- 7-Selena Gomez
- 7-Stephen Curry
- 6-Ariana Grande
- 6-Chris Pratt
- 6-Jimmy Kimmel
- 6-Lionel Messi
- 6-Stephen King
- 5-Adam Sandler
- 5-Brad Pitt
- 5-Chris Brown
- 5-Harrison Ford
- 5-Johnny Depp
- 5-Mark Cuban
- 5-Pedro Pascal
- 5-Sabrina Carpenter
- 5-Stevie Nicks
- 5-Tom Cruise
- 5-Will Smith
- 4-Al Pacino
- 4-Arnold Schwarzenegger
- 4-Ben Shapiro
- 4-Cardi B
- 4-Chris Evans
- 4-Dan Bongino
- 4-Ethan Klein
- 4-Garth Brooks
- 4-Hasan Piker
- 4-Jason Aldean
- 4-Jim Carrey
- 4-Jon Voight
- 4-Justin Bieber
- 4-Mark Wahlberg
- 4-Markiplier
- 4-Megan Thee Stallion
- 4-Olivia Rodrigo
- 4-Pink
- 4-Sandra Bullock
- 4-Tim Tebow
- 4-Tucker Carlson
- 4-Whoopi Goldberg
- 3-Adele
- 3-Alicia Keys
- 3-Anne Hathaway
- 3-Aubrey Plaza
- 3-Dana White
- 3-Dave Chappelle
- 3-Dave Matthews
- 3-Dennis Quaid
- 3-Destiny
- 3-Elton John
- 3-Gary Sinise
- 3-George Takei
- 3-Harry Styles
- 3-Hayley Williams
- 3-Howard Stern
- 3-J. Cole
- 3-James Taylor
- 3-Jason Bateman
- 3-Jennifer Aniston
- 3-Neil Young
- 3-Robert Downey Jr.
- 3-Ryan Gosling
- 3-Sam Elliott
- 3-Ted Nugent
- 3-The Weeknd
- 3-Trey Anastasio
- 3-Zendaya
- 2-"Weird Al" Yankovic
- 2-Adam Driver
- 2-Alex Jones
- 2-Amy Sedaris
- 2-Angela Bassett
- 2-Barbra Streisand
- 2-Bill Murray
- 2-Billie Joe Armstrong
- 2-Blake Shelton
- 2-Bono
- 2-Brantley Gilbert
- 2-Brian Wilson
- 2-Candace Owens
- 2-Carrie Underwood
- 2-Charlie Kirk
- 2-Chilled Chaos
- 2-Chuck Norris
- 2-Conan O'Brien
- 2-DashieXP
- 2-Dave Grohl
- 2-Dean Cain
- 2-Donald Glover
- 2-George Strait
- 2-Greg Gutfeld
- 2-Henry Cavill
- 2-Hugh Jackman
- 2-Jacksepticeye
- 2-Janet Jackson
- 2-Jay Baruchel
- 2-Jayson Tatum
- 2-Jeff Bridges
- 2-Jelly Roll
- 2-Jennifer Garner
- 2-Jennifer Lopez
- 2-Joaquin Phoenix
- 2-Joe Burrow
- 2-Joe Walsh
- 2-John Rich
- 2-John Travolta
- 2-Jordan Peterson
- 2-Kathy Bates
- 2-Keith Urban
- 2-Kevin Costner
- 2-Kim Kardashian
- 2-Lil Wayne
- 2-Macklemore
- 2-Madonna
- 2-Mark Hoppus
- 2-Matt Damon
- 2-Matthew Mercer
- 2-Michael Jordan
- 2-MrBeast

- 2-Northernlion
- 2-Olamide
- 2-Patricia Heaton
- 2-Patrick Mahomes
- 2-Patrick Stewart
- 2-Paul McCartney
- 2-Post Malone
- 2-Reese Witherspoon
- 2-Rhett and Link
- 2-Riley Gaines
- 2-Ronnie Radke
- 2-Roseanne Barr
- 2-Samuel L. Jackson
- 2-Sean Carroll
- 2-Sharon McMahon
- 2-Steve Martin
- 2-Sylvester Stallone
- 2-T. J. Watt
- 2-Theo Von
- 2-Tiger Woods
- 2-Tim Heidecker
- 2-Tom Hardy
- 2-Tom Nichols
- 2-Travis Kelce
- 2-Twenty One Pilots
- 2-Willie Nelson
- 2-Winona Ryder
- 2-Zooey Deschanel
- 1-"Weird Al" Yankovich
- 1-Aaron Rodgers
- 1-Ab-Soul
- 1-Adam Brody
- 1-Adam Savage
- 1-Adam Turla
- 1-Alan Tudyk
- 1-Albert Pujols
- 1-Alisha Marie
- 1-Allie Beth Stuckey
- 1-Alpharad
- 1-Alton Brown
- 1-amandabear_lectar
- 1-Amerie
- 1-Amos Lee
- 1-Amy Adams
- 1-Amy Ray
- 1-Anderson .Paak
- 1-André 3000
- 1-Andrew Tate
- 1-Andy Cohen
- 1-Angry Grandma
- 1-Anita Padilla
- 1-Anna Quindlen
- 1-Bad Bunny
- 1-Ben Meiselas
- 1-Benjamin Tod
- 1-Bill Burr
- 1-Bill Hader
- 1-Björk
- 1-Blake Lively
- 1-Bob Dylan
- 1-Bob Weir
- 1-Boy George
- 1-Brandon Boyd
- 1-Brandon Sanderson
- 1-Brandy
- 1-Bret Michaels
- 1-Britney Spears
- 1-Brooki (of Brooki Bakehouse)
- 1-Bruce Campbell
- 1-Bryan Cranston
- 1-Bryce Harper
- 1-Bryson DeChambeau
- 1-Bunnie XO
- 1-Carson Wentz
- 1-Cate Blanchett
- 1-CeCe Winans
- 1-Celine Dion
- 1-Chad Prather
- 1-Channing Tatum
- 1-Chelsea Handler
- 1-Cher
- 1-Chief Keef
- 1-Chip and Joanna Gaines
- 1-Chris Fleming
- 1-Chris Hemsworth
- 1-Christine Baranski
- 1-Cillian Murphy
- 1-Cody Jinks
- 1-Cody Johnson
- 1-Cody Rhodes
- 1-Colin Farrell
- 1-Colin Meloy
- 1-ContraPoints
- 1-Corrine Malcolm
- 1-Cortney Spencer
- 1-Cory Doctorow
- 1-CoryxKenshin
- 1-Damien Leone
- 1-Dan Campbell
- 1-Dan Patrick
- 1-Dana Carvey
- 1-Daniel Dae Kim
- 1-Daniel Dos Santos
- 1-Danny DeVito
- 1-Darryl Anka
- 1-Daryl-Ann Denner
- 1-Dave Wyndorf
- 1-Davey Havok
- 1-David "Nino" Rodriguez
- 1-David Gilmour
- 1-David Nail
- 1-David Pakman
- 1-Dawn (The Minimal Mom)
- 1-Demetrious Johnson
- 1-Demi Moore
- 1-Demun Jones
- 1-Dennis Rodman
- 1-Derek Jeter
- 1-Derek Sanders
- 1-Desi Perkins
- 1-Diane Shiffer
- 1-Doctor Mike
- 1-Drew Brees
- 1-Drew Gooden
- 1-Drew Talbert
- 1-Ed Sheeran
- 1-Eddie Murphy
- 1-Ella Dorsey
- 1-Emily Armstrong
- 1-Emma Stone
- 1-Emma Watson
- 1-Eric André
- 1-Eric Clapton
- 1-Ethan Chlebowski
- 1-Ethan Hawke
- 1-Eva Longoria
- 1-Fantasia
- 1-Florence Pugh
- 1-Fran Drescher
- 1-Francisco Lindor
- 1-Fridayy
- 1-Gary Numan
- 1-George R. R. Martin
- 1-Gina Carano
- 1-Glen Benton
- 1-Glennon Doyle
- 1-GloRilla
- 1-Gordon Ramsay
- 1-Gregg Popovich
- 1-Halley Kate
- 1-Halsey
- 1-Hannibal Buress
- 1-Hans-Hermann Hoppe
- 1-Hasan Minhaj
- 1-Hayden Christensen
- 1-Heather Cox Richardson
- 1-Heavy Duty Country
- 1-Hodgetwins
- 1-Hulk Hogan
- 1-Hutch
- 1-Idris Elba
- 1-Ilana Glazer
- 1-J.K. Rowling
- 1-Jack Black
- 1-Jack Hibbs
- 1-Jack White
- 1-Jake Broe
- 1-Jake Gyllenhaal
- 1-Jake Owen
- 1-Jalen Hurts
- 1-James A. Janisse
- 1-James Blunt
- 1-James Dobson

- 1-James Duval
- 1-James Hetfield
- 1-James Spader
- 1-Jared Goff
- 1-Jared Leto
- 1-Jared Padalecki
- 1-Jase Robertson
- 1-Jason Isbell
- 1-Jason Mantzoukas
- 1-Jason Momoa
- 1-Jason Pargin
- 1-Jay-Z
- 1-Jeff Arcuri
- 1-Jenna Ortega
- 1-Jennifer Coolidge
- 1-Jennifer Lawrence
- 1-Jeremy Clarkson
- 1-Jeremy Strong
- 1-Jerry Garcia
- 1-Jim Caviezel
- 1-Joanna Gaines
- 1-Joanne Woodward
- 1-Joe Budden
- 1-Joel Embiid
- 1-Joel McHale
- 1-John Cooper
- 1-John Cusack
- 1-John Flansburgh
- 1-John Gourley
- 1-John Green
- 1-John Linnell
- 1-Jon Bon Jovi
- 1-Jonathan Roumie
- 1-Jordan Davis
- 1-Josh Gad
- 1-Julia Fox
- 1-Julie Bowen
- 1-Julio Rodríguez
- 1-Justin Burns
- 1-Justin Herbert
- 1-Justin Timberlake
- 1-Justine Dorn
- 1-Kai Cenat
- 1-Kane
- 1-Kareem Abdul-Jabbar
- 1-Karen Peris
- 1-Karol G
- 1-Kelly Clarkson
- 1-Kelsey Grammer
- 1-Keri Russell
- 1-Kevin Bacon
- 1-Kevin Hart
- 1-Kevin Pereira
- 1-Kimberlin Brown
- 1-Kip Moore
- 1-Kirk Cousins
- 1-Kitty Monk
- 1-Kristen Bell
- 1-Kristy Swanson
- 1-KRS-One
- 1-Kurt Russell
- 1-Kygo
- 1-Kyra Sedgwick
- 1-L.A. Beast
- 1-Lana Del Rey
- 1-Larry David
- 1-Laufey
- 1-Lee Greenwood
- 1-Lenny Kravitz
- 1-Leonardo DiCaprio
- 1-Lex Fridman
- 1-Lil Uzi Vert
- 1-Ludwig
- 1-Luka Dončić
- 1-Luke Combs
- 1-Lynda Carter
- 1-Lynn Toler
- 1-Mae Whitman
- 1-Mama Tot
- 1-Marc Maron
- 1-Marcus Luttrell
- 1-Margaret Atwood
- 1-Margaret Qualley
- 1-Mariah Carey
- 1-Marilyn Manson
- 1-Mario Lemieux
- 1-Mark Hyman
- 1-Mark Ruffalo
- 1-Marques Brownlee
- 1-Martha Beck
- 1-Martha Stewart
- 1-Martin Lawrence
- 1-Martina Navratilova
- 1-Mary J. Blige
- 1-Matt Carriker
- 1-Matt Fradd
- 1-Matthew Gray Gubler
- 1-Matthew Lillard
- 1-Matty Healy
- 1-Meek Mill
- 1-Mia Goth
- 1-Michael Douglas
- 1-Michael J. Fox
- 1-Michael Keaton
- 1-Michelle Pfeiffer
- 1-Mick Jagger
- 1-Micky Dolenz
- 1-Mike Chen
- 1-Mike Lindell
- 1-Mike Rowe
- 1-Mike Tyson
- 1-Miranda Lambert
- 1-Mitski
- 1-Morgan Freeman
- 1-Morgan Wallen
- 1-Mr. Beat
- 1-Ms. Rachel
- 1-Natalie Grant
- 1-Natalie Portman
- 1-Nathan Fillion
- 1-Neil deGrasse Tyson
- 1-Nick Cave
- 1-Nick Jones
- 1-Nick Mullen
- 1-Nick Offerman
- 1-Nicki Minaj
- 1-Niecey Nash
- 1-Noah Kahan
- 1-Noel Gugliemi
- 1-Octavia Spencer
- 1-Ozzy Osbourne
- 1-Patrick Kane
- 1-Patton Oswalt
- 1-Paul Giamatti
- 1-Paul Krugman
- 1-Paul Wolf
- 1-Penn Badgley
- 1-Pentatonix
- 1-Peter Zeihan
- 1-Peyton Manning
- 1-Phil Lesh
- 1-Philip DeFranco
- 1-Playboi Carti
- 1-Porter Robinson
- 1-Quincy Jones
- 1-Ransom
- 1-raocow
- 1-Ray Appleton
- 1-Reba McEntire
- 1-Rebecca St. James
- 1-Regina Spektor
- 1-Richard Thompson
- 1-Ritt Momney
- 1-Rivers Cuomo
- 1-Rob Mcelhenney
- 1-Rob Rausch
- 1-Robert Jeffress
- 1-Robert Smith
- 1-Roman Reigns
- 1-Ron Mael
- 1-Rory Kinnear
- 1-Ruth B
- 1-Ryan Miller
- 1-Salma Hayek
- 1-Sam Hyde
- 1-Sam Seder
- 1-Sam Waterston
- 1-Sandra Oh
- 1-Sarah Michelle Gellar
- 1-Satya Nadella
- 1-Scott Aukerman
- 1-Scott Manley
- 1-Scottie Scheffler
- 1-Sean Chiplock

- 1-Sean Feucht
- 1-Seth Meyers
- 1-Seth Rogen
- 1-Shane Gillis
- 1-Shaquille O'Neal
- 1-Shaun T
- 1-Shawn Hatosy
- 1-Shawn Marion
- 1-Shohei Ohtani
- 1-Simon Lizotte
- 1-Simone Biles
- 1-Smino
- 1-Snoop Dogg
- 1-SosMula
- 1-Stephen A. Smith
- 1-Stephen Gardner
- 1-Stephen Stanley
- 1-Steve Buscemi
- 1-Steve Poplar
- 1-Steven Crowder
- 1-Susan Sarandon
- 1-Synyster Gates
- 1-SypherPK
- 1-T. D. Jakes
- 1-Tate McRae
- 1-Taylor Tomlinson
- 1-Teddy Swims
- 1-The Bucket List Family
- 1-The Hillbilly Kitchen
- 1-The Religious Hippie
- 1-Thom Yorke
- 1-Tim Allen
- 1-Tim Pool
- 1-Tobias Forge
- 1-TobyMac
- 1-Tom Petty
- 1-Tony Hawk
- 1-Tori Amos
- 1-Tracy Chapman
- 1-Trae Crowder
- 1-Trae Young
- 1-Traveling Robert
- 1-Travis McElroy
- 1-Travis Scott
- 1-Trent Reznor
- 1-Trevor Noah
- 1-Trey Parker
- 1-Triple H
- 1-Trixie Mattel
- 1-Troye Sivan
- 1-Tyler Joseph
- 1-Tyler, the Creator
- 1-Tyrus
- 1-Upchurch
- 1-Usher
- 1-Vessel
- 1-Vin Diesel
- 1-Vince Vaughn
- 1-Viola Davis
- 1-Walton Goggins
- 1-Warren Buffett
- 1-Will Compton
- 1-Will Ferrell
- 1-Wiz Khalifa
- 1-Yuval Noah Harari
- 1-Zach Bryan
- 1-Zach Rushing
- 1-Zy0x

C Exploring Political Cross-Pressures from Celebrities

Table 1 examines the alignment of respondent's planned vote choice in the 2024 election and their perceptions of their elicited celebrity's vote choice. We examine all 2955 Wave 1 participants who wrote anything in response to the celebrity elicitation prompt. The final column indicates the groups of participants eligible for the experiment in Wave 2. We pre-registered our population of interest being voters who are fans of a celebrity who they do not perceive to be a political opponent. Therefore, we are interested in only Trump-voters who perceived their favorite celebrity would vote for Trump, and Harris voters who perceived their favorite celebrity would vote for Harris. From this group, we then invited only those participants who provided a celebrity that met our criteria explained in Appendix A.

Table 1 demonstrating interesting descriptive statistics for political cross-pressures participants feel from the celebrities they enjoy following. In particular, Trump-voting participants were more likely to indicate cross-pressures from their celebrity, perceiving them to vote for the other party (21%) more often than Harris-voting participants (2.4%). Moreover, Trump-voting participants were more likely to skip (26.5%) the celebrity vote question than Harris-voting participants (14.2%), perhaps indicating a higher level of discomfort with the question due to perceived cross-pressures.

Table 1: Distribution of Perceived Celebrity Vote Choice by Self-Reported Vote Choice

Self-Reported Vote Choice	Perceived Celebrity Vote Choice	N	Proportion	Eligible for Wave 2
Donald Trump and JD Vance	Donald Trump and JD Vance	566	51.8%	✓
Donald Trump and JD Vance	*Skipped*	290	26.5%	
Donald Trump and JD Vance	Kamala Harris and Tim Walz	230	21.0%	
Donald Trump and JD Vance	Other candidate	7	0.6%	
Kamala Harris and Tim Walz	Kamala Harris and Tim Walz	1358	82.9%	✓
Kamala Harris and Tim Walz	*Skipped*	232	14.2%	
Kamala Harris and Tim Walz	Donald Trump and JD Vance	39	2.4%	
Kamala Harris and Tim Walz	Other candidate	10	0.6%	
Not sure	*Skipped*	79	47.0%	
Not sure	Kamala Harris and Tim Walz	68	40.5%	
Not sure	Donald Trump and JD Vance	18	10.7%	
Not sure	Other candidate	3	1.8%	
Skipped	Kamala Harris and Tim Walz	39	70.9%	
Skipped	Donald Trump and JD Vance	10	18.2%	
Skipped	Other candidate	6	10.9%	

Note: This table examines the alignment of self-reported planned vote choice and perceived celebrity vote choice for the 2955 Wave 1 participants who wrote anything in the celebrity elicitation prompt. Note that no participants indicated they would vote for an unlisted candidate. The final column indicates the groups of participants eligible for the experiment in Wave 2.

D Randomization Procedure

We used block randomization to improve precision of our estimated treatment effects. We expected smaller variation in potential outcomes among people who self-reported being bigger (smaller) fans of the elicited celebrity. Therefore, we used the following pre-treatment survey item to create two blocks: "On a scale from 1 to 10, where 1 means 'not important at all' and 10 means 'extremely important,' how important is identifying as a fan of [celebrity name] to your everyday life?" Participants who responded less than or equal to 5, we considered to have "low" fan identity, and all others "high" fan identity—each group constituting a block. Treatment was randomly assigned within each block during Wave 3.

E Treatment Effects

Tables 2 and 3 present the numerical results corresponding to the figures in the main text.

Table 2: Estimated Treatment Effects for Primary Preregistered Expectations

	Candidate Affect	Enthusiasm Index	Anxiety Index	Likelihood of Voting
Intercept	−0.034	−0.054	0.061	−0.012
	(0.022)	(0.030)	(0.039)	(0.028)
Strong Fan Identity Block	0.006	0.091**	−0.076	0.001
	(0.027)	(0.033)	(0.042)	(0.029)
General Celebrity Endorsement	0.046	0.031	−0.023	0.025
	(0.032)	(0.038)	(0.052)	(0.036)
Most-Liked Celebrity Endorsement	0.039	0.010	−0.056	0.013
	(0.031)	(0.041)	(0.051)	(0.035)
Pre-treatment Candidate Affect	0.865***			
	(0.020)			
Pre-treatment Enthusiasm Index		0.782***		
		(0.025)		
Pre-treatment Anxiety Index			0.592***	
			(0.032)	
Pre-treatment Likelihood of Voting				0.832***
				(0.032)
General = Most-Liked Celebrity Endorsement (p-value)	0.820	0.580	0.533	0.727
Num.Obs.	1490	1467	1467	1494

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 3: Estimated Treatment Effects for Exploratory Preregistered Analyses

	Fan Identity	Trust Celeb. in Politics	Celeb. Endorsements are Gimmicks	Candidate Website Visit	Behaviors to Support Candidate	Candidate Party Affect
Intercept	0.054	−0.091*	0.193***	−0.091	−0.148***	−0.044
	(0.051)	(0.036)	(0.050)	(0.050)	(0.036)	(0.027)
Strong Fan Identity Block	−0.207*	0.060	−0.147**	0.224***	0.335***	0.037
	(0.084)	(0.041)	(0.053)	(0.052)	(0.041)	(0.030)
General Celebrity Endorsement	−0.017	0.026	−0.209**	0.025	−0.013	0.062
	(0.050)	(0.045)	(0.064)	(0.063)	(0.047)	(0.034)
Most-Liked Celebrity Endorsement	0.138**	0.172***	−0.185**	−0.040	0.030	0.013
	(0.051)	(0.046)	(0.063)	(0.063)	(0.048)	(0.037)
Pre-treatment Fan Identity	0.690***					
	(0.040)					
Pre-treatment Trust Celeb. in Politics		0.683***				
		(0.020)				
Pre-treatment Behaviors to Support Cand.					0.619***	
					(0.021)	
Pre-treatment Candidate Party Affect						0.828***
						(0.018)
General = Most-Liked Celeb. Endors. (p-val)	0.003	0.001	0.702	0.302	0.363	0.161
Num.Obs.	1471	1473	1471	1483	1489	1491

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

F Manipulation Checks

F.1 Factual Manipulation Check

We asked a factual manipulation check to participants immediately after they read the text of their experimental condition. The factual manipulation check assesses whether participants were attentive to the treatment, and as such, it provides evidence that the treatment was indeed administered (Kane and Barabas, 2019). We asked which election they just read about—2024, 2020, or 2016. Only 0.8% (n=12) participants got the question wrong. Since this question is asked post-treatment, these respondents are included in our treatment effect estimation. Instead, we use this survey item to provide evidence that respondent's paid attention to their treatment text, thus we have confidence of uptake of the randomly assigned experimental conditions.

F.2 Robustness Excluding Potential Skeptics

Tables 4 and 5 reestimate treatment effects exluding participant who reported pre-treatment that their most-liked celebrity "definitely" or "probably" will not publicly endorse a candidate in the 2024 United States Presidential Election. In doing so, we exclude the group least likely to believe the personalized celebrity endorsement condition, if assigned to it. We find that all results are consistent when excluding this group, except one of our findings with the exploratory outcomes changes. In this robustness check, most-liked celebrity endorsements do not have a significant effect on decreasing the belief that celebrity endorsements are just gimmicks.

Table 4: Estimated Treatment Effects for Primary Preregistered Expectations Excluding Likely Skeptics

	Candidate Affect	Enthusiasm Index	Anxiety Index	Likelihood of Voting
Intercept	−0.025	−0.036	0.051	0.001
	(0.025)	(0.035)	(0.045)	(0.032)
Strong Fan Identity Block	0.006	0.063	−0.064	0.026
	(0.029)	(0.037)	(0.050)	(0.032)
Pre-treatment Candidate Affect	0.864***			
	(0.021)			
General Celebrity Endorsement	0.064	0.051	−0.039	−0.011
	(0.036)	(0.043)	(0.060)	(0.042)
Most-Liked Celebrity Endorsement	0.040	0.016	−0.075	0.003
	(0.035)	(0.048)	(0.061)	(0.038)
Pre-treatment Enthusiasm Index		0.791***		
		(0.031)		
Pre-treatment Anxiety Index			0.566***	
			(0.039)	
Pre-treatment Likelihood of Voting				0.834***
				(0.039)
General = Most-Liked Celebrity Endorsement (p-value)	0.518	0.451	0.565	0.732
Num.Obs.	1084	1071	1071	1087

* p < 0.05, ** p < 0.01, *** p < 0.001

Table 5: Estimated Treatment Effects for Exploratory Preregistered Analyses Excluding Likely Skeptics

	Fan Identity	Trust Celeb. in Politics	Celeb. Endorsements are Gimmicks	Candidate Website Visit	Behaviors to Support Candidate	Candidate Party Affect
Intercept	0.058	−0.075	0.119*	−0.086	−0.105*	−0.021
	(0.060)	(0.043)	(0.059)	(0.060)	(0.044)	(0.032)
Strong Fan Identity Block	−0.207*	0.074	−0.160**	0.235***	0.326***	0.025
	(0.098)	(0.048)	(0.061)	(0.061)	(0.048)	(0.034)
General Celebrity Endorsement	−0.031	−0.005	−0.213**	−0.041	−0.041	0.038
	(0.060)	(0.054)	(0.075)	(0.074)	(0.055)	(0.039)
Most-Liked Celebrity Endorsement	0.138*	0.152**	−0.096	−0.040	0.031	0.003
	(0.060)	(0.054)	(0.074)	(0.074)	(0.057)	(0.044)
Pre-treatment Fan Identity	0.680***					
	(0.048)					
Pre-treatment Trust Celeb. in Politics		0.676***				
		(0.023)				
Pre-treatment Behaviors to Support Cand.					0.602***	
					(0.023)	
Pre-treatment Candidate Party Affect						0.841***
						(0.022)
General = Most-Liked Celeb. Endors. (p-val)	0.006	0.003	0.115	0.994	0.198	0.387
Num.Obs.	1068	1070	1069	1078	1083	1085

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

G Descriptive Statistics and Balance

Table 6 reports descriptive statistics and covariate balance for pre-treatment items. The p-value is the result of an F-test from a linear regression regressing each pre-treatment covariate on indicators for the three experimental arms. The null hypothesis of the F-test is that all three experimental groups have the same mean of the given covariate. For each covariate, I fail to reject the null ($p > .05$), meaning there is no evidence of imbalance across experimental groups.

Table 6: Descriptive Statistics and Covariate Balance Across Experimental Arms

	General Celeb. Endorse.	Most-Liked Celeb. Endorse.	No Endorse.	p-value
Age (Mean Years)	43.63	44.83	45.37	0.18
Proportion White	0.78	0.79	0.80	0.83
Proportion Men	0.45	0.49	0.49	0.26
Political Interest (mean on a 4-point scale, 4 = Very interested)	1.58	1.58	1.58	0.99
Partisanship (mean on a 7-point scale, 7 = Strong Republican)	3.05	3.01	3.23	0.27
Proportion Voting Harris in 2024	0.73	0.72	0.68	0.14
Trust News (mean on a 5-point scale, 5 = Trust a great deal)	2.76	2.69	2.65	0.18
Trust Scientists (mean on a 5-point scale, 5 = Trust a great deal)	3.11	3.18	3.08	0.46
Trust Politicians (mean on a 5-point scale, 5 = Trust a great deal)	2.54	2.54	2.45	0.18
Trust Family and Friends (mean on a 5-point scale, 5 = Trust a great deal)	2.96	3.00	2.98	0.77
Trust Celebrities (mean on a 5-point scale, 5 = Trust a great deal)	1.67	1.72	1.66	0.39
Trust Most-Liked Celebrity (mean on a 5-point scale, 5 = Trust a great deal)	3.22	3.17	3.16	0.69
Most-Liked Celebrity Affect (mean on 100-point scale, 100 = Most warm)	92.03	92.08	90.77	0.11
Most-Liked Celebrity Familiarity (mean on a 5-point scale, 5 = Extremely familiar)	3.57	3.50	3.53	0.48
Proportion Spending Less than One Hour per Week on Most-Like Celebrity	0.62	0.62	0.65	0.50
Preferred Candidate Affect (mean on 100-point scale, 100 = Most warm)	81.05	81.42	79.11	0.16
Enthusiasm Index (mean on a 3-item index, 5-point scale, 5 = Strongly agree with emotion)	4.24	4.28	4.20	0.38
Anxiety Index (mean on a 3-item index, 5-point scale, 5 = Strongly agree with emotion)	1.62	1.61	1.63	0.92
Likelihood of Voting (mean on a 10-point scale, 10 = Definitely will vote)	9.28	9.48	9.42	0.12
Preferred Candidate's Party Affect (mean on 100-point scale, 100 = Most warm)	75.64	75.42	73.08	0.10
Fandom Identity (mean on a 10-point scale, 10 = Extremely important to everyday life)	4.59	4.48	4.42	0.63
Behaviors Supporting Candidate (mean on a 7-item index, 1 = Reported behavior)	0.22	0.21	0.20	0.31

H Additional Preregistered Robustness Checks

We preregistered that we would re-estimate treatment effects only among participants who did not think their most-liked celebrity had already made an endorsement, whether they were correct or not. We thought it would be possible that prior knowledge of an endorsement would limit the effect of seeing one again, thus dampening our treatment effects. Our survey flow first asked whether the respondent believed their most-liked celebrity would publicly support any candidate in the 2024 United States Presidential Election whether they had made an endorsement yet or not. As discussed in the main text and Appendix F, our results are robust to excluding those who did not think it was probable the celebrity would make an endorsement and thus might be skeptical of our treatment. Our survey flow then asked participants who *did* think an endorsement was likely to answer a set of questions about that endorsement, including if they thought one had already occurred. Therefore, this question was only asked to a subset of the respondents, resulting in only 14% of the sample being viable for this preregistered robustness check. Therefore, we did not reestimate treatment effects as they would be too underpowered to draw conclusions.

We also preregistered that we would estimate subgroup treatment effects within fandoms if any celebrity was listed a sizeable amount. The most-listed celebrity was Taylor Swift, with 203 individuals listing her as their favorite celebrity, and 57 respondents listed the next most-mentioned celebrity (Elon Musk). Because our prompt did not elicit a celebrity with a large enough fandom in our sample to reestimate treatment effects, we omit this estimation as it is too underpowered to draw any conclusions.

References

Kane, John V, and Jason Barabas. 2019. "No harm in checking: Using factual manipulation checks to assess attentiveness in experiments." *American Journal of Political Science* 63(1): 234–249.