

Appendix A

Experimental Design and Materials

Figure A1

Persuasion Design

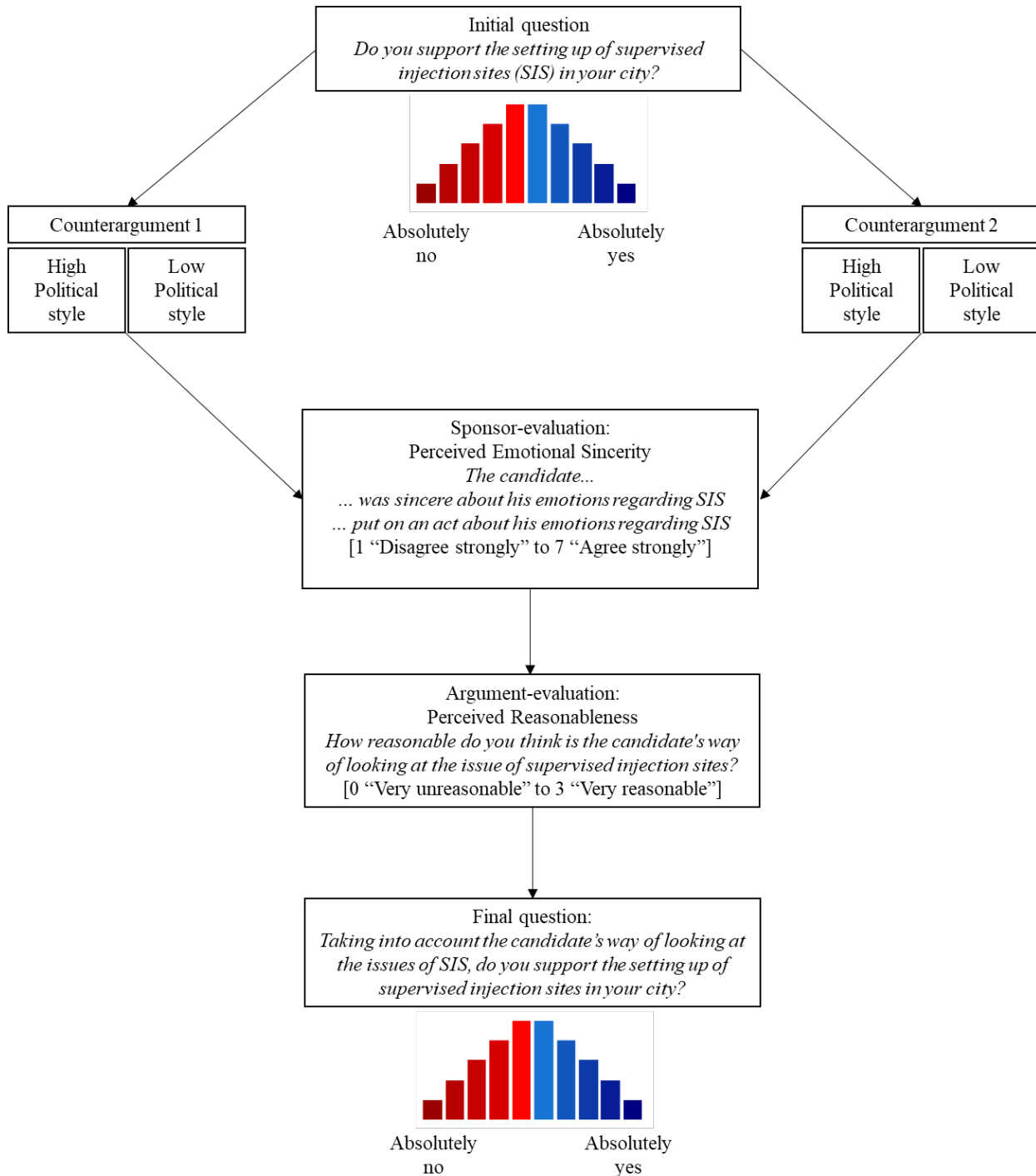


Figure A2

Treatment material: Message against SIS and with a high political style



The image is a screenshot of a news article from Ipswich Evening News. The page features a red navigation bar with links for Home, News, Sport, What's On, Views, Videos, Jobs, Motoring, Property, and Weather. The article title is 'TAYLOR ON SUPERVISED INJECTIONS SITES' in large, bold, black letters. Below the title, it is categorized under 'Politics' and dated '6 HOURS AGO'. There are social media sharing icons for Twitter and Facebook. The main text of the article is in black, with several words in bold. A photograph of Henry Taylor, a man in a suit and tie, is shown being interviewed by several people holding microphones and a smartphone. The background of the photo shows an indoor setting with a sign on the wall.

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TAYLOR ON SUPERVISED INJECTIONS SITES

Politics 6 HOURS AGO

Ipswich (Ipswich Evening News) – As we approach Ipswich City Council elections, the debate among local candidates gets controversial on supervised injection sites (SIS). In an interview to one of our correspondent, Henry Taylor, running candidate for the Nelson ward, commented on the issue. **“My opponent Frank Hayden and I have opposing views regarding SIS... I think not only SIS would encourage drug abuse by not reporting the use of illegal drugs to law enforcement”** – he said – **“but they would also create a culture that challenges laws and regulations regarding drug abuse.”** In addition, he argued that SIS would be detrimental for the rest of the public too. According to him, **“Studies have shown that SIS may bring crime to surrounding communities, such as arrests for drug trafficking, assaults, or robberies”**.



Henry Taylor, running candidate for the Nelson ward.

On top of that, Taylor stressed that SIS would come with financial costs as well. **“From an economic perspective, experts agree that building and managing SIS can be expensive, thus they may have a huge negative impact on cities’ economies, especially in poorer areas”**.

Figure A3

Treatment material: Message against SIS and with a low political style



The image is a screenshot of a news article from Ipswich Evening News. The page features a red navigation bar with links for Home, News, Sport, What's On, Views, Videos, Jobs, Motoring, Property, and Weather. The article title is 'TAYLOR ON SUPERVISED INJECTIONS SITES' in large, bold, black letters. Below the title, it is categorized as 'Politics' and dated '6 HOURS AGO'. The article text discusses the debate on supervised injection sites (SIS) in Ipswich, featuring a quote from Henry Taylor, a running candidate for the Nelson ward. To the right of the text is a photograph of Henry Taylor speaking to the press. Below the photo is a caption identifying him as the running candidate for the Nelson ward. A quote from Taylor is also included on the right side of the page.

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TAYLOR ON SUPERVISED INJECTIONS SITES

Politics 6 HOURS AGO

Ipswich (Ipswich Evening News) – As we approach Ipswich City Council elections, the debate among local candidates gets controversial on supervised injection sites (SIS). In an interview to one of our correspondent, Henry Taylor, running candidate for the Nelson ward, commented on the issue. **“More drugs for junkies... My opponent Frank Hayden and his friends must be nuts to think this is good idea!”** – he said – **“It's really a no brainer, even my grandma would get it!”**. In addition, he argued that SIS would be detrimental for the rest of the public too. According to him, **“More SIS equals more crimes... Do we really want hobos to rob our grandmas on the streets?”**. On top of that, Taylor stressed that SIS would come with financial costs as well.



Henry Taylor, running candidate for the Nelson ward.

“SIS cost loads of money and those morons want hard-working families to cough up their savings to support addiction!”.

Figure A4

Treatment material: Message in favor of SIS and with a high political style

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TAYLOR ON SUPERVISE INJECTIONS SITES

Politics 6 HOURS AGO

Ipswich (Ipswich Evening News) – As we approach Ipswich City Council elections, the debate among local candidates gets controversial on supervised injection sites (SIS). In an interview to one of our correspondent, Henry Taylor, running candidate for the Nelson ward, commented on the issue. **“My opponent Frank Hayden and I have opposing views regarding SIS... I think not only SIS would prevent overdose deaths by providing drug abusers with overdose-reversal drugs”** – he said – **“but they would also help addicts get into opioid addiction treatment programs”**. In addition, he argued that SIS would be beneficial for the rest of the public too. According to him, **“Studies have shown that SIS not only provide addicts with a safe place to use, but they also protect the public from exposure to drug abuse and potentially dangerous situations”**.



Henry Taylor, running candidate for the Nelson ward.

On top of that, Taylor stressed that SIS would come with financial benefits as well. **“From an economic perspective, experts agree that cities may save money due to the reduced health care costs and the increased use of addiction treatment programs.”**

Figure A5

Treatment material: Message in favor of SIS and with a low political style

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TAYLOR ON SUPERVISED INJECTIONS SITES

Politics 6 HOURS AGO

Ipswich (Ipswich Evening News) – As we approach Ipswich City Council elections, the debate among local candidates gets controversial on supervised injection sites (SIS). In an interview to one of our correspondent, Henry Taylor, running candidate for the Nelson ward, commented on the issue. **“SIS save lives... My opponent Frank Hayden and his friends must be nuts to think they are not a good idea!”** – he said – **“It's really a no brainer, even my grandma would get it!”**. In addition, he argued that SIS would be beneficial for the rest of the public too. According to him, **“More SIS equals less junkies around... Do we really want hobos on the streets robbing our grandmas?”**. On top of that, Taylor stressed that SIS would come with financial benefits as well.



Henry Taylor, running candidate for the Nelson ward.

“SIS save loads of money and those morons want hard-working families to keep frittering their savings away!”