

As noted, our main outcome variables will be (1) an index of emotional positivity constructed by adding +1 for each positive emotion selected by the respondent and -1 for each negative emotion selected and then z-scoring within respondent, and (2) separate dummies for each specific emotion we elicit.

We will regress these outcomes on dummies for our main classification categories (enviable, politics, and other). Our main hypotheses are that enviable and political videos will increase emotional negativity relative to other videos, that enviable videos will increase feelings of inadequacy or insecurity relating to the other two types, and that political videos will increase feelings of anger, anxiety, or sadness relative to other video types.

We will examine heterogeneity by (i) gender and (ii) political affiliation, including concordance between the viewer's political affiliation and that of the creator of the video (if an affiliation is detectable).