TRANSCRIPTS OF EXPERIMENTAL TREATMENTS:
“Internet Political Ads in 2012: Can Humor Mitigate Unintended Effects of Negative Campaigning?” by Jody Baumgartner,
Published in Social Science Computer Review, 2013

Big Bird

Barak Obama: I’m Barak Obama and I approved this message.

Narrator: Bernie Madoff. Ken Lane. Dennis Kozlowski. Criminals. Gluttons of greed and the evil genius who towered over them? One man has the guts to speak his name.


Big Bird: It’s me Big Bird.

Narrator: Big. Yellow. A menace to our economy. Mitt Romney knows it’s not Wall Street you have to worry about - it’s Sesame Street.

Mitt Romney: I’m gonna stop this subsidy to PBS.

Narrator: Mitt Romney taking on our enemies no matter where they nest.

Sponsor: Barack Obama. On-screen text at conclusion reads “Approved by Barack Obama. Paid for by Obama for America.”

Romney Economics: The Informercial

(Upbeat music plays in background).

Narrator: Looking to make a profit with minimal risks? Tired of all those pesky employee benefits and pensions? Don’t mind seeing jobs shipped overseas? Then Romney economics in the business model for you.

Romney: I know how business works. I know why jobs come and why they go.

Narrator: You’ll learn valuable skills.

Romney: I like being able to fire people that provide services to me.

Narrator: You’ll make friends.

Romney: Corporations are people, my friend.

Narrator: And you’ll gain perspective.

Romney: I am also unemployed.

Narrator: Some side effects include outsourcing.
Unidentified Reporter: Bain invested in a series of companies, including call centers and manufacturers that expanded overseas, sometimes at the expense of American workers.

Romney: (Laughs).

Narrator: And you may experience bankruptcies.

Chris Wallace: Four of the ten top dollar investments you made went bankrupt.

Romney: (Laughs).

Narrator: But for the small price of American jobs.

Unidentified News Anchor: You bought Dade International almost 2,000 workers were laid off or relocated.

Narrator: Romney economics can be yours today. There’s only one problem, it makes you very unpopular with middle class Americans.

Unidentified Reporter: 50% of Americans view Mitt Romney unfavorable.

Narrator: Get ready! Romney economics is available for purchase November 6. Check out Romenyeconomics.com to get all the info you need.

Sponsor: Barack Obama, although this is not immediately apparent. On-screen text at conclusion points viewers to “RomneyEconomics.com.” This URL redirected viewers (not those in the experimental groups) to http://www.barackobama.com/romney/economics/.

Most Arrogant Man in the World
Music and narrator tone reminiscent of Dos Equis beer’s “Most Interesting Man In The World” advertisement).

Narrator: Out of respect they gave him the Nobel Peace Prize without him doing anything - and he took it.

Narrator: He changed health care for millions of Americans even though they liked what they had.

Narrator: He says he will tell Iran to quit making nukes and they will stop - because he is just that good.

Narrator: To him the Supreme Court is nothing but an unelected group of people.

Narrator: You want Precedent? He is the President.

Narrator: He picked Joe Biden to be his vice president, just to show that he doesn’t really need one.
**Narrator**: He wants us to believe no one else in America would have made the Bin Laden call.

**Narrator**: He is the most arrogant man in the world.

**Obama (imitator)**: HA! I ultimately get what I want. Stay ignorant my friends.

**Sponsor**: Right Change. On-screen text at conclusion reads “Don’t be a Donkey.


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**Run Joe Run**

(Solemn music plays in background, leading to crescendo at end).

**Narrator**: In hard times, America needs smart disciplined leadership. A vice president Americans can count on.

**Biden**: That three letter word: Jobs. J-O-B-S - Jobs.

**Narrator**: Improving race relations.

**Biden**: They’re gonna put you all back in chains - put you all back in chains.

**Narrator**: Helping small businesses.

**Biden**: You cannot go to a 7/11 or Dunkin Doughnuts unless you have a slight Indian accent.

**Narrator**: Using fiscally sane policies.

**Biden**: You’re telling me we gotta go spend money to keep from going bankrupt? The answer’s “yes,” I’m telling you.

**Narrator**: And bringing Americans together with hope.

**Biden**: Murder will continue to rise. Rape will continue to rise.

**Narrator**: Some people say Joe Biden should be dropped from Obama’s ticket. But we say Joe should stay. Joe Biden, America’s greatest vice president when we need him most.

**Biden**: They’re gonna put you all back in chains.

**Sponsor**: American Crossroads. On-screen text at conclusion reads “AmericanCrossroads.Org.

(Button): Make a Donation. (Button): Register to Vote. Paid for by American Crossroads. Not authorized by any candidate or candidate committee.

WWW.AmericanCrossroads.Org.”