Online Appendix

June 1, 2018

This appendix is for reviewed only. It will be available when the paper is published.

Survey Questions (Dependent Variables)

1. Policy Confidence: in the next 10 years, how will our country change in the given policy issues? (Significantly Worse to Significantly Better, 5-point scale)

   - Reducing Pollution;

   - Striking (Political) Corruption;

   - Easing Economic Equality;

2. General Political Trust: Do you agree with the following statements? (Strongly Disagree to Strongly Agree, 4-point scale)

   - I trust the policy scheme made by the government;

   - Our political system is appropriate for the realistic conditions of our country;

   - I am satisfied with the government's performance;

3. Political Efficacy: Do you agree with the following statements? (Strongly Disagree to Strongly Agree, 4-point scale)

- Internal Efficacy(for self-assessment): I have better knowledge about the political issues than most other people;

- External Efficacy (for the government): The government officials do not really care what ordinary people think; (This variable was reversely coded in the analysis)

4. Political Participation (Corruption): In the future, are you going to participate into the given activities? (Definitely No to Definitely Yes, 4-point scale)

- Report Corruption(Institutional, Insti_Inv=3): Report official corruption to (Party) Disciplinary Department;

- Monitor Expense(Quasi-Institutional, Insti_Inv=2): Follow the legal procedure to request the government publishing administrative expense details;

- Collective Action(Non-Institutional, Insti_Inv=1): Participate in an online activity (organized by netizens) to expose officials' abuse of government vehicle and post their photos to social media;

5. Political Participation (Pollution): In the future, are you going to participate into the given activities? (Definitely No to Definitely Yes, 4-point scale)

- Report Pollution(Institutional, Insti_Inv=3): Report pollutant factories to the government agency of environmental protection;

- Monitor Pollution(Quasi-Institutional, Insti_Inv=2): Follow the legal procedure to request the government publishing pollution detailed data;

- Collective Action(Non-Institutional, Insti_Inv=1): Participate in an online activity (organized by netizens) to report air quality and post self-checked results to social media;

Satirical Pieces[1]

Corruption pieces　（一）一人去拜玉皇大帝。大帝问：你有什么心愿？答曰：我想有花不完的钱，住不完的房子，穿不完的锦衣，吃不完的玉食，还要……。大帝说：不用说了，我明白你想当中国的官！

A man is praying to the Emperor of Jade(the Heaven Emperor in Taoism). The Emperor asks: what do you wish? The man says: I wish to have lots of money, more than I can use, lots of houses, more than I can stay, lots of clothes, more than I can wear, lots of food, more than I can eat, and... The Emperor: Got it, you wish to be a government official in China!

（二）不查都是天灾，一查全是人祸；不查处处鲜花，一查全是豆腐渣；不查都是中国人，一查全是外国籍；不查都是孔繁森，一查全是王宝森；不查个个人模人样，一查全都男盗女娼；不查问题都在后三排，一查根子在主席台；不查都为人民服务，一查全被人民服务。

Disasters: If (we do) not check, always natural; Once (we) check, (we will find that) always the human's fault(i.e. the officials' responsibility). **Urban Infrastructure:** If not check, flowers everywhere; Once (we) check, all like scums of Tofu. **Government officials:** If not check, everyone is Chinese citizen; once check, all have foreign passport; **Government officials:** If not check, every official is Kong Fansen (a model of good official); once check, everyone is Wang Baosen (a famous corrupted official) ; **Government officials:** If not check, everyone look decent; once check, every man is a thief and every woman is a whore; **Government:** If not check, the problems are owed to last three rows (junior civil servants); once check, all problems are rooted in the people on the stage (means the leaders). **Government officials:** If not check, always "serve the people"; once check, but "served by the people".

Environmental Pieces

（一）经过北京2000 万人几天几夜的呼吸，北京的空气质量终于有所改善。新的北京

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[1]All satirical pieces can be found in popular online forum and social media platforms in China, and can be searched by Baidu.com. It indicates that all pieces we use are available to ordinary people under China's Internet Censorship.

精神由此诞生："厚德载雾，自强不吸，霾头苦干，再创灰黄！"事实再次证明：雾以吸为贵啊。

After the continuous effort of breathing by 20 million residents in several days and nights, the air quality of Beijing finally improved. Here is the new Beijing Spirit: holding the fog (homophone with *wu*, "world" in original idiom) with virtue; Self-strengthening without breathing (*xi*, homophone of relaxing); Working hard without haze (*mai*, homophone of "diving into the work"); creating grey and yellow (homophone of *huihuang*, meaning magnificence) again. This fact once again shows: smogs are valuable when we breath it (homophone of a Chinese idiom: items are valuable when they are rare).

（二）XX 去瑞士滑雪一下飞机，头一口气就呛晕菜了，丫这儿空气忒纯了，醉氧！急救车到，挣着命对大夫说：China!大夫立马明白了：Ok!把氧气袋放掉，换了一袋汽车尾气，插上管子一下舒服了，然后直接又把我送回飞机。等飞机在我国机场一落地，舱门一开，我一闻，哇靠，味真正，呼吸舒畅……

I went to Switzerland for skiing. Stepping out of the plane, I felt dizzy right away. The air is too pure, I am drunk with the oxygen here! When the doctor arrives, I struggled to spell out one word "China". The doctor understood, replacing my oxygen bag with a bag of car exhausted gas. I felt so comfortable. The doctor then sent me back to China. After the flight landed and the cabin opened, I took a breath in China. Damn! What an authentic and soothing smell (of polluted air)!

Placebo Pieces[2]

Pollution

The Northeastern, Northern and Eastern China have suffered from severe weather of smog and fog, involving more than 30 cities in six provinces. The smog and fog area is larger than 1600km^2 and it has become the most serious one in recent years. Many flights in Beijing have been cancelled and serious car accidents happened in expressway of Shanghai. The serious smog and fog has posed an important threat to public health in China. According to a paper published in PNAS, the air pollution reduces the life expectancy of Chinese in Northern China for five years, and also increases the risk of lung cancer, heart disease and stroke. However, there are still lots of problems in air pollution controls in many localities. For example, the Environment Protection Bureau in Chang'an District of Xi'an asked staff to block the air pollution sensor by cotton to achieve better air quality index. In Dec 6, the municipal government of Xingtai, Hubei issued a guideline of air pollution control, which clearly said "conduct water-swiping twice a day around the air quality monitoring site, and increase it to five times during the heavily polluted days, in order to decrease the dust around the monitoring sites."

中国东北、华北和华东地区出现雾霾天气,重污染天气波及6个省30多个城市,跨跃1600多公里,多个城市爆表,污染程度为历年来之最,还使北京大量航班取消或延误,上海高速路发生车辆连环相撞事故。中国社会严重的雾霾已经成为居民健康的重要威胁。一项发表在美国《国家科学院学报》的研究报告称,空气污染使中国北方居民寿命平均缩短5Æ5年,并且提高了肺癌、心脏病和中风的发病率。然而,各地"治霾"却仍然多有不足。一些地方在重污染天气防治上,还各种"不走心"。西安长安区环保局长为提高政绩,指使相关人员用棉纱堵塞空气采样器的方法来蒙混过关。12月6日,河北省邢台市政府发布《市城管执法局六项措施防治大气污染》。其中提及,"达活泉公园环路每天湿扫2次,重污染天气增加到5次;利用湿墩布对设施进行保洁,用雾炮车对监测点周围进行

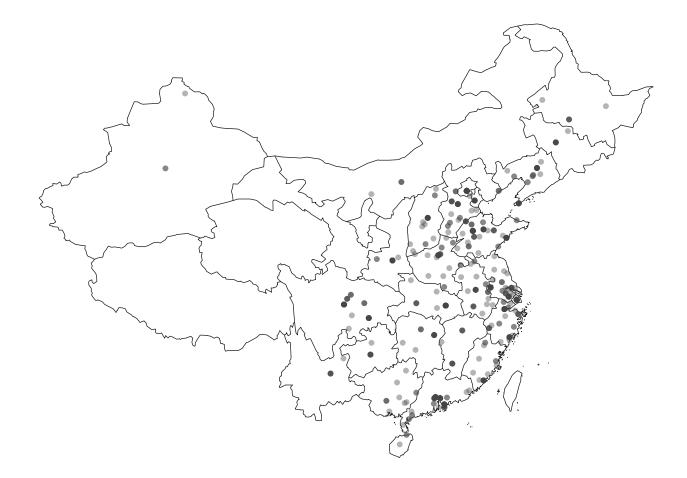[2]Placebo pieces comes from the media reports of Xinhua News, the official news agency of China.

降尘……"

Corruption

Recent media reports reveal lots of corruption cases. For example, Ma Junfei, the Vice Director of Hohhot Railway Bureau, had 88 Million RMB, 4.19 Million USD, 300 Thousand Euros, 27 Thousand HKD, and 43kg Gold in his apartments in Hohhot and Beijing. The vice director of the Department of Coal in the National Energy Administration, Wei Pengyuan, has more than 200 Million RMB cash in his home. The cash weights more than 2.3 ton and is as high as a 36-floor building if putting them together. In Qinhuangdao, Hebei, there is a manager of the Water Supply Company who has more than 100 Million cash, 37kg gold and 68 different real estate properties. All these cases demonstrate the high-risk and the complexity of the anti-corruption campaign. In terms of the risk, the corruption cases become more serious. In terms of the complexity, there are collusions between insiders and outsiders of the institutions, between power and money, between power and sex, and between power and power. It establishes a network of corruption. Everyone with basic political knowledge can agree that it is impossible to avoid the collapse of the Party and the State if we cannot stop the widely spread corruption.

近年来的新闻揭露了大量触目惊心的腐败案例。比如，呼和浩特铁路局原副局长马俊飞，在当地住宅和北京的房子里藏了8800万元人民币、419万美金、30万欧元、27万港币、43.3公斤黄金。国家能源局煤炭司副司长魏鹏远，家中的人民币现金超过2亿元，差不过有2.3吨重，百元大钞堆起来，足有36层楼那么高，还有河北秦皇岛，一个副处级的供水公司经理，家中藏有过亿现金、37公斤黄金以及68套房产手续。这些现象，足以说明当前反腐败斗争的严峻性和复杂性。从严峻性看，腐败现象趋于严重化。从复杂性讲，体制外和体制内勾连，权钱交易、权色交易、权权交易同在，形成了"共腐关系圈"。任何一个具有政治常识的人都可以看到，如果不能从根本上遏制住这种腐败现象蔓延的势头，任其发展下去，怎么可能不"亡党亡国"？

Figure 1: Geographical Distribution of the Survey

Table A1: Is efficacy the mechanism of participation?

Mediation by SEM	MV: Internal Efficacy			MV: External Efficacy		
DV: Participation	(1)	(2)	(3)	(4)	(5)	(6)
	Direct	Indirect	Total	Direct	Indirect	Total
Effects to Efficacy						
Placebo-Satire	0.132*		0.132*	0.074		0.074
	(0.072)		(0.072)	(0.078)		(0.078)
Control-Satire	0.070		0.070	0.159**		0.159**
	(0.069)		(0.069)	(0.079)		(0.079)
Effects to Participation						
Placebo-Satire	0.085	0.057*	0.142**	0.143**	-0.002	0.142**
	(0.056)	(0.032)	(0.062)	(0.062)	(0.006)	(0.062)
Control-Satire	0.095*	0.031	0.126**	0.128**	-0.001	0.126**
	(0.052)	(0.030)	(0.061)	(0.061)	(0.003)	(0.061)
Internal Efficacy	0.435***		0.435***			
	(0.034)		(0.034)			
External Efficacy				-0.014		-0.014
				(0.039)		(0.039)
Institutional Involvement	-0.063***		-0.063***	-0.063***		-0.063***
	(0.013)		(0.013)	(0.012)		(0.012)
Observations	2202	2202	2202	2202	2202	2202
Respondents	573	573	573	573	573	573
SRMR		0.092			0.003	

Note: SEM modeling is applied. The unit of analysis is per question on participation per respondent. MV is "mediating variable". Robust standard errors are used clustered on respondents. * $p<0.1$,** $p<0.05$, *** $p<0.01$

Table A2: Intergrated Mechanism Model

Mediation by SEM DV:Participation	Topic Importance, Personal Interests Internal Efficacy, External Efficacy			
Placebo-Satire	0.132*	0.074	0.125*	0.088
	(0.724)	(0.686)	(0.070)	(0.070)
Control-Satire	0.070	0.159**	-0.045	-0.099
	(0.078)	(0.079)	(0.066)	(0.070)
	Indirect Effects to Participation			
Placebo-Satire	0.008**			
	(0.004)			
Control-Satire	0.001			
	(0.003)			
	Effects to Participation			
Internal Efficacy	0.037***			
	(0.084)			
External Efficacy	0.005*			
	(0.003)			
Topic Importance	0.008**			
	(0.004)			
Personal Interest	0.016***			
	(0.005)			
Placebo-Satire	0.014**			
	(0.007)			
Control-Satire	0.013*			
	(0.007)			
Institutional Involvement	-0.997***			
	(0.020)			
Observations	2202			
Respondents	573			
SRMR	0.127			

Note: SEM modeling is applied. The unit of analysis is per question on participation per respondent. MV is "mediating variable". Robust standard errors are used clustered on respondents. * p$¡$0.1,** p$¡$0.05, *** p$¡$0.01

Table A3: Regression Analysis on Political Efficacy

	Internal	External
Treatment		
Control-Satire	0.037	0.182**
	(0.073)	(0.088)
Placebo-Satire	0.065	0.098
	(0.067)	(0.077)
Topic Exposure		
Environment-Corruption	0.006	0.080
	(0.065)	(0.073)
Male[0-1]	0.162***	-0.026
	(0.055)	(0.066)
Age[1-3]	-0.033	0.009
	(0.036)	(0.044)
Education[1-3]	0.008	0.089
	(0.068)	(0.083)
Annual Income[1-4]	0.060*	-0.019
	(0.032)	(0.040)
CCP Member[0-1]	0.203***	-0.011
	(0.063)	(0.072)
State Employee[0-1]	-0.055	0.012
	(0.063)	(0.072)
Authoritarianism[1-4]	0.159***	0.133***
	(0.039)	(0.046)
Socialism[1-4]	0.056	-0.162***
	(0.038)	(0.048)
Traditionalism[1-4]	0.237***	-0.161***
	(0.054)	(0.056)
Constant	1.281***	2.529***
	(0.225)	(0.286)
Observations	566	566
R-squared	0.183	0.068

Table A4: Whether Topic exposure affects policy evaluation (No)

DV(Policy Confidence)	(1) Corruption	(2) Corruption	(3) Environment	(4) Enviroment	(5) Inequality	(6) Inequality
Control-Satire	0.169*	0.133	0.023	-0.006	-0.088	-0.090
	(0.089)	(0.087)	(0.098)	(0.096)	(0.121)	(0.123)
Placebo-Satire	0.108	0.052	0.079	0.006	-0.163	-0.149
	(0.080)	(0.077)	(0.088)	(0.089)	(0.103)	(0.105)
Topic Exposure						
Environment	0.075	0.042	0.051	0.050	-0.062	-0.063
	(0.078)	(0.076)	(0.085)	(0.087)	(0.103)	(0.104)
Control						
Authoritarianism[1-4]		0.084*		0.068		0.068
		(0.047)		(0.055)		(0.068)
Socialism[1-4]		-0.015		0.011		-0.000
		(0.046)		(0.053)		(0.064)
Traditionalism[1-4]		0.318***		0.115		-0.082
		(0.063)		(0.078)		(0.088)
Male[0-1]		0.104		0.150**		0.199**
		(0.066)		(0.076)		(0.092)
Age[1-3]		-0.077*		-0.017		-0.059
		(0.042)		(0.048)		(0.059)
Education[1-3]		0.035		-0.131		0.183
		(0.089)		(0.097)		(0.116)
Annual Income[1-4]		0.001		0.034		-0.010
		(0.039)		(0.048)		(0.054)
CCP Member[0-1]		0.050		0.010		0.115
		(0.077)		(0.084)		(0.100)
State Employee[0-1]		0.068		0.155*		-0.074
		(0.071)		(0.084)		(0.100)
Constant	2.992***	1.885***	3.008***	2.560***	3.113***	2.852***
	(0.064)	(0.288)	(0.067)	(0.325)	(0.086)	(0.387)
Observations	573	566	573	566	573	566
R-squared	0.008	0.101	0.002	0.037	0.005	0.027
Respondents	573	566	573	566	573	566

Table A5: Regression results of satire effect on government trust

DV: Political Trust	Sample above 15s		Sample above 10s		All sample	
	(1)	(2)	(3)	(4)	(5)	(6)
	Simple	With Control	Simple	With Control	Simple	With Control
Control-Satire	0.234***	0.152**	0.223***	0.124*	0.191***	0.113*
	(0.083)	(0.075)	(0.079)	(0.071)	(0.069)	(0.060)
Placebo-Satire	0.071	0.032	0.041	-0.010	0.050	0.005
	(0.077)	(0.067)	(0.073)	(0.063)	(0.061)	(0.050)
Type of Political Trust						
Policy-Making	Baseline		Baseline		Baseline	
Political System	0.009	0.009	0.018	0.021	0.000	0.004
	(0.031)	(0.031)	(0.029)	(0.029)	(0.024)	(0.025)
Goverment Performance	-0.320***	-0.319***	-0.301***	-0.300***	-0.257***	-0.254***
	(0.033)	(0.033)	(0.031)	(0.031)	(0.025)	(0.025)
Topic Exposure						
Environment-Corruption	0.110	0.092	0.085	0.049	0.122**	0.045
	(0.072)	(0.065)	(0.068)	(0.061)	(0.059)	(0.048)
Control Variables						
Male[0-1]		0.048		0.024		-0.034
		(0.059)		(0.055)		(0.044)
Age[1-3]		-0.061		-0.056		-0.090***
		(0.042)		(0.040)		(0.031)
Education[1-3]		0.023		0.025		0.013
		(0.068)		(0.063)		(0.054)
Annual Income[1-4]		-0.027		-0.021		-0.022

		(0.033)		(0.032)		(0.026)
CCP Member[0-1]		0.117*		0.123*		0.156***
		(0.069)		(0.064)		(0.048)
State Employee[0-1]		0.217***		0.172**		0.132**
		(0.067)		(0.067)		(0.053)
Authoritarianism[1-4]		0.298***		0.302***		0.320***
		(0.047)		(0.045)		(0.035)
Socialism[1-4]		-0.044		-0.035		-0.009
		(0.042)		(0.039)		(0.032)
Traditionalism[1-4]		0.072		0.079		0.129***
		(0.054)		(0.051)		(0.042)
Constant	2.847***	2.065***	2.868***	2.032***	2.874***	1.884***
	(0.057)	(0.265)	(0.056)	(0.244)	(0.051)	(0.192)
Observations	1023	1017	1155	1140	1719	1698
Respondents	341	339	385	380	573	566
R-squared	0.064	0.223	0.59	0.213	0.04	0.252

Note: Unit of analysis is per pair of trust-participation question per respondent. Standard errors clustered on respondents. Model 1 and 2 are based on respondents with exposure time more than 15s; model 3 and 4 are based on respondents with exposure time more than 10s; model 5 and 6 are based on all respondents * $p<0.1$, ** $p<.05$, *** $p<.01$

Table A6: Regression results of satire effect on policy evaluation

DV: Policy Confidence	Sample above 15s		Sample above 10s		all sample	
	(1)	(2)	(3)	(4)	(5)	(6)
	Simple	With Control	Simple	With Control	Simple	With Control
Control-Satire	0.099	0.076	0.037	0.016	0.035	0.013
	(0.080)	(0.078)	(0.078)	(0.076)	(0.066)	(0.064)
Placebo-Satire	0.070	0.033	0.032	-0.014	0.008	-0.030
	(0.073)	(0.077)	(0.068)	(0.071)	(0.059)	(0.059)
Policy Types						
Pollution	-0.015	-0.012	-0.039	-0.034	-0.042	-0.037
	(0.056)	(0.056)	(0.052)	(0.053)	(0.043)	(0.043)
Inequality	-0.041	-0.035	-0.052	-0.053	-0.075	-0.081
	(0.070)	(0.071)	(0.067)	(0.067)	(0.054)	(0.054)
Topic Exposure						
Environment-Corruption	-0.008	0.016	-0.024	-0.010	0.021	0.010
	(0.066)	(0.066)	(0.062)	(0.062)	(0.057)	(0.057)
Control Variables						
Authoritarianism[1-4]		0.062		0.042		0.074**
		(0.042)		(0.040)		(0.034)
Socialism[1-4]		-0.023		-0.002		-0.002
		(0.042)		(0.041)		(0.034)
Traditionalism[1-4]		0.047		0.069		0.117**
		(0.059)		(0.056)		(0.047)
Male[0-1]		0.200***		0.176***		0.151***
		(0.061)		(0.058)		(0.050)

	(1)	(2)	(3)	(4)	(5)	(6)
Age[1-3]		-0.027		-0.035		-0.051
		(0.038)		(0.036)		(0.032)
Education[1-3]		0.043		0.030		0.029
		(0.061)		(0.062)		(0.070)
Annual Income[1-4]		0.046		0.039		0.008
		(0.033)		(0.034)		(0.031)
CCP Member[0-1]		0.002		-0.019		0.058
		(0.071)		(0.070)		(0.056)
State Employee[0-1]		0.129**		0.133**		0.050
		(0.060)		(0.058)		(0.053)
Constant	3.038***	2.514***	3.070***	2.557***	3.077***	2.472***
	(0.059)	(0.235)	(0.058)	(0.227)	(0.051)	(0.227)
Observations	1023	1017	1155	1140	1719	1698
Respondents	341	339	385	380	573	566
R-squared	0.003	0.03	0.001	0.023	0.001	0.026

Note: Unit of analysis is per pair of policy-participation question per respondent. Standard errors clustered on respondents. Model 1 and 2 are based on respondents with exposure time more than 15s; model 3 and 4 are based on respondents with exposure time more than 10s; model 5 and 6 are based on all respondents * p<0.1, ** p<.05, *** p<.01

Table A7: Regression results of satire effect on participation: all sample

DV:Political Participation	Baseline:Placebo			Baseline:Control		
	(1)	(2)	(3)	(4)	(5)	(6)
	Simple	Interactive	Full	Simple	Interactive	Full
Satire	-0.136**	-0.203**	-0.196**	-0.128*	-0.238**	-0.213**
	(0.061)	(0.090)	(0.086)	(0.076)	(0.093)	(0.091)
Insti.Inv.	-0.045***	-0.066**	-0.063**	-0.063***	-0.087***	-0.088***
	(0.017)	(0.026)	(0.027)	(0.014)	(0.019)	(0.020)
Satire # Insti.Inv.		0.034	0.035		0.055*	0.060**
		(0.034)	(0.034)		(0.029)	(0.029)
Topic Exposure						
Environment-Corruption	0.237***	0.237***	0.182***	0.018	0.018	-0.023
	(0.061)	(0.061)	(0.056)	(0.088)	(0.088)	(0.084)
Participation Question						
Environment-Corruption				0.224***	0.224***	0.222***
				(0.035)	(0.035)	(0.035)
Control Variables						
Authoritarianism[1-4]			0.159***			0.100**
			(0.038)			(0.042)
Socialism[1-4]			-0.005			0.051
			(0.042)			(0.043)
Traditionalism[1-4]			0.145***			0.177***
			(0.049)			(0.055)
Male[0-1]			0.127**			0.165***
			(0.059)			(0.063)

Age[1-3]			-0.206***			-0.108***
			(0.038)			(0.041)
Education[1-3]			-0.062			-0.022
			(0.077)			(0.094)
Annual Income[1-4]			0.016			0.042
			(0.034)			(0.035)
CCP Member[0-1]			0.148**			0.059
			(0.061)			(0.062)
State Employee[0-1]			-0.019			0.009
			(0.066)			(0.063)
Constant	2.944***	2.986***	2.550***	2.970***	3.019***	2.138***
	(0.065)	(0.077)	(0.248)	(0.055)	(0.059)	(0.304)
Observations	1236	1236	1221	1722	1722	1701
Respondents	412	412	407	413	413	408
R-squared	0.037	0.038	0.171	0.036	0.037	0.12

Note: The unit of analysis is per question on participation per respondent. Robust standard errors are used clustered on respondents. Satire and Placebo groups only answered participation questions within one topic. Control group answered in both topics. Insti_Inv refers to the "institutional invovlement" variable. This regression is based on all respondents. * p<0.1, ** p<0.05, *** p<0.01

Table A8: Regression results of satire effect on participation: above 10s

DV:Political Participation	Baseline:Placebo			Baseline:Control		
	(1)	(2)	(3)	(4)	(5)	(6)
	Simple	Interactive	Full	Simple	Interactive	Full
Satire	-0.130*	-0.233**	-0.223**	-0.114	-0.267**	-0.217*
	(0.073)	(0.111)	(0.107)	(0.094)	(0.114)	(0.117)
Insti.Inv.	-0.068***	-0.100***	-0.096***	-0.090***	-0.125***	-0.127***
	(0.021)	(0.034)	(0.034)	(0.018)	(0.024)	(0.024)
Satire # Insti.Inv.		0.052	0.053		0.077**	0.084**
Topic Exposure						
Environment-Corruption	0.268***	0.268***	0.230***	0.007	0.007	-0.016
	(0.072)	(0.072)	(0.070)	(0.104)	(0.104)	(0.103)
Participation Question						
Environment-Corruption				0.288***	0.288***	0.288***
				(0.043)	(0.043)	(0.044)
Control Variables						
Authoritarianism[1-4]			0.125***			0.088
			(0.048)			(0.054)
Socialism[1-4]			-0.007			-0.058
			(0.052)			(0.052)
Traditionalism[1-4]			0.107*			0.211***
			(0.063)			(0.066)
Male[0-1]			0.169**			0.153*
			(0.074)			(0.078)

	(1)	(2)	(3)	(4)	(5)	(6)
Age[1-3]			-0.214***			-0.124**
			(0.050)			(0.056)
Education[1-3]			0.004			0.030
			(0.094)			(0.099)
Annual Income[1-4]			-0.001			0.048
			(0.043)			(0.045)
CCP Member[0-1]			0.060			-0.003
			(0.077)			(0.082)
State Employee[0-1]			-0.044			-0.022
			(0.086)			(0.082)
Constant	2.959***	3.024***	2.718***	2.975***	3.045***	2.289***
	(0.079)	(0.095)	(0.315)	(0.068)	(0.072)	(0.314)
Observations	843	843	834	1152	1152	1134
Respondents	281	281	278	280	280	276
R-squared	0.046	0.047	0.136	0.054	0.056	0.120

Note: The unit of analysis is per question on participation per respondent. Robust standard errors are used clustered on respondents. Satire and Placebo groups only answered participation questions within one topic. Control group answered in both topics. Insti_Inv refers to the "institutional invovlement" variable. This regression is based on respondents with exposure time more than 10s. * p<0.1, ** p<0.05, *** p<0.01

Table A9: Regression results of satire effect on participation: above 15s

DV:Political Participation	Baseline:Placebo			Baseline:Control		
	(1)	(2)	(3)	(4)	(5)	(6)
	Simple	Interactive	Full	Simple	Interactive	Full
Satire	-0.154**	-0.270**	-0.269**	-0.138	-0.271**	-0.233*
	(0.076)	(0.117)	(0.115)	(0.097)	(0.122)	(0.124)
Insti_Involve	-0.069***	-0.107***	-0.107***	-0.083***	-0.115***	-0.116***
	(0.022)	(0.038)	(0.038)	(0.019)	(0.026)	(0.027)
Satire # Insti_Involve		0.058	0.064		0.066*	0.074*
		(0.047)	(0.047)		(0.038)	(0.038)
Topic Exposure						
Environment-Corruption	0.310***	0.310***	0.264***	-0.007	-0.007	-0.025
	(0.076)	(0.076)	(0.073)	(0.110)	(0.110)	(0.107)
Participation Question						
Environment-Corruption				0.322***	0.322***	0.318***
				(0.048)	(0.049)	(0.049)
Control Variables						
Authoritarianism[1-4]			0.121**			0.057
			(0.049)			(0.054)
Socialism[1-4]			-0.005			-0.050
			(0.054)			(0.056)
Traditionalism[1-4]			0.121*			0.212***
			(0.065)			(0.068)
Male[0-1]			0.151*			0.097
			(0.077)			(0.083)

	(1)	(2)	(3)	(4)	(5)	(6)
Age[1-3]			-0.223***			-0.146**
			(0.051)			(0.058)
Education[1-3]			-0.014			-0.010
			(0.097)			(0.099)
Annual Income[1-4]			-0.015			0.070
			(0.045)			(0.047)
CCP Member[0-1]			0.061			0.040
			(0.083)			(0.089)
State Employee[0-1]			-0.032			-0.070
			(0.089)			(0.086)
Constant	2.957***	3.033***	2.801***	2.966***	3.031***	2.424***
	(0.082)	(0.102)	(0.322)	(0.075)	(0.082)	(0.310)
Observations	762	762	759	1017	1017	1008
Respondents	254	254	253	252	252	250
R-squared	0.058	0.059	0.148	0.064	0.066	0.134

Note: The unit of analysis is per question on participation per respondent. Robust standard errors are used clustered on respondents. Satire and Placebo groups only answered participation questions within one topic. Control group answered in both topics. Insti_Inv refers to the "institutional invovlement" variable. This regression is based on respondents with exposure time more than 15s. * $p<0.1$, ** $p<0.05$, *** $p<0.01$

Table A10: Regression results of satire effect on participation: all sample (Weighted)

DV:Political Participation	Baseline:Placebo			Baseline:Control		
	(1)	(2)	(3)	(4)	(5)	(6)
	Simple	Interactive	Full	Simple	Interactive	Full
Satire	-0.151**	-0.224**	-0.217**	-0.190**	-0.307***	-0.270***
	(0.067)	(0.093)	(0.089)	(0.081)	(0.095)	(0.091)
Insti.Inv.	-0.046***	-0.067***	-0.064**	-0.064***	-0.089***	-0.090***
	(0.016)	(0.026)	(0.026)	(0.014)	(0.019)	(0.019)
Satire # Insti.Inv.		0.036	0.036		0.058**	0.062**
		(0.034)	(0.034)		(0.029)	(0.029)
Topic Exposure						
Environment-Corruption	0.239***	0.239***	0.171***	0.023	0.023	-0.036
	(0.067)	(0.067)	(0.060)	(0.097)	(0.097)	(0.090)
Participation Question						
Environment-Corruption				0.215***	0.215***	0.214***
				(0.035)	(0.035)	(0.036)
Control Variables						
Authoritarianism[1-4]			0.190***			0.104**
			(0.041)			(0.046)
Socialism[1-4]			-0.024			0.047
			(0.045)			(0.047)
Traditionalism[1-4]			0.146***			0.182***
			(0.054)			(0.058)
Male[0-1]			0.137**			0.188***
			(0.064)			(0.066)

	(1)	(2)	(3)	(4)	(5)	(6)
Age[1-3]			-0.209***			-0.110***
			(0.039)			(0.041)
Education[1-3]			-0.056			-0.034
			(0.080)			(0.093)
Annual Income[1-4]			0.008			0.051
			(0.037)			(0.036)
CCP Member[0-1]			0.159**			0.044
			(0.065)			(0.069)
State Employee[0-1]			-0.033			-0.019
			(0.069)			(0.068)
Constant	2.908***	2.951***	2.545***	2.984***	3.034***	2.164***
	(0.070)	(0.081)	(0.257)	(0.055)	(0.059)	(0.300)
Observations	1236	1236	1221	1722	1722	1701
Respondents	412	412	407	413	413	408
R-squared	0.039	0.039	0.191	0.043	0.044	0.134

Note: The unit of analysis is per question on participation per respondent. Robust standard errors are used clustered on respondents. Satire and Placebo groups only answered participation questions within one topic. Control group answered in both topics. Insti_Inv refers to the "institutional invovlement" variable. This regression is based on all respondents. Sample are weighted on age with reference to 2016 CNNIC Report. * p<0.1, ** p<0.05, *** p<0.01

Table A11: Satire effect on participation: Additional OLS and Ordinal Logit Models

	Simple OLS		Interactive Ordinal Logit		Ordinal Logit Full	
DV: Political Participation	(1)	(2)	(3)	(4)	(5)	(6)
Baseline	Placebo	Control	Placebo	Control	Placebo	Control
Satire	-0.136**	-0.128*	-0.574**	-0.669***	-0.542**	-0.656***
	(0.061)	(0.076)	(0.250)	(0.246)	(0.262)	(0.253)
Satire # Institutional Involvement			0.108	0.169**	0.098	0.193**
			(0.092)	(0.080)	(0.101)	(0.082)
Quasi-Institutional	-0.034	-0.061**				
	(0.031)	(0.027)				
Institutional	-0.090***	-0.125***				
	(0.033)	(0.029)				
Topic Exposure						
Environment-Corruption	0.237***	0.018	0.620***	0.031	0.533***	-0.052
	(0.061)	(0.088)	(0.163)	(0.229)	(0.166)	(0.229)
Participation Question						
Environment-Corruption		0.224***		0.593***		0.617***
		(0.035)		(0.093)		(0.099)
Control Variables						
Authoritarianism[1-4]					0.476***	0.284**
					(0.115)	(0.119)
Socialism[1-4]					-0.006	0.181
					(0.124)	(0.121)
Traditionalism[1-4]					0.455***	0.495***
					(0.148)	(0.154)

	(1)	(2)	(3)	(4)	(5)	(6)
Male[0-1]					0.379**	0.463***
					(0.174)	(0.172)
Age[1-3]					-0.594***	-0.302***
					(0.114)	(0.114)
Education[1-3]					-0.143	-0.059
					(0.212)	(0.252)
Annual Income[1-4]					0.048	0.118
					(0.098)	(0.093)
CCP Member[0-1]					0.470**	0.210
					(0.183)	(0.169)
State Employee[0-1]					-0.054	0.008
					(0.191)	(0.177)
Constant	2.896***	2.907***				
	(0.059)	(0.050)				
cut1			-3.733***	-3.764***	-2.487***	-1.371
			(0.308)	(0.280)	(0.721)	(0.869)
cut2			-1.308***	-1.390***	0.114	1.092
			(0.215)	(0.164)	(0.716)	(0.816)
cut3			1.247***	1.132***	2.986***	3.787***
			(0.216)	(0.165)	(0.738)	(0.831)
Observations	1236	1722	1236	1722	1221	1701
(Pseudo) R-squared	0.037	0.036	0.02	0.02	0.09	0.06
Respondents	412	413	412	413	407	408

Note: The unit of analysis is per question on participation per respondent. Robust standard errors are used clustered on respondents. Satire and Placebo groups only answered participation questions within one topic. Control group answered in both topics. This regression is based on all respondents. Model 1 and 2 are OLS regressions without interaction between satire and institutional level of participation. Model 3-6 are Ordinal Logit Regression, with higher value in dependent variable being more likely to participate. * p<0.1, ** p<0.05, *** p<0.01

Table A12: Effects of exposure time of satirical pieces

	(1)	(2)	(1)	(2)
DV:	Trust	Participation	External Efficacy	Internal Efficacy
Exposure	-0.000	-0.000*	-0.001***	0.001
	(0.000)	(0.000)	(0.000)	(0.001)
Placebo	0.019	0.106*	0.052	0.101
	(0.063)	(0.064)	(0.076)	(0.084)
Placebo # Exposure	0.001**	0.001*	0.001***	-0.001
	(0.000)	(0.000)	(0.000)	(0.001)
Type of Questions				
Political System	-0.015			
	(0.029)			
Goverment Performance	-0.282***			
	(0.030)			
Insti_Inv		-0.045***		
		(0.017)		
Topic Exposure				
Environment	0.130**	0.242***	0.061	0.083
	(0.059)	(0.061)	(0.071)	(0.075)
Constant	2.904***	2.829***	2.797***	2.059***
	(0.055)	(0.063)	(0.060)	(0.067)
Observations	1236	1236	412	412
Respondent	412	412	412	412
R-squared	0.046	0.041	0.032	0.015

Note: Only the treatment(satire) group and the placebo(formal critique) are compared. The baseline is exposure to satire. Unit of Analysis is per question per respondent. Standard errors are clustered on respondents. Exposure is the length of time (seconds) respondents are exposed to the reading materials. Only satire group and placebo group are compared (baseline is satire). Baseline: M1(Trust) is Policy-making; M2 operationalizes types of participation as the variable institutional involvement.

Table A13: Alpha Test

Item	Alpha
Trust(3 items)	
Policy-Making	0.737
Political System	0.786
Goverment Performance	0.773
Participation (Pairs)	
Non-Institutional Participation	0.667
Quasi-Institutinal Participation	0.778
Institutional Participation	0.688
Efficacy(Internal and External)	0.151

Table A14: t-test: Treatment-Control

Dependent Variable	Mean_Treatment	Mean_control	Treatment-Control	Lower CI (90%)	Upper CI (90%)
Policy Confidence					
Anti-Corruption	3.028	3.161	-0.134	**-0.266**	**-0.001**
Reduce Pollution	3.032	3.031	0.001	-0.146	0.148
Ease Inequality	3.083	3.025	0.058	-0.123	0.240
Political Participation					
Report Corrutpion	2.677	2.702	-0.025	-0.172	0.121
Monitor Expense	2.774	2.870	-0.095	-0.240	0.050
Corruption C.A.	2.699	2.963	-0.263	**-0.406**	**-0.121**
Report Pollution	2.916	3.050	-0.134	-0.279	0.012
Monitor Pollution	2.933	3.019	-0.086	-0.224	0.052
Pollution C.A.	3.025	3.137	-0.111	-0.246	0.023
Political Trust					
Trust the Policy	2.933	3.031	-0.099	-0.211	0.014
Trust the System	2.948	3.068	-0.120	**-0.232**	**-0.008**
Trust the General Performance	2.659	2.839	-0.180	**-0.304**	**-0.056**
Political Efficacy					
Internal Efficacy	2.762	2.832	-0.070	-0.187	0.046
External Efficacy	2.139	2.298	-0.159	**-0.288**	**-0.031**
Media Efficacy	2.853	2.913	-0.060	-0.183	0.063
Social Efficacy	2.881	2.981	-0.100	-0.215	0.014

Table A15: t-test:Treatment-Placebo

Dependent Variable	Mean_Treatment	Mean_Placebo	Treatment-Placebo	Lower CI (90%)	Upper CI (90%)
Policy Confidence					
Anti-Corruption	3.028	3.138	-0.110	-0.242	0.023
Reduce Pollution	3.032	3.113	-0.081	-0.224	0.063
Ease Inequality	3.083	2.919	0.165	-0.009	0.339
Political Participation					
Report Corrutpion	2.677	2.725	-0.048	-0.226	0.129
Monitor Expense	2.774	2.950	-0.176	**-0.341**	**-0.010**
Corruption C.A.	2.699	2.900	-0.201	**-0.376**	**-0.026**
Report Pollution	2.916	3.100	-0.184	**-0.355**	**-0.013**
Monitor Pollution	2.933	2.975	-0.042	-0.206	0.122
Pollution C.A.	3.025	3.188	-0.162	**-0.324**	**-0.001**
Political Trust					
Trust the Policy	2.933	3.019	-0.086	-0.198	0.026
Trust the System	2.948	2.956	-0.008	-0.120	0.104
Trust the General Performance	2.659	2.725	-0.066	-0.193	0.061
Political Efficacy					
Internal Efficacy	2.762	2.894	-0.132	**-0.252**	**-0.011**
External Efficacy	2.139	2.213	-0.074	-0.201	0.053
Media Efficacy	2.853	2.963	-0.109	-0.236	0.018
Social Efficacy	2.881	3.019	-0.138	**-0.253**	**-0.022**

Table A16: Demographic Comparison

Socioeconomic Factor		This Survey	Chinese Internet Users
Gender	Male	47.11%	53%
	Female	52.89%	47%
Age	Below 30	42.67%	53.40%
	31-40	37.56%	24.20%
	Above 40	19.78%	22.40%
Education	Below Undergraduate	7.11%	79.50%
	Undergraduate and above	92.89%	20.50%
Occupation	Student	3.33%	25.10%
	Employed	93.56%	56.60%
Annual Income ('000)	Below 30	12.00%	48.80%
	30-60	24.67%	30.80%
	60 and above	63.33%	20.30%

Note: Data on Chinese Internet Users comes from the 2016 CNNIC Report: https://cnnic.com.cn/IDR/ReportDownloads/201611/P020161114573409551742.pdf