

## ONLINE APPENDIX

### Additional estimates (by columns in Table A1)

1. Use quadratic diffusion model (Section 5).
2. Allow the cumulative registrations up to the day before to vary by county (Section 5).
3. Allow both the cumulative registrations up to the day before and its interaction with post-October 1 enforcement to vary by county (Section 5).
4. Allow the cumulative registrations up to the day before to vary by county, and its interaction with post-October 1 enforcement to vary by state (Section 5).
5. Use organized social involvement as measure of social interaction (Section 5.3).
6. Use informal social interaction as measure of social interaction (Section 5.3).
7. Consider the effect of the first wave on daily DNC registrations in the months of October, November, and December separately (Section 5.3). The coefficients of October, November, and December interacted with the first wave (cumulative registrations up to August 31) are not significantly different ( $F = 0.88, p = 0.428$ ).
8. Include the ratio of Web registration interacted with the first wave and enforcement (October 1 and after).
9. Restrict the sample to states that charged a fee for the state list.

Table A1.

VARIABLES	(1) Quadratic diffusion model	(2) Cumulative registrations varying by county	(3) Cumulative registrations and its interaction with enforcement varying by county	(4) Cumulative registrations varying by county and its interaction with enforcement varying by state	(5) Include organized social involvement	(6) Include informal social interaction	(7) Separate Oct, Nov, and Dec effects	(8) Means of registration	(9) State lists with fees
News reports + 1 (ln)	0.029*** (0.008)	0.026*** (0.008)	0.032*** (0.010)	0.025*** (0.009)	0.018* (0.009)	0.018* (0.009)	0.029*** (0.008)	0.026*** (0.008)	0.020* (0.010)
Cumulative registrations [t-1] (ln)	-4.860** (1.855)				1.991 (2.272)	2.053 (2.266)	2.393 (1.398)	1.568 (1.352)	0.547 (0.686)
Enforcement × Cumulative registrations [t-1] (ln)	-4.327*** (0.864)	-3.386*** (0.965)			-3.449** (1.605)	-3.464** (1.616)	-3.023*** (0.701)	-3.194*** (0.718)	-1.606** (0.670)
Enforcement × First wave (ln)	<b>3.824***</b> <b>(0.840)</b>	<b>3.129***</b> <b>(0.950)</b>	<b>-17.856***</b> <b>(4.238)</b>	<b>3.344***</b> <b>(0.923)</b>	<b>3.311*</b> <b>(1.612)</b>	<b>3.327*</b> <b>(1.624)</b>		<b>2.990***</b> <b>(0.731)</b>	<b>1.423*</b> <b>(0.664)</b>
Sqr cumulative registrations [t-1] (ln)	0.516*** (0.153)								
Enforcement × Sqr cumulative registrations [t-1] (ln)	0.016*** (0.003)								
Enforcement × organized social involvement					-0.034 (0.133)				
Enforcement × First wave × organized social involvement					<b>0.004</b> <b>(0.016)</b>				
Enforcement × informal social interaction						-0.093 (0.108)			
Enforcement × First wave						<b>0.007</b>			

× informal social interaction										(0.013)
Post-Nov 1										-0.282
× Cumulative registrations [t-1] (ln)										(0.631)
Post-Dec 1										-0.469
× Cumulative registrations [t-1] (ln)										(0.352)
October × First wave (ln)										<b>2.866***</b>
										<b>(0.700)</b>
November × First wave (ln)										<b>3.152***</b>
										<b>(1.121)</b>
December × First wave (ln)										<b>3.524***</b>
										<b>(1.093)</b>
Enforcement × % Web registration										-0.557
										(0.617)
Enforcement × First wave (ln)										<b>0.086</b>
× % Web registration										<b>(0.093)</b>
County fixed effects	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Day fixed effects	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Observations	109,200	109,200	109,200	109,200	48,594	48,594	145,200	109,200	69,930	
R-squared	0.635	0.651	0.659	0.652	0.736	0.736	0.607	0.632	0.534	
Counties	1,200	1,200	1,200	1,200	534	534	1,200	1,200	777	

Notes. Estimated by ordinary least squares; dependent variable is logarithm of (1 + registration); robust standard errors clustered by state in parentheses (\*\* $p < 0.01$ , \*\* $p < 0.05$ , \* $p < 0.1$ ). Column (1): Quadratic diffusion model; Column (2): Cumulative registrations up to the day before varying by county; Column (3): Cumulative registrations up to the day before and its interaction with enforcement varying by county; Column (4): Cumulative registrations up to the day before varying by county, and its interaction with post-October 1 enforcement varying by state; Column (5): Use organized social involvement as measure of social interaction; Column (6): Use informal social interaction as measure of social interaction; Column (7): Consider first wave effect in October, November, and December separately; (8) Include the interactions of percent Web registration and the first wave and enforcement; (9) Restrict sample to states that charged a fee for the state list.