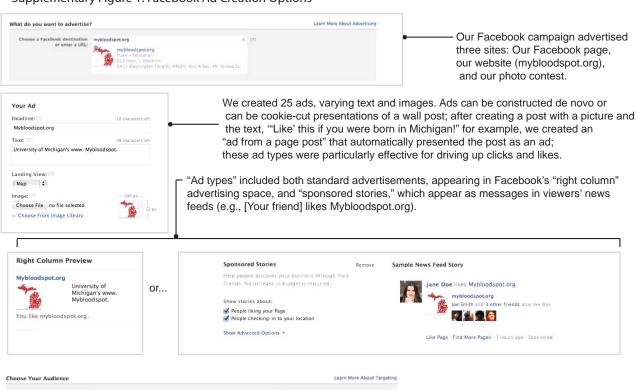
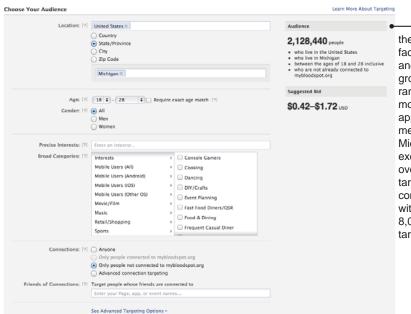
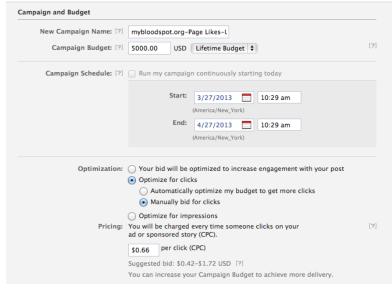
Supplementary Figure 1. Facebook Ad Creation Options





 Facebook's advertising system allows the advertiser to target audiences based on factors such as age, interests, and affiliations, and to see the corresponding size of the target groups. The target groups of this campaign ranged from 1,660 individuals to 4,398,980, but most advertisements (18 of 25) were targeted to approximately 2 million. All but two advertisements were targeted to individuals living in Michigan between the ages of 18-28; the two exceptions targeted Michigan residents 18 and over. Some advertisements (n=3) were further targeted to individuals who attended a specific community college or university, for example, with a target group size between 3,220 and 8,040, or who liked photography (n=1 ad), with a target group size of 585.

Campaign, Pricing and Schedule



Facebook advertisements are sold in an auction system: All Facebook advertisements compete to be shown based on their performance and their maximum bids. The actual cost can be lower than the maximum bid because Facebook charges for the amount that was necessary to win the auction. Facebook allows advertisers to pay only for ad clicks (cost-per-click), or to pay per 1,000 impressions. We priced our advertisements at or near the high end of Facebook's suggested bids, ranging from \$0.61 per click to \$2.35 per click; the actual price paid per click ranged from \$0.45 to \$1.29, averaging \$1.05 per click. We selected the "cost per click" option for all of our advertisements but one. For the costper-thousand impressions ad, we bid \$0.25 and paid 10 cents per thousand impressions.