



Table of Contents

Table of Contents	iii
List of Tables	iv
List of Appendices.....	v
Abstract	vi
1 Introduction	1
2 Literature Review	4
2.1 Online Outrage	4
2.2 Offline Protest Participation	5
2.3 Online Outrage and Offline Protest Participation	7
3 Methodology	10
3.1 Data	10
3.2 Experimental Design	10
3.3 Variable	12
3.3.1 Independent Variable	12
3.3.2 Dependent Variable	13
3.3.3 Control Variable	14
3.4 Method of Analysis	16
3.5 Descriptive Statistics	17
4 Results	20
4.1 Balance Test	20
4.2 List Experiment	20
4.3 Kwak Weighting.....	22
4.4 Hypothesis Testing	24
5 Discussion, Limitation, and Conclusion.....	28
5.1 Discussion	28
5.2 Limitations.....	29
5.3 Conclusion.....	31
References	32
Appendix	37



List of Tables

Table 1: Descriptive Statistics	18
Table 2: Summary of All Variables	19
Table 3: Balance Test for Control and Treatment Group.....	20
Table 4: Group Mean Comparison of List Experiment Scores	21
Table 5: OLS Regression on List Experiment Score	22
Table 6: Logistic Regression Analysis of Protest Willingness Among Prior Protest Participants	23
Table 7: Protest Potential Distribution Among Past and Non-Participants (Unweighted vs. Weighted Means)	23
Table 8: OLS Regression of Protest Participation on Online Outrage without Control Variables	24
Table 9: OLS Regression of Protest Participation on Online Outrage with Control Variables	26



List of Appendices

Appendix 1: Causal Pathway	37
Appendix 2: G* Power Sample Size Calculation.....	37
Appendix 3: Survey Question (Design)	38