

EXHIBIT A

**IN THE UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF NEW YORK**

E. JEAN CARROLL,)	
)	
<i>Plaintiff,</i>)	
)	
v.)	Case No. 20 Civ. 7311 (LAK)
)	
DONALD J. TRUMP, in his personal)	
capacity,)	
)	
<i>Defendant.</i>)	
<hr style="border: 0.5px solid black;"/>)	

**SUPPLEMENTAL EXPERT REPORT OF
PROFESSOR ASHLEE HUMPHREYS, PHD**

November 13, 2023

TABLE OF CONTENTS

I. ASSIGNMENT	1
II. SUMMARY OF OPINIONS.....	2
III. INPUTS TO THE IMPRESSIONS MODEL, THE IMPACT MODEL, AND THE DAMAGES MODEL.....	3
IV. IMPRESSIONS MODEL.....	4
V. IMPACT MODEL.....	5
VI. DAMAGES MODEL.....	5
APPENDIX A: PROFESSOR HUMPHREYS' CV AND PRIOR TESTIMONY.....	8
APPENDIX B: REMOVED SOURCES	22
APPENDIX C: IMPACT MODEL	25
APPENDIX D: DAMAGES MODEL	32

I. ASSIGNMENT

I was previously engaged by Kaplan Hecker & Fink LLP on behalf of E. Jean Carroll to create an analytic model to (1) estimate the number of impressions for the defamatory statements that were made by Donald Trump on June 21, 22, and 24, 2019, and circulated on social and traditional media (“Impressions Model”), (2) analyze the impact, if any, of these statements by estimating the percentage of people who may have been receptive to them and assess the damage to Ms. Carroll’s reputation and person brand (“Impact Model”), and (3) provide a model to estimate costs for reputational repair based on the impact of those impressions (“Damages Model”) on behalf of Ms. Carroll. In connection to that assignment, I issued an expert report dated October 14, 2022¹ (“Humphreys Report”) that contains my analyses of the impressions and impact of those statements and an estimate for the cost of a reputational repair campaign based on those impressions.^{2,3}

I have been asked by counsel to provide a supplemental analysis to reevaluate the Impressions Model, the Impact Model, and the Damages Model in order to provide an updated estimate of the cost of a reputational repair campaign. Specifically, I was asked: (1) to limit my analysis to social media posts, online news articles, print news articles, and TV news broadcasts referring to the June 21 and 22, 2019, statements (the “June 21 and 22 Statements”) and to exclude the coverage referring exclusively to the June 24, 2019, statement, and (2) to exclude coverage that only referred to the fact that Mr. Trump denied Ms. Carroll’s allegations in connection with

¹ Expert Report of Professor Ashlee Humphreys, dated October 14, 2022 (“Humphreys Report”).

² I was assisted in the preparation of this report by a team of research assistants at Voluble Insights, whom I supervised. Throughout my report, I use the word “I” to refer to work conducted by myself or work Voluble implemented under my direction.

³ I am being compensated at a rate of \$600 per hour, subject to a 15 percent discount. I will be compensated at a rate of \$1,000 per hour for deposition testimony, and at a rate of \$1,000 per hour for trial testimony, subject to the same 15 percent discount. My compensation is in no way contingent on the nature of my findings, the presentation of my findings in this report or subsequent testimony, or the outcome of this or any other proceeding. I have no other interest in this proceeding.

the above-captioned case or otherwise did not contain a defamatory claim from the June 21 or 22 Statements.⁴

II. SUMMARY OF OPINIONS

My opinions are unchanged from those listed in the Summary of Opinions in the Humphreys Report except for the opinions D, F, and H in which the amended changes to the number calculations are in bold below:

- D. A measure of the dissemination of the **June 21 and 22** Statements is possible using an information cascade model to estimate impressions on social media and with ratings, circulation, and web traffic data to estimate impressions on traditional media. I have identified between **85,832,475 to 104,132,285 impressions** generated by Mr. Trump's **June 21 and 22** Statements ("Impressions Model"). This very high number of impressions reflects the prominence of Mr. Trump, but nonetheless is a conservative estimate for the reasons I detail in the description of the Impressions Model.
- F. In an attempt to quantify at least a portion of the impact the **June 21 and 22** Statements had on Ms. Carroll's brand, I applied academic research and industry estimates related to audience composition to estimate that, of the impressions collected, an average of 25.45% of the impression recipients were likely receptive to Mr. Trump's message, resulting in an estimated range of **21,262,359 to 24,788,657 receptive impressions** that should be corrected (i.e., impressions that may have been received by those who likely found those Statements credible; "Impact Model").
- H. A holistic, integrated campaign is needed to effectively create attitudinal change and in turn repair reputational damage. In such a campaign, the corrective message would need to come from a trusted source and would need to ensure that the audience is exposed to the message multiple times. For example, one such solution to reputation repair is to enlist the help of multiple online intermediaries and sources that consumers trust. The campaign would need to take into account where the target audience gets their news. Using my estimates for the quantifiable impact of Mr. Trump's **June 21 and 22** Statements (i.e., the **21,262,359 to 24,788,657** receptive impressions that should be corrected) and research related to exposures required and media considerations costs, I estimate that the cost to counteract the impact of the defamatory claims is between **\$2.1 million and \$12.1 million** ("Damages Model"). Given the above-stated needs of the campaign, I believe the minimum appropriate corrective campaign to run would be the middle range, from **\$6.2 million to \$7.2 million**.

⁴ The materials I considered in forming my opinions have remained unchanged and are as listed in Appendix C of the Humphreys Report. An updated version of my CV is attached in Appendix A to this report.

III. INPUTS TO THE IMPRESSIONS MODEL, THE IMPACT MODEL, AND THE DAMAGES MODEL

As described in the Humphreys Report, I estimate the impressions and impact of the statements Mr. Trump made about Carroll on June 21, 22, and 24, 2019, based on news and online coverage and provide an estimate to correct reputational damage based on these two analyses.⁵ In particular, in the initial report, I included 53 online news articles, 55 social media posts, 63 television news broadcasts, and 14 print articles. The criteria I used to identify this set of news coverage is described in the Humphreys Report.⁶ The methodology used to analyze the Impressions, Impact, and Damages Models remains unchanged from that outlined in the Humphreys Report.

For this Supplemental Report, I removed content related exclusively to Mr. Trump's June 24, 2019, statement and recalculated impressions and damages in accordance with my assignment. Specifically, I reviewed all news coverage to identify content either (1) referencing only the June 24, 2019, statement,⁷ or (2) containing only a general statement of denial. Of the original 182 inputs I considered in the Humphreys Report, I identified 60 that met those criteria and removed these from the analysis. Of these, 27 were social media posts, 6 were online articles, 1 was a print article, and 26 were TV broadcasts. Appendix B to this document lists all sources removed from my analysis. I summarize the effect of removing these materials on the Impressions, Impact, and Damages Models below.

⁵ The June 21, 22, and 24 statements can be found in full in my Expert Report. Humphreys Report, pp. 8-10.

⁶ Humphreys Report, pp. 26, 27, 31-32, 33.

⁷ Note that I did not remove news coverage that also covered the June 21 or 22, 2019, statements. For instance, the June 24, 2019, article in *The Hill*, titled "EXCLUSIVE: Trump vehemently denies E. Jean Carroll allegation, says 'she's not my type'," reports on June 24, 2019, statement but also references Mr. Trump's claim from the June 21 and 22, 2019, statements that he had never met Ms. Carroll. Since this article includes a defamatory claim from a June 21 and 22, 2019, statement, I did not exclude it from my count of impressions.

IV. IMPRESSIONS MODEL

The range of impressions decreased from between 142 million and 188 million for the statements Mr. Trump made on June 21, 22, and 24, 2019, to between 85 million and 104 million for just the June 21 and 22 Statements, as shown in Table 1 below. For this calculation, I am using the same methodology outlined in the Humphreys Report.⁸

Table 1. Original and Revised Calculation of Impressions of At-Issue Statements

Calculations from Humphreys Report⁹			
No. of Articles, Tweets, or Broadcasts Considered		Impressions Estimate	
		Low	High
Social	55	17,218,959	63,040,041
Web	53	13,922,234	13,922,234
TV	63	108,580,000	108,580,000
Print	11	2,613,232	2,613,232
		142,334,424	188,155,507

Updated Impressions Calculations			
No. of Articles, Tweets, or Broadcasts Considered		Impressions Estimate	
		Low	High
Social	28	7,094,750	25,394,561
Web	47	13,234,967	13,234,967
TV	37	63,119,000	63,119,000
Print	10	2,383,757	2,383,757
		85,832,475	104,132,285

⁸ Humphreys Report, pp. 26-35.

⁹ Humphreys Report, p. 35, Figure 7.

V. IMPACT MODEL

The number of receptive impressions decreased from between 34,075,512 and 42,936,354¹⁰ to between 21,262,359 and 24,788,657. For this calculation, I am using the same methodology outlined in the Humphreys Report.¹¹ See Appendix C for a full calculation of receptive impressions.

VI. DAMAGES MODEL

My updated estimates for the costs needed to run an effective corrective campaign to counteract the receptive impressions are outlined in Table 2 below. The estimate for a reputational repair campaign decreased from between \$3.3 and \$20.9 million to between \$2.1 and \$12.1 million. For this calculation, I am using the same methodology outlined in the Humphreys Report.¹² A full accounting of the changes can be found in Appendix D.

¹⁰ See Humphreys Report, p. 63, Figure 18.

¹¹ Humphreys Report, pp. 58-64.

¹² Humphreys Report, pp. 64-71.

Table 2. Original and Revised Calculation of the Cost of Reputational Repair

Calculations from Report dated October 14, 2022¹³			
	Low	Medium	High
High Impressions	\$4,199,772	\$12,599,317	\$20,998,861
Low Impression	\$3,333,059	\$9,999,177	\$16,665,294

Updated Calculation of Reputational Repair Cost			
	Low	Medium	High
High Impressions	\$2,424,675	\$7,274,026	\$12,123,376
Low Impressions	\$2,079,754	\$6,239,263	\$10,398,771

High & low impressions from the Impressions Model

Low = 1x attitude change multiplier, Medium = 3x, High = 5x

In the campaign, I assume an impression rate of 5%¹⁴ and a bounce rate of 90%.¹⁵

I reserve the right to revisit and supplement this analysis and amend these conclusions should additional information and/or documents become available. I further reserve the right to respond to opinions and issues raised by any opposing experts. Finally, I reserve the right to use demonstratives and/or other exhibits to present the opinions expressed in this report and/or any supplemental, amended, and/or rebuttal reports.

¹³ Humphreys Report, p. 71, Figure 20.

¹⁴ As in my original report, the CPMs I rely on for Twitter, Facebook, and YouTube influencers are based on an influencer’s number of followers or subscribers. For the reasons described in the report, not all a user’s followers will see an influencer’s post. As a result, to ensure the corrective campaign generates sufficient impressions, it is necessary to incorporate an impression rate. In this case, I am relying on an impression rate of 5% which is the median impression rate calculated using Equation 2a from the Impression Model. (*See* pp. 27-30 of my original report and the Appendix D.)

¹⁵ As in my original report, the CPM I rely on for web blog influencers is based on site visits. To account for people who visit a blogger’s website but do not perform any other action, I multiplied the impressions needed by a bounce rate of 90%, a typically bounce rate for blogs. (<https://influencermarketinghub.com/glossary/bounce-rate/>.)

Dated: November 13, 2023

A handwritten signature in black ink that reads "Ashlee Humphreys". The signature is written in a cursive style with a small flourish at the end.

Professor Ashlee Humphreys

APPENDIX A: PROFESSOR HUMPHREYS' CV AND PRIOR TESTIMONY

ASHLEE HUMPHREYS
a-humphreys@northwestern.edu
(847) 644-8802

Integrated Marketing Communications
Medill School of Journalism
Northwestern University

1870 Campus Drive
MTC 3-109
Evanston, IL 60208

EDUCATION

Ph.D., Marketing, Kellogg School of Management, Northwestern University.

B.A., Economics, Philosophy, Northwestern University.

EMPLOYMENT

Northwestern University
Medill School of Journalism, Media, and Integrated Marketing Communications
Professor, September 2022 to present
Associate Professor, September 2015 to 2022
Assistant Professor, September 2008 to 2015
Kellogg School of Management, Joint Appointment
Professor, September 2022 to present
Associate Professor, January 2019 to 2022

BOOK

Humphreys, Ashlee (2016), *Social Media: Enduring Principles*, Oxford University Press.
2nd edition, forthcoming, 2023.

ONGOING

Digital Satisfaction Index, <https://www.performics.com/about-us/intent-lab/>

JOURNAL PUBLICATIONS

Corciolani, M., Giuliani, E., Humphreys, A., Nieri, F., Tuan, A. and Zajac, E.J. (2023), Lost and Found in Translation: How Firms Use Anisomorphism to Manage the Institutional Complexity of CSR. *J. Manage. Stud.* <https://doi.org/10.1111/joms.12877>.

Berger, Grant Packard, Reihane Boghrati, Ming Hsu, Ashlee Humphreys, Andrea Luangrath, Sarah Moore, Gideon Nave, Christopher Olivola, Matthew Rocklage, (2022), Wisdom from Words: Marketing Insights from Text Analysis, *Marketing Letters*, 1-13.

- Carpenter, Greg S. and Ashlee Humphreys, (2022) "If it's famous, it must be good: The social construction of brand value in the US wine market," *The Routledge Handbook of Wine and Culture*, 372-381.
- Lamberton, Cait and Ashlee Humphreys, "Social Media: From Classic Psychological Theories to New Opportunities," *APA Handbook of Consumer Psychology*, 489-511.
- Humphreys, Ashlee (2021), "The Textuality of Markets," *AMS Review* 11, no. 3: 304-315.
- Gonsalves, Chahna, S Ludwig, K de Ruyter, A Humphreys, (2021) "Writing for impact in service research," *Journal of Service Research* 24 (4), 480-499.
- Pamuksuz, Utku, Joseph T. Yun, A Humphreys, (2021) "A Brand-New Look at You: Predicting Brand Personality in Social Media Networks with Machine Learning," *Journal of Interactive Marketing*, 56 (1), 1-15.
- Huff, Aimee, Ashlee Humphreys and Sarah Wilner, (2021), "The Politicization of Objects: Meaning and Materiality in the U.S. Cannabis Market," *Journal of Consumer Research*.
- Humphreys, Ashlee, Mathew Isaac, and Becky Hui-Jen Wang, (2021), "Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey," *Journal of Marketing Research* 58 (6), 1101-1119.
- Debenedetti, A, D Philippe, D Chaney, A Humphreys (2021), "Maintaining Legitimacy in Contested Mature Markets through Discursive Strategies: The Case of Corporate Environmentalism in the French Automotive Industry," *Industrial Marketing Management* 92, 332-343.
- Berger, Jonah, Ashlee Humphreys, Stephan Ludwig, Wendy Moe, and David Schweidel, (2020), "Uniting the tribes: Using Text for Marketing Insight," *Journal of Marketing*, 84(1), pp.1-25.
- Corciolani, Matteo, Kent Grayson, and Ashlee Humphreys, (2020), "Do more experienced critics review differently?: How field-specific cultural capital influences the judgments of cultural intermediaries." *European Journal of Marketing* 54, no. 3 (2020): 478-510.
- Carpenter, Gregory S. and Ashlee Humphreys (2019), "What the Wine Industry Understands About Connecting with Consumers," *Harvard Business Review*, March 5, 2019. <https://hbr.org/2019/03/what-the-u-s-wine-industry-understands-about-connecting-with-customers>.
- Humphreys, Ashlee and Gregory S. Carpenter (2018), "Status Games: Market Driving Through Social Influence in the U.S. Wine Industry," *Journal of Marketing*, <https://doi.org/10.1509/jm.16.0179>.

- Humphreys, Ashlee and Rebecca Jen-Hui Wang (2017), “Automated Text-Analysis for Consumer Research,” *Journal of Consumer Research*, Volume 44, Issue 6, 1 April 2018, Pages 1274–1306.
- Humphreys, Ashlee and Craig J. Thompson (2014), “Branding Disaster: Reestablishing Trust through the Ideological Containment of Systemic Risk Anxieties,” *Journal of Consumer Research*, 44 (4) (lead article).
- Humphreys, Ashlee (2014), “How is Sustainability Structured?: The Discursive Life of Environmentalism,” *Journal of Macromarketing*, 34 (3).
- Humphreys, Ashlee and Kathy LaTour (2013), “Framing the Game: Assessing the Impact of Cultural Representations on Consumer Perceptions of Legitimacy,” *Journal of Consumer Research*, 40 (4).
- Humphreys, Ashlee (2010), “Semiotic Structure and the Legitimation of Consumption Practices: The Case of Casino Gambling,” *Journal of Consumer Research*, 37 (3), 490-510.
- Humphreys, Ashlee (2010), “Megamarketing: The Creation of Markets as a Social Process,” *Journal of Marketing*, 74 (2), 1-19 (lead article).
- Humphreys, Ashlee and Kent Grayson (2008), “The Intersecting Roles of Consumer and Producer: A Critical Perspective on Co-Production, Co-Creation and Prosumption,” *Sociology Compass*, 2, 1-18.
- Humphreys, Ashlee (2006), “The Consumer as Foucauldian ‘Object of Knowledge,’” *Social Science Computer Review*, 24 (3), 296-309.

EXPERT WITNESS

September 2020

Aaron Rich v. Edward Butowsky, Matthew Couch, and America First Media, Civil Action No. 1:18-cv-00681-RJL (Defamation)

February 2021

Erica Lafferty et al. v. Alex Jones et al., No. FBT-CV18-6075078-S, Superior Court J.D. of Fairfield at Bridgeport (Defamation), consulting expert

August 2021

Class v. General Motors LLC, Robert Bosch GmbH, Robert Bosch LLC, No. 2:17-cv-11661-CGS-APP (False Claims, Conspiracy), testifying expert

November 2022

Joe Feehan, Luna Aziz, and Legendairy Milk, LLC v. Kyrstal Duhaney and Milky Mama, LLC, No. 1:19-CV-01169-RP, District Court for the Western District of Texas, Austin Division (Defamation)

May 2023

E Jean Carroll v. Donald J. Trump, No. 22-cv-10016 District Court for the Southern District of New York (Defamation), testifying expert

July 2023

Robert Weisenbach v. Project Veritas, James O'Keefe, Richard Alexander Hopkins, No. 10819-2021, Court of Common Pleas of Erie County, Pennsylvania

Apple, Inc. v. United States Trademark and Patent Office, No. 1:22-cv-01231, United States District Court, Eastern District of Virginia

Ongoing

E Jean Carroll v. Donald J. Trump (in his personal capacity), No. 20-CV-7311, District Court for the Southern District of New York (Defamation)

GR OPCO, LLC v. Eleven IP Holdings, LLC, Grassy Creek, LLC, and CS Irwin, LLC, No. 1:22-cv-24119-FAM, United States District Court, Southern District of Florida

Ruby Freeman and Wandrea Moss v. James Hoft, Joseph Hoft, and TGP Communications LLC d/b/a/ The Gateway Pundit, No. 2122-CC09815-01, Circuit Court of St. Louis City (Defamation), Missouri Twenty-Second Judicial Circuit

Ruby Freeman and Wandrea Moss v. Rudolph W. Giuliani, No. 1:21-cv-03354, Circuit Court of St. Louis City, (Defamation) Missouri Twenty-Second Judicial Circuit

CONTRIBUTION STATEMENT

My research concerns how institutions shape consumer norms, values, and practices. My contributions to consumer behavior come from using institutional theory and the method of automated text analysis to investigate market emergence. In “Semiotic Structure and the Legitimation of Consumption Practices: The Case of Casino Gambling,” (*Journal of Consumer Research*, 2010), I investigate the cultural process by which consumption practices are legitimated over time. Through text analysis of newspaper reporting, I show that a gradual change in the language used to discuss casino gambling paved the way for market emergence. This work won the Sidney J. Levy award for outstanding work in CCT in 2010. In “Megamarketing: Market Creation as a Social Process,” published in the *Journal of Marketing* (2010), I complement this approach by applying these insights to understand megamarketing. This research was published as the lead article in the *Journal of Marketing* and was runner-up for the Harold H. Maynard Award for best article of the year.

With Kathy LaTour, I extend this understanding to individual cognitive structures to understand how media framing shapes perceptions of legitimacy on an implicit, individual level (Humphreys and LaTour 2013). In “Branding Disaster: Reestablishing Trust through the Ideological Containment of Systemic Risk Anxieties,” with Craig Thompson, we show how this process contains consumer anxieties about risk following a crisis, in a comparative analysis of the Exxon vs. BP oil spills (Humphreys and Thompson 2014) that innovates by adding visual content analysis. This article was selected as lead article in the *Journal of Consumer Research*.

My current work continues to investigate market emergence and change, but has expanded to include the areas of social media and sustainability. I also continue to be a leader in the method of automated text analysis in consumer research by publishing and leading workshops and seminars for scholars in both consumer psychology and CCT.

BOOK CHAPTERS

Carpenter, Greg and Ashlee Humphreys (forthcoming), “If it’s Famous, It Must Be Good; The Social Construction of Brand Value in the US Wine Market,” *Routledge Handbook of Wine and Culture*, ed. Jennifer Smith-Maguire.

Humphreys, Ashlee (2019), “Consumer Behavior and E-Commerce,” *Handbook for Marketing Strategy*, ed. Bodo Schlegelmilch and Russell Winer.

Humphreys, Ashlee. (2019) “Automated Text Analysis” In *Handbook of Market Research*. Homburg C., Klarmann M., Vomberg A. (eds). New York, NY: Springer.

Humphreys, Ashlee (2017), “Social Media,” *Routledge Handbook of Consumer Behavior*, Tina Lowrey and Michael Solomon eds.: London: Routledge.

Humphreys, Ashlee (2010), “Co-Producing Experiences,” in *Medill on Media Engagement*, Edward Malthouse and Abe Peck, eds. New York: Pine Forge Press.

Humphreys, Ashlee (2009), "Stacking the Deck: Gambling in Film and the Legitimation of Casino Gambling," in *Explorations in Consumer Culture Theory*, John F. Sherry and Eileen Fischer, eds. New York: Routledge.

OTHER PUBLICATIONS

Carpenter, Gregory and Ashlee Humphreys, "What the Wine Industry Understands About Connecting with Consumers," *Harvard Business Review*, March 3, 2019, <https://hbr.org/2019/03/what-the-u-s-wine-industry-understands-about-connecting-with-customers>.

Humphreys, Ashlee and Mathew S. Isaac, "The Development of a Digital Satisfaction Scale (DSS) and Index (DSI) to Evaluate Consumers' Satisfaction with Their Online Experiences," Chicago, IL: Intent Lab. Available at: <http://www.performics.com/about/digital-satisfaction-index/>.

Foerstner, Abigail, Ashlee Humphreys, and Ellen Shearer (2013), "Energizing Media Coverage of Energy Issues: The Impact of Different Reporting Frames on Audience Engagement and Understanding," Washington, DC: Lounsbery Foundation.

Humphreys, Ashlee (2012), "Megamarketing" in *Encyclopedia of Management*, Volume 9, Marketing, New York: Wiley.

Humphreys, Ashlee (2010), "Advertising," in *World Book Encyclopedia*. Chicago, IL: World Book.

WORKS IN PROGRESS

"Shifting the Shape: Strategic Shaping and the Symbolic Management of Risk," with Matteo Corciolani, Elisa Giuliani, Ashlee Humphreys, Dalli Daniele, and Annamaria Tuan (submitted the *Academy of Management Journal*)

Humphreys, Ashlee with Andrew Smith, "Professional Contests and the Institutionalization of Social Media" (2nd Round, *Journal of Marketing*)

Humphreys, Ashlee, "The Access/Ownership Distinction in Everyday Consumption Practices," (draft available).

Humphreys, Ashlee, "Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction" with Lora Harding (manuscript in preparation).

Humphreys, Ashlee and Mathew S Isaac, "Digital Satisfaction," (draft available).

REFEREED PROCEEDINGS

- Huff, Aimee, Ashlee Humphreys and Sarah Wilner, (2018) “Markets and Meaning: The Role of Product Form in Legitimacy, the case of Marijuana,” *Advances in Consumer Research*, Vol. 43.
- Giuliani, Elisa, A Humphreys, D Dalli, A Tuan, M Corciolani (2018), “Strategic CSR Framing by Firms in Emerging Markets,” *Academy of Management Proceedings* 2018 (1), 15922
- Humphreys, Ashlee and Kathy LaTour (2011), “Together We Stand, Divided We Fall: Categorization and the Process of Legitimation,” *Advances in Consumer Research*, Vol. 39, 172-176.
- Harding, Lora and Ashlee Humphreys (2010), “Self-Brand Attraction: An Interpersonal Attraction Approach to Brand Relationships,” *Advances in Consumer Research*, Vol. 37, 68-69.
- Humphreys, Ashlee and Robert V. Kozinets (2009), “The Construction of Value in Attention Economies,” *Advances in Consumer Research*, Vol. 36, 689.
- Humphreys, Ashlee (2009), “Legitimation and Semiotic Structure,” *Advances in Consumer Research*, Vol. 36, 135-138.
- Mick, David Glen and Ashlee Humphreys (2008), “Consumer Freedom from Consumer Culture Theory Perspectives,” *Advances in Consumer Research - North American Conference Proceedings*, Vol. 35, 18-19.
- Humphreys, Ashlee (2008), “Understanding Collaboration and Collective Production: New Insights on Consumer Co-Production,” *Advances in Consumer Research*, Vol. 35, 63-66.
- Humphreys, Ashlee and Markus Giesler (2007), “Access Versus Ownership in Consumer Research,” *Advances in Consumer Research*, Vol. 34, 696-698.

ACADEMIC CONFERENCE PRESENTATIONS

- “Markets and Meaning: The Role of Product Form in Legitimacy, the case of Marijuana,” Austin, TX. October 2018.
- “The Politicization of Objects,” Consumer Culture Theory Conference, Odense, Denmark, July 2018.
- “Professional Contests and the Institutionalization of Social Media,” Baltimore, MD, October 2014.
- “Wine Worlds,” European Marketing Association Conference, Istanbul, Turkey, July 2013.

- “Sustainability and Social Class,” European Association of Consumer Research, Barcelona, Spain, June 2013.
- “Oil Spills as Disaster Myths: Grotesque Realism in Postmodern Consumer Culture,” Consumer Culture Theory Conference, Oxford University, August 2012.
- “Consumer Culture Theory in Marketing Research,” American Marketing Association Winter Educator’s Conference, Las Vegas, NV, February 2011.
- “The Discursive Life of Environmentalism,” Consumer Culture Theory Conference, Evanston, IL, August 2011.
- “Together We Stand, Divided We Fall: Categorization and the Process of Legitimation,” Association for Consumer Research, St. Louis, MO, October 2010.
- “Legitimacy and the Cultural Diffusion of Casino Gambling, 1976-2006,” Association for Consumer Research, San Francisco, CA, October 2008.
- “Attention Economies and the Construction of Value: The Case of YouTube,” with Robert V. Kozinets, Association for Consumer Research, San Francisco, CA, October 2008.
- “Attention Economies and the Construction of Value: The Case of YouTube,” with Robert V. Kozinets, International Communication Association, Montreal, Quebec, May 2008.
- “Consumer Freedom from Consumer Culture Theory Perspectives,” with David Mick, Association for Consumer Research, Memphis, TN, October 2007.
- “Managing Co-production: The Case of Wikipedia,” with Kent Grayson, Association for Consumer Research, Memphis, TN, October 2007.
- “Philosophy and Consumption: Discussions on Trust and Brands,” with Shona Bettany, Susan Dobscha, Marcus Giesler, Kent Grayson, Ashlee Humphreys, Krittinee Nuttavuthisit, Rob Kleine, Jonathan Schroeder, Alladi Venkatesh, Clara Gustafsson, Association for Consumer Research, Memphis, TN, October 2007.
- “Stacking the Deck: Gambling in Film and the Legitimization of Casino Gambling,” Consumer Culture Theory Conference, Toronto, ON, May 2007.
- “The Access/Ownership Distinction in the Media Marketplace,” with Markus Giesler, Association for Consumer Research, Orlando, FL, October 2006.
- “The Access/Ownership Distinction in Consumer Behavior,” Session Chair, Association for Consumer Research, Orlando, FL, October 2006.
- “Commodity Fission,” Circulations Conference, York University, March 2005.

INVITED TALKS

“Automated Text Analysis,” 11th Triennial Invitational Choice Symposium, Cambridge, MD, May 2019.

“The Politicization of Objects,” Pontifical Catholic University of Chile, April 2019.

“The Politicization of Objects,” Guelph University, Guelph, ON, March 2019.

“Automated Text Analysis and Social Media,” University of Manitoba, February 2019.

“The Emergence of Social Media as a Professional Field,” MORS, Kellogg School of Management, September 2018, Northwestern University.

“Digital Satisfaction Index (DSI),” Marketing Science Institute Trustees Meeting, November 2016, San Francisco.

“Levels of Analysis and Matching Theory with Data,” Association of Consumer Research Doctoral Consortium, October 2016, Berlin, Germany.

“The Discursive Life of Environmentalism...and what it means for Corporate Social Responsibility,” University of Wyoming, Laramie, Wyoming, August 2016.

“Publishing Sociological Research in Marketing,” Macromarketing Doctoral Consortium, July 2016, Dublin, Ireland.

“Professional Contests and the Emergence of Social Media as an Institutional Field,” York University, Toronto, Canada, May 2016.

“The Emergence of Social Media as an Institutional Field,” Kern Conference, April 2016, Rochester, NY.

“Professional Contests and the Emergence of Social Media as an Institutional Field,” Concordia University, Montreal, Canada, March 2016.

“The Emergence of Social Media as an Institutional Field,” SKEMA, Lille, France, December 2015.

“Market Creation as a Social Process,” Marketplace Mutations: New Perspectives on Consumer and Firm Behaviors that are Transforming the Market,” Wilfred Laurier University, Waterloo, ON, May 2015.

“Writing the Book on Social Media: The Legitimation of Social Media as a Professional Field,” 3rd Annual Digital Marketing Conference, Jinan University, Guangzhou, China, May 2015.

“Writing the Book on Social Media: The Legitimation of Social Media as a Professional Field,” HEC Paris Marketing Camp, Paris, France, April 2015.

Automated Content Analysis in Marketing Research, Association of Consumer Research, Baltimore, MA, October 2014.

Consumption and Markets Workshop, “Oil Spills as Disaster Myths,” University of California, Irvine, Irvine, CA, March 2014.

Qualitative Data Analysis Workshop, “Macro Approaches to Data Collection,” Tucson, AZ, June 2013.

Kellogg Attitudes Motivation Processes Group (KAMP), “Framing the Game,” Kellogg School of Management, Evanston, IL, April 2013.

Thought Leaders in Services Management, “Consumer Perceptions of Service Constellations: Implications for Service Innovation,” Nijmegen, Netherlands, June 2012.

Chicago Consumer Culture Community (C4), “Sustainability and Social Class,” Chicago, IL, April 2012.

University of Arizona, “Wine Worlds,” Tucson, Arizona, March 2012.

Association of Health Care Journalists, “Journalism and Social Media,” Chicago, IL, September 2012.

University of Innsbruck, “Access as a Consumer Institution and Orientation,” Innsbruck, Austria, May 2011.

Rochester Institute of Technology, “The Discursive Life of Environmentalism,” Rochester, NY, April 2011.

University of Wisconsin, “The Discursive Life of Environmentalism,” Madison, WI, March, 2011.

Queen’s University, “Left out of the Green Revolution? Sustainability and Social Class in the United States,” Kingston, Ontario, September 2010.

Chicago Consumer Culture Community (C4), “Words, Words, Words: The Use of Automated Content Analysis in Consumer Research,” October 2009

Medill Board of Advisors Meeting, “Chip-less Cookies and Cream-less Oreos: Applying Attitudes Research to Understand Audience Interest,” Evanston, IL. October 2009.

American Bar Association, “Social Networking 101,” Chicago, IL. March, 2009.

TEACHING

KSM 461 Critical Thinking in Social, Digital, and Mobile Media (MBA), 2020-Present
IMC 466 Social Media (Master's Level), 2014-Present
IMC 401 Marketing Research (Master's Level), 2018
IMC 400 Consumer Insight (Master's Level), 2016
IMC 300/301 Consumer Insight, 2008-2018
IMC 466 Global Perspectives, 2012-2016
IMC 440 Summer Residency Projects, 2008-Present
IMC 455 Online Consumer Insight, Winter 2013
IMC 455 Consumer Insight (Master's Level), Fall 2014

ADVISING

Russel Nelson, University of Irvine, 2015 (Committee Member)
Lez Trujillo Torres, University of Illinois Chicago (Committee Member)
Alex Mitchell, Queens University (External Committee Member)

SERVICE

Service to the Field

Journal of Consumer Research, ERB
Associate Editor, 2016-2018, 2020-Present
Editorial Board, 2008-present
Journal of Marketing, ERB
Associate Editor, 2020-Present
Editorial Board, 2018-Present
Reviewer, 2010-Present
Journal of Marketing Research
Associate Editor (*ad hoc*), 2020-Present
Reviewer, 2016-Present
Journal of Business Research
Guest Editor, Fall 2019
AMS Review, ERB
Editorial Board, 2019-Present.
Journal of Interactive Marketing, ERB
Editorial Board, 2018-Present
Journal of Consumer Culture, Reviewer
2009-Present
Consumption, Markets, and Culture
Editorial Review Board 2010-Present
Reviewer 2008-Present
Marketing Theory, Reviewer
2007-2009

Sociological Forum, Reviewer, 2010
American Behavioral Scientist, Reviewer
2010-Present
Association for Consumer Research Conference
Reviewer 2008-2010
Program Committee 2011-Present
Special Session Curator, 2013
European Science Foundation, Grant Reviewer
2010, 2012
Chicago Consumer Culture Community, Organizer
2010-Present
Consumer Culture Theory Conference, Program Committee
Reviewer 2008-2010
Program Committee 2011-2013
Dissertation Committee Member, Russell Nelson, "Competitive Dynamics in New Markets:
Measuring Innovation, Successful Strategies, and the Role of Social Media," University
of Irvine, September 2013.
Dissertation Committee Member, Lez Trujillo Torres, University of Illinois, Chicago, May
2019
Dissertation Committee Member, Alex Mitchell, Queens University, June 2018

Service to Northwestern

Chapin Fellow, Chapin Humanities Residential College 2012-2017
Senior Thesis Advisor
Stanley Polit, School of Education and Social Policy, 2010
Ashley Heyer, School of Education and Social Policy, 2010

Service to Medill

MSIMC Curriculum Committee
2008-Present
Strategic Planning Committee
2019
Committee to Evaluate Procedures for Promotion
2019
MSJ Curriculum Committee
2008-2011
IMC Undergraduate Curriculum Committee
2008-2012
IMC Faculty Search Committee
2000-2010
Digital Magazine Search Committee
2011-2012
Medill Matters Co-Editor
2010-2012

SHORT BIO

Ashlee Humphreys is Associate Professor at the Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University. Her research uses a sociological perspective to examine core topics in marketing management and consumer behavior and has been published in *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research* and *Sociology Compass*. Professor Humphreys has been elected both an MSI Scholar (2020) and MSI Young Scholar (2015) and has won the Sidney J. Levy award for best research from a dissertation in CCT. She received her PhD in Marketing from Kellogg School of Management at Northwestern University in 2008. Her current research interests include the role of institutions in markets, processes of co-production, and the development of online communities, and she serves as an Associate Editor at the *Journal of Marketing* and the *Journal of Consumer Research*.

MEMBERSHIPS

Association for Consumer Research
American Marketing Association
American Sociological Association

HONORS AND AWARDS

MSI Scholar, 2020

MSI Young Scholar, 2015

ASG Faculty Honor Roll, Northwestern University, Evanston, IL, 2012.

Harold H. Maynard Award, Runner-up, *Journal of Marketing*, American Marketing Association, 2010.

Sidney J. Levy Award, Consumer Culture Theory Conference, 2010.

PRESS COVERAGE

“Winemakers Tell Us What We Want,” *The Australian*, April 16, 2019.

“It Takes Status To Succeed In The U.S. Wine Business, Says Two Academic Researchers,” Thomas Pellechia, *Forbes*, March 9, 2019.
<https://www.forbes.com/sites/thomaspellechia/2019/03/09/it-takes-status-to-succeed-in-the-u-s-wine-business-says-two-academic-researchers/>

“A Retail Dilemma: Consumers Believe In Pictures As Digital Trust Declines,” Laura Heller, *Forbes*, 21, 2019. <https://www.forbes.com/sites/lauraheller/2019/02/21/a-retail-dilemma-consumers-believe-in-pictures-as-digital-trust-declines>

“How What You Say Reveals More Than You Think,” *Knowledge@Wharton*, February 16, 2018. <https://knowledge.wharton.upenn.edu/article/say-reveals-think/>

“Contractor BP Wants You to Think the Gulf Is OK,” Jason Plautz, *National Journal*, April 20, 2015.

“Media coverage creates oil spill amnesia — so don’t read this!,” *Grist*, <http://grist.org/list/media-coverage-creates-oil-spill-amnesia-so-dont-read-this/>

“Place Your Bets,” Merrill Perlman, *Columbia Journalism Review*, September 30, 2013.

“Gaming versus Gambling,” Michael Finney, *Consumer Talk*, KGO 810, Saturday 21, 2013.

“Why are consumers more likely to participate in online gaming than gambling?” *e! Science News*, September 10, 2013.

“Medill Energy Report Sparks Debate,” Mike Smith, *Huffington Post*, April 29, 2013.

“Chicago Chapter Learns about Social media for Working Journalists,” Pia Christensen, *Health Journalism*, Association of Health Care Journalists, September 27, 2012.

www.ashleehumphreys.com

APPENDIX B: REMOVED SOURCES

#	URL	Source
S-02	https://twitter.com/nytimes/status/1142469834170601477	@nytimes
S-03	https://twitter.com/DailyCaller/status/1143013379558334464	@dailycaller
S-04	https://twitter.com/DailyCaller/status/1142809657653813248	@dailycaller
S-05	https://twitter.com/DailyCaller/status/1142420738865078272	@dailycaller
S-07	https://twitter.com/people/status/1142189984574836736	@people
S-09	https://twitter.com/politico/status/1142205734639362048	@politico
S-10	https://twitter.com/politico/status/1142205735553634305	@politico
S-11	https://twitter.com/politico/status/1142205736405131264	@politico
S-13	https://twitter.com/washingtonpost/status/1142240399312019458	@washingtonpost
S-28	https://twitter.com/FortuneMagazine/status/1142556629906415616	@FortuneMagazine
S-29	https://twitter.com/BBCNews/status/1142225240942141440	@BBCNews
S-30	https://twitter.com/BBCWorld/status/1142220276538720256	@BBCWorld
S-34	https://twitter.com/NPR/status/1142824913822244864	@NPR
S-36	https://twitter.com/washingtonpost/status/1142492789336346624	@washingtonpost
S-37	https://twitter.com/washingtonpost/status/1142615547688955917	@washingtonpost
S-39	https://twitter.com/thedailybeast/status/1143302340235202561	@thedailybeast
S-40	https://twitter.com/thehill/status/1143499091789471747	@thehill
S-41	https://twitter.com/thehill/status/1143477200148189184	@thehill
S-42	https://twitter.com/thehill/status/1143535330164953089	@thehill
S-43	https://twitter.com/thehill/status/1143445235445436416	@thehill
S-44	https://twitter.com/DailyCaller/status/1143314226095755265	@dailycaller
S-45	https://twitter.com/DailyCaller/status/1143492790329970688	@dailycaller
S-46	https://twitter.com/HuffPost/status/1143300651532898304	@huffpost
S-48	https://twitter.com/axios/status/1143292968771604480	@axios
S-50	https://twitter.com/TheCut/status/1143501166678106112	@thecut
S-54	https://twitter.com/BBCNews/status/1143451392058830848	@BBCNews
S-55	https://twitter.com/bbcworld/status/1143414344287510528	@BBCWorld

#	URL	Source
W-37	https://www.hollywoodreporter.com/news/politics-news/trump-says-accuser-e-jean-carroll-not-my-type-1220818/	Hollywood Reporter
W-38	https://www.chicagotribune.com/nation-world/ct-nw-e-jean-carroll-donald-trump-sexual-assault-allegation-20190625-wqtl77cbtra7fd2fuq64xhs6b4-story.html	Chicago Tribune
W-39	https://www.denverpost.com/2019/06/24/trump-addresses-sexual-assault-allegations/	Denver Post
W-40	https://dailycaller.com/2019/06/24/trump-e-jean-carroll-rape-not-my-type/	Daily Caller
W-45	https://www.politico.com/story/2019/06/25/trump-accuse-gop-1382385	Politico
W-47	https://www.theatlantic.com/entertainment/archive/2019/06/trump-e-jean-carroll-rape-allegation-not-my-type-defense/592555/	The Atlantic
T-02	https://archive.org/details/KGO_20190627_223000_ABC_World_News_Tonight_With_David_Muir/start/718/end/778?q=e+jean+carroll	ABC World News Tonight With David Muir : KGO : June 27, 2019 3:30pm-4:00pm PDT
T-07	https://archive.org/details/CNNW_20190625_000000_Anderson_Cooper_360/start/1051/end/1111?q=e+jean+carroll	Anderson Cooper 360 : CNNW : June 24, 2019 5:00pm-6:00pm PDT
T-08	https://archive.org/details/CNNW_20190625_040000_Anderson_Cooper_360/start/102/end/162?q=e+jean+carroll	Anderson Cooper 360 : CNNW : June 24, 2019 9:00pm-10:00pm PDT
T-10	https://archive.org/details/MSNBCW_20190625_160000_Andrea_Mitchell_Reports/start/1668/end/1728?q=e+jean+carroll	Andrea Mitchell Reports : MSNBCW : June 25, 2019 9:00am-10:00am PDT
T-11	https://archive.org/details/CNNW_20190627_150000_At_This_Hour_With_Kate_Bolduan/start/3374/end/3434?q=e+jean+carroll	At This Hour With Kate Bolduan : CNNW : June 27, 2019 8:00am-9:00am PDT
T-14	https://archive.org/details/KPIX_20190626_013000_CBS_Evening_News/start/369/end/429?q=e+jean+carroll	CBS Evening News : KPIX : June 25, 2019 6:30pm-7:00pm PDT
T-15	https://archive.org/details/KPIX_20190626_101200_CBS_Overnight_News/start/1417/end/1477?q=e+jean+carroll	CBS Overnight News : KPIX : June 26, 2019 3:12am-4:00am PDT
T-23	https://archive.org/details/CNNW_20190625_140000_CNN_Newsroom_with_Poppy_Harlow_and_Jim_Sciutto/start/1349/end/1409?q=e+jean+carroll	CNN Newsroom with Poppy Harlow and Jim Sciutto : CNNW : June 25, 2019 7:00am-8:00am PDT
T-25	https://archive.org/details/CNNW_20190625_060000_CNN_Tonight_With_Don_Lemon/start/1063/end/1123?q=e+jean+carroll	CNN Tonight With Don Lemon : CNNW : June 24, 2019 11:00pm-12:00am PDT
T-27	https://archive.org/details/CNNW_20190625_070000_CNN_Tonight_With_Don_Lemon/start/1796/end/1856?q=e+jean+carroll	CNN Tonight With Don Lemon : CNNW : June 25, 2019 12:00am-1:00am PDT
T-29	https://archive.org/details/CNNW_20190625_050000_Cuomo_Prime_Time/start/1029/end/1089?q=e+jean+carroll	Cuomo Prime Time : CNNW : June 24, 2019 10:00pm-11:00pm PDT
T-30	https://archive.org/details/CNNW_20190625_010000_Cuomo_Prime_Time/start/3354/end/3414?q=e+jean+carroll	Cuomo Prime Time : CNNW : June 24, 2019 6:00pm-7:00pm PDT
T-31	https://archive.org/details/MSNBCW_20190625_200000_Deadline_White_House/start/2243/end/2303?q=e+jean+carroll	Deadline: White House : MSNBCW : June 25, 2019 1:00pm-2:00pm PDT
T-32	https://archive.org/details/CNNW_20190625_090000_Early_Start_with_Christine_Romans_and_Dave_Briggs/start/2157/end/2217?q=e+jean+carroll	Early Start With Christine Romans and Dave Briggs : CNNW : June 25, 2019 2:00am-3:00am PDT

#	URL	Source
T-34	https://archive.org/details/MSNBCW_20190625_090000_First_Look/start/624/end/684?q=e+jean+carroll	First Look : MSNBCW : June 25, 2019 2:00am-3:00am PDT
T-36	https://archive.org/details/KPIX_20190626_010000_KPIX_5_News_at_600PM/start/1856/end/1916?q=e+jean+carroll	KPIX 5 News at 6:00PM : KPIX : June 25, 2019 6:00pm-6:30pm PDT
T-40	https://archive.org/details/MSNBCW_20190625_100000_Morning_Joe/start/905/end/965?q=e+jean+carroll	Morning Joe : MSNBCW : June 25, 2019 3:00am-6:00am PDT
T-41	https://archive.org/details/MSNBCW_20190625_150000_MSNBC_Live_With_Craig_Melvin/start/1420/end/1480?q=e+jean+carroll	MSNBC Live With Craig Melvin : MSNBCW : June 25, 2019 8:00am-9:00am PDT
T-42	https://archive.org/details/MSNBCW_20190625_140000_MSNBC_Live_With_Hallie_Jackson/start/1973/end/2033?q=e+jean+carroll	MSNBC Live With Hallie Jackson : MSNBCW : June 25, 2019 7:00am-8:00am PDT
T-43	https://archive.org/details/MSNBCW_20190625_130000_MSNBC_Live_With_Stephanie_Ruhle/start/1923/end/1983?q=e+jean+carroll	MSNBC Live With Stephanie Ruhle : MSNBCW : June 25, 2019 6:00am-7:00am PDT
T-51	https://archive.org/details/CNNW_20190625_100000_New_Day_With_Alisyn_Camerota_and_John_Berman/start/324/end/384?q=e+jean+carroll	New Day With Alisyn Camerota and John Berman : CNNW : June 25, 2019 3:00am-4:00am PDT
T-52	https://archive.org/details/CNNW_20190625_110000_New_Day_With_Alisyn_Camerota_and_John_Berman/start/558/end/618?q=e+jean+carroll	New Day With Alisyn Camerota and John Berman : CNNW : June 25, 2019 4:00am-5:00am PDT
T-53	https://archive.org/details/CNNW_20190624_220000_Situation_Room_With_Wolf_Blitzer/start/1972/end/2032?q=e+jean+carroll	Situation Room With Wolf Blitzer : CNNW : June 24, 2019 3:00pm-4:00pm PDT
T-55	https://archive.org/details/MSNBCW_20190625_050000_The_Last_Word_With_Lawrence_ODonnell/start/2948/end/3008?q=e+jean+carroll	The Last Word With Lawrence O'Donnell : MSNBCW : June 24, 2019 10:00pm-11:00pm PDT
T-56	https://archive.org/details/KPIX_20190626_063500_The_Late_Show_With_Stephen_Colbert/start/813/end/873?q=e+jean+carroll	The Late Show With Stephen Colbert : KPIX : June 25, 2019 11:35pm-12:37am PDT
T-63	https://archive.org/details/KGO_20190625_094200_World_News_Now/start/2987/end/3047?q=e+jean+carroll	World News Now : KGO : June 25, 2019 2:42am-4:00am PDT
P-10	N/A	“America, listen to Ms. Carroll,” Washington Post

APPENDIX C: IMPACT MODEL

Category	No.	Percent Republican	Receptive Republicans	Percent Receptive Republican	Impression Estimate (High)	Impression Estimate (Low)	Receptive Impressions Estimate (Low)	Receptive Impressions Estimate (High)	Removed?
Web	W-01			25.45%	43,221	43,221	10,999	10,999	
Web	W-02	16.30%	76.00%	12.39%	959,756	959,756	118,895	118,895	
Web	W-03	14.80%	76.00%	11.25%	442,376	442,376	49,758	49,758	
Web	W-04	90.30%	76.00%	68.63%	74,505	74,505	51,131	51,131	
Web	W-05	21.00%	76.00%	15.96%	137,216	137,216	21,900	21,900	
Web	W-06	65.70%	76.00%	49.93%	109,494	109,494	54,673	54,673	
Web	W-07			25.45%	315,557	315,557	80,301	80,301	
Web	W-08	22.40%	76.00%	17.02%	192,606	192,606	32,789	32,789	
Web	W-09			25.45%	213,643	213,643	54,366	54,366	
Web	W-10			25.45%	181,243	181,243	46,122	46,122	
Web	W-11			25.45%	134,881	134,881	34,324	34,324	
Web	W-12	19.20%	76.00%	14.59%	405,296	405,296	59,141	59,141	
Web	W-13	18.10%	76.00%	13.76%	768,450	768,450	105,708	105,708	
Web	W-14			25.45%	125,280	125,280	31,880	31,880	
Web	W-15			25.45%	128,148	128,148	32,610	32,610	
Web	W-16			25.45%	35,538	35,538	9,043	9,043	
Web	W-17	69.80%	76.00%	53.05%	1,180,942	1,180,942	626,466	626,466	
Web	W-18			25.45%	132,335	132,335	33,676	33,676	
Web	W-19			25.45%	62,222	62,222	15,834	15,834	
Web	W-20	31.50%	76.00%	23.94%	63,433	63,433	15,186	15,186	
Web	W-21			25.45%	94,530	94,530	24,055	24,055	
Web	W-22			25.45%	310,945	310,945	79,127	79,127	
Web	W-23			25.45%	54,717	54,717	13,924	13,924	
Web	W-24			25.45%	506,808	506,808	128,969	128,969	
Web	W-25			25.45%	218,105	218,105	55,502	55,502	

Category	No.	Percent Republican	Receptive Republicans	Percent Receptive Republican	Impression Estimate (High)	Impression Estimate (Low)	Receptive Impressions Estimate (Low)	Receptive Impressions Estimate (High)	Removed?
Web	W-26			25.45%	21,532	21,532	5,479	5,479	
Web	W-27			25.45%	56,933	56,933	14,488	14,488	
Web	W-28	34.90%	76.00%	26.52%	549,238	549,238	145,680	145,680	
Web	W-29	34.90%	76.00%	26.52%	144,930	144,930	38,441	38,441	
Web	W-30			25.45%	310,945	310,945	79,127	79,127	
Web	W-31	19.20%	76.00%	14.59%	405,296	405,296	59,141	59,141	
Web	W-32	18.10%	76.00%	13.76%	768,450	768,450	105,708	105,708	
Web	W-33	34.70%	76.00%	26.37%	228,704	228,704	60,314	60,314	
Web	W-34	16.30%	76.00%	12.39%	959,756	959,756	118,895	118,895	
Web	W-35			25.45%	249,818	249,818	63,572	63,572	
Web	W-36	32.10%	76.00%	24.40%	232,808	232,808	56,796	56,796	
Web	W-37			25.45%	128,148	128,148	32,610	32,610	X
Web	W-38			25.45%	112,603	112,603	28,655	28,655	X
Web	W-39			25.45%	43,424	43,424	11,050	11,050	X
Web	W-40	90.30%	76.00%	68.63%	74,505	74,505	51,131	51,131	X
Web	W-41			25.45%	62,222	62,222	15,834	15,834	
Web	W-42	14.80%	76.00%	11.25%	442,376	442,376	49,758	49,758	
Web	W-43	31.50%	76.00%	23.94%	63,433	63,433	15,186	15,186	
Web	W-44			25.45%	153,510	153,510	39,064	39,064	
Web	W-45	22.40%	76.00%	17.02%	192,606	192,606	32,789	32,789	X
Web	W-46	22.40%	76.00%	17.02%	70,755	70,755	12,045	12,045	
Web	W-47			25.45%	135,980	135,980	34,603	34,603	X
Web	W-48	34.90%	76.00%	26.52%	549,238	549,238	145,680	145,680	
Web	W-49			25.45%	310,945	310,945	79,127	79,127	
Web	W-50			25.45%	75,348	75,348	19,174	19,174	
Web	W-51			25.45%	108,951	108,951	27,725	27,725	
Web	W-52			25.45%	71,724	71,724	18,252	18,252	

Category	No.	Percent Republican	Receptive Republicans	Percent Receptive Republican	Impression Estimate (High)	Impression Estimate (Low)	Receptive Impressions Estimate (Low)	Receptive Impressions Estimate (High)	Removed?
Web	W-53			25.45%	506,808	506,808	128,969	128,969	
Social	S-01			25.45%	302,891	60,190	77,078	15,317	
Social	S-02	16.30%	76.00%	12.39%	1,517,403	7,622,861	187,976	944,320	X
Social	S-03	90.30%	76.00%	68.63%	50,916	90,045	34,943	61,796	X
Social	S-04	90.30%	76.00%	68.63%	111,412	98,107	76,460	67,329	X
Social	S-05	90.30%	76.00%	68.63%	97,086	95,090	66,628	65,259	X
Social	S-06	21.00%	76.00%	15.96%	605,662	2,809,916	96,664	448,463	
Social	S-07			25.45%	310,072	1,313,779	78,905	334,322	X
Social	S-08	22.40%	76.00%	17.02%	501,872	717,229	85,439	122,101	
Social	S-09	22.40%	76.00%	17.02%	253,407	675,370	43,140	114,975	X
Social	S-10	22.40%	76.00%	17.02%	214,427	671,886	36,504	114,382	X
Social	S-11	22.40%	76.00%	17.02%	215,038	671,947	36,608	114,392	X
Social	S-12			25.45%	268,022	1,097,721	68,205	279,341	
Social	S-13	18.10%	76.00%	13.76%	684,581	2,420,050	94,171	332,902	X
Social	S-14			25.45%	104,961	311,247	26,710	79,204	
Social	S-15			25.45%	104,756	312,259	26,658	79,462	
Social	S-16			25.45%	97,870	311,264	24,905	79,208	
Social	S-17			25.45%	99,595	311,484	25,344	79,264	
Social	S-18			25.45%	95,355	311,129	24,265	79,174	
Social	S-19			25.45%	95,909	311,490	24,406	79,266	
Social	S-20			25.45%	92,734	311,006	23,598	79,143	
Social	S-21			25.45%	93,526	310,950	23,800	79,128	
Social	S-22			25.45%	88,022	310,946	22,399	79,128	
Social	S-23			25.45%	83,682	310,988	21,295	79,138	
Social	S-24			25.45%	88,166	310,981	22,436	79,136	
Social	S-25			25.45%	91,129	310,945	23,190	79,127	
Social	S-26			25.45%	83,601	310,967	21,274	79,133	

Category	No.	Percent Republican	Receptive Republicans	Percent Receptive Republican	Impression Estimate (High)	Impression Estimate (Low)	Receptive Impressions Estimate (Low)	Receptive Impressions Estimate (High)	Removed?
Social	S-27			25.45%	382,281	1,358,989	97,280	345,827	
Social	S-28			25.45%	90,034	395,492	22,911	100,642	X
Social	S-29			25.45%	414,204	1,753,410	105,404	446,196	X
Social	S-30			25.45%	930,727	4,415,878	236,845	1,123,723	X
Social	S-31			25.45%	1,330,634	4,526,637	338,611	1,151,908	
Social	S-32			25.45%	38,345	37,335	9,758	9,501	
Social	S-33	23.10%	76.00%	17.56%	183,730	583,066	32,256	102,363	
Social	S-34			25.45%	383,118	1,359,220	97,493	345,885	X
Social	S-35	19.20%	76.00%	14.59%	138,523	502,881	20,213	73,380	
Social	S-36	18.10%	76.00%	13.76%	744,815	2,423,097	102,457	333,321	X
Social	S-37	18.10%	76.00%	13.76%	813,052	2,440,919	111,843	335,773	X
Social	S-38	16.30%	76.00%	12.39%	1,495,243	7,625,871	185,231	944,693	
Social	S-39			25.45%	91,591	215,150	23,308	54,750	X
Social	S-40	32.10%	76.00%	24.40%	207,974	577,660	50,737	140,926	X
Social	S-41	32.10%	76.00%	24.40%	256,624	591,307	62,606	144,255	X
Social	S-42	32.10%	76.00%	24.40%	174,036	576,283	42,458	140,590	X
Social	S-43	32.10%	76.00%	24.40%	152,682	576,071	37,248	140,538	X
Social	S-44	90.30%	76.00%	68.63%	63,413	91,367	43,519	62,703	X
Social	S-45	90.30%	76.00%	68.63%	38,068	89,218	26,125	61,229	X
Social	S-46	14.80%	76.00%	11.25%	615,996	2,009,856	69,287	226,069	X
Social	S-47	22.40%	76.00%	17.02%	242,492	678,966	41,282	115,587	
Social	S-48			25.45%	30,111	49,130	7,662	12,502	X
Social	S-49	34.90%	76.00%	26.52%	183,849	666,751	48,764	176,849	
Social	S-50			25.45%	75,654	247,243	19,252	62,917	X
Social	S-51			25.45%	68,828	227,745	17,515	57,955	
Social	S-52			25.45%	65,717	227,842	16,723	57,980	
Social	S-53			25.45%	67,356	227,764	17,140	57,960	

Category	No.	Percent Republican	Receptive Republicans	Percent Receptive Republican	Impression Estimate (High)	Impression Estimate (Low)	Receptive Impressions Estimate (Low)	Receptive Impressions Estimate (High)	Removed?
Social	S-54			25.45%	471,389	1,754,697	119,956	446,524	X
Social	S-55			25.45%	1,116,377	4,420,345	284,088	1,124,860	X
Print	P-01								
Print	P-02	18.10%	76.00%	13.76%	229,475	229,475	31,567	31,567	
Print	P-03	16.30%	76.00%	12.39%	454,861	454,861	56,348	56,348	
Print	P-04	16.30%	76.00%	12.39%	454,861	454,861	56,348	56,348	
Print	P-05	18.10%	76.00%	13.76%	229,475	229,475	31,567	31,567	
Print	P-06			25.45%	92,515	92,515	23,543	23,543	
Print	P-07	34.90%	76.00%	26.52%	544,002	544,002	144,291	144,291	
Print	P-09	18.10%	76.00%	13.76%	229,475	229,475	31,567	31,567	
Print	P-08								
Print	P-10	18.10%	76.00%	13.76%	229,475	229,475	31,567	31,567	X
Print	P-11			25.45%	149,093	149,093	37,940	37,940	
TV	T-01	34.70%	76.00%	26.37%	9,390,000	9,390,000	2,476,331	2,476,331	
TV	T-02	34.70%	76.00%	26.37%	9,390,000	9,390,000	2,476,331	2,476,331	X
TV	T-03	20.50%	76.00%	15.58%	1,552,000	1,552,000	241,802	241,802	
TV	T-04	69.80%	76.00%	53.05%	1,401,000	1,401,000	743,202	743,202	
TV	T-05	23.60%	76.00%	17.94%	877,000	877,000	157,299	157,299	
TV	T-07	23.60%	76.00%	17.94%	877,000	877,000	157,299	157,299	X
TV	T-08								X
TV	T-09	20.50%	76.00%	15.58%	839,000	839,000	130,716	130,716	
TV	T-10	20.50%	76.00%	15.58%	839,000	839,000	130,716	130,716	X
TV	T-11	23.60%	76.00%	17.94%	534,000	534,000	95,778	95,778	X
TV	T-12	69.80%	76.00%	53.05%	1,401,000	1,401,000	743,202	743,202	
TV	T-13	33.70%	76.00%	25.61%	5,863,000	5,863,000	1,501,632	1,501,632	
TV	T-14	33.70%	76.00%	25.61%	5,863,000	5,863,000	1,501,632	1,501,632	X
TV	T-15	33.70%	76.00%	25.61%	2,986,000	2,986,000	764,774	764,774	X

Category	No.	Percent Republican	Receptive Republicans	Percent Receptive Republican	Impression Estimate (High)	Impression Estimate (Low)	Receptive Impressions Estimate (Low)	Receptive Impressions Estimate (High)	Removed?
TV	T-16	33.70%	76.00%	25.61%	2,700,000	2,700,000	691,524	691,524	
TV	T-17	33.70%	76.00%	25.61%	2,700,000	2,700,000	691,524	691,524	
TV	T-18	23.60%	76.00%	17.94%	628,000	628,000	112,638	112,638	
TV	T-19								
TV	T-20								
TV	T-21	23.60%	76.00%	17.94%	534,000	534,000	95,778	95,778	
TV	T-22								
TV	T-23	23.60%	76.00%	17.94%	534,000	534,000	95,778	95,778	X
TV	T-24								
TV	T-25	23.60%	76.00%	17.94%	833,000	833,000	149,407	149,407	X
TV	T-26								
TV	T-27	23.60%	76.00%	17.94%	833,000	833,000	149,407	149,407	X
TV	T-28	23.60%	76.00%	17.94%	936,000	936,000	167,881	167,881	
TV	T-29	23.60%	76.00%	17.94%	936,000	936,000	167,881	167,881	X
TV	T-30								X
TV	T-31	20.50%	76.00%	15.58%	1,378,000	1,378,000	214,692	214,692	X
TV	T-32	23.60%	76.00%	17.94%	534,000	534,000	95,778	95,778	X
TV	T-33	20.50%	76.00%	15.58%	385,000	385,000	59,983	59,983	
TV	T-34	20.50%	76.00%	15.58%	385,000	385,000	59,983	59,983	X
TV	T-35	34.70%	76.00%	26.37%	3,920,000	3,920,000	1,033,782	1,033,782	
TV	T-36	33.70%	76.00%	25.61%	5,468,000	5,468,000	1,400,464	1,400,464	X
TV	T-37	69.80%	76.00%	53.05%	1,401,000	1,401,000	743,202	743,202	
TV	T-38	31.00%	76.00%	23.56%	1,293,000	1,293,000	304,631	304,631	
TV	T-39	20.50%	76.00%	15.58%	1,033,000	1,033,000	160,941	160,941	
TV	T-40	20.50%	76.00%	15.58%	1,033,000	1,033,000	160,941	160,941	X
TV	T-41	20.50%	76.00%	15.58%	800,000	800,000	124,640	124,640	X
TV	T-42	20.50%	76.00%	15.58%	887,000	887,000	138,195	138,195	X

Category	No.	Percent Republican	Receptive Republicans	Percent Receptive Republican	Impression Estimate (High)	Impression Estimate (Low)	Receptive Impressions Estimate (Low)	Receptive Impressions Estimate (High)	Removed?
TV	T-43	20.50%	76.00%	15.58%	984,000	984,000	153,307	153,307	X
TV	T-44	31.00%	76.00%	23.56%	6,769,000	6,769,000	1,594,776	1,594,776	
TV	T-45	31.00%	76.00%	23.56%	6,769,000	6,769,000	1,594,776	1,594,776	
TV	T-46	23.60%	76.00%	17.94%	534,000	534,000	95,778	95,778	
TV	T-47								
TV	T-48								
TV	T-49	23.60%	76.00%	17.94%	460,000	460,000	82,506	82,506	
TV	T-50								
TV	T-51								X
TV	T-52	23.60%	76.00%	17.94%	460,000	460,000	82,506	82,506	X
TV	T-53	23.60%	76.00%	17.94%	168,000	168,000	30,132	30,132	X
TV	T-54	20.50%	76.00%	15.58%	2,010,000	2,010,000	313,158	313,158	
TV	T-55	20.50%	76.00%	15.58%	2,010,000	2,010,000	313,158	313,158	X
TV	T-56	33.70%	76.00%	25.61%	3,800,000	3,800,000	973,256	973,256	X
TV	T-57	20.50%	76.00%	15.58%	2,561,000	2,561,000	399,004	399,004	
TV	T-58	20.50%	76.00%	15.58%	2,561,000	2,561,000	399,004	399,004	
TV	T-59	69.80%	76.00%	53.05%	1,401,000	1,401,000	743,202	743,202	
TV	T-60	69.80%	76.00%	53.05%	1,401,000	1,401,000	743,202	743,202	
TV	T-61	20.50%	76.00%	15.58%	900,000	900,000	140,220	140,220	
TV	T-62	20.50%	76.00%	15.58%	900,000	900,000	140,220	140,220	
TV	T-63	34.70%	76.00%	26.37%	3,929,000	3,929,000	1,036,156	1,036,156	X

Original Total	<i>142,334,424</i>	<i>188,155,507</i>	<i>34,075,512</i>	<i>42,936,354</i>
Revised Total	<i>85,832,475</i>	<i>104,132,285</i>	<i>21,262,359</i>	<i>24,788,657</i>

APPENDIX D: DAMAGES MODEL

Attitude Change Multiplier	1	3	5
High	\$2,424,675	\$7,274,026	\$12,123,376
Low	\$2,079,754	\$6,239,263	\$10,398,771

Impression Rate 5% Bounce Rate 90% / 10%

High Impressions - 1x Multiplier

Input Impressions 24,788,657
Multiplier 1

Ad Category	Media Type¹⁶	Weight	Target Impressions	Adjusted Impressions	CPM (per 1000 impressions)	Total Cost
Native	Twitter Promoted Tweets	6.50%	1,611,263	1,611,263	\$6.46	\$10,409
	Facebook Native Ads - Promoted Posts	6.50%	1,611,263	1,611,263	\$14.40	\$23,202
Influencer	Web Blog Influencer	5.00%	1,239,433	12,394,328	\$60.00	\$743,660
	Twitter Influencer	7.00%	1,735,206	34,704,119	\$2.00	\$69,408
	Facebook Influencer	7.00%	1,735,206	34,704,119	\$25.00	\$867,603
	YouTube Influencer	4.60%	1,140,278	22,805,564	\$20.00	\$456,111
Traditional	Broadcast TV (Excluding Primetime)	29.60%	7,337,442	7,337,442	\$16.00	\$117,399
	Cable TV (Excluding Primetime)	21.30%	5,279,984	5,279,984	\$10.00	\$52,800
	Podcasts	5.00%	1,239,433	1,239,433	\$19.00	\$23,549
	Radio	4.10%	1,016,335	1,016,335	\$4.00	\$4,065
	Print newspapers	3.40%	842,814	842,814	\$67.00	\$56,469
	Total	100.00%	24,788,657			\$2,424,675

¹⁶ I rely on the same media mix, allocations, and CPMs from my original Report. The media mix and allocations are based on the most common ways Trump supporters get their political and election news; the CPMs are based on annual industry benchmark reports. (See, Humphreys Report pp. 66-68 and Appendix K.)

High Impression Estimate - 3x Multiplier

Input Impressions 24,788,657
Multiplier 3

Ad Category	Media Type	Weight	Target Impressions	Adjusted Impressions	CPM (per 1000 impressions)	Total Cost
Native	Twitter Promoted Tweets	6.50%	4,833,788	4,833,788	\$6.46	\$31,226
	Facebook Native Ads - Promoted Posts	6.50%	4,833,788	4,833,788	\$14.40	\$69,607
Influencer	Web Blog Influencer	5.00%	3,718,298	37,182,985	\$60.00	\$2,230,979
	Twitter Influencer	7.00%	5,205,618	104,112,358	\$2.00	\$208,225
	Facebook Influencer	7.00%	5,205,618	104,112,358	\$25.00	\$2,602,809
	YouTube Influencer	4.60%	3,420,835	68,416,692	\$20.00	\$1,368,334
Traditional	Broadcast TV (Excluding Primetime)	29.60%	22,012,327	22,012,327	\$16.00	\$352,197
	Cable TV (Excluding Primetime)	21.30%	15,839,952	15,839,952	\$10.00	\$158,400
	Podcasts	5.00%	3,718,298	3,718,298	\$19.00	\$70,648
	Radio	4.10%	3,049,005	3,049,005	\$4.00	\$12,196
	Print newspapers	3.40%	2,528,443	2,528,443	\$67.00	\$169,406
	Total	100.00%	74,365,970			\$7,274,026

High Impression Estimate - 5x Multiplier

Input Impressions 24,788,657
Multiplier 5

Ad Category	Media Type	Weight	Target Impressions	Adjusted Impressions	CPM (per 1000 impressions)	Total Cost
Native	Twitter Promoted Tweets	6.50%	8,056,313	8,056,313	\$6.46	\$52,044
	Facebook Native Ads - Promoted Posts	6.50%	8,056,313	8,056,313	\$14.40	\$116,011
Influencer	Web Blog Influencer	5.00%	6,197,164	61,971,642	\$60.00	\$3,718,298
	Twitter Influencer	7.00%	8,676,030	173,520,596	\$2.00	\$347,041
	Facebook Influencer	7.00%	8,676,030	173,520,596	\$25.00	\$4,338,015
	YouTube Influencer	4.60%	5,701,391	114,027,820	\$20.00	\$2,280,556
Traditional	Broadcast TV (Excluding Primetime)	29.60%	36,687,212	36,687,212	\$16.00	\$586,995
	Cable TV (Excluding Primetime)	21.30%	26,399,919	26,399,919	\$10.00	\$263,999
	Podcasts	5.00%	6,197,164	6,197,164	\$19.00	\$117,746
	Radio	4.10%	5,081,675	5,081,675	\$4.00	\$20,327
	Print newspapers	3.40%	4,214,072	4,214,072	\$67.00	\$282,343
	Total	100.00%	123,943,283			\$12,123,376

Low Impression Estimate - 1x Multiplier

Input Impressions 21,262,359
Multiplier 1
Impression Rate 5%

Ad Category	Media Type	Weight	Target Impressions	Adjusted Impressions	CPM (per 1000 impressions)	Total Cost
Native	Twitter Promoted Tweets	6.50%	1,382,053	1,382,053	\$6.46	\$8,928
	Facebook Native Ads - Promoted Posts	6.50%	1,382,053	1,382,053	\$14.40	\$19,902
Influencer	Web Blog Influencer	5.00%	1,063,118	10,631,179	\$60.00	\$637,871
	Twitter Influencer	7.00%	1,488,365	29,767,302	\$2.00	\$59,535
	Facebook Influencer	7.00%	1,488,365	29,767,302	\$25.00	\$744,183
	YouTube Influencer	4.60%	978,069	19,561,370	\$20.00	\$391,227
Traditional	Broadcast TV (Excluding Primetime)	29.60%	6,293,658	6,293,658	\$16.00	\$100,699
	Cable TV (Excluding Primetime)	21.30%	4,528,882	4,528,882	\$10.00	\$45,289
	Podcasts	5.00%	1,063,118	1,063,118	\$19.00	\$20,199
	Radio	4.10%	871,757	871,757	\$4.00	\$3,487
	Print newspapers	3.40%	722,920	722,920	\$67.00	\$48,436
	Total	100.00%	21,262,359			\$2,079,754

Low Impression Estimate - 3x Multiplier

Input Impressions 21,262,359
Multiplier 3
Impression Rate 5%

Ad Category	Media Type	Weight	Target Impressions	Adjusted Impressions	CPM (per 1000 impressions)	Total Cost
Native	Twitter Promoted Tweets	6.50%	4,146,160	4,146,160	\$6.46	\$26,784
	Facebook Native Ads - Promoted Posts	6.50%	4,146,160	4,146,160	\$14.40	\$59,705
Influencer	Web Blog Influencer	5.00%	3,189,354	31,893,538	\$60.00	\$1,913,612
	Twitter Influencer	7.00%	4,465,095	89,301,907	\$2.00	\$178,604
	Facebook Influencer	7.00%	4,465,095	89,301,907	\$25.00	\$2,232,548
	YouTube Influencer	4.60%	2,934,206	58,684,110	\$20.00	\$1,173,682
Traditional	Broadcast TV (Excluding Primetime)	29.60%	18,880,975	18,880,975	\$16.00	\$302,096
	Cable TV (Excluding Primetime)	21.30%	13,586,647	13,586,647	\$10.00	\$135,866
	Podcasts	5.00%	3,189,354	3,189,354	\$19.00	\$60,598
	Radio	4.10%	2,615,270	2,615,270	\$4.00	\$10,461
	Print newspapers	3.40%	2,168,761	2,168,761	\$67.00	\$145,307
	Total	100.00%	63,787,076			\$6,239,263

Low Impression Estimate - 5x Multiplier

Input Impressions 21,262,359
Multiplier 5
Impression Rate 5%

Ad Category	Media Type	Weight	Target Impressions	Adjusted Impressions	CPM (per 1000 impressions)	Total Cost
Native	Twitter Promoted Tweets	6.50%	6,910,267	6,910,267	\$6.46	\$44,640
	Facebook Native Ads - Promoted Posts	6.50%	6,910,267	6,910,267	\$14.40	\$99,508
Influencer	Web Blog Influencer	5.00%	5,315,590	53,155,897	\$60.00	\$3,189,354
	Twitter Influencer	7.00%	7,441,826	148,836,511	\$2.00	\$297,673
	Facebook Influencer	7.00%	7,441,826	148,836,511	\$25.00	\$3,720,913
	YouTube Influencer	4.60%	4,890,343	97,806,850	\$20.00	\$1,956,137
Traditional	Broadcast TV (Excluding Primetime)	29.60%	31,468,291	31,468,291	\$16.00	\$503,493
	Cable TV (Excluding Primetime)	21.30%	22,644,412	22,644,412	\$10.00	\$226,444
	Podcasts	5.00%	5,315,590	5,315,590	\$19.00	\$100,996
	Radio	4.10%	4,358,784	4,358,784	\$4.00	\$17,435
	Print newspapers	3.40%	3,614,601	3,614,601	\$67.00	\$242,178
	Total	100.00%	106,311,794			\$10,398,771