Table 1: Codebook for Does Social Media Promote Civic Activism? A Field Experiment with a Civic Campaign

Variable Name	Description	Question Wording	Measurement	Wave
stream	Recruitment channel		1 representative 2 activists	0
a012	Response of subject in waves 0, 1 and 2		1 yes 0 no	2
exp_group	Original assignment to experimental arms		1 Facebook 2 Email Newsletter 3 Control	0
assignment	Recode of assignment to experimental arms		1 Control 2 Facebook 3 Email Newsletter	0
discuss_online	Discuss with friends online	"How often lately have you discussed with friends online about protecting the remaining sea coast?"	0 I haven't 1 a few times 2 many times	2
discuss_real	Discuss with friends offline	"How often lately have you discussed with friends offline about protecting the remaining sea coast?"	0 I haven't 1 a few times 2 many times	2
appreciate	Feeling appreciated (norm)	"What do you think others think of people who take on civic causes?"	0 suspicious 1 unappreciative 2 grateful	2
chances	Chances of success	"What are the chances a civic campaign can preserve the remaining sea coast?"	0 very small - 4 very big	2
difference	Make a difference	"To what extent can you make a difference in the country's political future?"	0 very small - 4 very large	2
protest	Likelihood of protest	"Should you hear about a protest about the sea coast in your city in the future, how likely are you to participate?"	0 no 1 don't know 2 yes	2
importance_self	Importance of environment issue	"How important is the cause of preserving the remaining sea coast for you personally?"	1 somewhat unimportant - 4 very important	2
knowledge_post	Environmental knowledge	Scale of correct answers about environmental laws	-1/3	2
townpoplog	Population of respondent's place of residence (logged)			1
age_re	Respondent's age		17-70*	0
sex_1	Respondent's sex: Female		1 Female 0 Other	0
sex_2	Respondent's sex: Male		1 Male 0 Other	0
sex_3	Respondent's sex: Missing		1 Missing 0 Other	0
edu_1	University		1 University 0 Other	0
edu_2	Between uni and High school		1 Between uni and High school 0 Other	0
edu_3	High school		1 High school 0 Other	0
edu_4	Below High school		1 Below High school 0 Other	0
edu_5	Education missing		1 Education missing 0 Other	0
status_1	Perceived socio-econ status: Well-off		1 Well-off 0 Other	0
status_2	Perceived socio-econ status: Almost well-off		1 Almost well-off 0 Other	0
status_3	Perceived socio-econ status: Almost poor		1 Almost poor 0 Other	0
status_4	Perceived socio-econ status: Poor		1 Poor 0 Other	0
status_5	Perceived socio-econ status: missing		1 Status missing 0 Other	0
friends_re	number of friends	"How many friends in real life?"	1 very few - 5 very many*	1
fbfriends_re	number of Facebook friends	"How many friends on Facebook?"	1 very few - 5 very many*	1
frequency_fb	Frequency of Facebook use	"How often do you use Facebook?"	1 less than once per week - 5 a few times a day*	1
news_1	TV/radio most trusted	"Where do you get the most trustworthy information about what is happening?"	1 TV/radio 0 Other	1
news_2	Print most trusted	"Where do you get the most trustworthy information about what is happening?"	1 Print media 0 Other	1
news_3	Social media most trusted	"Where do you get the most trustworthy information about what is happening?"	1 Social media 0 Other	1
news_4	None trusted	"Where do you get the most trustworthy information about what is happening?"	1 None 0 Other	1
environment_act_2	Participation in environmental activism	"Participated in environmental activism?"	1 Yes 0 Other	0
civic	Number of civic activities over past 12 months		0 - 5	0
civic_re	Number of civic activities over past 12 months		0 - 5*	0
vote_re		"How often vote in elections?"	0 never 3 always*	1
scale_trust	How much trust institutions		-1.5/7.705	1
role_1	Primary role of civic society	" In comparison to official institutions, what role for civic society in protecting the environment?"	1 Primary 0 Other	1
role_2	Equal role of civic society	" In comparison to official institutions, what role for civic society in protecting the environment?"	1 Equal 0 Other	1
role_3	Secondary role of civic society	" In comparison to official institutions, what role for civic society in protecting the environment?"	1 Secondary 0 Other	1
role_4	Role of civic society missing	" In comparison to official institutions, what role for civic society in protecting the environment?"	1 Missing 0 Other	1
knowledgescale	Number of correct answers to 4 factual questions		0-4	1
natureloving	Personality: loves nature	"Personality: natureloving"	0 exactly unlike me - 5 exactly like me	1
nature_re	Personality: loves nature	"natureloving"	0 exactly unlike me - 5 exactly like me*	1
danger_graph	Personality: likes danger	"likes to live w/o danger"	0 exactly like me - 5 exactly unlike me	1
danger	Personality: likes danger	"likes to live w/o danger"	0 exactly like me - 5 exactly unlike me*	1
adventure	Personality: adventure-seeking	"looks for adventure, likes risk and wants excititement"	0 exactly like me - 5 exactly unlike me*	1
pleasure	Personality: seeks pleasure	"likes to have good time, seek personal pleasure"	0 exactly unlike me - 5 exactly like me*	1
ability	Personality: showcase ability	"likes to showcase abilities"	0 exactly unlike me - 5 exactly like me*	1

*median imputed for missing values