Codebook

This codebook contains the variables involved in the analysis results of Experiment I, Experiment II, Experiment III and Experiment IV.

IATscore (Experiment I, Experiment II and Experiment III)
IAT scores computed by the algorithm developed by Greenwald, Nosek, and Banaji (2003). A positive IAT score indicates unfavorable implicit attitudes about the CPEL, whereas a negative IAT score indicates favorable implicit attitudes.

SC-IATscore (Experiment IV)
SC-IAT scores computed by the algorithm developed by Karpinski & Steinman (2006). A positive SC-IAT score indicates unfavorable implicit attitudes about the CPEL, whereas a negative SC-IAT score indicates favorable implicit attitudes.

Treat
0= No information (Experiment I, Experiment II, Experiment III and Experiment IV)
1= Information (Experiment I, Experiment II, Experiment III and Experiment IV)
2= Advertising (Experiment II, Experiment III and Experiment IV)

Time
0= Time 1 (no lag: subjects evaluate performance immediately after receiving information)
1= Time 2 (long lag: subjects evaluate performance approximately 2 days after receiving information)

PerformanceRating
How would you rate the performance of the CPEL's EMS?
1= Low
2
3
4
5
6
7= High

Gender
What is your gender?
0=Female
1=Male

Region
In which region do you currently reside?

0=Eastern China (Beijing, Tianjin, Hebei, Shanghai, Jiangsu, Zhejiang, Fujian, Shandong, Guangdong and Hainan)
1=Middle China (Shanxi(山西), Anhui, Jiangxi, Henan, Hubei and Hunan)
2=Western China (the Nei Monggol Autonomous Region, the Guangxi Zhuang Autonomous Region, the Ningxia Hui Autonomous Region, the Xinjiang Uygur Autonomous Region, Tibet Autonomous Region, Chongqing, Sichuan, Guizhou, Yunnan, Shaanxi(陕西), Gansu and Qinghai)
3=Northeastern China (Liaoning, Jilin and Heilongjiang)

Urban&Rural
Which part of urban and rural areas does your location belong to?
0= Urban area
1= Township
2= Rural area

Age
What year were you born? (Calculated by subtracting the subject's year of birth from 2022)

MaritalStatus
What is your marital status?
0= Spinsterhood
1= Married
2= Divorced

FertilityStatus
What is your fertility status?
0= Childless
1= Have 1 child
2= Have 2 children

Nation
What is your nation?
0= Minority
1= Ethnic Han

Education
What is the highest level of education you have completed?
0= Less than a 4-year college degree
1= 4-year college degree
2= Postgraduate

PoliticalStatus
What is your political status?

0= The masses
1= Communist Youth League member
2= Communist

Income

Which of the following categories does your annual income (yuan) belong to?

0= Less than ¥50,000
1= ¥50,000 - ¥100,000
2= ¥100,000 - ¥200,000
3= ¥More than ¥200,000

Prior_EMS_use and Prior_ZTOEx_use

How often do you use the EMS and ZTO Express to send packages?

EMS:

ZTO Express:

1= Never
2= Almost never
3= Sometimes
4= Often
5= Very often

GovernmentTrust

To what extent do you trust the central government to do the right thing?

1= Trust just about always
2= Trust most of the time
3= Trust only some of the time
4= Trust almost never