A.2 Coding Guide

In this section, we discuss the coding scheme to better understand the replication data and code.

id: anonymous identification for the elites to preserve confidentiality

treat: indicates treatment assignment - coded as 1 if receiving Jake Miller treatment, 0 if receiving Mary Williams treatment.

gender: gender of elite; 1 if male, 0 if female.

gender_match: if the treatment assignment and elite gender are the same, coded as 1; 0 otherwise.

delivered: if the email was delivered, coded as 1; 0 if the email bounced.

respond: if the elite responded to the email, coded as 1; 0 otherwise.

schedule: the primary outcome variable; coded as 1 if the elite scheduled and attended the interview; 0 otherwise.

time_reminder: coded as 1 if the elite required a reminder before responding, 0 otherwise.

time_respond: the number of days from when the email was sent until the elite responded

text: text of the response email for sentiment analysis

west: whether the elite is from a Western country