Codebook for Data Used in Hansen and Mautner, "Job Talk: Candidate Gender and Presentation of Prior Experience in Television Ads in the US," *Politics & Gender*

id – unique ID number for each advertisement. (Merge WMP 2018 data on this variable.)

state – two-letter postal abbreviation for state in which sponsoring candidate ran for legislature

incumbent – 1 if the sponsoring candidate was an incumbent officeholder, 0 otherwise

spanish – 1 if the advertisement was Spanish language, missing otherwise

female – 1 if the sponsoring candidate was female, 0 otherwise

self_occ_mention – 1 if the ad mentions the sponsoring candidate's nonpolitical work experience, 0 otherwise

self_politician – 1 if the ad mentions the sponsoring candidate's experience in prior office, 0 otherwise

opp_occ_mention – 1 if the ad mentions an opponent's nonpolitical work experience, 0 otherwise

opp_self_politician – 1 if the ad mentions the opponent's experience in prior office, 0 otherwise

prior – 1 if the sponsoring candidate had held elected office before, 0 otherwise

contributions – dollar amount of candidate fundraising, gathered from Shah et al. (2022)

raceethnicity – description of sponsoring candidate's race or ethnicity

The codebook for variables from Wesleyan Media Project data (2018) is available here: https://mediaproject.wesleyan.edu/dataaccess/.

Reference

Shah, Paru R., Eric Gonzalez Juenke, and Bernard L. Fraga. 2022. "Here Comes Everybody: Using a Data Cooperative to Understand the New Dynamics of Representation." *PS: Political Science & Politics* 55 (2): 300–302. doi: 10.1017/S1049096521001542.