SSM Replication – Readme

"Stories, Statistics and Memory"
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Overview

The code in this replication constructs the cleaned data and analysis files using Stata. Please see the details below. The code takes roughly 2 minutes to run on an 8-core laptop.

Data Availability Statement

The deidentified raw data collected for all experiments reported in the paper are available as part of this replication package. The experimental instructions for all studies can be found in the file "SSM_instructions.pdf" in the "SSM_Manuscript" folder.

How to run

Running the code requires Stata. It was last run with Stata version 14.

Open "SSM_replication.do" and change the master path to the path of the directory containing "SSM_replication.do".

Afterwards, executing "SSM_replication.do" will generate the cleaned data and produce all figures and tables found in the paper and appendices.

The do-files producing figures and tables are named after the respective figure and table, e.g. figure1.do.

Folder structure

The structure of the replication package follows Table A.8 in Appendix C of the paper. There are four folders:

1. **Baseline Experiments** contains all data and do-files related to the Experiments *Baseline* and *Statistics with Qualitative Content.*
2. **Mechanism Experiments** contains all data and do-files related to *Mechanism Experiment 1: Cue-Target Similarity* and *Mechanism Experiment 2: Cue-Non-Target Similarity.*
3. **Robustness Experiments** contains all data and do-files related to *Robustness Experiment 1: Uninformative Qualitative Content*, *Robustness Experiment 2: The role of decoy information*, *Robustness Experiment 3: Number of product scenarios*, *Robustness Experiment 4: Question Format and Statistic Display* and *Robustness Experiment 5: The role of associations.*

4. **Summary Statistics** contains all data and do-files to produce results on summary statistics and attrition in each of the experiments.

Each folder has 3 subfolders:

1. **data** contains the data used for the analysis.
2. **do** contains the do-files to clean the data and create all tables and figures.
3. **output** with its two subfolders figures and tables contains the produced figures and tables.

Below is an overview of which figures and tables can be found in which of the five folders:

1. **Baseline Experiments**
    a. Figures: 1, 2, 3, 6, A.2, A.9, A.10, A.12
    b. Tables: 1, A.6, A.8, A.9
2. **Mechanism Experiments**
    a. Figures: 4, 5, A.11
    b. Tables: A.10
3. **Robustness Experiments**
    a. Figures: A.1, A.3, A.4, A.5, A.6, A.7, A.8
    b. Tables: A.1, A.2, A.3, A.4, A.5
4. **Summary Statistics**
    a. Figures: none
    b. Tables: A.11, A.12

Overview of figures, tables and programs

Exhibit	Program	Output
Figure 1	\Baseline Experiments\do\figure1.do	\Baseline Experiments\output\figures\figure1a.pdf \Baseline Experiments\output\figures\figure1b.pdf
Figure 2	\Baseline Experiments\do\figure2.do	\Baseline Experiments\output\figures\figure2a.pdf \Baseline Experiments\output\figures\figure2b.pdf
Figure 3	\Baseline Experiments\do\figure3.do	\Baseline Experiments\output\figures\figure3a.pdf \Baseline Experiments\output\figures\figure3b.pdf
Figure 4	\Mechanism Experiments\do\figure4.do	\Mechanism Experiments\output\figures\figure4a.pdf \Mechanism Experiments\output\figures\figure4b.pdf
Figure 5	\Mechanism Experiments\do\figure5.do	\Mechanism Experiments\output\figures\figure5a.pdf \Mechanism Experiments\output\figures\figure5b.pdf
Figure 6	\Baseline Experiments\do\figure6.do	\Baseline Experiments\output\figures\figure6.pdf
Figure A.1	\Robustness Experiments\do\figureA1.do	\Robustness Experiments\output\figures\figureA1a.pdf \Robustness Experiments\output\figures\figureA1b.pdf
Figure A.2	\Baseline Experiments\do\figureA2.do	\Baseline Experiments\output\figures\figureA2.pdf
Figure A.3	\Robustness Experiments\do\figureA3.do	\Robustness Experiments\output\figures\figureA3a.pdf \Robustness Experiments\output\figures\figureA3b.pdf
Figure A.4	\Robustness Experiments\do\figureA4.do	\Robustness Experiments\output\figures\figureA4a.pdf \Robustness Experiments\output\figures\figureA4b.pdf
Figure A.5	\Robustness Experiments\do\figureA5.do	\Robustness Experiments\output\figures\figureA5a.pdf \Robustness Experiments\output\figures\figureA5b.pdf
Figure A.6	\Robustness Experiments\do\figureA6.do	\Robustness Experiments\output\figures\figureA6a.pdf \Robustness Experiments\output\figures\figureA6b.pdf

Figure A.7	\Robustness Experiments\do\figureA7.do	\Robustness Experiments\output\figures\figureA7a.pdf \Robustness Experiments\output\figures\figureA7b.pdf
Figure A.8	\Robustness Experiments\do\figureA8.do	\Robustness Experiments\output\figures\figureA8.pdf
Figure A.9	\Baseline Experiments\do\figureA9.do	\Baseline Experiments\output\figures\figureA9a.pdf \Baseline Experiments\output\figures\figureA9b.pdf
Figure A.10	\Baseline Experiments\do\figureA10.do	\Baseline Experiments\output\figures\figureA10.pdf
Figure A.11	\Mechanism Experiments\do\figureA11.do	\Mechanism Experiments\output\figures\figureA11a.pdf \Mechanism Experiments\output\figures\figureA11b.pdf
Figure A.12	\Baseline Experiments\do\figureA12.do	\Baseline Experiments\output\figures\figureA12a.pdf \Baseline Experiments\output\figures\figureA12b.pdf
Table 1	\Baseline Experiments\do\table1.do	\Baseline Experiments\output\figures\table1.tex
Table A.1	\Robustness Experiments\do\tableA1.do	\Robustness Experiments\output\tables\tableA1.tex
Table A.2	\Robustness Experiments\do\tableA2.do	\Robustness Experiments\output\tables\tableA2.tex
Table A.3	\Robustness Experiments\do\tableA3.do	\Robustness Experiments\output\tables\tableA3.tex
Table A.4	\Robustness Experiments\do\tableA4.do	\Robustness Experiments\output\tables\tableA4.tex
Table A.5	\Robustness Experiments\do\tableA5.do	\Robustness Experiments\output\tables\tableA5.tex
Table A.6	\Baseline Experiments\do\tableA6.do	\Baseline Experiments\output\tables\tableA6.tex
Table A.8	\Baseline Experiments\do\tableA8.do	\Baseline Experiments\output\tables\tableA8.tex
Table A.9	\Baseline Experiments\do\tableA9.do	\Baseline Experiments\output\tables\tableA9.tex
Table A.10	\Mechanism Experiments\do\tableA10.do	\Mechanism Experiments\output\tables\tableA10.pdf
Table A.11	\Summary Statistics\do\tableA11.do	\Summary Statistics\output\tables\tableA11.tex
Table A.12	\Summary Statistics\do\tableA12.do	\Summary Statistics\output\tables\tableA12.tex