Codebook for "Getting the Message? Choice, Self-Selection, and the Efficacy of Social Movement Arguments"

This document provides a codebook for the variables contained in `df_mtg.rda`, a dataframe containing responses from the MTurk Sample and `df_qg.rda`, a dataframe containing responses from the Qualtrics Sample.

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Design Variables

resp_id

- **Variable name:** `resp_id`
- **Question wording:** N/A
- **Response type:** Numeric
- **Response values:** MTurk range [1 to 1137], Qualtrics range [1 to 1000]
- **Notes:** Unique identifier for respondents

weights

- **Variable name:** `weights`
- **Question wording:** N/A
- **Response type:** Numeric
- **Response values:** MTurk range [1 to 2.183], Qualtrics range [1 to 1.79]
- **Notes:** Weights used for calculating ACTE

treatment

- **Variable name:** `treatment`
- **Question wording:** N/A
- **Response type:** Character
- **Response values:** "Control", "Selection", "Treatment"
- **Notes:** Indicator of treatment status (Experiment, randomly assigned to "Control", Experiment, randomly assigned to "Treatment", or "Selection" condition given choice to select or avoid treatment)

balance

- **Variable name:** `balance`
- **Question wording:** N/A
- **Response type:** Chacter
- **Response values:** "Avoid Treatment", "Experiment", "Select Treatment"
- **Notes:** Indicator primarily used by to compare respondents who selected treatment to those who avoided treatment

C

- **Variable name:** `C`
- **Question wording:** N/A
- **Response type:** Character
- **Response values:** "Choice", "Experiment"
- **Notes:** Indicator denoting whether respondent was assigned to choice or experiment conditions

D_ch

- **Variable name:** `D_ch`
- **Question wording:** N/A
- **Response type:** Chatacter
- **Response values:** "Control","Female","Male"

- **Notes:** Indicator used to estimate CACTEs denoting whether respondents in choice condition who opted to avoid treatment were assigned to receive treatment attributed to an alternative "Female", treatment attributed to a "Male", or no treatment ("Control")

select01

- **Variable name:** `select01`
- **Question wording:** N/A
- **Response type:** Numeric
- **Response values:** 0=avoid treatment, 1= select treatment, NA
- **Notes:** Indicator denoting whether respondents in choice condition selected to read the treatment (1) or avoid it (0)

avoid01

- **Variable name:** `avoid01`
- **Question wording:** N/A
- **Response type:** Numeric
- **Response values:** 0=select treatment, 1= avoid treatment, NA
- **Notes:** Indicator denoting whether respondents in choice condition selected to read the treatment (0) or avoid it (1)

Outcome Variables

dv_1

- **Variable name:** `dv_1`
- **Question wording:** Using the following scale, where 0 means you completely disagree, 100 means you completely agree, and 50 means you neither agree nor disagree, how strongly would you agree or disagree with the following statements: *The MeToo movement can sometimes go too far (reverse coded)*
- **Response type:** Numeric
- **Response values:** 0-100: 0 = Completely Agree, 50 = neither agree nor disagree 100 = Completely Disagree
- **Notes:** Used in principal components analysis with `dv_2` and `dv_3` to construct `dv_pca_metoo`

dv_2

- **Variable name:** `dv_2`
- **Question wording:** Using the following scale, where 0 means you completely disagree, 100 means you completely agree, and 50 means you neither agree nor disagree, how strongly would you agree or disagree with the following statements: *I support the Me Too movement*
- **Response type:** Numeric
- **Response values:** 0-100: 0 = Completely disagree, 50 = neither agree nor disagree 100 = Completely Agree
- **Notes:** Used in principal components analysis with `dv_1` and `dv_3` to construct `dv_pca_metoo`

dv_3

- **Variable name:** `dv_3`
- **Question wording:** Using the following scale, where 0 means you completely disagree, 100 means you completely agree, and 50 means you neither agree nor disagree, how strongly would you agree or disagree with the following statements: *#MeToo helps raise awareness about sexual assault, harassment and discrimination*
- **Response type:** Numeric

- **Response values:** 0-100: 0 = Completely disagree, 50 = neither agree nor disagree 100 = Completely Agree
- **Notes:** Used in principal components analysis with `dv_1` and `dv_2` to construct `dv_pca_metoo`

dv_4

- **Variable name:** `dv_4`
- **Question wording:** Using the following scale, where 0 means you completely disagree, 100 means you completely agree, and 50 means you neither agree nor disagree, how strongly would you agree or disagree with the following statements: *Sexual harassment and assault are still far too common in the U.S.*
- **Response type:** Numeric
- **Response values:** 0-100: 0 = Completely disagree, 50 = neither agree nor disagree 100 = Completely Agree
- **Notes:** Used in principal components analysis with `dv_5` and `dv_6` to construct `dv_pca_general`

dv_5

- **Variable name:** `dv_5`
- **Question wording:** Using the following scale, where 0 means you completely disagree, 100 means you completely agree, and 50 means you neither agree nor disagree, how strongly would you agree or disagree with the following statements: *In general, women have the same rights and opportunities as men (reverse coded)*
- **Response type:** Numeric
- **Response values:** 0-100: 0 = Completely Agree, 50 = neither agree nor disagree 100 = Completely Disagree
- **Notes:** Used in principal components analysis with `dv_4` and `dv_6` to construct `dv_pca_general`

dv_6

- **Variable name:** `dv_6`
- **Question wording:** Using the following scale, where 0 means you completely disagree, 100 means you completely agree, and 50 means you neither agree nor disagree, how strongly would you agree or disagree with the following statements: *Concerns about gender inequality are overblown (reverse coded)*
- **Response type:** Numeric
- **Response values:** 0-100: 0 = Completely Agree, 50 = neither agree nor disagree 100 = Completely Disagree
- **Notes:** Used in principal components analysis with `dv_4` and `dv_5` to construct `dv_pca_general`

dv_pca_metoo

- **Variable name:** `dv_pca_metoo`
- **Question wording:** N/A
- **Response type:** Numeric
- **Response values:** MTurk Range [-3.39, to 1.86] Qualtrics range [-3.70, to 1.46]
- **Notes:** Constructed from a principal components analysis of `dv_1`, `dv_2`, `dv_3`

dv_pca_general

- **Variable name:** `dv_pca_general`
- **Question wording:** N/A
- **Response type:** Numeric
- **Response values:** MTurk Range [-3.79, to 1.63] Qualtrics range [-1.81 to 2.75]
- **Notes:** Constructed from a principal components analysis of `dv_4`, `dv_5`, `dv_6`

dv_fact

- **Variable name:** `dv_fact`
- **Question wording:** How many sexual assaults do you think are not reported to the police?
- **Response type:** Numeric
- **Response values:**
  - 1 = Two out of three (66 percent) (correct answer)
  - 2 = One out of four (25 percent)
  - 3 = One out of ten (10 percent)
  - 4 = Four out of five (80 percent)
- **Notes:** Used to construct `dv_fact01`

dv_fact01

- **Variable name:** `dv_fact01`
- **Question wording:** How many sexual assaults do you think are not reported to the police?
- **Response type:** Numeric
- **Response values:** 1 if `dv_fact` = 1, 0 otherwise
- **Notes:**

dv_text

- **Variable name:** `dv_text`
- **Question wording:** Do you have any opinions you'd like to share about the Me Too movement?
- **Response type:** Character
- **Response values:** N/A
- **Notes:** Respondents could provide up to 1,000 character open response. Used to construct `dv_response01` and `dv_response_length`

dv_response01

- **Variable name:** `dv_response01`
- **Question wording:** Do you have any opinions you'd like to share about the Me Too movement?
- **Response type:** Numeric
- **Response values:** 1 if respondent provided more than a single word response to `dv_text` 0 otherwise.
- **Notes:**

dv_response_length

- **Variable name:** `dv_response_length`
- **Question wording:** Do you have any opinions you'd like to share about the Me Too movement?
- **Response type:** Numeric
- **Response values:** 0-1000
- **Notes:** Variable measures the total number of characters respondents wrote in reply to `dv_text`

Covariates

gender

- **Variable name:** `gender`
- **Question wording:** What is your gender?
- **Response type:** Numeric
- **Response values:**
  - 0 = Male
  - 1 = Female
  - 3 = Other

- **Notes:**

female01

- **Variable name:** `female01`
- **Question wording:** What is your gender?
- **Response type:** Numeric
- **Response values:** Coded 1 is `gender`=1, 0 otherwise.
- **Notes:**

Gender

- **Variable name:** `Gender`
- **Question wording:** What is your gender
- **Response type:** Character
- **Response values:**
  - "Men" if female01 = 0
  - "Women" if female01 = 1
- **Notes:** Formatted variable for use as labels in function

age

- **Variable name:** `age`
- **Question wording:** What is your age in years?
- **Response type:** Numeric
- **Response values:** MTurk range [18-82], Qualtrics Range [18-93]
- **Notes:**

income

- **Variable name:** `income`
- **Question wording:** Which of the following best indicates how much money your family's total income was this past year
- **Response type:** Numeric
- **Response values:**
  - 1 = Less than $10,000
  - 2 = $10,000 – $19,999
  - 3 = $20,000 – $29,999
  - 4 = $30,000 – $39,999
  - 5 = $40,000 – $49,999
  - 6 = $50,000 – $59,999
  - 7 = $60,000 – $69,999
  - 8 = $70,000 – $79,999
  - 9 = $80,000 – $89,999
  - 10 = $90,000 – $99,999
  - 11 = $100,000 – $149,999
  - 12 = More than $150,000
  - NA = Prefer not to say/No response
- **Notes:**

education

- **Variable name:** `education`
- **Question wording:** What's the highest level of education you've completed?

- **Response type:** Numeric
- **Response values:**
  - 1 = Less than high school
  - 2 = High school graduate
  - 3 = Some college
  - 4 = 2 year degree
  - 5 = 4 year degree
  - 6 = Professional degree
  - 7 = Doctorate
- **Notes:**

pid

- **Variable name:** `pid`
- **Question wording:** Generally speaking do you think of yourself as a Democrat, Republican, Independent, Other. Would you call yourself a... Not very strong Democrat/Republican, Strong Democrat/Republican [If initial response = Democrat or Republican] Would you consider yourself closer to the Republican Party, the Democratic Party, Neither [If initial response = Independent or Other]
- **Response type:** Numeric
- **Response values:**
  - 1 = Strong Democrat
  - 2 = Not very strong Democrat
  - 3 = Independent lean Democrat
  - 4 = Independent/Other
  - 5 = Independent lean Republican
  - 6 = Not very strong Republican
  - 7 = Strong Republican
- **Notes:**

Partisanship

- **Variable name:** `Partisanship`
- **Question wording:** "Generally speaking do you think of yourself..."
- **Response type:** Character
- **Response values:**
  - "Republicans" if `pid` > 4
  - "Democrats" if `pid` < 4
- **Notes:** Formatted variable for use as labels in function Constructed from `pid`

ideo

- **Variable name:** `ideo`
- **Question wording:** We hear a lot of talk these days about liberals and conservatives. Here is a seven-point scale on which the political views that people might hold are arranged from very liberal to very conservative. Where would you place yourself on this scale?
- **Response type:** Numeric
- **Response values:** - 1 = Extremely liberal - 2 = Liberal - 3 = Slightly liberal - 4 = Moderate, middle of the road - 5 = Slightly conservative - 6 = Conservative - 7 = Extremely conservative
- **Notes:**

non_white

- **Variable name:** `non_white`
- **Question wording:** What racial or ethnic group best describes you? Please select all that apply
- **Response type:**

- **Response values:** Coded 0 if respondent identies as white, 1 otherwise - White - Black or African - American American Indian or Alaska Native
  - Asian - Native Hawaiian or Pacific Islander - Hispanic or Latino - Other
- **Notes:**

black

- **Variable name:** `black`
- **Question wording:** What racial or ethnic group best describes you? Please select all that apply
- **Response type:**
- **Response values:** Coded 1 if respondent identies as Black, 0 otherwise
  - White
  - Black or African
  - American American Indian or Alaska Native
  - Asian
  - Native Hawaiian or Pacific Islander
  - Hispanic or Latino
  - Other
- **Notes:**

latino

- **Variable name:** `latino`
- **Question wording:** What racial or ethnic group best describes you? Please select all that apply
- **Response type:**
- **Response values:** Coded 1 if respondent identies as Hispanic or Latino, 0 otherwise
  - White
  - Black or African
  - American American Indian or Alaska Native
  - Asian
  - Native Hawaiian or Pacific Islander
  - Hispanic or Latino
  - Other
- **Notes:**

asian

- **Variable name:** `asian`
- **Question wording:** What racial or ethnic group best describes you? Please select all that apply
- **Response type:**
- **Response values:** Coded 1 if respondent identies as Asian, 0 otherwise
  - White
  - Black or African
  - American American Indian or Alaska Native
  - Asian
  - Native Hawaiian or Pacific Islander
  - Hispanic or Latino
  - Other
- **Notes:**

fam_movement

- **Variable name:** `fam_movement`
- **Question wording:** "How familiar are you with the Me Too social movement?"
- **Response type:** Numeric

- **Response values:**
  - 0 = Not familiar at all
  - 1 = Slightly familiar
  - 2 = Moderately familiar
  - 3 = Very familiar
  - 4 = Extremely familiar
- **Notes:**

Familiarity

- **Variable name:** `Familiarity`
- **Question wording:** "How familiar are you with the Me Too social movement?"
- **Response type:** Character
- **Response values:**
  - "Familiar" if `fam_movement` > 2
  - "Unfamiliar" if `fam_movement` < 3
- **Notes:** Formatted variable for use as labels in functions. Constructed from `fam_movement`