Codebook for Daniel J. Hemel & Lisa Larrimore Ouellette, Public Perceptions of Government Speech

Variable	Description
responseid	Qualtrics response ID (note that each survey response was turned into 4 observations, 1 for each scenario, so each responseid appears 4 times)
govtspeech	Outcome variable: was given scenario govt speech? (1.5=definitely yes; 0.5=probably yes; -0.5=probably not; -1.5=definitely not)
question	Question form for asking about govt speech: "associate", "convey", or "endorse"
endorse	Dummy=1 if question="endorse" (e.g., "Do you think the placement of the monument in the park indicates that the city government endorses the monument's message?")
convey	Dummy=1 if question="convey" (e.g., "Do you think the placement of the monument in the park conveys a message on the city government's behalf?")
associate	Dummy=1 if question="associate" (e.g., "Do you associate the monument's message with the city government?")
medium	Medium for speech: "statue", "license plate", "TM registration", "billboard"
statue	Dummy=1 if medium="statue"
plate	Dummy=1 if medium="license plate"
tm	Dummy=1 if medium="TM registration"
billboard	Dummy=1 if medium="billboard"
content	Content of speech: "Ten Commandments", "atheism", "Muslim", "pro-choice", "pro-life", "Lincoln", "Mickey Mouse"
scandalous	If medium="TM registration", scandalous=1 if saw scandalous version and 0 otherwise; if medium is not "TM registration", scandalous variable is empty
tenc	Dummy=1 if content="Ten Commandments" and scandalous is not 1
scandalous_tenc	Dummy=1 if content="Ten Commandments" and scandalous=1 (which means medium="TM registration")
atheist	Dummy=1 if content="atheism" and scandalous is not 1
scandalous_atheist	Dummy=1 if content="atheism" and scandalous=1 (which means medium="TM registration")
muslim	Dummy=1 if content="muslim" and scandalous is not 1
scandalous_muslim	Dummy=1 if content="muslim" and scandalous=1 (which means medium="TM registration")
prochoice	Dummy=1 if content="pro-choice" (no scandalous version)
prolife	Dummy=1 if content="pro-life" (no scandalous version)
lincoln	Dummy=1 if content="lincoln" (no scandalous version)
mickey	Dummy=1 if content="mickey" (no scandalous version)
addedinfo	What added info was in the scenario? "private involvement"; "govt selectivity"; "both"; "none" (if medium="billboard", addedinfo is empty b/c added info did not vary)
addedinfo_w_billboard	Same as addedinfo, but set to "none" instead of empty if medium="billboard"
private	Dummy=1 if addedinfo="private involvement" (e.g., statue was "donated by a private organization")
selectivity	Dummy=1 if addedinfo="govt selectivity" (e.g., "The city government must approve new statues, and it has rejected proposed statues in the past.")
both	Dummy=1 if addedinfo="both" (i.e., added info about both private involvement and government selectivity)
none	Dummy=1 if addedinfo="none" (i.e., no added information)
agree	How strongly did respondent agree w/ content? (e.g., "What are your views on Mickey Mouse?" 3=extremely positive … -3=extremely negative; see survey instrument)
female	Dummy=1 if female, 0 if male
age	Respondent's age in years
nonwhite	Dummy=1 if respondent did not check "Non-Hispanic White" for race/ethnicity
education	Highest degree (0=less than high school; 1=high school; 2=college; 3=associate's; 4=bachelor's; 5=master's; 6=doctorate/professional)
liberal	Political views (3=extremely liberal; 2=liberal; 1=slightly liberal; 0=moderate; -1=slightly conservative; -2=conservative; -3=extremely conservative)
summum	In Summum, SCt said monuments in a city park are… (1=govt speech; -1=private speech; 0=don't know)
walker	In Walker, SCt said specialty license plates are… (1=govt speech; -1=private speech; 0=don't know)
tam	In Tam, SCt said registered trademarks are… (-1=govt speech; 1=private speech; 0=don't know)
mturk	Dummy=1 if respondent was from mTurk sample, 0 if from SSI sample