Data Codebook for

Gaffe Appeal: A Field Experiment on Partisan Selective Exposure to Election Messages

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Variables in `Ad report.csv`

`Date`. Date the ad was run.

`Ad Name`. A unique identifier for each ad. This variable is used to link the data to the random assignment info in `condinfo.csv`.

`Impressions`. The number of times the ad was displayed on a given day.

`Clicks`. The number of clicks the ad received on a given day.

Variables in `condinfo.csv`

`Ad Name`. A unique identifier for each ad. This variable is used to link the data to the random assignment info in `Ad report.csv`.

`Title`. The title of the ad, as seen by Facebook users.

`Body`. The text of the ad, as seen by Facebook users.

`Link`. The URL Facebook users were sent to if they clicked the ad. The last letter of the URL specifies which condition this ad was. (See conditions.pdf for how the letters correspond to conditions.)

`Countries`. The country targeted. (US for all observations.)

`Regions`. The states targeted. There were two possible groupings. (See Table A2 in the Supporting Information.)

`Gender`. Gender targeted by the advertisement.

`Age min`. Minimum age targeted

`Age max`. Maximum age targeted. (Always the same as `Age min`.)

`Relationship`. Relationship statuses targeted. This was one of two possible groupings.

`Broad Category Clusters`. Targeting based on users' interests. This was politically liberal, politically conservative, interested in sports, or interested in music.

`Broad Age`. Specifies whether Facebook should use fuzzy boundaries for age targeting. The answer is No for all cases.

`Image`. The image to be used in the ad.

Variables in `manip.csv`

`identifier`. A unique identifier for each respondent

The remaining 12 variables reflect the subjects' responses to how much the ad they viewed made them think about various considerations. If the variable includes the word "policy," then the subject saw the policy version of the advertisement. If it includes the word "gaffe," then the subject saw the gaffe advertisement. The number at the end of the variable specifies which response was captured:

1 = "Public policy"
2 = "Politically relevant facts and figures"
3 = "The state of the national economy"
4 = "Age"
5 = "Race"

Response options were 1=Not at all; 2 = Slightly; 3 = Somewhat; 4 = Much; 5 = Very much

The variable `opnov` is the subject's opinion about how novel that policy ad is. `ognov` is how novel the gaffe ad is. Response options were 1 = Not at all; 2 = Slightly; 3 = Somewhat; 4 = Very; 5 = Extremely.

Variables in `manip.dta`

In addition to the variables in manip.csv, this file includes the variables `policy`, `fact`, `econ`, `age`, `race`, and `novel`, which are simply the variables described above, pooled across the policy/gaffe conditions, and rescaled to run 0-1. Also, the variable `policycond` specifies whether the subject was in the policy condition (=1) or the gaffe condition (=0).

Variables in working.dta

This file results from a merge of Ad report.csv and condinfo.csv. It includes variables in those files, and I do not describe them anew here. In addition, there are the following variables for analysis:

conda-condl. Dummy variables for assignment to each condition A through L. (See conditions.pdf.)

cond. Specifies which condition the ad was assigned to. (The same information as in the dummy variables, but pooled into a single variable.)

gaffe. A dummy for assignment to the gaffe condition (=1) or the policy condition (=0).

Romneyneg. A dummy variable for Romney being the object of negativity (=1), rather than Obama (=0).

Lib. A dummy variable for the targeted audience being liberal.

Cons. A dummy variable for the targeted audience being conservative.

Partisan. A dummy variable for the target audience being EITHER liberal or conservative (=1).

Sports. A dummy for the targeted audience reporting an interest in sports.

Music. A dummy for the targeted audience reporting an interest in music.

Ind. The inverse of partisan.

ctp. The ad's click-through percentage.

ctpr. The ad's click through percentage, multiplied by 100.

Geog. A dummy for assignment to the Texas grouping (=1) rather than the California grouping (=0).

Female. A dummy for targeting of a female audience (=1).

Relat. A dummy for assignment to the "single" relationship cluster (=1).

Age2. The targeted age, rescaled to run from 0 to 1.

Ownad. Takes a value of 0 for liberal clusters that saw an Obama attacking ad, as well as for conservative clusters that saw a Romney-attacking ad. Takes a value of 1 for liberal clusters that saw a Romney-attacking ad and conservative clusters that saw an Obama-attacking ad. Coded as missing for clusters that are neither liberal nor conservative.

ctpr2 and ctpr3. These variables are duplicates of ctpr with small modifications to conduct an analysis in the Supporting Info. Ctpr2 is coded as missing if ctpr has a value of 0. Ctpr3 is actually identical to ctpr.