Codebook

2025-04-18

Introduction

This document provides information about the variables included in the original experimental datasets used in this paper.

all_raw_data.rds

This dataset contains raw data from the three survey waves. The dataset is anonymized. It contains the following variables. The script `00_process_data.R` uses this dataset to produce `all_processed_data.rds` which is used in all of the analyses.

- `response_id`: qualtrics generated id
- `q_race`: respondents' race (categorical)
- `income`: respondents' self-reported income level (categorical)
- `q_sub_wb_1`: item 1 (happiness) for subjective well-being
- `q_sub_wb_2`: item 2 (depression) for subjective well-being
- `q_sub_wb_3`: item 3 (anxiety) for subjective well-being
- `q_sub_wb_4`: item 4 (isolated) for subjective well-being
- `q_sub_wb_5`: item 5 (life satisfaction) for subjective well-being
- `q_digital_lit_1`: item 1 in the digital literacy composite measure (7-point likert scale from strongly disagree to strongly agree)
- `q_digital_lit_2`: item 2 in the digital literacy composite measure (7-point likert scale from strongly disagree to strongly agree)
- `q_digital_lit_3`: item 3 in the digital literacy composite measure (7-point likert scale from strongly disagree to strongly agree)
- `q_digital_lit_4`: item 4 in the digital literacy composite measure (7-point likert scale from strongly disagree to strongly agree)
- `f_headline_1_acc`: accuracy question for headline 1 (false)
- `f_headline_1_exp`: recall question for headline 1 (false)
- `f_headline_2_acc`: accuracy question for headline 2 (false)
- `f_headline_2_exp`: recall question for headline 2 (false)
- `f_headline_3_acc`: accuracy question for headline 3 (false)
- `f_headline_3_exp`: recall question for headline 3 (false)
- `t_headline_4_acc`: accuracy question for headline 4 (false)
- `t_headline_4_exp`: recall question for headline 4 (false)
- `t_headline_5_acc`: accuracy question for headline 5 (true)

- `t_headline_5_exp`: recall question for headline 5 (true)
- `t_headline_6_acc`: accuracy question for headline 6 (true)
- `t_headline_6_exp`: recall question for headline 6 (true)
- `t_headline_7_acc`: accuracy question for headline 7 (true)
- `t_headline_7_exp`: recall question for headline 7 (true)
- `t_headline_8_acc`: accuracy question for headline 8 (true)
- `t_headline_8_exp`: recall question for headline 8 (true)
- `q_confidence`: confidence in headline accuracy responses (categorical)
- `q_runoff`: intention to vote in the runoff election
- `positive_part`: which party participant has positive feelings towards (categorical)
- `negative_part`: which party participant has negative feelings towards (categorical)
- `q_trust_out_1`: self-reported trust towards federal government (7-point scale from low to high level of trust)
- `q_trust_out_2`: self-reported trust towards Congress (7-point scale from low to high level of trust)
- `q_trust_out_3`: self-reported trust towards election authorities (7-point scale from low to high level of trust)
- `q_trust_out_4` : self-reported trust towards TV Globo (7-point scale from low to high levels of trust)
- `q_trust_out_5`: self-reported trust towards National Newspapers (7-point scale from low to high levels of trust)
- `q_ideology_out_1`: self-reported ideological position (ordered from left to right)
- `q_ideology_out_7`: perceived ideological position of Lula (ordered from left to right)
- `q_ideology_out_8`: perceived ideological position of Bolsonaro (ordered from left to right)
- `q_legitimacy`: trust in the electronic voting system in Brazil (categorial)
- `affective_pol_1`: feelings scale towards Lula (7-point scale ordered from dislike to like)
- `affective_pol_2`: feelings scale towards Bolsonaro (7-point scale ordered from dislike to like)
- `affective_pol_3`: feelings scale towards Evangelicals (7-point scale ordered from dislike to like)
- `affective_pol_4`: feelings scale towards LGBTQ people (7-point scale ordered from dislike to like)
- `q_social_pol_1`: willingness to engage with an outgroup voter; item being friends
- `q_social_pol_2`: willingness to engage with an outgroup voter; item dating
- `q_social_pol_3`: willingness to engage with an outgroup voter; item watching a soccer game
- `q_social_pol_4`: willingness to engage with an outgroup voter; item their child dating
- `q_social_pol_5`: willingness to engage with an outgroup voter; item spend Christmas
- `q_social_pol_6`: willingness to engage with an outgroup voter; item be in the same WhatsApp groups
- `policy_sup_1`: policy agreement from low to high item 1
- `policy_sup_2`: policy agreement from low to high item 2
- `policy_sup_3`: policy agreement from low to high item 3
- `policy_sup_4`: policy agreement from low to high item 4

- `policy_sup_5` : policy agreement from low to high item 5
- `q_news_source_1`: substitution: how often participants used other social media platforms during the three weeks of the study (categorical)
- `q_news_source_2`: substitution: how often participants read news on the internet during the three weeks of the study (categorical)
- `q_news_source_3`: substitution: how often participants watched TV during the three weeks of the study (categorical)
- `q_news_source_4`: substitution: how often participants spent time with friends during the three weeks of the study (categorical)
- `q_news_source_5` : substitution: how often participants spent time on other non-smartphone activities during the three weeks of the study (categorical)
- `q_social_media_usage_1`: substitution: WhatsApp (Categorical)
- `q_social_media_usage_2`: substitution: Facebook (Categorical)
- `q_social_media_usage_3`: substitution: Twitter (Categorical)
- `q_social_media_usage_4`: substitution: TikTok (Categorical)
- `q_social_media_usage_5`: substitution: Telegram (Categorical)
- `q_social_media_usage_7`: substitution: Youtube (Categorical)
- `q_social_media_usage_8`: substitution: Instagram (Categorical)
- `q_social_media_usage_9`: substitution: None (Categorical)
- `q_whatsapp`: self-reported time spent on WhatsApp during the weeks of the study
- `q_fakenews`: self-reported exposure to misinformation on WhatsApp during the weeks of the study
- `q_compliance_1`: which type of media they guess they were not accessing during the weeks of the study, option: about sports; only treatment
- `q_compliance_4`: which type of media they guess they were not accessing during the weeks of the study, option: politics and elections; only treatment
- `q_compliance_5`: which type of media they guess they were not accessing during the weeks of the study, option: family; only treatment
- `q_compliance_6`: which type of media they guess they were not accessing during the weeks of the study, option: memes and jokes; only treatment
- `q_compliance_7`: which type of media they guess they were not accessing during the weeks of the study, option: work; only treatment
- `q_compliance_direct`: self-reported compliance question
- `q_compliance_control_1`: which type of media they accessed during the weeks of the study, option: about sports; only control
- `q_compliance_control_4` which type of media they accessed during the weeks of the study, option: politics and elections; only control
- `q_compliance_control_5` which type of media they accessed during the weeks of the study, option: family; only control
- `q_compliance_control_6` which type of media they accessed to during the weeks of the study, option: memes and jokes; only control

- `q_compliance_control_7` which type of media they guess they accessed the weeks of the study, option: work; only control
- `q_com_direct_control`: self-reported compliance measure only for the three days the control deactivated
- `q_spillover`: spillover measure for other WhatsApp usage
- `q_device`: participant mobile device type
- `exp`: treatment assignment
- `duration_in_min`: duration of the survey in minutes
- `w1_q_age`: participants' pre-treatment age (numeric)
- `w1_q_gender`: participants' pre-treatment gender
- `w1_q_education`: participants' pre-treatment education level
- `w1_q_politics`: participants' pre-treatment interest in politics
- `w1_ideology_you`: participants' pre-treatment ideological placement
- `w1_ideology_lula`: pre-treatment perceived ideological position of Lula (ordered from left to right)
- `w1_ideology_bolsonaro`: pre-treatment perceived ideological position of Bolsonaro (ordered from left to right)
- `w1_q_legitimacy`: self-reported trust in the election results
- `w1_q_social_media`: social media platforms that participant has an account on
- `w1_q_whatsapp` self-reported WhatsApp usage
- `w1_q_whatsapp_usage`: which device participant uses WhatsApp the most on
- `w1_q_whatsapp_image`: pre-treatment WhatsApp exposure to politics through multimedia content
- `w1_q_whatsapp_purposes_family`: pre-treatment WhatsApp daily usage for communication with family
- `w1_q_whatsapp_purposes_pay_bills` pre-treatment WhatsApp daily usage for paying bills
- `w1_q_whatsapp_purposes_news` : pre-treatment WhatsApp daily usage for news
- `w1_q_whatsapp_purposes_politics`: pre-treatment WhatsApp daily usage for politics
- `w1_q_whatsapp_purposes_groups`: pre-treatment WhatsApp daily usage via large groups
- `w1_q_study`: consent to join the study
- `w1_whatsapp`: binary indicator for social media app usage - WhatsApp
- `w1_instagram`: binary indicator for social media app usage - Instagram
- `w1_tiktok`: binary indicator for social media app usage - TikTok
- `w1_facebook`: binary indicator for social media app usage - Facebook
- `w1_telegram`: binary indicator for social media app usage - Telegram
- `w1_twitter`: binary indicator for social media app usage - Twitter
- `w1_other_social_media`: binary indicator for social media app usage - others
- `compliance_I`: difference in bytes consumption (in MB) between the first and last compliance screenshot
- `compliance_one_side`: binary measure of compliance as described in the main manuscript

- `w1_q_trust_government`: pre-treatment self-reported trust towards federal government (7-point scale from low to high level of trust)
- `w1_q_trust_congress`: pre-treatment self-reported trust towards the congress (7-point scale from low to high level of trust)
- `w1_q_trust_local_government`: pre-treatment self-reported trust towards local governments (7-point scale from low to high level of trust)
- `w1_q_trust_supreme_court`: pre-treatment self-reported trust towards the supreme court (7-point scale from low to high level of trust)
- `w1_q_trust_electoral_authorities`: pre-treatment self-reported trust towards electoral authorities (7-point scale from low to high level of trust)
- `w1_q_trust_globo` : pre-treatment self-reported trust towards TV Globo (7-point scale from low to high level of trust)
- `w1_q_trust_news_channels` : pre-treatment self-reported trust towards News Channels (7-point scale from low to high level of trust)
- `w1_affective_pol_lula`: pre-treatment feelings scale towards Lula (7-point scale ordered from dislike to like)
- `w1_affective_pol_bolsonaro`: pre-treatment feelings scale towards Bolsonaro (7-point scale ordered from dislike to like)
- `w1_affective_pol_lgbt`: pre-treatment feelings scale towards LGBT people (7-point scale ordered from dislike to like)
- `w1_affective_pol_evangelicals`: pre-treatment feelings scale towards Evangelicals (7-point scale ordered from dislike to like)
- `w1_affective_pol_catolics`: pre-treatment feelings scale towards Catolics (7-point scale ordered from dislike to like)
- `w1_affective_pol_journalists` : pre-treatment feelings scale towards journalists (7-point scale ordered from dislike to like)
- `w1_affective_pol_electoral_authorities`: pre-treatment feelings scale towards Electoral Authorities (7-point scale ordered from dislike to like)
- `w1_vote_first`: self-reported vote choice in the first round
- `w1_q_fakenews`: pre-treatment self-reported exposure to misinformation on WhatsApp
- `w1_q_device_treatment`: device type (Android vs iPhone) for treatment
- `w1_q_device_control`: device type (Android vs iPhone) for control
- `w1_exp`: experimental condition
- `w1_trust_zcore`: z-score with all trust measures recoded
- `w1_vote_first_recode`: recoded variable for vote choice in the first round
- `w1_vote_left`: pre-treatment indicator if voting for the left
- `w1_vote_right`: pre-treatment indicator if voting for the right
- `w1_partisans`: pre-treatment indicator if voting null
- `w1_affective_pol_diff_all`: pre-treatment absolute difference between feelings towards Lula and Bolsolnaro

- `w1_affective_social_diff_all` : pre-treatment absolute difference between feelings towards Evangelicals and LGBT people
- `w1_affect_pol_diff_partisans` : pre-treatment absolute difference between feelings towards Lula and Bolsolnaro only for partisans
- `w1_affect_pol_social_partisans`: pre-treatment absolute difference between feelings towards Evangelicals and LGBT people only for partisans

compliance.csv

This dataset sumarises anonymized compliance status of all participants in the study. It contains the following variables:

- `exp`: experimental condition
- `compliance_I`: difference in bytes consumption (in MB) between the first and last compliance screenshot

pre_treatment.rds

This dataset contains anonymized pre-treatment covariates used in the manuscript, collected in waves 1 and waves 2 of the study (screening and treatment). It contains the following variables:

- `response_id`: treatment assignment survey Qualtrics ID for every respondent
- `exp`: treatment condition
- `invited_enrolled`: variable indicating participant was invited and enrolled vs invited but not enrolled
- `invited_started`: variable indicating participant was enrolled vs invited and at least started the treatment assignment survey vs those who never started the treatment assignment
- `invited_completed`: variable indicating participant completed the study vs those who dropped out in the post-treatment survey
- `enrolled`: variable indicating participant enrolled in the study vs not enrolled but who at least started the study
- `completes`: indicator for completes
- `Age`: participants' pre-treatment age (numeric)
- `Gender`: participants' pre-treatment gender (numeric)
- `Education`: participants' pre-treatment education level (numeric)
- `Interest in Politics` participants' pre-treatment interest in politics (numeric)
- `Ideology Self`: participants' pre-treatment ideology (numeric)
- `Polarization Candidates`: difference in ideological position between Lula and Bolsonaro (numeric)
- `WP:Daily time` : pre-treatment WhatsApp daily usage (numeric)
- `WP:Frequency Politics`: pre-treatment WhatsApp daily usage for politics (numeric)
- `WP:Frequency News`: pre-treatment WhatsApp daily usage for news (numeric)
- `WP:Frequency Family`: pre-treatment WhatsApp daily usage for communication with family (numeric)
- `WP:Frequency Images about Politics`: pre-treatment WhatsApp exposure to politics through multimedia content (numeric)
- `N Active Social Media Apps`: pre-treatment number of active social media accounts
- `Duration Pre-treatment`: duration of the screening survey

- `q_fake_news` : self-reported exposure to misinformation on WhatsApp
- `affective_pol_diff_all`: difference in feelings between Lula and Bolsonaro (numeric)
- `Trust elections`: self-reported trust in the election results (numeric)
- `location_latitude`: participant latitude extract from Qualtrics
- `location_longitude`: participant longitude extract from Qualtrics
- `vote_first_recode`: participant pre-treatment and pre-election vote choice