Read-Me Document for "How Bad is Bad?"

This document provides information regarding the data files examined in "How Bad is Bad?: Dispositional Negativity in Political Judgment," *Political Behavior*, Damarys Canache, Jeffery J. Mondak, Mitchell A. Seligson, and Bryce Tuggle.

In the article, **Study One** reports analyses from a survey experiment conducted in Costa Rica. There are two STATA files for this study. One (CostaRica_rep.dta) provides the original data and the second (CostaRica.do) provides the code used to construct the dependent variable and the independent variables used in the three models in Table 1 of the article. The code also includes the commands to run the three models reported in Table 1.

The data file includes the raw (untransformed) data.

Variables beginning with "nb" are the word ratings; nb1, nb4, nb6, and nb7 are used to create the measure of dispositional negativity. Code for this transformation is included in the second file. There also are four "nb" variables that provide ratings of positive words.

Variables beginning with "nbexp" are used to create both the dependent variable and the indicator variables that differentiate the experiment's treatment conditions. Code for these transformations is included in the second file. The variable "nbexpa" provides the dependent variable for respondents in the "loss" treatment condition; "nbexpb" is for gain, "nbexpc" is for neutral (neither gain nor loss), and "nbexpd" is the baseline condition. These same raw variables are to create the indicator variables used to differentiate the study's treatment conditions.

The file also includes untransformed demographic and ideological measures. These variables were used in robustness tests, but the results are not reported in Table 1 in the article.

Once the data file is opened in STATA, running the do file will produce the actual dependent and independent variables used in the models in Table 1, along with the regression models that produce the coefficients in that table.

Study Two reports analyses from a survey experiment conducted in Kentucky, Missouri, and West Virginia. Once again, there are two STATA files. The first (Three_states_rep.dta) provides the original data and the second (Three_states.do) provides the code used to construct the dependent variable and the independent variables used in the three models in Table 2 of the article. The code also includes the commands to run the three models reported in Table 2.

Variables Q4, Q101, Q106, and Q111 are used to create both the dependent variable and the indicator variables that differentiate the experiment's treatment conditions. Code for these transformations is included in the second file. Q4 provides the dependent variable for respondents in the baseline treatment condition; Q101 is for the gain condition, Q106 for the neutral condition, and Q111 for loss.

The file also includes untransformed demographic and ideological measures. There also is a variable that indicates in which of the three states the respondent lives, and there are two variables from the TIPI personality scale that are used to measure the Big Five personality trait dimension emotional stability. These variables were used in robustness tests, but the results are not reported in Table 2 in the article.

Once the data file is opened in STATA, running the do file will produce the actual dependent and independent variables used in the models in Table 2, along with the regression models that produce the coefficients in that table.