Codebook

"Value Similarity and Norm Change:
Null Effects and Backlash to Messaging on Same-Sex Rights in Uganda"

Note: this codebook details the variables and response values for the *raw* survey data found in the file "Uganda_raw.csv" – this raw survey data is then transformed into the measures used for analysis by the file "data_processing.R" (with the values of those measures as described in the main text). This codebook provides the coding for only the variables and response values used in the main text of this research. The coding for additional variables that are not used in the main text is available upon request.

Variable Name and Question (in English)	Response Values (in English)
randomize_recording The random number between 0 and 1 generated within the SurveyCTO platform to assign respondents – at the individual level – to each of the three treatment arms.	A continuous random number between 0 and 1 that determined the treatment arm, as follows: • African message: 2/3 < random number < 1 • Western message: 1/3 < random number < 2/3 • Placebo message: 0 < random number < 1/3
values_west "How similar would you say the social values of people in non-African countries (like the United States, the United Kingdom, and France) are to the social values of Ugandans?"	• 1 = They are the same • 2 = They are very similar • 3 = They are somewhat similar • 4 = They are not very similar • 5 = They are not at all similar • 99 = Not sure • 999 = Refused to answer
values_africa "How similar would you say the social values of people in other African countries (like Angola, Botswana, Mozambique, and South Africa) are to the social values of Ugandans?"	• 1 = They are the same • 2 = They are very similar • 3 = They are somewhat similar • 4 = They are not very similar • 5 = They are not at all similar • 99 = Not sure • 999 = Refused to answer
values_compare "Whose social values do you believe are closer to the social values of Ugandans - people who live in other African countries or people who live in non-African countries?"	• 1 = People who live in other African countries are more similar to Ugandans • 2 = People who live in non-African countries are more similar to Ugandans • They are about the same • 99 = Not sure • 999 = Refused to answer
legal_nonafrican	• 1 = Yes • 2 = No

"If you may know, are there some countries outside of Africa where homosexuality is legal?"	• 999 = Refused to answer
legal_africa "If you may know, are there some countries in Africa where homosexuality is legal?"	• 1 = Yes • 2 = No • 999 = Refused to answer
nonafrican_welcome_homosexuals "Do you think non-African countries are more or less welcoming towards homosexuals compared to Uganda?"	• 1 = Non-African countries are more welcoming • 2 = Non-African countries are as welcoming • 3 = Non-African countries are less welcoming • 99 = Not sure • 999 = Refused to answer
african_welcome_homosexuals "Do you think other African countries are more or less welcoming towards homosexuals compared to Uganda?"	• 1 = Other African countries are more welcoming • 2 = Other African countries are as welcoming • 3 = Other African countries are less welcoming • 99 = Not sure • 999 = Refused to answer
relations_homosexuals_1 "Would you find it acceptable for a homosexual to: Join your family (for example through marriage or adoption)?"	• 1 = Yes • 0 = No
relations_homosexuals_2 "Would you find it acceptable for a homosexual to: Be your friend?"	• 1 = Yes • 0 = No
relations_homosexuals_3 "Would you find it acceptable for a homosexual to: Be your neighbor?"	• 1 = Yes • 0 = No
relations_homosexuals_4 "Would you find it acceptable for a homosexual to: Be your coworker?"	• 1 = Yes • 0 = No
relations_homosexuals_5 "Would you find it acceptable for a homosexual to: Be a citizen of Uganda?"	• 1 = Yes • 0 = No
relations_homosexuals_6 "Would you find it acceptable for a homosexual to: Be a foreign visitor to Uganda?"	• 1 = Yes • 0 = No
relations_homosexuals_7 "Would you find it acceptable for a homosexual to: Be none of the above?"	• 1 = Yes • 0 = No

services_homosexuals "For each of the following groups of people, do you think they should have the same access as other Ugandans to services provided by the government, such as access to medical treatment, or should they not have the ability to access these services: Homosexuals?"	• 1 = Should have the same access to public services as other Ugandans • 2 = Should not have the same access to public services as other Ugandans • 999 = Refused to answer
rights_homosexuals "For each of the following groups of people, do you think they should have the same legal protection against discrimination under the Constitution of Uganda as other Ugandans or should they not have that protection: Homosexuals?"	• 1 = Should be protected against discrimination, like other Ugandans • 2 = Should not be protected against discrimination • 999 = Refused to answer
rent_homosexual "Imagine a friend tells you they recently refused to rent an empty building in their compound to a homosexual. Some people say refusing to rent to homosexuals is justifiable. Other people say it is discriminatory. Which statement comes closest to your view?"	• 1 = Refusing to rent is always justifiable • 2 = Refusing to rent is usually justifiable • 3 = Refusing to rent is sometimes justifiable • 4 = Refusing to rent is never justifiable • 999 = Refused to answer
beating_homosexual "Imagine you are walking down the road and you see a group of people from your village beating a homosexual. Some people say beating a homosexual is justifiable. Other people say it is not. Which statement comes closest to your view?"	• 1 = Beating in this situation is always justifiable • 2 = Beating in this situation is usually justifiable • 3 = Beating in this situation is sometimes justifiable • 4 = Beating in this situation is never justifiable • 999 = Refused to answer
imprison_homosexual "In the past, the Ugandan Parliament had introduced legislation that would criminalize homosexuality and make same sex relations an offense that could lead to years in prison. How much do you agree or disagree that people who have same sex relations should be imprisoned?"	• 1 = Strongly agree • 2 = Agree • 3 = Neither agree nor disagree • 4 = Disagree • 5 = Strongly disagree • 999 = Refused to answer
men_consensual "What is your perception about two consenting men having sexual relations?"	• 1 = Not wrong at all • 2 = Wrong only sometimes • 3 = Almost always wrong • 4 = Always wrong • 99 = Not sure • 999 = Refused to answer

women_consenting "What is your perception about two consenting women having sexual relations?"	• 1 = Not wrong at all • 2 = Wrong only sometimes • 3 = Almost always wrong • 4 = Always wrong • 99 = Not sure • 999 = Refused to answer
homosexual_message "The topic is whether Uganda should make efforts to protect homosexuals against discrimination in Uganda. You may choose to send one of three options to your local MP:"	• 1 = Yes, Uganda should make efforts to protect homosexuals against discrimination • 2 = No, Uganda should not make efforts to protect homosexuals against discrimination • 3 = I do not wish to send a message about this topic
destruction_game "I am now handing you 2000 shillings. Assume that this is your money. I will put 1000 shillings in your right hand and 1000 shillings in your left hand. The money in your right hand will be donated to an organization that protects gays and lesbians against discrimination in Uganda. The money in your left hand will be donated to an organization that improves the quality of education in Jinja District. You can choose to: 1. Donate to the two organizations equally and give each 1000 shillings, or 2. Get rid of one of the donations, if you do not like where that money is going, but you will lose 500 shillings of the donation to the other organization. Which action would you like to take?"	• 1 = Give 1000 shillings to both organizations, equally • 2 = Give only 500 shillings to the organization that improves the quality of education, and get rid of the donation to the organization that protects gays and lesbians • 3 = Give only 500 shillings to the organization that protects gays and lesbians, and get rid of the donation to the organization that improves the quality of education • 999 = Refused to answer
position1_list1 "1 Move a token to your right hand if you would let Christians live in your village 2 Move a token to your right hand if you would let Muslims live in your village 3 Move a token to your right hand if you would let homosexuals live in your village 4 Move a token to your right hand if you would let prostitutes live in your village 5 Move a token to your right hand if you would let refugees live in your village	An integer between 0 and 5, inclusive, indicating the number of different types of people on the list the respondent would want to live in their village.

How many tokens are currently in your right hand?"	
position1_list2 "List two: 1 Move a token to your right hand if you would let alcoholics live in your village 2 Move a token to your right hand if you would let members of a different tribe live in your village 3 Move a token to your right hand if you would let a former prisoner live in your village 4 Move a token to your right hand if you would let a priest or minister live in your village How many tokens are currently in your right hand?"	An integer between 0 and 4, inclusive, indicating the number of different types of people on the list the respondent would want to live in their village.
position2_list1 "1 Move a token to your right hand if you would let alcoholics live in your village 2 Move a token to your right hand if you would let members of a different tribe live in your village 3 Move a token to your right hand if you would let a former prisoner live in your village 4 Move a token to your right hand if you would let a priest or minister live in your village How many tokens are currently in your right hand?"	An integer between 0 and 4, inclusive, indicating the number of different types of people on the list the respondent would want to live in their village.
position2_list2 "List two: 1 Move a token to your right hand if you would let Christians live in your village 2 Move a token to your right hand if you would let Muslims live in your village 3 Move a token to your right hand if you would let homosexuals live in your village 4 Move a token to your right hand if you would let prostitutes live in your village	An integer between 0 and 5, inclusive, indicating the number of different types of people on the list the respondent would want to live in their village.

5 Move a token to your right hand if you would let refugees live in your village How many tokens are currently in your right hand?"	
position3_list1 "1 Move a token to your right hand if you would let alcoholics live in your village 2 Move a token to your right hand if you would let members of a different tribe live in your village 3 Move a token to your right hand if you would let homosexuals live in your village 4 Move a token to your right hand if you would let a former prisoner live in your village 5 Move a token to your right hand if you would let a priest or minister live in your village How many tokens are currently in your right hand?"	An integer between 0 and 5, inclusive, indicating the number of different types of people on the list the respondent would want to live in their village.
position3_list2 "List two: 1 Move a token to your right hand if you would let Christians live in your village 2 Move a token to your right hand if you would let Muslims live in your village 3 Move a token to your right hand if you would let prostitutes live in your village 4 Move a token to your right hand if you would let refugees live in your village How many tokens are currently in your right hand?"	An integer between 0 and 4, inclusive, indicating the number of different types of people on the list the respondent would want to live in their village.
position4_list1 "1 Move a token to your right hand if you would let Christians live in your village 2 Move a token to your right hand if you would let Muslims live in your village 3 Move a token to your right hand if you would let prostitutes live in your village 4 Move a token to your right hand if you would let refugees live in your village	An integer between 0 and 4, inclusive, indicating the number of different types of people on the list the respondent would want to live in their village.

How many tokens are currently in your right hand?"	
position4_list2 "List two: 1 Move a token to your right hand if you would let alcoholics live in your village 2 Move a token to your right hand if you would let members of a different tribe live in your village 3 Move a token to your right hand if you would let homosexuals live in your village 4 Move a token to your right hand if you would let a former prisoner live in your village 5 Move a token to your right hand if you would let a priest or minister live in your village How many tokens are currently in your right hand?"	An integer between 0 and 5, inclusive, indicating the number of different types of people on the list the respondent would want to live in their village.
record_followexample "Would you agree or disagree that people in Uganda should follow the example of non-African countries like the United States, the United Kingdom, or France?"	• 1 = Strongly agree • 2 = Agree • 3 = Neither agree nor disagree • 4 = Disagree • 5 = Strongly disagree • 999 = Refused to answer
record_followafrica "Would you agree or disagree that people in Uganda should follow the example of other African countries like Angola, Botswana, Mozambique, or South Africa?"	• 1 = Strongly agree • 2 = Agree • 3 = Neither agree nor disagree • 4 = Disagree • 5 = Strongly disagree • 999 = Refused to answer
care_western "Would you say that, when they give advice, leaders from non-African countries like the United States, the United Kingdom, and France care about what is good for Uganda?"	• 1 = They care about what is good for Uganda • 2 = They sometimes care about what is good for Uganda • 3 = They do not care about what is good for Uganda • 99 = Not sure • 999 = Refused to answer
care_african "Would you say that Uganda's leaders should follow advice from African countries	• 1 = They care about what is good for Uganda • 2 = They sometimes care about what is good for Uganda

like Angola, Botswana, Mozambique, and South Africa or not?"	• 3 = They do not care about what is good for Uganda • 99 = Not sure • 999 = Refused to answer
follow_western "Would you say that Uganda's leaders should follow advice from non-African countries like the United States, the United Kingdom, and France or not?"	• 1 = Uganda's leaders should follow this advice • 2 = Uganda's leaders should listen to this advice only sometimes • 3 = Uganda's leaders should not listen to this advice • 99 = Not sure • 999 = Refused to answer
follow_african "Would you say that Uganda's leaders should follow advice from African countries like Angola, Botswana, Mozambique, and South Africa or not?"	• 1 = Uganda's leaders should follow this advice • 2 = Uganda's leaders should listen to this advice only sometimes • 3 = Uganda's leaders should not listen to this advice • 99 = Not sure • 999 = Refused to answer