Codebook for "Emphasizing similarities or differences: Framing effects in LGBTQ movement mobilization"

Phil Jones

06.30.2025

ResponseId	Unique respondent ID
survey	Survey sample: chet (straight cisgender respondents) or lgbt (LGBT respondents)
expt.cond	Experimental condition: emphasizing differences (different), similarities (same), or control
ef_interest	Interest in Equality Foundation (EF)
ef_donate	Likelihood of donating to EF
ef_protest	Likelihood of protesting on behalf of EF
ef_writemc	Likelihood of writing to MC on behalf of EF
ef_ideology	Perceived EF ideology
ef_effective	Perceived EF effectiveness
ef_trust	Perceived EF trustworthiness
ef_aggressive	Perceived EF aggressiveness
ef_extreme	Perceived EF extremism
ef_welcoming	Perceived EF welcoming
ef_act	Scale of ef_donate, ef_protest, ef_writemc
know_lgb	Respondent knows an LGB person
know_trans	Respondent knows a trans person
ft_lgb	LGB feeling thermometer
ft_trans	Transgender feeling thermometer
ft_lgbt	Average of ft_lgb and ft_trans
know_lgbt	Respondent knows an LGB and/or trans person
attn.check1	Attention check 1: What was EF's main focus?
attn.check2	Attention check 2: What did the ad ask you to do?
manip.check	Manipulation check: EF sees LGBTQ people as completely different from (0) or same as (1) straight cisgender people