Codebook for HassellWylerPBTurk

income:

Less than $20,000 (1)
$20,000-$39,999 (2)
$40,000-$59,999 (3)
$60,000-$79,999 (4)
$80,000-$99,999 (5)
Over $100,000 (6)

For each of the following please indicate whether it is something you have done in the last 2 years

actrally: Gone to a political speech, march, rally, or demonstration

1-Yes
0-No

actwritten: Phoned, emailed, written to, or visited a government official to express your views on a public issue

1-Yes
0-No

actcampvol: Worked on a political campaign in any capacity (even for no pay)

1-Yes
0-No

misscheck1:

1-Failed Attention check
0-Did not fail attention check

literposdescripnorm:

1-Viewed positive descriptive norm for litter language
0- Viewed negative descriptive norm for litter language

How does [the litter appeal] make you feel? Please indicate the extent to which the above statement makes you feel about each emotion listed below

litanger: Angry

1-Not at all
2-A little
3-Somewhat
4-Very
5-Extremely

Litenth: Enthusiastic

1-Not at all

2-A little
3-Somewhat
4-Very
5-Extremely

writelette20plus:

1- Indicated they would sign the petition and spent 20 seconds or more
0- Did not spend 20 seconds or more on the petition

writelette30plus

1- Indicated they would sign the petition and spent 30 seconds or more
1- Did not spend 30 seconds or more on the petition

writelette60plus

1- Indicated they would sign the petition and spent 30 seconds or more
2- Did not spend 30 seconds or more on the petition

writelette1

1- Indicated they would sign the petition and clicked on the link to sign the petition
3- Did not click on the link to sign the petition

activistre: Would you describe yourself as an activist?

Yes, definitely (1)
Yes, somewhat (1)
No (0)

pid3: Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an Independent?

Democrat (1)
Republican (3)
Independent (2)

pid7: Seven point party identification scale

1- Strong Democrat
2- Weak Democrat
3- Democratic Leaning Independent
4- Pure Independent
5- Republican Leaning Independent
6- Weak Republican
7- Strong Republican

ideology: How would you describe your personal political ideology?

Very Liberal (1)
Liberal (2)
Moderate (3)
Conservative (4)

Very Conservative (5)

collegeplus:

1- Attended college or more
0- Did not attend college

income80Kplus-

0- Did not make more than $80K
1- Income greater than $80K

income40to80K

0- Did not earn between $40K and $80K
1- Income was between $40K and $80K

efficacy: Efficacy on a scale of -1 to 1

consistent:

1- Respondent was shown consistent negative descriptive norms or consistent positive descriptive norms through the two experiments
0- Descriptive norms in the two experiments were not consistent

nnormact:

1: Respondent was shown negative descriptive norm for recycling appeal
0: Respondent was shown positive descriptive norm for recycling appeal

white:

1: Respondent is white
0: Respondent is minority

threeactivity:

Number of activist activities respondent had engaged in.