2017 Twins Days Festival (TDF) Survey
Methodology
Public Release 2

Research Site

Original twin survey data were collected by the PI and a trained assistant at the annual Twins Days Festival (TDF) in Twinsburg, OH. For more details on the festival, see: https://twinsdays.org/ Data were collected from August 4 to August 6, 2017.

All data were collected in a designated research site at the TDF. Because the site was located outdoors, a paper-and-pencil questionnaire was used.

Questionnaire

The questionnaire was two pages, front and back.

The first block of introductory items asked twins their name, their co-twin's name, their zygosity (identical or MZ, fraternal or DZ), and their email address. (See codebook in Dataverse file.)

Identifying information was collected for purposes of debriefing participants after the study and for contacting participants who won the study's lottery incentive.

Following the introductory items, participants answered questions about their (1) news behaviors and orientations, (2) political discussion habits, (3) perceptions of important issues facing the nation, (4) perceptions of and attitudes toward social groups mentioned in a brief experimental stimulus (back page), and (5) demographics (back page).

Procedures

Pairs of identical and fraternal twins over the age of 18 were allowed to participate in the study. Twins volunteered to take the study and were provided with informed consent. All participants were told that they would be entered in a lottery consisting of three random drawings to win two, $75 Amazon gift cards.

To avoid one twin contaminating their co-twin's data, all participants were instructed to answer questions concurrently, but independently without discussing answers with their sibling. Twins were also separated physically to further avoid data contamination.

When twins completed the study, their questionnaires were marked with unique identifiers corresponding with a raffle ticket number. The questionnaires were then sealed in a secure file.

Once the study was complete, the PI selected raffle tickets and their corresponding participant questionnaires at random. The randomly selected winners were contacted via email and asked to provide their raffle tickets via postal mail so that incentives could be properly allocated. In addition,

because the study contained a brief experimental stimulus on the second page, a debrief was emailed to all participants three days after the study was completed.

Sample Characteristics

The procedure described above generated n = 334 individual twin participants consisting of 138 identical twin pairs and 29 fraternal twin pairs.

This sample was 77% female and 23% male. The average age was 37 years (*SD* = 16.73). Fifty seven percent of participants reported having a bachelor's degree or higher.

Variables in the Data Release 2 File

The second release of these data consists of a subset of variables used to examine individual differences in news uses and gratifications (e.g., for surveillance, escape) as well as frequency of news use across various sources (e.g., NPR, social media news use) and relationships between news U&Gs and frequency of use. More information on these variables can be found in the following publication:

York, C. & Haridakis, P. (Forthcoming). Exploring Genetic Contributions to News-Use Motives and Frequency of News Consumption: A Study of Identical and Fraternal Twins. Mass Communication and Society, X(1), XX-XX. doi:

Additional data releases are forthcoming.

Those who have questions about methodology should contact me (Chance York, PI) at cyork8@kent.edu.