Recruiting Large Online Samples in the United States and India:
Facebook, Mechanical Turk and Qualtrics

Survey Codebook—United States

Taylor C. Boas
Dino P. Christenson
David M. Glick

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This survey was administered online via Qualtrics from October 26, 2015 to January 16, 2016. Respondents were recruited via Amazon.com's Mechanical Turk, Facebook advertisements, and a Qualtrics Internet panel, each limited to U.S. residents ages 18 and older. The research was generously supported by a grant from the Hariri Institute for Computational Science and Engineering at Boston University. Approval was obtained from the Institutional Review Board of Boston University (protocol 3891X).

The survey is further described, and the results analyzed, in Taylor C. Boas, Dino P. Christenson, and David M. Glick, "Recruiting Large Online Samples in the United States and India: Facebook, Mechanical Turk and Qualtrics," *Political Science Research and Methods*, forthcoming.

This codebook corresponds to two data files in the replication archive: us.RData, which contains the cleaned survey data, and us_completions_augmented.RData, which merges in additional data from outside sources and eliminates partial survey completions.

ResponseID. Qualtrics-assigned unique identifier.

StartDate. Date and time respondent began the survey.

EndDate. Date and time respondent completed the survey or, for partial completions (Finished = 0), last interacted with the survey.

Finished.
0. Respondent partially completed the survey.
1. Respondent completed the survey.

ip_postal. Qualtrics-assigned postal code based on GeoIP location.

ip_city. Qualtrics-assigned city based on GeoIP location.

ip_state. Qualtrics-assigned state based on GeoIP location.

ip_country. Qualtrics-assigned country based on GeoIP location.

targ. Facebook ad targeting; NA for other samples. See the "Research Design" section of the paper cited above.
0. Respondent clicked on an untargeted ad.
1824. Respondent clicked on an ad targeted to the 18–24 age group.
2534. Respondent clicked on an ad targeted to the 25–34 age group.
3544. Respondent clicked on an ad targeted to the 35–44 age group.
4554. Respondent clicked on an ad targeted to the 45–54 age group.

OS. Qualtrics-detected respondent operating system.

LocationLatitude. Qualtrics-assigned latitude based on GeoIP location.

LocationLongitude. Qualtrics-assigned longitude based on GeoIP location.

sample. Recruitment source (Facebook, MTurk, or Qualtrics)

duration. Duration of survey in minutes; NA for partial completions (Finished = 0).

Q1. Please read this brief introduction before accepting the invitation.

You are being invited to participate in a research study of American public opinion. The purpose of the study is to understand how different groups of people think about national issues. If you agree to participate, completing the questionnaire will take approximately 10 minutes. Participation is completely voluntary and you can stop the survey at any time. Your answers will be completely anonymous. Under no circumstances will information be published that could identify you. The results of the study will be published in academic articles and/or books.

[shown if sample = Facebook] After finishing the last question, you can indicate if you want to participate in a drawing for an iPad Air 2. One winner will be chosen among every 500 people that complete the survey. To enter the drawing, you will need to provide your name and email, which will be maintained in a separate database so that it is impossible to link them to your answers to the survey. There is a small risk that your name and email address could be publicly revealed. However, we will minimize this risk by encrypting the names and emails, protecting them with a password, and deleting them after the drawing.

[shown if sample = MTurk] After finishing the last question, you will be provided with a code. To get paid for your work you must enter this code into the box on the Mechanical Turk HIT page. Keep this code safe and confidential. This code is proof of your participation and it is required for your payment on Mechanical Turk. There is a small risk that completion codes could be publicly revealed. However, we will minimize this risk by encrypting completion codes, protecting them with a password, and deleting them after the drawing.

This study is being conducted by professors at Boston University. If you have any questions, you can contact: Taylor Boas (tboas@bu.edu), Dino Christenson (dinopc@bu.edu), or David Glick

(dmglick@bu.edu). You can obtain further information about your rights as a research subject by contacting the Institutional Review Board at Boston University (irb@bu.edu or 617-358-6115).

1. I understand the information above and I agree to participate in this study.
2. I do not want to participate in this study.

Q2. Do you live in the United States?
1. Yes
2. No

Q3. What is your age? (please select from list) *[drop-down menu]*

Q4. How interested would you say you personally are in politics?
1. Very interested
2. Fairly interested
3. Not very interested
4. Not at all interested

Q5. We hear a lot of talk these days about liberals and conservatives. Where would you place yourself on this scale?
1. Extremely liberal
2. Liberal
3. Slightly liberal
4. Moderate; middle of the road
5. Slightly conservative
6. Conservative
7. Extremely conservative

Q6. Are you registered to vote?
1. Yes
2. No

Q7. In 2012, you may remember that Obama ran for President on the Democratic ticket against Romney for the Republicans. Do you remember for sure whether or not you voted in that election?
1. Yes, I voted
2. No, I did not vote
3. I was ineligible to vote

Q8. *[show if Q7 = 1]* Who did you vote for? *[randomized order of answer choices 1–2]*
1. Obama
2. Romney
3. Another candidate
4. I didn't vote for president

Q9. Generally speaking, do you usually think of yourself as a Democrat, a Republican, an Independent, or what? *[order of parties in text randomized; order in answer choices matches]*
1. Democrat
2. Republican
3. Independent
4. Other

Q10. *[show if Q9 = 1 or Q9 = 2]* Would you call yourself a strong [Democrat / Republican] or a not very strong [Democrat / Republican]?
1. Strong
2. Not very strong

Q10_ind. *[show if Q9 = 3]* Do you think of yourself as closer to the Republican Party or to the Democratic party?
1. Closer to Republican
2. Neither
3. Closer to Democratic

Q11. There are many serious problems in society. Some problems are not so serious for politicians, but are for researchers. For example, sometimes people don't read instructions carefully. To show that you read this, please ignore the question below and just choose the '--' option at the very bottom of the list.

In your opinion, what is the most serious problem facing the country? *[drop-down menu]*
1. Unemployment
2. National debt
3. Education
4. Poverty
5. Taxes
6. Healthcare
7. Global warming
8. Racism
9. Homelessness
10. Social security
11. Other
12. --

Q11_clickcount. Number of mouse clicks on the screen for Q11.

Q11_firstclick. Number of seconds elapsed before respondent first clicked on the screen for Q11.

Q11_lastclick. Number of seconds elapsed before respondent last clicked on the screen for Q11 (not including clicking the Next button).

Q11_submit. Number of seconds elapsed before respondent clicked the Next button on the screen for Q11.

During a typical week, how many days do you follow the news in each of the following sources, not including sports? *[order of a, b, c, and d randomized]*

Q12a. Printed newspaper
Q12b. Radio
Q12c. Internet
Q12d. Television

1. None
2. One day
3. Two days
4. Three days
5. Four days
6. Five days
7. Six days
8. Seven days

Now we would like to ask you some general questions about civics and politics. Most people don't know the answers to all these questions. If you don't know an answer, just give your best guess and go on to the next question. Please do NOT search for these answers online. We are not interested in how well you can find information on the Internet.

Q13. Do you happen to know how many times an individual can be elected President of the United States under current laws? Please enter a number. *[numeric entry]*

Q13_correct.
0. Respondent answered Q13 correctly.
1. Respondent answered Q13 incorrectly, including a blank answer.

Q14. For how many years is a United States Senator elected—that is, how many years are there in one full term of office for a U.S. Senator? Please enter a number. *[numeric entry]*

Q14_correct.
0. Respondent answered Q14 correctly.
1. Respondent answered Q14 incorrectly, including a blank answer.

Q15. What job or political office does David Cameron now hold? *[open-ended]*

Q15_correct.
0. Respondent answered Q15 correctly.
1. Respondent answered Q15 incorrectly, including a blank answer.

Q16. What job or political office does John Roberts now hold? *[open-ended]*

Q16_correct.

0. Respondent answered Q16 correctly.
1. Respondent answered Q16 incorrectly, including a blank answer.

Q17. What is Medicare?
1. A program run by the U.S. federal government to pay for old people's health care
2. A program run by state governments to provide health care to poor people
3. A private health insurance plan sold to individuals in all 50 states
4. A private, non-profit organization that runs free health clinics

Q17_clickcount. Number of mouse clicks on the screen for questions Q13–Q17.

Q17_firstclick. Number of seconds elapsed before respondent first clicked on the screen for questions Q13–Q17.

Q17_lastclick. Number of seconds elapsed before respondent last clicked on the screen for questions Q13–Q17 (not including clicking the Next button).

Q17_submit. Number of seconds elapsed before respondent clicked the Next button on the screen for questions Q13–Q17.

Now we would like to ask your opinion about several policy issues. Some concern actual policies, while others are hypothetical. There are no right or wrong answers to these questions.

Q18. Imagine that the United States is preparing for the outbreak of an unusual disease, which is expected to kill 600 people. Two alternative programs to combat the disease have been proposed. Assume that the exact scientific estimates of the consequences of the programs are as follows:

If Program A is adopted, 200 people will be saved. If Program B is adopted, there is one-third probability that 600 people will be saved, and two-thirds probability that no people will be saved.

Which of the two programs would you favor?
1. Program A
2. Program B

Q19. Would you support or oppose the use of military force by the United States in response to the following situation?

North Korea has begun massing troops on its border and has threatened to invade South Korea. To defend our long-time ally, the President has decided to send a large number of American troops to South Korea.

[show if Q19_draft = 0] The United States has enough troops to successfully repel a North Korean invasion. There is no need to reinstitute the military draft.

[show if Q19_draft = 1] The United States does not have enough troops to successfully repel a North Korean invasion. Therefore, the President and Congress have decided to reinstitute the military draft.

Do you support or oppose the President's decision to send troops to defend our ally South Korea?
1. Strongly support
2. Support
3. Neither support nor oppose
4. Oppose
5. Strongly oppose

Q19_draft. Version of question Q19 randomly assigned to be shown to respondent.
0. "No draft" version
1. "Draft" version

Q19_clickcount. Number of mouse clicks on the screen for Q19.

Q19_firstclick. Number of seconds elapsed before respondent first clicked on the screen for Q19.

Q19_lastclick. Number of seconds elapsed before respondent last clicked on the screen for Q19 (not including clicking the Next button).

Q19_submit. Number of seconds elapsed before respondent clicked the Next button on the screen for Q19.

Q20. We're going to ask you your opinion about a government policy intended to help Americans afford to own homes. Under this policy, individuals who take out a mortgage to buy a home are *[show if Q20_deduct = 0]* eligible for a cash payment from the government *[show if Q20_deduct = 1]* eligible to deduct the monthly mortgage interest from their taxable income, thereby reducing their tax burden. Do you approve or disapprove of this policy?
1. Approve
2. Disapprove

Q20_deduct. Version of question Q20 randomly assigned to be shown to respondent.
0. "Cash payment" version
1. "Deduction" version

Q20_clickcount. Number of mouse clicks on the screen for Q20.

Q20_firstclick. Number of seconds elapsed before respondent first clicked on the screen for Q20.

Q20_lastclick. Number of seconds elapsed before respondent last clicked on the screen for Q20 (not including clicking the Next button).

Q20_submit. Number of seconds elapsed before respondent clicked the Next button on the screen for Q20.

We are faced with many problems in this country, none of which can be solved easily or inexpensively. Below is a list of some problems. For each one, do you think we're spending too much money on it, too little money, or about the right amount?

Q21a. *[show if Q21a_welfare = 1]* Welfare *[show if Q21a_welfare = 0]* Assistance for the poor
Q21b. National defense
Q21c. Health

1. Too little money
2. About the right amount
3. Too much money

Q21a_welfare. Version of question Q21a randomly assigned to be shown to respondent.
0. "Assistance for the poor" version
1. "Welfare" version

Q21_clickcount. Number of mouse clicks on the screen for Q21.

Q21_firstclick. Number of seconds elapsed before respondent first clicked on the screen for Q21.

Q21_lastclick. Number of seconds elapsed before respondent last clicked on the screen for Q21 (not including clicking the Next button).

Q21_submit. Number of seconds elapsed before respondent clicked the Next button on the screen for Q21.

To close, we would like to ask you several questions about your background. Please remember that your responses are completely anonymous and cannot be traced back to you. Additionally, your responses are combined with those of many others and summarized in a report to further protect your anonymity.

Q22. Are you male or female?
1. Male
2. Female

Q23. What is the highest level of school you have completed or the highest degree you have received?
1. Less than high school
2. High school
3. Some post-high-school, no bachelor's degree
4. Bachelor's degree
5. Graduate degree

Q24. Are you Spanish, Hispanic, or Latino/a?
1. Yes
2. No

What is your race? Indicate one or more races that you consider yourself to be.

Q25_1. White
0. Not selected
1. Selected

Q25_2. Black or African American
0. Not selected
1. Selected

Q25_3. American Indian or Alaska Native
0. Not selected
1. Selected

Q25_4. Asian Indian
0. Not selected
1. Selected

Q25_5. Chinese
0. Not selected
1. Selected

Q25_6. Filipino
0. Not selected
1. Selected

Q25_7. Japanese
0. Not selected
1. Selected

Q25_8. Korean
0. Not selected
1. Selected

Q25_9. Vietnamese
0. Not selected
1. Selected

Q25_10. Other Asian
0. Not selected
1. Selected

Q25_11. Native Hawaiian
0. Not selected
1. Selected

Q25_12. Guamanian or Chamorro
0. Not selected
1. Selected

Q25_13. Samoan
0. Not selected
1. Selected

Q25_14. Other Pacific Islander
0. Not selected
1. Selected

Q25_15. Some other race
0. Not selected
1. Selected

Q26. What is your religious preference?
1. Protestant
2. Catholic
3. Jewish
4. Some other religion
5. No religion

Q27. Which state do you live in? *[drop-down menu]*
1. Alabama
2. Alaska
3. Arizona
4. Arkansas
5. California
6. Colorado
7. Connecticut
8. Delaware
9. District of Columbia
10. Florida
11. Georgia
12. Hawaii
13. Idaho
14. Illinois
15. Indiana
16. Iowa
17. Kansas

18. Kentucky
19. Louisiana
20. Maine
21. Maryland
22. Massachusetts
23. Michigan
24. Minnesota
25. Mississippi
26. Missouri
27. Montana
28. Nebraska
29. Nevada
30. New Hampshire
31. New Jersey
32. New Mexico
33. New York
34. North Carolina
35. North Dakota
36. Ohio
37. Oklahoma
38. Oregon
39. Pennsylvania
40. Puerto Rico
41. Rhode Island
42. South Carolina
43. South Dakota
44. Tennessee
45. Texas
46. Utah
47. Vermont
48. Virginia
49. Washington
50. West Virginia
51. Wisconsin
52. Wyoming
53. I do not reside in the United States

Q28. What is the 5-digit ZIP code of your residence? *[numeric entry]*

Q29. Last week were you working full time, part time, going to school, keeping house, or what?
1. Working full time
2. Working part time
3. With a job, but not at work because of temporary illness, vacation, or strike
4. Unemployed, laid off, or looking for work
5. Retired
6. In school

7. Keeping house

Q30. Are you currently married, widowed, divorced, separated, or have you never been married?
1. Married
2. Widowed
3. Divorced
4. Separated
5. Never married

Q31. In which of these groups did your total family income—that is, income from all sources, for those people in the household who are related to you, before taxes—fall last year (2014)? Total income includes interest or dividends, rent, Social Security, other pensions, alimony or child support, unemployment compensation, public aid (welfare), armed forces or veteran's allotment.
1. Under $10,000
2. $10,000–$19,999
3. $20,000–$29,999
4. $30,000–$39,999
5. $40,000–$49,999
6. $50,000–$59,999
7. $60,000–$74,999
8. $75,000–$89,999
9. $90,000–$109,999
10. $110,000–$129,999
11. $130,000–$149,999
12. $150,000 or over
13. *[shown if Q31_dk = 1]* I don't know

Q31_dk. Indicator for whether "don't know" option was provided in Q31.
0. Not provided
1. Provided

Please answer the following questions honestly. Your responses will not affect your *[show if sample = Facebook]* chances of winning the iPad *[show if sample = MTurk]* MTurk approval rating *[show if sample = Qualtrics]* compensation.

Q32. Have you discussed any aspect of this particular survey, either in person or online, with anyone who has already taken it?
1. Yes
2. No

Q33. In general, how often do you take online surveys about politics, such as this one?
1. One or more times a day
2. A few times a week
3. A few times a month
4. A few times a year

5. Never or almost never

Q34. If you would like to share any comments about the survey, please enter them here. *[text box]*

Q35. *[show if sample = Facebook]* Would you like to enter the drawing for an iPad?
1. Yes (In this case, you will be redirected to another site where you can provide your name and email)
2. No

last_answered. Last question answered, not including Q34 and Q35.

pct_progress. Percent progress in completing survey.

[NOTE: variables below only in us_completions_augmented.RData]

region. Respondent's region of the country, as defined by the U.S. census.

age.range. Respondent's quartile of age, based on the 18 and older population in the 2010 U.S. census.

pop. Population of the county associated with the respondent's ZIP code (Q28). For ZIP codes that span more than one county, this is the average population, weighted by each county's share of addresses in the ZIP code.

rucc. Rural-Urban Continuum Code (RUCC, from the Department of Agriculture) of the county associated with the respondent's ZIP code (Q28). For ZIP codes that span more than one county, this is the average RUCC, weighted by each county's share of addresses in the ZIP code.

density. Population density, in persons per square kilometer, of the county associated with the respondent's ZIP code (Q28). For ZIP codes that span more than one county, this is the average population density, weighted by each county's share of addresses in the ZIP code.

weight. Population weight, calculated based on the respondent's region, age range, and sex (Q22).