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

Survey Codebook—India

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

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This survey was administered online via Qualtrics from October 26 to December 14, 2015. Respondents were recruited via Amazon.com's Mechanical Turk, Facebook advertisements, and a Qualtrics Internet panel, each limited to residents of India 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: india.RData, which contains the cleaned survey data, and india_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.

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 Indian 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 Mini. One winner will be chosen among every 1000 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 in the United States. 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 +1-617-358-6115).

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 India?

1. Yes
2. No

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

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

Q5. In political matters, people talk of "the left" and "the right." How would you place your views on this scale, generally speaking?
1. Left
2.
3.
4.
5.
6.
7.
8.
9.
10. Right

Q6. Do you have a voter identity card?
1. Yes, I have one
2. Yes, I have one but it has mistakes
3. No, I do not have one
4. No, I was photographed but did not get it
5. No, I had one but lost it

Q7. In the 2014 elections to the Lok Sabha, a lot of people were not able to vote. What about you—did you vote or did you not vote in this election?
1. Yes, I am sure I voted
2. No, I did not vote

Q8. *[show if Q7 = 1]* Which party did you vote for in the 2014 elections to the Lok Sabha? *[randomized order of answer choices 1–2; same order used in Q10]*
1. Bharatiya Janata Party (BJP)
2. Indian National Congress (INC)
3. Other party: _____

Q8_text. Text entered in Q8 for respondents who selected answer choice 3.

Q9. Is there any political party you particularly feel close to?
1. Yes

2. No

Q10. *[show if Q9 = 1]* Which party do you feel close to? *[order of choices 1–2 follows randomization for Q8].*
1. Bharatiya Janata Party (BJP)
2. Indian National Congress (INC)
3. Other party: _____

Q10_text. Text entered in Q10 for respondents who selected answer choice 3.

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. Corruption
2. Unemployment
3. High prices
4. Economic growth/development
5. Supply of electricity/drinking water
6. Poverty
7. Education
8. Crime/security
9. Agriculture
10. Housing
11. Road/highway maintenance
12. Other
13. --

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.

How regularly do you do the following for News – daily, sometimes, rarely or never? *[order of a, b, c, and d randomized]*

Q12a. Watch TV
Q12b. Read newspaper
Q12c. Listen to the radio

Q12d. Use the Internet/go online
1. Daily
2. Sometimes
3. Rarely
4. Never

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. Who is the Prime Minister of India? *[open-ended]*

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

Q14. Who is the Chief Minister of your state? *[open-ended]*

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

Q15. What is the date 26th January known for? *[open-ended]*

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

Q16. What is the date 2nd October known for? *[open-ended]*

Q16_correct.
0. Respondent answered Q16 correctly.
1. Respondent answered Q16 incorrectly, including a blank answer.

Q16_clickcount. Number of mouse clicks on the screen for questions Q13–Q16.

Q16_firstclick. Number of seconds elapsed before respondent first clicked on the screen for questions Q13–Q16.

Q16_lastclick. Number of seconds elapsed before respondent last clicked on the screen for questions Q13–Q16 (not including clicking the Next button).

Q16_submit. Number of seconds elapsed before respondent clicked the Next button on the screen for questions Q13–Q16.

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.

Q17. Imagine that India 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

Q18. HOW MANY of the following statements do you agree with?

- In life, money matters more than knowledge.
- In life, knowledge matters more than money.
- *[shown if Q18_treat = 1]* Having more boys than girls is preferred in my family.
- Girls should be educated as much as boys.

1. Zero
2. One
3. Two
4. Three
5. *[shown if Q18_treat = 1]* Four

Q18_treat. Version of question Q18 randomly assigned to be shown to respondent.
0. Short list, excluding item about preference for boys
1. Long list, including item about preference for boys

Q18_clickcount. Number of mouse clicks on the screen for Q18.

Q18_firstclick. Number of seconds elapsed before respondent first clicked on the screen for Q18.

Q18_lastclick. Number of seconds elapsed before respondent last clicked on the screen for Q18 (not including clicking the Next button).

Q18_submit. Number of seconds elapsed before respondent clicked the Next button on the screen for Q18.

Q19. Thinking about a typical Lok Sabha election in your constituency, HOW MANY of following candidates trouble you?

- A candidate who is wealthy
- A candidate who is poor
- *[shown if Q19_treat = 1]* A candidate who can deliver benefits to me, but faces serious criminal cases

- A candidate who does social service but is not affiliated to any political party

1. Zero
2. One
3. Two
4. Three
5. *[shown if Q19_treat = 1]* Four

Q19_treat. Version of question Q19 randomly assigned to be shown to respondent.
0. Short list, excluding item about the criminal candidate
1. Long list, including item about the criminal candidate

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.

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.

Q20. Are you male or female?
1. Male
2. Female

Q21. Up to what level have you studied?
1. Below Primary
2. Primary Pass: Completed Class V but not Class VIII
3. Middle Pass: Completed Class VIII but not Class X
4. Matric: Completed Class X / High School or Equivalent
5. Intermediate / College No Degree: Class XI / PUC / Post Matric Diploma
6. Graduate: B.A., B.Sc., B.Com., Polytechnic, Computer, BTC
7. Post Graduate: M.A., M.Sc., M.Com., B.Ed., M.Ed., LL.B., PG
8. Professional Degree or Higher Research Degree

Q22. What is your caste group?
1. Scheduled Caste (SC)
2. Scheduled Tribe (ST)
3. Other Backward Classes (OBC)
4. Upper Caste

5. None of these

Q23. What is your religion?
1. Hindu
2. Muslim
3. Christian
4. Sikh
5. Buddhist/Neo Buddhist
6. Jain
7. Other religion
8. No religion

Q24. In which State or Union Territory do you live? *[drop-down menu]*
1. Andaman and Nicobar Islands
2. Andhra Pradesh
3. Arunachal Pradesh
4. Assam
5. Bihar
6. Chandigarh
7. Chhattisgarh
8. Dadra and Nagar Haveli
9. Daman and Diu
10. Delhi
11. Goa
12. Gujarat
13. Haryana
14. Himachal Pradesh
15. Jammu and Kashmir
16. Jharkhand
17. Karnataka
18. Kerala
19. Lakshadweep
20. Madhya Pradesh
21. Maharashtra
22. Manipur
23. Meghalaya
24. Mizoram
25. Nagaland
26. Odisha
27. Puducherry
28. Punjab
29. Rajasthan
30. Sikkim
31. Tamil Nadu
32. Telangana
33. Tripura

34. Uttarakhand
35. Uttar Pradesh
36. West Bengal

Q25. What is the PIN code of your residence? *[numeric entry]*

Q26. Which of the following categories best describes your employment status?
1. Employed full-time
2. Employed part-time
3. Self-employed
4. Retired
5. Housewife
6. Student
7. Unemployed

Q27. What is your current marital status?
1. Never married
2. Currently married
3. Widowed
4. Separated
5. Divorced

Q28. What is your total MONTHLY household income, putting together the income of all members of the household?
1. Up to Rs. 1000
2. Rs. 1001-2000
3. Rs. 2001-3000
4. Rs. 3001-4000
5. Rs. 4001-5000
6. Rs. 5001-10,000
7. Rs. 10,001-20,000
8. Above Rs. 20,000
9. *[shown if Q28_dk = 1]* I don't know

Q28_dk. Indicator for whether "don't know" option was provided in Q28.
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.

Q29. 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

Q30. 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

Q31. If you would like to share any comments about the survey, please enter them here. *[text box]*

Q32. *[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 Q31 and Q32.

pct_progress. Percent progress in completing survey.

[NOTE: variables below only in india_completions_augmented.RData]

region. Respondent's region of the country, as defined by the government-designated zones with Advisory Councils, merging Northern and North-Eastern, which have the smallest populations.

old. Indicator for age range.
0. Below median age of the 18 and older population in 2011 census.
1. At or above median age of the 18 and older population in 2011 census.

area. Land area, in square kilometers, of the district associated with the respondent's PIN code (Q25). For PIN codes that span more than one district, this is the sum of the area of all districts.

pop. Population of the district associated with the respondent's PIN code (Q25). For PIN codes that span more than one district, this is the sum of the population of all districts.

density. Population density of the district or districts associated with the respondent's PIN code, in persons per square kilometer. This is calculated as pop/area.

lat. The latitude associated with the respondent's PIN code (Q25) by Google Maps.

long. The longitude associated with the respondent's PIN code (Q25) by Google Maps.

weight. Population weight, calculated based on the respondent's region, age range, and sex (Q20).