Dataset name: lucid_sample_2.23.21.csv

Unit in dataset: subjects

Source: Qualtrics (data collection) and Lucid (recruitment)

Variables

StartDate: start date and time of collection

EndDate: start date and time of collection

Status: status of responses

name	value
IP Address	0
Survey Preview	1
Survey Test	2
Imported	4
Spam	8
Survey Preview Spam	9
Imported Spam	12
Offline	16
Offline Survey Preview	17
EX	32
EX Spam	40
EX Offline	48

Progress: survey completion progress

Possible values: 0 to 100.

Duration (in seconds): time spent on the survey

Finished: survey completion

name	value
False	0
True	1

RecordedDate: date of record survey

ResponseId: Qualtrics ID for respondent

DistributionChannel: Mode of distribution (anonymous)

UserLanguage: Language of survey

Consent: consent to take the survey

name	value
I acknowledge that I have read and consent to the information above	4

screener_1_1: attention screener choice

name	value
Interested	1

screener_1_2: attention screener choice

name	value
Distressed	1

screener_1_3: attention screener choice

name	value
Excited	1

screener_1_4: attention screener choice

name	value
Upset	1

screener_1_5: attention screener choice

name	value
Strong	1

screener_1_6: attention screener choice

name	value
Guilty	1

screener_1_7: attention screener choice

name	value
Scared	1

screener_1_8: attention screener choice

name	value
Hostile	1

screener_1_9: attention screener choice

name	value
Enthusiastic	1

screener_1_10: attention screener choice

name	value
Proud	1

screener_1_11: attention screener choice

name	value
Irritable	1

screener_1_12: attention screener choice

name	value
Alert	1

screener_1_13: attention screener choice

name	value
Ashamed	1

screener_1_14: attention screener choice

name	value
Inspired	1

screener_1_15: attention screener choice

name	value
Nervous	1

screener_1_16: attention screener choice

name	value
Determined	1

screener_1_17: attention screener choice

name	value
Attentive	1

screener_1_18: attention screener choice

name	value
Jittery	1

screener_1_19: attention screener choice

name	value
Active	1

screener_1_20: attention screener choice

Value labels

Response choices

name	value
Afraid	1

screener_1_21: attention screener choice

name	value
None of the above	1

Race: Choose the group listed below that best captures what you consider yourself to be.

name	value
White	1
Black or African American	2

name	value
Hispanic or Latino/a	3
Asian	4
Other Race or Ethnicity	5

education_2: What is the highest level of education you have completed?

name	value
Less than high school degree	1
High school graduate (high school diploma or equivalent including GED)	2
Some college but no degree	3
Associate degree in college (2-year)	4
Bachelor's degree in college (4-year)	5
Master's degree	6
Doctoral degree	7
Professional degree (JD, MD)	8

screener_2_1: attention screener choice

name	value
White	1

screener_2_2: attention screener choice

name	value
Black	1

screener_2_3: attention screener choice

name	value
Red	1

screener_2_4: attention screener choice

name	value
Pink	1

screener_2_5: attention screener choice

name	value
Green	1

screener_2_6: attention screener choice

name	value
Blue	1

All of the variables ending with_First_Click, with_Last_Click, with_Page_Submit, and with_Click_Count refer to time spent on a page. See here for details: https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/advanced/timing/#TimingOptions

time_todd_video_First_Click

time_todd_video_Last_Click

time_todd_video_Page_Submit

time_todd_video_Click_Count

time_todd_text_First_Click

time_todd_text_Last_Click

time_todd_text_Page_Submit

time_todd_text_Click_Count

time_tim_video_First_Click

time_tim_video_Last_Click

time_tim_video_Page_Submit

time_tim_video_Click_Count

time_tim_text_First_Click

time_tim_text_Last_Click

time_tim_text_Page_Submit

time_tim_text_Click_Count

time_jesse_video_First_Click

time_jesse_video_Last_Click

time_jesse_video_Page_Submit

time_jesse_video_Click_Count

time_jesse_text_First_Click

time_jesse_text_Last_Click

time_jesse_text_Page_Submit

time_jesse_text_Click_Count

time_john_video_First_Click

time_john_video_Last_Click

time_john_video_Page_Submit

time_john_video_Click_Count

time_john_text_First_Click

time_john_text_Last_Click

time_john_text_Page_Submit

time_john_text_Click_Count

time_IU_video_First_Click

time_IU_video_Page_Submit

time_IU_video_Click_Count

time_IU_text_First_Click

time_IU_text_Last_Click

time_IU_text_Page_Submit

time_IU_text_Click_Count

time_OR_video_First_Click

time_OR_video_Last_Click

time_OR_video_Page_Submit

time_OR_video_Click_Count

time_OR_text_First_Click

time_OR_text_Last_Click

time_OR_text_Page_Submit

time_OR_text_Click_Count

belief_1: Please rate the extent to which you agree or disagree with each of the following statements: I believe the story about the politician.

name	value
Strongly disagree	1
Disagree	2
Don’t know either way	3
Agree	4
Strongly agree	5

belief_2: I think that the story about the politician is true.

name	value
Strongly disagree	1
Disagree	2
Don’t know either way	3
Agree	4
Strongly agree	5

support_1: Please rate the extent to which you agree or disagree with each of the following statements: I would support the politician.

name	value
Strongly disagree	1
Disagree	2
Don’t know either way	3

name	value
Agree	4
Strongly agree	5

support_2: I would defend the politician against critics.

name	value
Strongly disagree	1
Disagree	2
Don’t know either way	3
Agree	4
Strongly agree	5

support_3: I would vote for the politician.

name	value
Strongly disagree	1
Disagree	2
Don’t know either way	3
Agree	4
Strongly agree	5

support_4:I would donate to the politician.

name	value
Strongly disagree	1
Disagree	2
Don’t know either way	3
Agree	4
Strongly agree	5

trust_1: Please rate the extent to which you agree or disagree with each of the following statements: I trust the media.

name	value
Strongly disagree	1
Disagree	2
Don’t know either way	3
Agree	4
Strongly agree	5

trust_2: I believe that the media reports the news fairly.

name	value
Strongly disagree	1
Disagree	2
Don’t know either way	3
Agree	4
Strongly agree	5

literacy1: Now we’d like to ask a few general questions about the media. Which of the following news outlets does NOT primarily depend on advertising for financial support?

name	value
Fox News	1
PBS	2
New York Times	3
USA Today	4
Don’t know	5

literacy2: Which of the following is typically responsible for writing a press release?

name	value
A reporter for a news organization	1
A producer for a news organization	2
A lawyer for a news aggregator	3
A spokesperson for an organization	4
Don’t know	5

literacy3: How are most of the individual decisions about what news stories to show people on Facebook made?

name	value
At random	1
By computer analysis of what stories might interest you	2
By editors and journalists that work for news outlets	3
By editors and journalists that work for Facebook	4
Don’t know	5

familiar_df: Computer algorithms can now be used to create ultra-realistic fake video content. How much had you heard about this before today?

name	value
A great deal	5
A lot	4
A moderate amount	3
A little	2
None at all	1

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

Value labels

name	value
Strong Democrat	1
Democrat	2
Lean Democrat	3
Independent	4
Lean Republican	5
Republican	6
Strong Republican	7

Rid: embbeded data from panel (id)

age: embbeded data from panel

Values from 0 to 90

gender: embbeded data from panel

Response choices

name	value
Male	1
Female	2

hhi: embbeded data from panel

value	name
1	Less than $14,999
2	$15,000 to $19,999
3	$20,000 to $24,999
4	$25,000 to $29,999

5	$30,000 to $34,999
6	$35,000 to $39,999
7	$40,000 to $44,999
8	$45,000 to $49,999
9	$50,000 to $54,999
10	$55,000 to $59,999
11	$60,000 to $64,999
12	$65,000 to $69,999
13	$70,000 to $74,999
14	$75,000 to $79,999
15	$80,000 to $84,999
16	$85,000 to $89,999
17	$90,000 to $94,999
18	$95,000 to $99,999
19	$100,000 to $124,999
20	$125,000 to $149,999
21	$150,000 to $174,999
22	$175,000 to $199,999
23	$200,000 to $249,999
24	$250,000 and above
-3105	Prefer not to answer

ethnicity: embedded data from panel

value	name
1	White
2	Black, or African American
3	American Indian or Alaska Native
4	Asian *** Asian Indian
5	Asian *** Chinese
6	Asian *** Filipino
7	Asian *** Japanese
8	Asian *** Korean
9	Asian *** Vietnamese

10	Asian *** Other
11	Pacific Islander *** Native Hawaiian
12	Pacific Islander *** Guamanian
13	Pacific Islander *** Samoan
14	Pacific Islander *** Other Pacific Islander
15	Some other race
16	Prefer not to answer

hispanic: embbeded data from panel

value	name
1	No , not of Hispanic, Latino, or Spanish origin
2	Yes, Mexican, Mexican American, Chicano
3	Yes, Cuban
4	Yes, another Hispanic, Latino, or Spanish origin *** Argentina
5	Yes, another Hispanic, Latino, or Spanish origin *** Colombia
6	Yes, another Hispanic, Latino, or Spanish origin *** Ecuador
7	Yes, another Hispanic, Latino, or Spanish origin *** El Salvadore
8	Yes, another Hispanic, Latino, or Spanish origin *** Guatemala
9	Yes, another Hispanic, Latino, or Spanish origin *** Nicaragua
10	Yes, another Hispanic, Latino, or Spanish origin *** Panama
11	Yes, another Hispanic, Latino, or Spanish origin *** Peru
12	Yes, another Hispanic, Latino, or Spanish origin *** Spain
13	Yes, another Hispanic, Latino, or Spanish origin *** Venezuela
14	Yes, another Hispanic, Latino, or Spanish origin *** Other Country
15	Prefer not to answer

education: embedded data from panel

value	name
1	Some high school or less
2	High school graduate
3	Other post high school vocational training
4	Completed some college, but no degree
5	Associate's degree

6	Bachelor's degree
7	Master's or professional degree
8	Doctorate degree
-3105	None of the above

political_party: embedded data from panel

Value	name
1	Strong Democrat
	Not very strong
2	Democrat
3	Independent Democrat
4	Independent - neither
5	Independent Republican
	Other - leaning
6	Democrat
7	Other - neither
	Other - leaning
8	Republican
	Not very strong
9	Republican
10	Strong Republican

region: embedded data from panel

value	name
1	Northeast
2	Midwest
3	South
4	West

zip: embedded data from panel (values are zipcode)

video: embedded data indicating video assignment

Value = 1

text: embedded data indicating text assignment

Value = 1

tim: embedded data for tim video/text

Value = 1

politician: embedded data for politician's name

Names: Jesse Jackson, John Murtha, Tim James, Todd Akin

politician_party: embedded data for politician's party

Names: Democrat Jesse Jackson, Democrat John Murtha, Republican Tim James, Republican Todd Akin

last_name: embedded data for politician's last name

Names: Akin Jackson, James Murtha

todd: embedded data for todd video/text

Value = 1

john: embedded data for john's video/text

Value = 1

jesse: embedded data for jesse's video/text

Value = 1

Control: embedded data for control assignment

Value = 1

IU: embedded data for IU assignment

Value = 1

OR: embedded data for OR assignment

Value = 1