Codebook for the replication data of "Is the Justice Frame Effective in Mobilizing Support for Human Rights Violations? Evidence from the Philippines"

treatment

Group assignment.

Control: Control group

Treatment 1: Personal frame

Treatment 2: Personal frame + justice frame

Treatment 3: Informational frame

Treatment 4: Informational frame + justice frame

Treatment 5: Motivational frame

Treatment 6: Motivational frame + justice frame

personal

A dummy variable for the personal frame condition.

0: Others

1: Personal frame condition (Treatment 1 and Treatment 2)

informational

A dummy variable for the informational frame condition.

0: Others

1: Informational frame condition (Treatment 3 and Treatment 4)

motivational

A dummy variable for the motivational frame condition.

0: Others

1: Motivational frame condition (Treatment 5 and Treatment 6)

justice

A dummy variable for the justice frame condition.

0: Without the justice frame (Treatment 1, Treatment 3, and Treatment 5)

1: With the justice frame (Treatment 2, Treatment 4, and Treatment 6)

consensus

Consensus mobilization.

"Mainly referring to the extrajudicial killings (EJK) alongside President Duterte's war on illegal drugs, in June 2020, the United Nations High Commissioner for Human Rights issued the report on human rights situation in the Philippines. The report recommended the UN conduct additional investigation 'given the scale and seriousness of the human rights violations.' To what extent do you agree or disagree with the report's recommendation?"

1: Strongly disagree
2: Disagree
3: Neither agree nor disagree
4: Agree
5: Strongly agree
NA: No answer

donation

Action mobilization: donation.

"Reportedly, extrajudicial killings (EJK) are ongoing in the Philippines in conjunction with the war on illegal drugs. In this concern, we would like to offer you an additional 150 YouGov points in addition to what the survey company promised you to reward. You can keep this additional amount entirely for yourself, or you can donate a portion of it to the United Nations Human Rights Office of the High Commissioner (OHCHR), which advocates stopping EJK in the Philippines. We will collect the donations from all respondents of this survey and send the total amount to the OHCHR. How many YouGov points would you like to donate to the OHCHR?"

Answer options are 0, 25, 50, 75, 100, 125, and 150.

sharing

Action mobilization: social-media sharing

"How likely are you to share the message card shown on the previous page in your Facebook or other social networking site?"

1: Very unlikely
2: Unlikely
3: Neither likely nor unlikely
4: Likely
5: Very likely

NA: No answer/do not have a social networking account

empathy

Emotional response to the issue: empathy

"To what extent do you feel empathetic to the victims of EJK?"

A six-point bipolar scale was used.

1: Not empathetic at all

2:

3:

4:

5:

6: Very empathetic

anger

Emotional response to the issue: empathy

"Do you feel angry when thinking about the victims of EJK?"

A six-point bipolar scale was used.

1: Not angry at all

2:

3:

4:

5:

6: Very angry

MC1

The first factual manipulation check.

"What was the title of the message card shown on the previous page?"

1: EJK Victims

2: Justice for EJK Victims

3: OHCHR

4: Please Donate

5: Do not know

NA is recorded for respondents assigned to the control group.

MC2

The second factual manipulation check.

"Which one of the sentences below did you read in the message card?"
1: Witnesses heard Miguel begging for this life.
2: During the past three years, 20,000 people have died from EJK.
3: We can't do it without YOU!
4: Do not know
NA is recorded for respondents assigned to the control group.

block
Each respondent's block for blocked randomization.
"Not target of blocked randomization" is recorded for respondents judged as inattentive based on a pretreatment trap question and who lacked information required for blocked randomization.

The following variables were not used in this study's analysis, and the authors provide them for reference.

female
A dummy variable for female respondents.
0: Male
1: Female

age
Age.

region
Region of residence.
1: Luzon
2: Visayas
3: Mindanao

education
Educational level.
1: Kindergarten (Primary)
2: Grade school (Grade 1–6)
3: Junior high school (Grade 7–10)
4: Senior high school (Grade 11–12)

5: Diploma or vocational education
6: University degree
7: Professional higher education
8: University higher degree
9: None of these

support
Pretreatment support for the war on illegal drugs.
"Do you support President Duterte's war on illegal drugs?"
1: Opposed
2: Neither supportive nor opposed
3: Supportive
NA: Don't know