The Geography of Stigma Management:

The Relationship Between Sexual Orientation, City Size, and Self-Monitoring

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MATERIALS

Participants: One thousand participants were recruited from Amazon's Mechanical Turk to take part in a survey on occupational skills.

Survey Instrument:

1. **Self-Monitoring:** To measure self-monitoring, we relied on an adaptation of the 18-item self-monitoring scale from Snyder and Gangestad (1986).

   Respondents were asked to indicate the degree to which the following were true on a seven-point scale (Very Untrue, Untrue, Somewhat Untrue, Neutral, Somewhat True, True, Very True). Items included:

   1. I find it hard to imitate the behavior of other people.
   2. At parties and social gatherings, I do not attempt to do or say things that others will like.
   3. I can only argue for ideas which I already believe.
   4. I can make impromptu speeches even on topics about which I have almost no information.
   5. I guess I put on a show to impress or entertain others.
   6. I would probably make a good actor.
   7. In a group of people I am rarely the center of attention.
   8. In different situations and with different people, I often act like very different persons.
   9. I am not particularly good at making other people like me.
   10. I'm not always the person I appear to be.
   11. I would not change my opinions (or the way I do things) in order to please someone or win their favor.
   12. I have considered being an entertainer.
   13. I have never been good at games like charades or improvisational acting.
   14. I have trouble changing my behavior to suit different people and different situations.
   15. At a party, I let others keep the jokes and stories going.
   16. I feel a bit awkward in public and do not show up quite well as I should.
   17. I can look anyone in the eye and tell a lie with a straight face (if for a right end).
   18. I may deceive people by being friendly when I really dislike them.

2. **Sexual Orientation**: To assess sexual minority status, we used a sexual orientation item from the National Longitudinal Study of Adolescent Health questionnaire. This item asks respondents to identify their sexual orientation as one of the following: 100% heterosexual, mostly heterosexual but somewhat attracted to the same sex, bisexual, mostly homosexual but somewhat attracted to the opposite sex, 100% homosexual, not attracted to either sex, and don't know.

SCALE RELIABILITY AND SCORING

The overall self-monitoring score was calculated as an average of the 7-point Likert scores on each of the 18 items (see Table S2 for a correlation matrix of each item and Table S3 for average scores by item). The scale reliability coefficient was 0.84.

DATA EXCLUSIONS

Sexual Orientation. We excluded from the sample those respondents who indicated that they did not know their sexual orientation (n=3) or who were not attracted to either sex (n=11).

Geography. We excluded from the sample those respondents who did not provide valid geographic information (n = 7).

CODEBOOK

Variable Name	Description
respondentid	Respondent ID
sm1_r	Self Monitoring Q1
sm2_r	Self Monitoring Q2
sm3_r	Self Monitoring Q3
sm4	Self Monitoring Q4
sm5	Self Monitoring Q5
sm6	Self Monitoring Q6
sm7_r	Self Monitoring Q7
sm8	Self Monitoring Q8
sm9_4	Self Monitoring Q9
sm10	Self Monitoring Q10
sm11_r	Self Monitoring Q11
sm12	Self Monitoring Q12
sm13_r	Self Monitoring Q13
sm14_r	Self Monitoring Q14
sm15_r	Self Monitoring Q15
sm16_r	Self Monitoring Q16
sm17	Self Monitoring Q17
sm18	Self Monitoring Q18

selfmonitoring	Self-Monitoring Score
age	Age
female	Female
male	Male
sexualorientation	sexual orientation
heterosexual	Heterosexual
mostlyheterobut	Mostly Heterosexual
bisexual	Bisexual
mostlyhomosexualbut	Mostly Homosexual
homosexual	Homosexual
asexualordontknow	Asexual or don't know
nonhetero	Minority sexual orientation
race	Race
white	White
black	Black
hispanic	Hispanic
other	Other Race
politics	Party identification
republican	Republican (0-1)
democrat	Democrat (0-1)
fulltime	Full-Time Employed (0-1)
parttime	Part-Time Employed (0-1)
unemployed	Unemployed
lesshs	Education: Some HS or less
hs	Education: HS Diploma
hs_or_less	Education: HS Diploma or less
somecollege	Education: Some College
bachelors	Education: Bachelor's
bachelors_or_more	Education: Bachelor's or more
associates	Education: Associate's Degree
graduate	Education: Graduate Degree
state	State
largepop	Indicator: 1==City population > 200,000
west	Region: West
midwest	Region: Midwest
south	Region: South
northeast	Region: Northeast
southormidwest	Region: South or Midwest