Laboratory Log

Field experiment preparation

DATES	TASKS	FILE
02.01.24	Creation of the Facebook page 'Antonio Rossi'	Lab_Rossi_profile.png
03.01.24	Creation of the group page 'La Voce degli Italiani' as basis to create Facebook ads.	Lab_group_page_voce.png
02.01.24-15.02.24	Connection request with Facebook rightwing groups	Lab_Group.png
02.01.24-20.07.24	Friends' connection request with rightwing group members	
01.02.24 – 15.02.24	Facebook rightwing post web extrapolation, by using research tool -> post group search	Lab_web_post_search.png Scraping_final.xls {sheet 1}
16.02.24 – 18.02.24	Facebook rightwing post: sub-selection 1 (reduction to 150 statements)	Scraping_final.xls {sheet 2}
18.02.24	Facebook rightwing post: sub-selection 2 (ChatGPT) reduction to 50 statements	Scraping_final.xls {sheet 3}
18.02.24-01.03.24	Facebook rightwing post: sub-selection 3 selection of 10 final statements by coders	Scraping_final.xls {sheet 4}
15.07.24	In principle acceptance IPA stage 1 report from Political Psychology.	
16.07-17.07.24	Qualtrics survey preparation	
18.07.24-20.07.24	Facebook ads preparation and creation	
21.07.24-24.09.24	Facebook ads campaign	see "Data collection" below

Data collection

July 21 - September 24: Data collection was conducted via Facebook's advertising platform. The survey, created in Qualtrics, was distributed through the Facebook business page "La Voce degli Italiani" and targeted Italian residents. The advertising settings were adjusted daily based on response rates, as well as the demographic and political characteristics of the respondents.

To assess the effectiveness of different advertising strategies, multiple survey ads were launched, each featuring varied targeting criteria, text, and imagery. Additionally, the survey link was posted directly in right-wing groups where the profile "Antonio Rossi" was connected, to maximize engagement within this audience.

The performance of the survey campaigns was tracked using Facebook's metrics, including the number of people reached, engagements, link clicks, and the total amount spent. A summary of these metrics is provided in survey_campaing.xl