CueAnon: What QAnon Signals about Congressional Candidates and What it Costs Them

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Codebooks

For data used in observational matching and text analysis
name: candidate's name
female: 1 if female, 0 otherwise
prev_off: was the candidate a previous officeholder at state or federal level
other: 1 if party is not republican, democrat, or independent, 0 otherwise
republican: 1 if party is republican, 0 otherwise
independent: 1 if party is independent, 0 otherwise
democratic: 1 if party is democratic, 0 otherwise
senate: 1 if running for a senate seat, 0 if running for a house seat
ge_cand: 1 if the candidate made it to the general election, 0 otherwise
incumbent: 1 if candidate is a federal incumbent, 0 otherwise
open: 1 if the seat is open, 0 otherwise
pop_density: population density (per square mile) of the constituency
pviR: cook partisan voting index for the constituency, rescaled where more positive values are more republican leaning and more negative values are more democratic leaning
med_age: median age in the constituency
pct_white: proportion of constituency identifying as white
pct_black: proportion of constituency identifying as black
pct_some_college: proportion of constituency over 25 with at least some college education
med_hhi: median household income ($1000s) in the constituency
qcand: 1 if candidate supported/endorsed qanon, 0 otherwise
total_n: total number of articles written about the candidate between 01/01/2020 and 11/02/2020.
n_neg: total number of negative articles written about the candidate

For data used in vignette experiments
tass_small.csv
CaseId: unique subject identifier
weight: subject specific weight
exp_cond: 1 if respondent was in the negative treatment condition, 2 if respondent was in the neutral treatment condition, 3 if respondent was in the qanon treatment condition.
neutral: 1 if subject was in the neutral treatment condition, 0 otherwise
negative: 1 if subject was in the negative treatment condition, 0 otherwise

qanon: 1 if subject was in the qanon treatment condition, 0 otherwise
trust: respondent's trust in the mainstream media, 1 if had none at all, 2 if had not very much, 3 if had a fair amount, 4 if had a great deal.
dem: 1 if respondent identified as a strong, not very strong, or lean democrat; 0 otherwise
ind: 1 if respondent identified as a true independent (not lean); 0 otherwise
white: 1 if respondent identified as non-hispanic white; 0 otherwise
black: 1 if respondent identified as non-hispanic black; 0 otherwise
latin: 1 if respondent identified as hispanic; 0 otherwise
asian: 1 if respondent identified as non-hispanic asian; 0 otherwise
therm: candidate feeling thermometer rating, 0-100
perc_rep: whether candidate was perceived as a republican, 1 if so and 0 otherwise
female: 1 if respondent identifies as female, 0 if male
age4: 1 if respondent is 18-29, 2 if respondent is 30-44, 3 if respondent is 45-59, 4 if respondent is 60+
educ5: 1 if respondent has less than a high school degree, 2 if respondent has a high school degree or equivalent, 3 if respondent has vocational/tech school/some college/ associates, 4 if respondent has a bachelor's degree, 5 if respondent has post grad study/professional degree
income: respondent's household income on an 18-point scale (see below)
income4: 1 if respondent is in income category 1-6, 2 if respondent is in income category 6-9, 3 if respondent is in income category 10 to 13, 4 if respondent's income is category 14+ (see below)
newsimport: respondent's perceived importance of keeping up with the news, 1 if not at all important, 2 if not very important, 3 if somewhat important, 4 if very important, 5 if extremely important
ideology: respondent five-point ideology where 1 is very liberal and 5 is very conservative.
perc_ideo: perceived ideology of the candidate on a 7-point scale where 1 is extremely liberal and 7 is extremely conservative
pid7: 7-point party identification where 1 is strong democrat and 7 is strong republican
wave: 1 if respondent was in wave 1, 2 if respondent was in wave 2
cand_name: respondent's free text recall of the candidate's name
support_q: 1 if the respondent has a positive impression of qanon, 0 otherwise
dislike_q: 1 if the respondent has a negative impression of qanon, 0 otherwise
dk_q: 1 if respondent doesn't know enough to say whether they have a positive or negative impression of qanon, 0 otherwise
metro_area: 1 if respondent lives in a metropolitan area, 0 otherwise
trust_fox: whether respondent trusts fox news; 1 if respondent has none at all, 2 if respondent has not very much, 3 if respondent has fair amount, 4 if respondent has a great deal
evangelical: 1 if respondent describes themselves as "born again" or evangelical christian, 0 otherwise
relig_attend: respondent's 9-point religious attendance (see below).

household income categories:

1	Less than $5,000
2	$5,000 to $9,999
3	$10,000 to $14,999
4	$15,000 to $19,999
5	$20,000 to $24,999
6	$25,000 to $29,999
7	$30,000 to $34,999
8	$35,000 to $39,999
9	$40,000 to $49,999
10	$50,000 to $59,999
11	$60,000 to $74,999
12	$75,000 to $84,999
13	$85,000 to $99,999
14	$100,000 to $124,999
15	$125,000 to $149,999
16	$150,000 to $174,999
17	$175,000 to $199,999
18	$200,000 or more

Religious attendance categories:

1	Never
2	Less than once per year
3	About once or twice a year
4	Several times a year
5	About once a month
6	2-3 times a month
7	Nearly every week
8	Every week
9	Several times a week

mturk_small.csv
id: unique subject id
trust: respondent's trust in the mainstream media, 1 if had none at all, 2 if had not very much, 3 if had a fair amount, 4 if had a great deal.
fav: candidate feeling thermometer rating, 0-100
pid7: respondent's party id on a seven-point scale, string representation
win_treat: treatment condition (as above, neutral/negative/qanon) if respondent was assigned to the condition in which the candidate won their election without quotes.

win_quote: treatment condition (as above, neutral/negative/qanon) if respondent was assigned to the condition in which the candidate won their election and the constituent quotes were included.
win_neutral: 1 if respondent was assigned to the neutral condition in the win experiment, 0 otherwise
win_negative: 1 if respondent was assigned to the negative condition in the win experiment, 0 otherwise
win_qanon: 1 if respondent was assigned to the qanon condition in the win experiment, 0 otherwise
win_quote_neutral: 1 if respondent was assigned to the neutral condition in the win and quote experiment, 0 otherwise
win_quote_negative: 1 if respondent was assigned to the negative condition in the win and quote experiment, 0 otherwise
win_quote_qanon: 1 if respondent was assigned to the qanon condition in the win and quote experiment, 0 otherwise

For data used in conjoint experiments

conjoint_demo
resp_gop: 1 if respondent identifies as a republican (includes leaners), 0 otherwise
resp_dem: 1 if respondent identifies as a democrat (includes leaners), 0 otherwise
resp_ind: 1 if respondent identifies as independent, 0 otherwise
age: respondents age
employed: 1 if respondent is employed, 0 otherwise
female: 1 if respondent identifies as female, 0 otherwise

conjoint_df
id: unique subject id
choice_num: respondent's choice in experiment
profile_num: candidate profile number
party: candidate's party
prior: candidate's prior officeholding
qanon: whether candidate has supported qanon
gender: candidate's gender
impeach: whether candidate supported trump's first impeachment
infra: candidate's position on infrastructure bill
econ: whether candidate supports low taxes versus more social spending
imm: whether candidate supports building a border wall
pref: which candidate respondent prefers in pair
Y: binary variable, 1 if candidate is chosen by respondent, 0 otherwise
other_party: party of the candidate's opponent
primary: whether pair are both the same party
likert_favor: rating of candidate's 7-point favorability

likert_ideology: rating of candidate's ideology (1 is extremely liberal, 7 is extremely conservative)
choice_uid: id of the respondent's choice
resp_pid7: respondent's 7-point ideology where 1 is strong democrat and 7 is strong republican
resp_gop: 1 if respondent is a republican (including leaners), 0 otherwise
resp_dem: 1 if respondent is a democrat (including leaners), 0 otherwise
resp_ind: 1 if respondent is an independent, 0 otherwise
ideo: respondent's 7-point ideology, 1 is extremely liberal and 7 is extremely conservative
trust: respondent's trust in the mainstream media, 1 if had none at all, 2 if had not very much, 3 if had a fair amount, 4 if had a great deal
antiestablishment1-12: responses to the anti-establishment scale questions
believe_q: response to whether a respondent is a believer in qanon, 1 if strongly disagree,..., 5 if strongly agree.
alt_right_news: 1 if respondent says they have used gab, parler, of 4chan several times or every day, 0 otherwise
fox_user: 1 if respondent says they use fox news several times or every day, 0 otherwise
fox4: 1 if respondent uses fox news never, 2 if uses fox news once, 3 if uses fox news several times, 4 if uses fox news every day
antiestablish_scale: a scaled measure of all 12 antiestablishment scale questions