1. Introduction

This archive contains the code and data necessary to replicate the results in "Signals, Information, and the Value of College Names" by Alex Eble and Feng Hu, published in the *Review of Economics and Statistics*.

The data used in this project were collected by the authors, via webscraping, accessing publicly available datasets, and conducting a large resume audit study, as reported in the paper.

2. Files contained

Our replication bundle contains one STATA .do file, entitled "vocn_analysis_replication.do", along with the following data (.dta) files:

- auditdata.dta
- ChineseUnisNameChangeHistory.dta
- civilservants.dta
- gkdata_main.dta
- gkscore_indiv.dta
- res_analysis.dta
- zhihu_text2.dta

The file structure follows the general guidelines laid out in Gentzkow and Shapiro's "Code and Data for the Social Sciences: A Practitioner's Guide" (available at https://web.stanford.edu/~gentzkow/research/CodeAndData.pdf, last accessed September 8, 2022). With the following structure:

- Project folder
    - Data
        - {data files go here}
    - Code
        - {.do file goes here}
    - Temp
        - {temporary output stored here}
    - Output
        - {output files presented in paper and appendix produced here}

3. Software

To conduct our analyses, we used Stata 17 MP, 8 Core.

4. Linking code and output to paper content

In the .do file, there are notes explaining which results in the paper are generated by which lines of code.

5. Questions

Should you have any questions about the code, please email Alex Eble at eble@tc.columbia.edu.