You're Making Us Look Bad: Can Partisan Embarrassment Dampen Partisanship and Polarization?

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Study 1 Hand-Coded Codebook File Name: study1_handcoded.csv

Variable Name	Description	Values
caseid	Unique anonymized identifier used to link respondents from study1_handcoded.csv to study1.csv.	10-digit strings
UCC110	Respondents who indicated "once or twice", "sometimes", "quite often", **or** "basically every week" in UCC108 **or** UCC109 saw: "Please talk about what has embarrassed you and why." Respondents who indicated "no, never" in UCC108 **or** UCC109 or who skip the question saw: "Please talk about why you think you have not been embarrassed." Those who were not assigned to UCC108 **or** UCC109 because they do not associate with either the Republican or Democratic party were not asked this question.	Open text _NA_ means respondents did not answer this question.
relevant	Indicator for whether the RA considered the response to be relevant to the question about partisan embarrassment.	1 = Relevant 0 = Not relevant
sex_scandal	Indicator for whether the response referenced a sex scandal.	1 = referenced sex scandal 0 = did not reference sex scandal NA means the response was not coded (i.e., not relevant or missing)
too_extreme	Indicator for whether the response referenced partisans being too extreme.	1 = referenced partisans being too extreme 0 = did not reference partisans being too extreme NA means the response was not coded (i.e., not relevant or missing)
too_moderate	Indicator for whether the response referenced partisans being too moderate.	1 = referenced partisans being too moderate 0 = did not reference partisans being too moderate NA means the response was not coded (i.e., not relevant or missing)
misinformation	Indicator for whether the response referenced partisans believing or spreading misinformation.	1 = referenced partisans believing or spreading misinformation 0 = did not reference partisans believing or spreading misinformation NA means the response was not coded (i.e., not relevant or missing)
uninformed	Indicator for whether the response referenced partisans being uninformed.	1 = referenced partisans being uninformed 0 = did not reference partisans being uninformed

		NA means the response was not coded (i.e., not relevant or missing)
other	Indicator for whether the response referenced another reason for partisan embarrassment.	1 = referenced another reason or partisan embarrassment 0 = did not reference another reason for partisan embarrassment NA means the response was not coded (i.e., not relevant or missing)
other_text	Text entered by RA to describe other reasons given for embarrassment to those responses coded as other.	Open text
ucc108_treat	Indicator for which embarrassment prompt participants were randomized to reflect upon (elites or peers).	UCC108 = Elite Condition (Have you ever felt embarrassed to be a [Republican / Democrat] because of something a [Republican / Democratic] elite (i.e., a politician or media elite) said or did?) UCC109 = Peer Condition (Have you ever felt embarrassed to be a [Republican / Democrat] because of something a [Republican / Democratic] peer (i.e., *not* a [Republican / Democratic] elite but a [Republican / Democrat] in the public) said or did?) *Respondent's party ID was piped in where it says [Republican / Democrat]
ucc108	Response to question about experiencing partisan embarrassment because of elites. Have you ever felt embarrassed to be a [Republican / Democrat] because of something a [Republican / Democratic] elite (i.e., a politician or media elite) said or did? Respondent's party ID was piped in where it says [Republican / Democrat]. Participants were randomly assigned to respond to this question or ucc109.	No, Never Once or twice Sometimes Quite often Basically every week NA means they were asked ucc109
ucc109	Response to question about experiencing partisan embarrassment because of peers. Have you ever felt embarrassed to be a [Republican / Democrat] because of something a [Republican / Democratic] peer (i.e., *not* a [Republican / Democratic] elite but a [Republican / Democrat] in the public) said or did? Respondent's party ID was piped in where it says [Republican / Democrat]. Participants were randomly assigned to respond to this question or ucc108.	No, Never Once or twice Sometimes Quite often Basically every week NA means they were asked ucc108

pid7	Seven-point party identification from CES.	Strong Democrat Not very strong Democrat Lean Democrat Independent Lean Republican Not very strong Republican Strong Republican