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

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Study 2 Codebook File Name: study2.csv

Note: Select items from the American Media Exposure Survey (AMES) (Kim and Carlson n.d.).

Variable Name	Description / Question	Values
caseid	Unique anonymized respondent identifier.	10-digit strings.
weight	Survey weight provided by YouGov.	
pid7	7 point party identification.	1 = Strong Democrat 2 = Not very strong Democrat 3 = Lean Democrat 4 = Independent 5 = Lean Republican 6 = Not very strong Republican 7 = Strong Republican
interest	Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?	0 = never 1 = hardly at all 2 = only now and then 3 = some of the time 4 = most of the time
pid_strength	Strength of partisanship.	0 = Independent 1 = Independent leaner 2 = Not very strong partisan 3 = Strong partisan
persuade	How likely are you to do each of the following political activities? Try to persuade someone to vote for a [respondent party ID] in 2022.	0 = very unlikely 1 = unlikely 2 = neither likely nor unlikely 3 = likely 4 = very likely
public	How likely are you to do each of the following political activities? Publicly display a bumper sticker, yard sign, hat, or T-shirt supporting a [respondent party ID] candidate.	0 = very unlikely 1 = unlikely 2 = neither likely nor unlikely 3 = likely 4 = very likely
private	How likely are you to do each of the following political activities? Privately express support for a [respondent party ID] candidate.	0 = very unlikely 1 = unlikely 2 = neither likely nor unlikely 3 = likely 4 = very likely
scandal	People feel embarrassed for many reasons. We'd like to better understand if you have ever felt embarrassed to be a [INSERT PID]. Please indicate how embarrassed you either have felt or would feel in the following scenarios. When a [respondent Party ID] is involved in a sex scandal	0 = not at all embarrassing 1 = a little embarrassing 2 = moderately embarrassing 3 = very embarrassing

extreme	People feel embarrassed for many reasons. We'd like to better understand if you have ever felt embarrassed to be a [INSERT PID]. Please indicate how embarrassed you either have felt or would feel in the following scenarios. When [respondent Party ID]s are too ideologically extreme	0 = not at all embarrassing 1 = a little embarrassing 2 = moderately embarrassing 3 = very embarrassing
moderate	People feel embarrassed for many reasons. We'd like to better understand if you have ever felt embarrassed to be a [INSERT PID]. Please indicate how embarrassed you either have felt or would feel in the following scenarios. When [respondent Party ID]s are too ideologically moderate	0 = not at all embarrassing 1 = a little embarrassing 2 = moderately embarrassing 3 = very embarrassing
misinfo	People feel embarrassed for many reasons. We'd like to better understand if you have ever felt embarrassed to be a [INSERT PID]. Please indicate how embarrassed you either have felt or would feel in the following scenarios. When [respondent Party ID]s believe and spread misinformation	0 = not at all embarrassing 1 = a little embarrassing 2 = moderately embarrassing 3 = very embarrassing
uninfo	People feel embarrassed for many reasons. We'd like to better understand if you have ever felt embarrassed to be a [INSERT PID]. Please indicate how embarrassed you either have felt or would feel in the following scenarios. When [respondent Party ID]s are uninformed about the news or politics in general	0 = not at all embarrassing 1 = a little embarrassing 2 = moderately embarrassing 3 = very embarrassing
age	Respondent age (provided by YouGov)	Numeric
woman	Binary indicator for respondent gender (provided by YouGov)	1 = woman 0 = man
educ_r	Education (provided by YouGov)	0 = no high school 1 = high school graduate 2 = some college 3 = 2-year 4 = 4 year 6 = post-grad
white	Binary indicator for race / ethnicity (provided by YouGov)	1 = white 0 = not white (Black, Asian, Hispanic, Native American, Two or more races, other, Middle Eastern)
ideology	Ideology (provided by YouGov)	0 = Very liberal 1 = Liberal 2 = Moderate 3 = Conservative 4 = Very conservative Not sure = NA

rep	Indicator for Republican	1 = Republican 0 = Democrat Independents = NA
dem	Indicator for Democrat	1 = Democrat 0 = Republican Independents = NA
ind	Indicator for Independent	1 = Independent 0 = Democrat or Republican
emb	Average level of embarrassment across scandal, extreme, moderate, misinfo, uninfo	Ranges from 0 to 3