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

Elizabeth C. Connors, Taylor N. Carlson, and Steven W. Webster

Study 3 Codebook

EmbeddedData
PROLIFIC_PIDValue will be set from Panel or URL.
STUDY_IDValue will be set from Panel or URL.
SESSION_IDValue will be set from Panel or URL.

Block: Consent (1 Question)
Standard: Prolific ID (1 Question)

Branch: New Branch
If
If You are invited to participate in a research study that is being conducted by researchers at the... I consent to participate in this study Is Not Selected

EndSurvey: Advanced

Standard: Pre-Treatment Questions (6 Questions)
Standard: Attention Check 1 (1 Question)
Standard: attn1_fail (1 Question)
Standard: Pre-treatment Questions Continued (5 Questions)
Standard: Attention Check 2 (1 Question)
Standard: attn2_fail (1 Question)

Branch: New Branch
If
If This question is very simple. We will show you a list of activities and ask you which one you thi... Bowling Is Not Selected
And The task below is very simple. When asked for your favorite color, you must select "orange." This... Orange Is Not Selected

Standard: attn_fail (1 Question)

EndSurvey: Advanced

BlockRandomizer: 1 -

EmbeddedData
Condition = 1
EmbeddedData
Condition = 2

Branch: New Branch
If
If Condition Is Equal to 1

Standard: Control (2 Questions)

Branch: New Branch
If

If Condition Is Equal to 2

Standard: Treatment (3 Questions)

Standard: Post-Treatment (18 Questions)
Standard: End of Survey Message (1 Question)

Page Break

Start of Block: Consent

consent You are invited to participate in a research study that is being conducted by researchers at the University of South Carolina, Washington University St. Louis, and Indiana University. The purpose of this study is to examine your views on certain political issues. This study will involve about 1500 volunteers. This form explains what you will be asked to do if you decide to participate in this study. Although the general nature of the tasks that you will be asked to perform during this study are described, the full intent and purpose of the study cannot be explained because doing so would bias the study results. Please read the form carefully before you make a decision about participating. The survey should take about **5 minutes** to finish. The study procedures include reading and answering several short questions. This research is designed to be confidential: the researchers do not retain any identifying information (name, email address, IP address, etc.), although the anonymity of internet information cannot be guaranteed. You will not be personally identified in any reports. The information you provide will be used for research purposes. The benefits of taking part in this study may include contributing to the research process. Participation in this study is voluntary. You may choose not to participate, and you may withdraw at any time during the study procedures. The compensation is **$1.00**. If you have any questions about the study or study procedures, you may contact the principal investigator at connors4@mailbox.sc.edu. If you have any questions about your rights as a research subject, please contact an IRB Administrator at the University of South Carolina: Office of Research Compliance University of South Carolina 1600 Hampton Street, Suite 414D Columbia, SC 29208 Office Phone: 803-777-7095

- ○ I consent to participate in this study (4)
- ○ I do not consent to participate in this study (5)

End of Block: Consent

Start of Block: Prolific ID

prolificid What is your Prolific ID? *Please note that this response should auto-fill with the correct ID*

_____

End of Block: Prolific ID

Start of Block: Pre-Treatment Questions

pid Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or something else?

- ○ Republican (1)
- ○ Democrat (2)
- ○ Independent (3)
- ○ Something else (4)

Page Break

Display this question:

If Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or somethi... = Independent

Or Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or somethi... = Something else

pid_lean Do you lean more toward the Republican Party or the Democratic Party?

- ○ Lean toward Republican Party (1)
- ○ Lean toward Democratic Party (2)
- ○ Neither (3)

Page Break

Display this question:

If Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or somethi... = Republican

Or Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or somethi... = Democrat

pid_strength Do you consider yourself to be a strong ${pid/ChoiceGroup/SelectedChoices} or not a very strong ${pid/ChoiceGroup/SelectedChoices}?

- ○ Strong ${pid/ChoiceGroup/SelectedChoices} (1)
- ○ Not very strong ${pid/ChoiceGroup/SelectedChoices} (2)

Page Break

ideo In general, how would you describe your own political viewpoint?

- ○ Extremely liberal (1)
- ○ Liberal (2)
- ○ Slightly liberal (7)
- ○ Moderate (3)
- ○ Slightly conservative (8)
- ○ Conservative (4)
- ○ Extremely conservative (5)
- ○ Not sure (6)

Page Break

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 (1)
- ○ Some of the time (2)
- ○ Only now and then (3)
- ○ Hardly at all (5)
- ○ Don't know (6)

Page Break

deep To what extent do you agree or disagree with the following statements?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
It is important to share your political opinions with others. (1)	○	○	○	○	○
It is important to share political news stories with other people. (2)	○	○	○	○	○
It is important to encourage others to be more involved in politics. (3)	○	○	○	○	○

End of Block: Pre-Treatment Questions

Start of Block: Attention Check 1

attn1 This question is very simple. We will show you a list of activities and ask you which one you think is the most fun, but you must select "bowling." This is an attention check. **Based on the text you read above, which activity have you been asked to select?**

- ○ Bowling (1)
- ○ Basketball (2)
- ○ Football (3)
- ○ Hockey (4)
- ○ Tennis (5)

End of Block: Attention Check 1

Start of Block: attn1_fail

Display this question:

If This question is very simple. We will show you a list of activities and ask you which one you thi... != Bowling

attn1_fail This question was an attention check. Note that the instructions in the question asked you to select "Bowling." Please make sure that you are paying attention while taking this survey. Thank you!

End of Block: attn1_fail

Start of Block: Pre-treatment Questions Continued

edu What is the highest level of education you have completed?

- ○ No high school (1)
- ○ High school graduate (2)
- ○ Some college (3)
- ○ 2-year college (4)
- ○ 4-year college (5)
- ○ Post-graduate school or advanced degree (6)

race What racial or ethnic group best describes you?

- ○ White (1)
- ○ Black (2)
- ○ Hispanic (3)
- ○ Asian (4)
- ○ Native American (5)
- ○ Middle Eastern (6)
- ○ Mixed (7)
- ○ Other (8)

Page Break

selfmon1 When you are with other people, how often do you put on a show to impress or entertain them?

- Always (1)
- Most of the time (2)
- Some of the time (3)
- Once in a while (4)
- Never (5)

selfmon2 When you are in a group of people, how often are you the center of attention?

- Always (1)
- Most of the time (2)
- Some of the time (3)
- Once in a while (4)
- Never (5)

selfmon3 How good or poor of an actor would you be?

- Excellent (1)
- Good (2)
- Fair (3)
- Poor (4)
- Very poor (5)

End of Block: Pre-treatment Questions Continued

Start of Block: Attention Check 2

attn2 The task below is very simple. When asked for your favorite color, you must select "orange." This is an attention check. **Based on the text you read above, what color have you been asked to select?**

- Pink (1)
- Orange (2)
- Yellow (3)
- Green (4)
- Violet (5)

End of Block: Attention Check 2

Start of Block: attn2_fail

Display this question:

If The task below is very simple. When asked for your favorite color, you must select "orange." This... != Orange

attn2_fail This question was an attention check. Note that the instructions in the question asked you to select "orange." Please make sure that you are paying attention while taking this survey. Thank you!

End of Block: attn2_fail

Start of Block: attn_fail

attn_fail You have now failed two attention check questions. Per Prolific's attention check policy, we are redirecting you to return your submission.

End of Block: attn_fail

Start of Block: Control

timer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

control Please write about what you had for breakfast this morning. Be as specific as possible.

_____

_____

_____

_____

_____

End of Block: Control

Start of Block: Treatment

timer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Display this question:

If Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or somethi... = Republican

Or Do you lean more toward the Republican Party or the Democratic Party? = Lean toward Republican Party

treatment_r Please write about a time that you were **embarrassed to be a Republican** because of something either a Republican elite (i.e., a politician or media elite) *or* a Republican peer (i.e. in the public) said or did. Be as specific as possible in talking about what happened and how it made you feel. If you have not been in this situation, **imagine** a scenario where you might feel **embarrassed to be a Republican** and write about that.

_____

_____

_____

_____

_____

Display this question:

If Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or somethi... = Democrat

Or Do you lean more toward the Republican Party or the Democratic Party? = Lean toward Democratic Party

treatment_d Please write about a time that you were **embarrassed to be a Democrat** because of something either a Democrat elite (i.e., a politician or media elite) *or* a Democratic peer (i.e. in the public) said or did. Be as specific as possible in talking about what happened and how it made you feel. If you have not been in this situation, **imagine** a scenario where you might feel **embarrassed to be a Democrat** and write about that.

_____

_____

_____

_____

_____

End of Block: Treatment

Start of Block: Post-Treatment

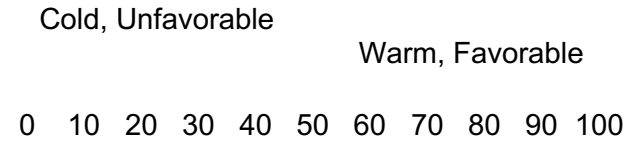
Display this question:

If Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or somethi... = Republican

Or Do you lean more toward the Republican Party or the Democratic Party? = Lean toward Republican Party

other_evals_r How warm or cold do you think **other people** from each of the following groups feel about the **Republican Party**? Ratings between 50 degrees and 100 degrees mean that they would feel favorable and warm toward the party. Ratings between 0 degrees and 50 degrees mean that they wouldn't feel favorable toward the party and that they wouldn't care too

much for that party. You would rate the party at the 50-degree mark if they wouldn't feel particularly warm or cold toward the party.



How warm or cold do you think Republicans feel about the Republican Party? ()	
How warm or cold do you think Democrats feel about the Republican Party? ()	
How warm or cold do you think Independents feel about the Republican Party? ()	

Page Break

Display this question:

If Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or somethi... = Democrat

Or Do you lean more toward the Republican Party or the Democratic Party? = Lean toward Democratic Party

other_evals_d How warm or cold do you think **other people** from each of the following groups feel about the **Democratic Party**? Ratings between 50 degrees and 100 degrees mean that they would feel favorable and warm toward the party. Ratings between 0 degrees and 50 degrees mean that they wouldn't feel favorable toward the party and that they wouldn't care too much for that party. You would rate the party at the 50-degree mark if they wouldn't feel particularly warm or cold toward the party.

	Cold, Unfavorable ... Warm, Favorable 0 10 20 30 40 50 60 70 80 90 100
How warm or cold do you think Republicans feel about the Democratic Party? ()	
How warm or cold do you think Democrats feel about the Democratic Party? ()	
How warm or cold do you think Independents feel about the Democratic Party? ()	

Page Break

affpol Now, what are **your** feelings toward the two national parties? Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the party. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the party and that you don't care too much for that party. You would rate the party at the 50-degree mark if you don't feel particularly warm or cold toward the party.

	Cold, Unfavorable Warm, Favorable 0 10 20 30 40 50 60 70 80 90 100
How warm or cold do you feel about Republicans? ()	
How warm or cold do you feel about Democrats? ()	

Page Break

pid_today Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a Republican, a Democrat, an Independent, or something else?

- ○ Republican (1)
- ○ Democrat (2)
- ○ Independent (3)
- ○ Something else (4)

Page Break

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Republican

Or Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Democrat

pid_strength_today Right now, do you consider yourself to be a strong ${pid_today/ChoiceGroup/SelectedChoices} or not a very strong ${pid_today/ChoiceGroup/SelectedChoices}?

- ○ Strong ${pid_today/ChoiceGroup/SelectedChoices} (1)
- ○ Not very strong ${pid_today/ChoiceGroup/SelectedChoices} (2)

Page Break

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Independent

Or Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Something else

pid_lean_today Right now, do you lean more toward the Republican Party or the Democratic Party?

- ○ Lean toward Republican Party (1)
- ○ Lean toward Democratic Party (2)
- ○ Neither (3)

Page Break

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Republican

Or Right now, do you lean more toward the Republican Party or the Democratic Party? = Lean toward Republican Party

pid_important_r Right now, how important is being a Republican to your identity?

- ○ Not at all important (1)
- ○ A little important (2)
- ○ Moderately important (3)
- ○ Very important (4)
- ○ Extremely important (5)

Page Break

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Democrat

Or Right now, do you lean more toward the Republican Party or the Democratic Party? = Lean toward Democratic Party

pid_important_d Right now, how important is being a Democrat to your identity?

- Not at all important (1)
- A little important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Page Break

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Republican

Or Right now, do you lean more toward the Republican Party or the Democratic Party? = Lean toward Republican Party

support_r Would you be willing to show your support for the Republican Party by doing the following activities?

	Yes (1)	No (2)
Wear a t-shirt **in public** demonstrating your support of the Republican Party (1)	○	○
Wear a t-shirt **in private** demonstrating your support of the Republican Party (2)	○	○
Donate to a Republican campaign if your **name was** published (3)	○	○
Donate to a Republican campaign if your **name was not** published (4)	○	○
Volunteer for a Republican campaign where **others would know** you were a volunteer (5)	○	○
Volunteer for a Republican campaign where **others would not know** you were a volunteer (6)	○	○

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Democrat

Or Right now, do you lean more toward the Republican Party or the Democratic Party? = Lean toward Democratic Party

support_d Would you be willing to show your support for the Democratic Party by doing the following activities?

	Yes (1)	No (2)
Wear a t-shirt **in public** demonstrating your support of the Democratic Party (1)	○	○
Wear a t-shirt **in private** demonstrating your support of the Democratic Party (2)	○	○
Donate to a Democratic campaign if your **name was** published (3)	○	○
Donate to a Democratic campaign if your **name was not** published (4)	○	○
Volunteer for a Democratic campaign where **others would know** you were a volunteer (5)	○	○
Volunteer for a Democratic campaign where **others would not know** you were a volunteer (6)	○	○

Page Break

competence On the following scale, how competent do you think Republicans and Democrats in office are? Higher numbers indicate more competence.

	Not at all competent 0	50	Completely competent 100
Republicans in office ()			
Democrats in office ()			

Page Break

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Democrat

Or Right now, do you lean more toward the Republican Party or the Democratic Party? = Lean toward Democratic Party

social_d Suppose your neighbor was a Democrat. How often would you do the following activities for him or her?

	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
Do favors for him or her (1)	○	○	○	○	○
Watch over his or her property while they are not home or are on vacation (2)	○	○	○	○	○
Ask him or her personal things (3)	○	○	○	○	○
Talk to him or her about politics (4)	○	○	○	○	○

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Republican

Or Right now, do you lean more toward the Republican Party or the Democratic Party? = Lean toward Republican Party

social_r Suppose your neighbor was a Republican. How often would you do the following activities for him or her?

	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
Do favors for him or her (1)	○	○	○	○	○
Watch over his or her property while they are not home or are on vacation (2)	○	○	○	○	○
Ask him or her personal things (3)	○	○	○	○	○
Talk to him or her about politics (4)	○	○	○	○	○

Page Break

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Republican

Or Right now, do you lean more toward the Republican Party or the Democratic Party? = Lean toward Republican Party

embarrassment_r Right now, how embarrassed do you feel to be a Republican?

- ○ Not at all embarrassed (1)
- ○ A little embarrassed (2)
- ○ Moderately embarrassed (3)
- ○ Very embarrassed (4)

Display this question:

If Our partisan affiliations can sometimes change over time. Right now, do you consider yourself a R... = Democrat

Or Right now, do you lean more toward the Republican Party or the Democratic Party? = Lean toward Democratic Party

embarrassment_d Right now, how embarrassed do you feel to be a Democrat?

- ○ Not at all embarrassed (1)
- ○ A little embarrassed (2)
- ○ Moderately embarrassed (3)
- ○ Very embarrassed (4)

Page Break

Display this question:

If Condition = 2

audience In the embarrassing scenario you wrote about, how embarrassed would you be if each of the following groups witnessed the embarrassing scenario:

	Not at all embarrassed 0	50	Completely embarrassed 100
Republicans ()			
Democrats ()			
Political independents ()			
Close family and friends ()			
Acquaintances ()			
Strangers ()			

Page Break

Display this question:

If Condition = 2

imag_real When you wrote about the embarrassing scenario, did you write about a real or an imagined time?

- A real time (1)
- An imagined time (2)
- I can't remember (3)

Page Break

open If you would like, please leave any comments you have about the study:

_____

End of Block: Post-Treatment

Start of Block: End of Survey Message

end_message Thank you for taking part in this study. Please click the button below to be redirected back to Prolific and register your submission.

End of Block: End of Survey Message