Documentation for "Public Perceptions of Television and Online Political Advertising"
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1. Datasets

1. ad_experiment.dta (this Stata file contains the survey data that are used for our analyses)

2. figure-data-overall.dta (this Stata file contains the estimates needed to create Figure 2)

3. age-figure-data.dta (this Stata file contains the estimates needed to create Figure 3 and Figure 4)

4. age-mode-figure-data.dta (this Stata file contains the estimates needed to create Figure 5 and Figure 6)

2. Replication code

syntax-replication.do (this Stata file runs all analyses and creates the figures)

3. Log file

ad_experiment_output.log

#4. Appendix

Appendix_perceptions-online-advertising-5apr24.docx (this file contains additional information about the survey sample, results from unrotated exploratory factor analysis, additional statistics and model results, and question wordings from the survey)