Codebook

Manuscript: "When are explicit racial appeals accepted? Examining the role of racial status threat"
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Data: Original Qualtrics survey (Approved by UNC IRB #18-2732) part of a larger, multi-investigator survey data collection effort: Hetherington, Marc, Pamela Conover, Amanda Aziz, Leah Christiani, Maura McDonald, and Sarah Treul. "Public attitudes in the 2018 election." *The University of North Carolina at Chapel Hill.*

Variable	Variable Name	Description
Age	age	Age, in years
Gender	gender	1 = Male 0 = Female
Yearly household income	income	1 Less than $5,000 (1) $5,000 - $9,999 (2) $10,000 - $14,999 (3) $15,000 - $19,999 (4) $20,000 - $24,999 (5) $25,000 - $29,999 (6) $30,000 - $34,999 (7) $35,000 - $39,999 (8) $40,000 - $49,999 (9) $50,000 - $59,999 (10) $60,000 - $69,000 (11) $70,000 - $79,999 (12) $80,000 - $89,999 (13) $90,000 - $99,999 (14) $100,000 - $124,999 (15) $125,000 - $149,000 (16) $150,000 - $174,999 (17) $175,000 - $200,000 (18) $200,000 or more (19)
Education	education	9th Grade or less (1) 10th Grade (2) 11th Grade (3) 12th Grade, but no diploma (4) High school diploma or equivalent (GED) (5) Some college but no degree (6) Two-year/Associate's degree (7) Four-year/Bachelor's degree (8) Master's degree (9) Professional degree (JD, MD, MPH) (10) Doctoral degree (Ph.D.) (11)

Ideology	ideology	Extremely liberal (1) Liberal (2) Slightly liberal (3) Moderate, middle of the road (4) Slightly conservative (5) Conservative (6) Extremely conservative (7)
Party identification	partyidentification	7-point party identification ranging from 1 = strong Democrat to 7 = strong Republican
Party identification, binned	pid_naive	Democrat: All Democratic identifiers and Independents who lean Democratic Independent: Independents who lean neither toward Democrats or Republicans Republican: All Republican identifiers and Independents who lean Republican
Racial resentment	racialresentment	Index composed of answers to four items. Answer options range strongly agree to strongly disagree on a four-point scale. * = reverse coded. The mean value of the four items was taken and then was rescaled to range from 0 to 1. Higher values indicate more racial resentment. Items: 1. The Irish, Italians, Jews and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors. * 2. It is really a matter of not trying hard enough; if Blacks would only try harder they could be just as well off as Whites. * 3. Generations of slavery and discrimination have created conditions that make it difficult for Blacks to work their way out of the lower class. 4. Over the past few years, Blacks have gotten less than they deserve.

Racial resentment, binned	rr_bin	Lower RR: racial resentment score less than or equal to 0.42 Medium RR: racial resentment score above 0.42 and below 0.70 Higher RR: racial resentment score of 0.70 or more
Status threat (wave 1)	stthreat	Wave 1 level of agreement with the statement: "Racial minorities are likely to reduce the influence of White Americans in society very soon." 1 = Strongly disagree 2 = Disagree 3 = Somewhat disagree 4 = Neither agree nor disagree 5 = Somewhat agree 6 = Agree 7 = Strongly agree
Wave 1 emotional reactions to the question: "When you think about a growing racial minority population in the US, how does it make you feel?"		
Anxious	threatemot_wave1_1	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Proud	threatemot_wave1_2	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Angry	threatemot_wave1_3	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Hopeful	threatemot_wave1_4	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Worried	threatemot_wave1_5	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely

Excited	threatemot_wave1_6	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Felt threat scale	w1.threatemot_combo_anxiety3	Average of responses to anxious, angry, and worried.
Wave 2 emotional reactions to the question: "How much did the news story you read make you feel...?" (Measure of mediators, immediately following treatment).		
Anxious	w2.article_feel_1	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Proud	w2.article_feel_2	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Angry	w2.article_feel_3	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Hopeful	w2.article_feel_4	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Worried	w2.article_feel_5	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Excited	w2.article_feel_6	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Felt threat scale	w2.article_feel_combo_anxiety3	Average of responses to anxious, angry, and worried.
Wave 2 emotional reactions to the question: "Generally speaking, how does the flyer make you feel?"		
Anxious	w2.flyer_feels_1	1 = Not at all 2 = Slightly 3 = Moderately

		4 = Very 5 = Extremely
Proud	w2.flyer_feels_2	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Angry	w2.flyer_feels_3	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Hopeful	w2.flyer_feels_4	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Worried	w2.flyer_feels_5	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Excited	w2.flyer_feels_6	1 = Not at all 2 = Slightly 3 = Moderately 4 = Very 5 = Extremely
Felt threat scale	w2.flyer_feels_combo_anxiety3	Average of responses to anxious, angry, and worried.
Flyer: Fair point	w2.flyer_fairpt	Wave 2 "Do you think the flyer makes a fair point?" 1 = Not at all fair 2 = Not too fair 3 = A little fair 4 = Somewhat fair 5 = Very fair
Flyer: Vote	w2.flyer_vote	Wave 2 "If he was running in your district, how likely is it that you would support this candidate, Jacob Miller, for office?" 1 = Extremely unlikely 2 = Very unlikely 3 = Somewhat unlikely 4 = Somewhat likely 5 = Very likely

		6 = Extremely likely
Flyer: Offend	w2.flyer_offend	Wave 2 "Are you offended by the claims made in the flyer?" 1 = Not at all offended 2 = Not too offended 3 = A little offended 4 = Very offended 5 = Extremely offended
Flyer: Insensitive	w2.flyer_insens	Wave 2 "How racially insensitive is the flyer, in your opinion?" 1 = Not insensitive at all 2 = Not too insensitive 3 = A little insensitive 4 = Very insensitive 5 = Extremely insensitive
Flyer: Conflict	w2.flyer_conflict	Wave 2 "How strongly does the flyer focus on conflict between blacks and whites in America?" 1 = Not at all strongly 2 = Not too strongly 3 = A little strongly 4 = Very strongly 5 = Extremely strongly
Flyer: Agree	w2.flyer_agree	Wave 2 "Do you agree or disagree with the flyer's claim that government handouts to African Americans need to be decreased?" 1 = Strongly disagree 2 = Disagree 3 = Somewhat disagree 4 = Neither agree nor disagree 5 = Somewhat agree 6 = Agree 7 = Strongly agree
Status threat (wave 2) (raw)	w2_chr_stthreat	Raw version of w2.article_stthreat (below). Reverse coded.
Status threat (wave 2) (cleaned)	w2.article_stthreat	Wave 2 level of agreement with the statement: "Racial minorities are likely to reduce the influence of White Americans in society very soon." 1 = Strongly disagree

		2 = Disagree 3 = Somewhat disagree 4 = Neither agree nor disagree 5 = Somewhat agree 6 = Agree 7 = Strongly agree
Experimental treatment condition (raw)	condition	Raw version of the experimental treatment condition variable. Control: Control Status Allay: SA_Treatment2 Status Threat: ST_Treatment1
Experimental treatment condition (cleaned)	condition_name	Cleaned version of the experimental treatment condition variable. Control Status Allay Status Threat
Experimental treatment condition (numeric)	condition_2	Numeric version of the experimental treatment condition variable. 1 = Status threat 2 = Status allay 3 = Control
Wave 2 indicator variable	w2_wave2	0 = Respondent did not participate in wave 2 of the survey 1 = Respondent did participate in wave 2 of the survey