Codebook for Emotions on our Screens
Study 3, YouGov

Pre-treatment measures:
[clim_real] Some people say that global temperatures have been going up over the past 100 years - the phenomenon called "climate change." Do you think that climate change is happening?

1. Definitely is happening
2. Probably is happening
3. Probably is not happening
4. Definitely is not happening

Treatment:
[excerpt_treat]

1. Control
2. Sadness
3. Fear

[Control]
This is the snippet from an article on climate change written by journalist Casey Smith:

Patricia Merrill, a 9th grade teacher is concerned about climate change.

"It is something that I think about often. I think about bringing kids into an uncertain future and an uncertain world." Merrill said she spends a good deal of time reading about climate change.

Merrill is just one of a quarter of adults who, in a recent poll, say climate change is part of the reason they didn't have children. A Morgan Stanley analysis found that the decision "to not have children owing to fears over climate change is growing and impacting fertility rates quicker than any preceding trend in the field of fertility decline."

By Casey Smith

[Sadness]
This is the snippet from an article on climate change written by journalist Casey Smith:

Patricia Merrill, a 9th grade teacher is concerned about climate change.

"It is something that I think about often and it makes me very sad. I am overwhelmed by the sadness of bringing kids into an uncertain future and an uncertain world." Merrill said she spends good deal of time reading about climate change and becomes so sad that she has a difficult time getting through the day.

Merrill is just one of a quarter of adults who, in a recent poll, say climate change is part of the reason they didn't have children. A Morgan Stanley analysis found that the decision "to not have

children owing to fears over climate change is growing and impacting fertility rates quicker than any preceding trend in the field of fertility decline."

By Casey Smith

[Fear]
This is the snippet from an article on climate change written by journalist Casey Smith:

Patricia Merrill, a 9th grade teacher is concerned about climate change.

It is something that I think about often and it makes me very afraid. I am overwhelmed by the fear of bringing kids into an uncertain future and an uncertain world." Merrill said she spends good deal of time reading about climate change and becomes so fearful that she has a difficult time getting through the day.

Merrill is just one of a quarter of adults who, in a recent poll, say climate change is part of the reason they didn't have children. A Morgan Stanley analysis found that the decision "to not have children owing to fears over climate change is growing and impacting fertility rates quicker than any preceding trend in the field of fertility decline."

By Casey Smith

Dependent variables
[Credible] Although you only saw a brief piece of a feature article written by journalist Casey Smith, in your view, how credible is Casey Smith as a journalist?

1. Very credible
2. Credible
3. Somewhat credible
4. Not credible at all

[appropriate] Casey Smith's article on climate change was appropriate.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[read] If given the opportunity, I would read more articles written by Casey Smith.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[persuade] Do you agree or disagree with the following statement: The goal of Casey Smith, the journalist who wrote this article was to persuade.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

Variables provided by YouGov:

[gender]

1. Male
2. Female

[race]

1. White
2. Black
3. Hispanic
4. Asian
5. Native American
6. Two or more races
7. Other
8. Middle Eastern

[educ] Education

1. No HS
2. High school graduate
3. Some college
4. 2-year degree
5. 4-year degree
6. Post-graduate degree

[faminc_new] Fmaily income

1. Less that $10,000
2. $10,000 - $19,999
3. $20,000 - $29,999
4. $30,000 - $39,999
5. $40,000 - $49,999
6. $50,000 - $59,999
7. $60,000 - $69,999
8. $70,000 - $79,999
9. $80,000 - $99,999
10. $100,000 - $119,999
11. $120,000 - $149,999
12. $150,000 - $199,999
13. $200,000 - $249,999

14. $250,000 - $349,999
15. $350,000 - $499,999
16. $500,000 or more
97. Prefer not to say

[pid3] Party identification
1. Democrat
2. Republican
3. Independent
4. Other
5. Not sure

[birthyr] Birth year [insert year]