Codebook for Emotions on our Screens
Study 2, YouGov

Pre-treatment measures:

[SBU1103] 7 point Party ID
1. Strong Democrat
2. Not very strong Democrat
3. Lean Democrat
4. Independent
5. Lean Republican
6. Not very strong Republican
7. Strong Republican
8. Not sure
9. Don't know

[SBU1104] 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
5. Don't know

[SBU105] How much do you personally worry about global warming or climate change?
[Scale 1 – 10]
1 = I do not worry at all
10 = I worry a great deal

[SBU1106] I sometimes find it difficult to see things from the "other guy's" point of view.
1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[SBU1107] I sometimes try to understand my friends better by imagining how things look from their perspective.
1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[SBU1108] When I'm upset at someone, I usually try to "put myself in his shoes" for a while.

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

[SBU1111] Treatments (random assignment to one of the following):

1. Pro Climate control
2. Pro Climate sadness
3. Anti Climate control
4. Anti Climate sadness

[Pro Climate Control]
Anchor: The Franklin County school district is planning on teaching climate change in county middle schools and high schools beginning next academic year. Advocates say that students need to hear about this important issue, though not everyone thinks this is a good idea. But Patricia Merrill, a mother of a ninth grader strongly favors the program. She says thinking about this issue makes her concerned.

Merrill Soundbite: The activists opposing this are going to harm our planet. They say they care about kids, but they aren't thinking about their future.

The Franklin County school board will hold a meeting on the proposal in January.

[Pro Climate Sadness]
Anchor: The Franklin County school district is planning on teaching climate change in county middle schools and high schools beginning next academic year. Advocates say that students need to hear about this important issue, though not everyone thinks this is a good idea. But Patricia Merrill, a mother of a ninth grader strongly favors the program. She says thinking about this issue makes her cry.

Merrill Soundbite: The activists opposing this are going to destroy our planet. They say they care about kids, but they aren't thinking about their future.

The Franklin County school board will hold a meeting on the proposal in January.

[Anti Climate Control]
Anchor: The Franklin County school district is planning on teaching climate change in county middle schools and high schools beginning next academic year. Advocates say that students need to hear about this important issue, though not everyone thinks this is a good idea. But Patricia Merrill, a mother of a ninth grader strongly opposes the program. She says thinking about this issue makes her concerned.

Merrill Soundbite: The activists supporting this are pushing proposals that are going to harm our economy. They say they care about kids, but they aren't thinking about their future.

The Franklin County school board will hold a meeting on the proposal in January.

[Anti Climate Sadness]
Anchor: The Franklin County school district is planning on teaching climate change in county middle schools and high schools beginning next academic year. Advocates say that students need to hear about this important issue, though not everyone thinks this is a good idea. But Patricia Merrill, a mother of a ninth grader strongly opposes the program. She says thinking about this issue makes her cry.

Merrill Soundbite: The activists supporting this are pushing proposals that are going to destroy our economy. They say they care about kids, but they aren't thinking about their future.

The Franklin County school board will hold a meeting on the proposal in January.

Post-treatment measures:
[SBU1112] Do you agree with Merrill's position that climate change **[should/should not** *(matching treatment condition)***]** be taught in the classroom?

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

[SBU1113] How appropriate is Patricia Merrill's response to climate change?

1. Very inappropriate
2. Somewhat inappropriate
3. Neither appropriate nor inappropriate
4. Somewhat appropriate
5. Very appropriate

[SBU1114] How much do you personally worry about global warming or climate change?
[Scale 1 – 10]
1 = I do not worry at all
10 = I worry a great deal

[action] In the next six months, how likely are you to take the following actions to help stop climate change?
Items:

- [SBU1115] Sign a petition
- [SBU1116] Attend a rally or protest
- [SBU1117] Talk to your friends and neighbors about the issue
- [SBU1118] Turn out to vote in favor of climate change mitigation

[Scale 1-7]
1 = Extremely likely
7 = Extremely unlikely

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

[ideo5] Ideology

1. Very liberal
2. Liberal
3. Moderate
4. Conservative
5. Very conservative
6. Not sure

[birthyr] Birth year [insert year]