Codebook for Emotions on our Screens
Study 4, Prolific

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
5. Don't know

[clim_worry1] 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

Treatment:
[condition]

1. Text
2. Comment
3. Tweet
4. News

[Text]
Morgan Stanley recently released a report that the decision to not have children owing to fears over climate change is growing and impacting fertility rates faster than any preceding trend in the field of fertility decline.

Imagine that someone named Patricia Merrill sent the following text to a friend about this report:

[text] "People don't want to have kids bc of climate change. That makes sense! I read so much about climate change and get so sad that I honestly have trouble getting through the day sometimes."

[Comment]
Morgan Stanley recently released a report that the decision to not have children owing to fears over climate change is growing and impacting fertility rates faster than any preceding trend in the field of fertility decline.

Imagine that someone named Patricia Merrill posted the following comment on a news article about this report:

[text] "People don't want to have kids bc of climate change. That makes sense! I read so much

about climate change and get so sad that I honestly have trouble getting through the day sometimes."

[Tweet]
Morgan Stanley recently released a report that the decision to not have children owing to fears over climate change is growing and impacting fertility rates faster than any preceding trend in the field of fertility decline.

Imagine that someone named Patricia Merrill posted this on the social media platform Twitter/X:

[text] "People don't want to have kids bc of climate change. That makes sense! I read so much about climate change and get so sad that I honestly have trouble getting through the day sometimes."

[News]
Please read the following quote from Patricia Merrill, which was included in a news article. The article is about a new Morgan Stanley analysis 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.

[text] "People don't want to have kids because of climate change. That makes sense! I read so much about climate change and get so sad that I honestly have trouble getting through the day sometimes."

Dependent variables

Please indicate whether you agree or disagree with the following statements about Patricia Merrill [5pt agreement]:
1 = Strongly agree
5 = Strongly disagree
1. [persuasion] Patricia Merrill's goal is to persuade.
2. [authenticity] Patricia Merrill's [email/tweet/comment] is sincere.
3. [trustworthy] Patricia Merrill is trustworthy.

[sadness] How sad is Patricia Merrill?
1. Not at all sad
2. A little sad
3. Moderately sad
4. Very sad
5. Extremely sad

[clim_worry2] 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

Control variables

[age] How old are you?

1. 18-25
2. 26-35
3. 36-45
4. 46-55
5. 56-65
6. 66-75
7. 75-85
8. 85+

[gen] Do you describe yourself as a man, a woman, or in some other way?

1. Man
2. Woman
3. Some other way

[r_group] What racial or ethnic group best describes you?

1. Asian
2. Black
3. Hispanic-Latino
4. Native American
5. White
6. Other

[educ] Please indicate the highest level of education you have completed.

1. High school or equivalent
2. Vocational/technical school (2 Year)
3. Some college
4. College graduate (4 year)
5. Master's Degree (MA, MS, etc)
6. Doctoral Degree (PhD)
7. Professional Degree (MD, JD, etc)

[pid1] Generally speaking, do you think of yourself as a Republican, a Democrat, and Independent, or other?

1. Republican
2. Democrat
3. Independent
4. Oter