Codebook for Emotions on our Screens
Study 6, CloudResearch

Note: The following codebook includes the information needed to replicate Study 6, as well as the post-hoc check on Study 4.

Pre-treatment questions

[educ] What is the highest degree or level of school that you have completed?

1. I do not have a high school degree or GED
2. Regular high school degree
3. GED or alternative credential
4. Some college credit, no degree
5. Associate's degree (for example: AA, AS)
6. Bachelor's degree (for example: BA, BS)
7. Graduate or professional degree

[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+

[full_some] Do you currently have an account on any of the following social media sites? (select all that apply) (*Note: Variable is coded such that full_some_1 is equal to -99 if a respondent does not select Twitter/X, and 1 if they do. Each full_some variable corresponds to the social media sites listed below.)*

1. Twitter/X
2. Facebook
3. TikTok
4. Instagram
5. LinkedIn

The following social media questions are only asked of respondents who in the previous question indicate they use that site.

[twitter] How often do you use Twitter/X? By "use" we mean both, posting to the platform and just looking at things other people have posted.

1. Almost constantly
2. Several times a day
3. About once a day
4. Several times a week
5. Less often

-99. Question seen but not answered.

[facebook] How often do you use Facebook? By "use" we mean both, posting to the platform and just looking at things other people have posted.

1. Almost constantly
2. Several times a day
3. About once a day
4. Several times a week
5. Less often

-99. Question seen but not answered.

[tiktok] How often do you use TikTok? By "use" we mean both, posting to the platform and just looking at things other people have posted.

1. Almost constantly
2. Several times a day
3. About once a day
4. Several times a week
5. Less often

-99. Question seen but not answered.

[insta] How often do you use Instagram? By "use" we mean both, posting to the platform and just looking at things other people have posted.

1. Almost constantly
2. Several times a day
3. About once a day
4. Several times a week
5. Less often

-99. Question seen but not answered.

[linkedin] How often do you use LinkedIn? By "use" we mean both, posting to the platform and just looking at things other people have posted.

1. Almost constantly
2. Several times a day
3. About once a day
4. Several times a week
5. Less often

-99. Question seen but not answered.

[pid1] [randomize order of Republican and Democrat]

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or other?

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

[if pid = Republican or democrat]
[pid_sw]
Would you call yourself a strong [Republican/Democrat] or a not very strong [Republican/Democrat]?

1. Strong
2. Not very strong

[if pid = Independent or Other]
[order of parties randomized]
[pid_lean] Do you think of yourself as CLOSER to the Republican Party or to the Democratic Party?

1. Republican Party
2. Democratic Party
3. Neither Party

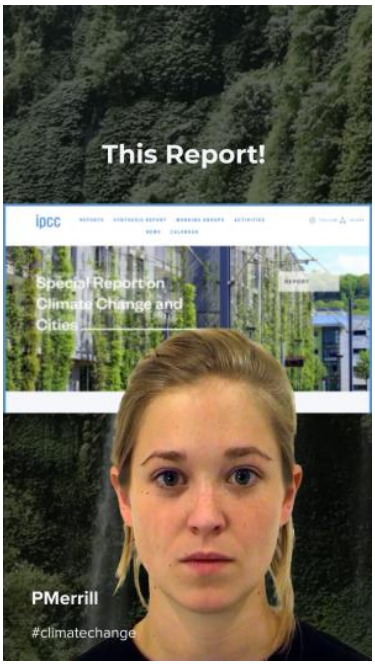
[clim1_pre] Some people say that global temperatures have been going up over the past 100 years - the phenomenon called "climate change." Do you think that climate change is happening?

1. Definitely is happening
2. Probably is happening
3. Probably is not happening
4. Definitely is not happening
5. Don't know

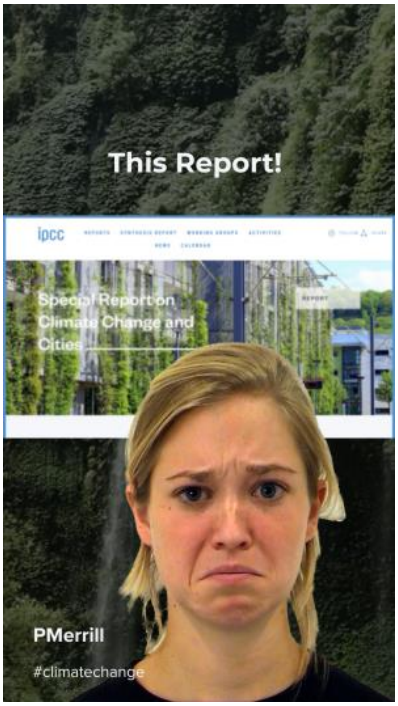
[clim_pre2] How much do you personally worry about global warming or climate change?
[Scale 1 – 10]
1 = I do not worry at all
10 = I worry a great deal

Study 6 Treatments
[condition] Random assignment to one of three conditions:

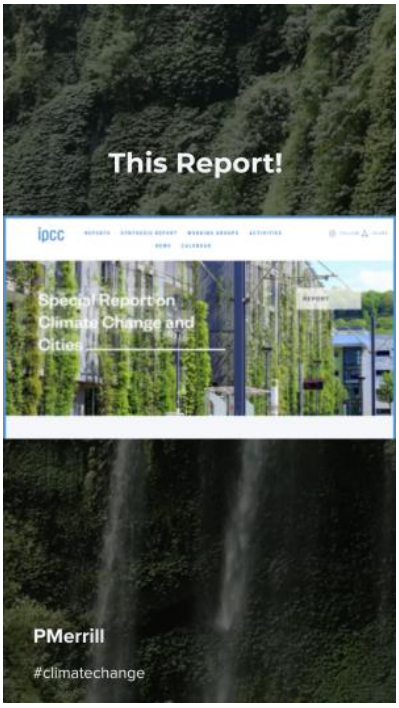
1. No face
2. Neutral face
3. Sad face



[Neutral TikTok] Imagine that someone named Patricia Merrill posted this on the social media platform TikTok about an upcoming report from the Intergovernmental Panel on Climate Change.
This is only a screen shot of the post. In her post, Patricia Merrill says "So many people are thinking about climate change. In case it helps, I just found this report and what it says is really important."



[Sad TikTok] Imagine that someone named Patricia Merrill posted this on the social media platform TikTok about an upcoming report from the Intergovernmental Panel on Climate Change.
This is only a screen shot of the post. In her post, Patricia Merrill says "So many people are thinking about climate change. In case it helps, I just found this report and what it says is really important."



[No face] Imagine that someone named Patricia Merrill posted this on the social media platform TikTok about an upcoming report from the Intergovernmental Panel on Climate Change.
This is only a screen shot of the post. In her post, Patricia Merrill says "So many people are thinking about climate change. In case it helps, I just found this report and what it says is really important."

Please indicate whether you agree or disagree with the following statements about Patricia Merrill: [Scale: 1-5]
1=Strongly disagree
5= Strongly agree

- [persuade] Patricia Merrill's goal is to persuade.
- [sincere] Patricia Merrill's TikTok is sincere.
- [trust] Patricia Merrill is trustworthy.
- [appropriate] Patricia Merrill's post is appropriate.

[sad] How sad is Patricia Merrill?

1. Not at all sad
2. A little sad
3. Moderately sad
4. Very sad
5. Extremely sad

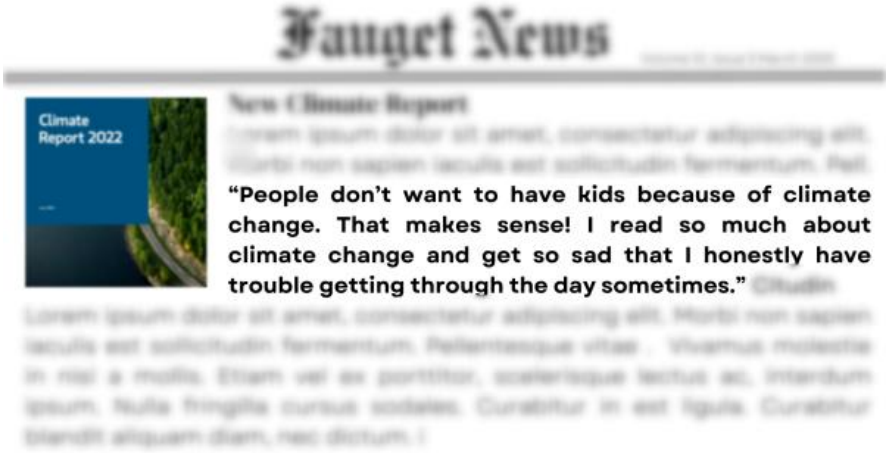
Study 4 Post-Hoc Check

[teachertreat] Random assignment to read comment on Morgan Stanley report that is either made by a teacher or who's job isn't specified.

1. Teacher
2. Not teacher

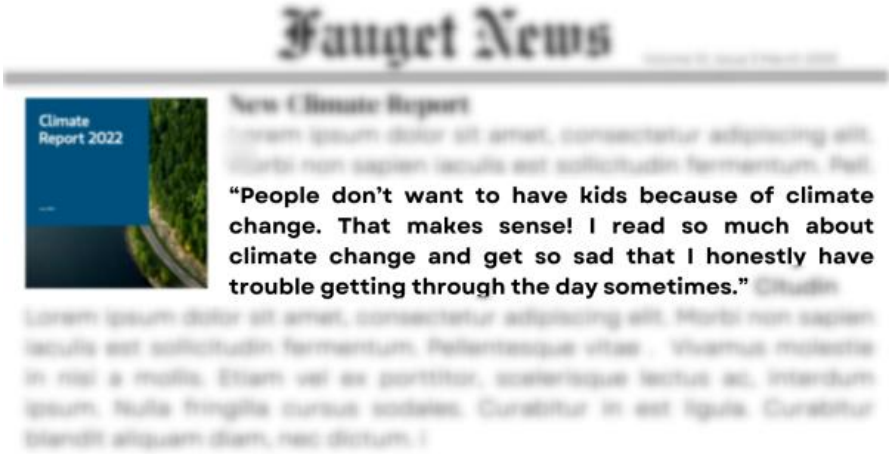
[teacher condition]
Morgan Stanley recently released a report that people are making the decision to not have children due to fears over climate change.

Imagine that a person, who is a 9th grade teacher, made the following comment in an interview with a journalist, which was then included in a news article about the report:



[not teacher condition]
Morgan Stanley recently released a report that people are making the decision to not have children due to fears over climate change.

Imagine that a person made the following comment in an interview with a journalist, which was then included in a news article about the report:



[sought] Do you think that in the story above the journalist sought out the person to interview or the person sought out the journalist to give their opinion?

Select the option that comes closest to your opinion.

1. The journalist picked who to interview

2. The person sought out the journalist

[rep] In the story above, do you think the person who gave the quote is....

Select the option that comes closest to your opinion
1. Representative of the general public
2. Significantly different from the general public

[control] When you read the description that someone "made the following comment in an interview with a journalist" – do you imagine that….
1. The journalist had most of the control over the final included quote
2. The journalist had somewhat more control than the interviewed person over the final included quote
3. The journalist and the person interviewed had equal control over the final included quote
4. The person interviewed had somewhat more control than the journalist over the final included quote
5. The person interviewed had most of the control over the final included quote

[selfpromotion] Which of these communication channels do you believe would get a person the largest audience?
1. Being interviewed by a journalist
2. Leaving a comment on a news article