Codebook for Emotions on our Screens
Study 1, CloudResearch

Pre-treatment measures:
[ccimportant] 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

Treatments:
The following is an excerpt from a longer feature on climate change.

Control:
In 2020, a Morning Consult poll found that a quarter of adults without children 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."

"It is something that I think about often," [Patrick/Patricia] Merrill, a 9-th grade teacher said. "I think about bringing kids into an uncertain future and an uncertain world." Merrill said [he/she] spends a good deal of time reading about climate change.

Treatment 1 (sadness):
In 2020, a Morning Consult poll found that a quarter of adults without children 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."

"It is something that I think about often and it makes me very sad," [Patrick/Patricia] Merrill, a 9-th grade teacher said. "I am overwhelmed by the sadness of bringing kids into an uncertain future and an uncertain world." Merrill said [he/she] spends good deal of time reading about climate change, and becomes so sad that [he/she] has a difficult time getting through the day.

Treatment 2 (fear):
In 2020, a Morning Consult poll found that a quarter of adults without children 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."

"It is something that I think about often and it makes me very afraid," [Patrick/Patricia] Merrill, a 9-th grade teacher said. "I am overwhelmed by the fear of bringing kids into an uncertain future and an uncertain world." Merrill said [he/she] spends good deal of time reading about climate change, and becomes so fearful that [he/she] has a difficult time getting through the day.

Treatment variables:
[emotion_treat] Treatment category by emotion.

0. Control
1. Sad
2. Fear

[fem_treat] Treatment category by speaker gender.

0. Man (Patrick)
1. Woman (Patricia)

Dependent variables
[ccimportant2] 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

[effic1] I believe my actions have an influence on global warming and climate change.
[Scale 1-5]
1 = Strongly disagree
5 = Strongly agree

[effic2] My actions to reduce the effects of global warming and climate change in my community will encourage others to reduce the effects of global warming through their own actions.
[Scale 1-5]
1 = Strongly disagree
5 = Strongly agree

[discuss] How willing would you be to discuss climate change with [Patrick/Patricia] Merrill?
[Scale 1-5]
1 = Very unwilling
5 = Very willing

[know] How knowledgeable do you believe [Patrick/Patricia] Merrill is about climate change?
[Scale 1-5]
1 = Very unknowledgeable
5 = Very knowledgeable

Socio-demographic variables
[race] What is your race? Choose all that apply

1. White
2. Black or African American
3. Asian
4. American Indian or Alaska Native
5. Native Hawaiian or Pacific Islander
6. Some other race

[age] How old are you?

1. 18 – 25
2. 26 – 35
3. 36 – 45
4. 46 – 55
5. 56 – 65
6. 66 – 75
7. 76 – 85
8. 85 +

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

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

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

1. Woman
2. Man
3. Some other way

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

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

[pidlean – *display if respondent indicated they are an independent or other*] Do you think of yourself as closer to the Republican or Democratic party?

1. Closer to the Republican party
2. Closer to the Democratic Party
3. Neither

[pidstrong – *display if respondent indicated they are a Democrat or Republican*] Do you think of yourself as a strong [Democrat/Republican] or a not very strong [Democrat/Republican]?

1. Strong [Democrat/Republican]
2. Not very strong [Democrat/Republican]