Codebook for Emotions on our Screens
Study 5, 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] Respondents randomly assigned to tweet, neutral TikTok, or sad TikTok. This variable is a string variable noting if respondents are in the tweet, sad TikTok (stiktok) or neutral TikTok (ntiktok) condition.

[condition_num]

1. Tweet
2. Neutral TikTok
3. Sad TikTok

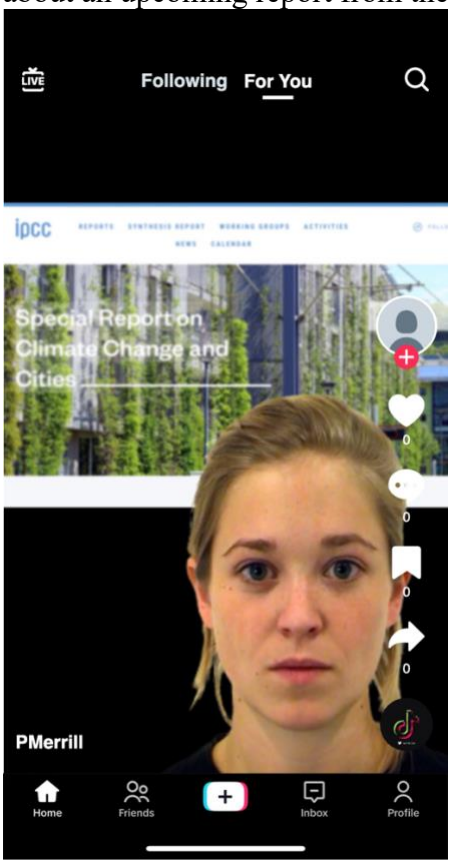
[Tweet]:
Imagine that someone named Patricia Merrill posted this on the social media platform Twitter/X about an upcoming report from the Intergovernmental Panel on Climate Change:

Patricia Merrill
@PMerrill

So many people are thinking about climate change. This makes sense! I read so much about climate change and get so sad that I honestly have trouble getting through the day sometimes.

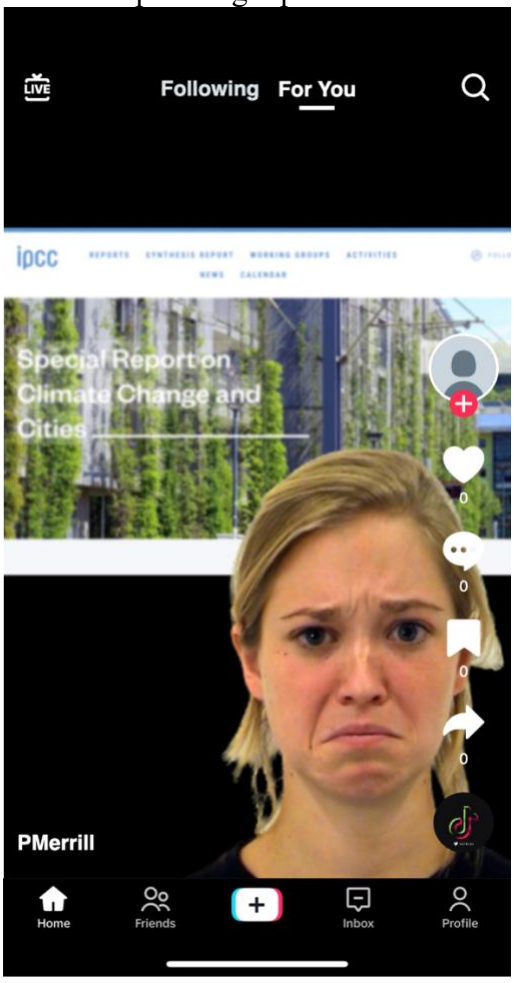
12:44 PM · Sep 07, 2022

[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. This makes sense! I read so much about climate change and get so sad that I honestly have trouble getting through the day sometimes.”

[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. This 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]:
5 = Strongly agree
1 = Strongly disagree
1. [persuasion] Patricia Merrill's goal is to persuade.
2. [authenticity] Patricia Merrill's [tweet/tiktok] is sincere.
3. [trustworthy] Patricia Merrill is trustworthy.
4. [appropriate] Patricia Merrill's post is appropriate.

[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

Socio-demographic variables:

[gender] Do you describe yourself as a man, a woman, or in some other way?
1. Man
2. Woman
3. Some other way

[Age] What is your age?
[ENTER NUMBER BETWEEN 18 AND 110]

[Education] 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

[Income] Thinking back over the last year, what was your family's annual income?
1. Less than $10,000
2. [10k increments until 99k]
3. $100,000-119,999
4. $120,000-149,999
5. $150,000-199,999
6. $200,000-$249,999
7. $250,000-349,999
8. $350,000-499,999
9. $500,000 or more
10. Prefer not to say

[Hispanic] Are you of Hispanic, Latino or Spanish Origin?
1. Yes
2. No

[Ethnicity] 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

[pid] [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]
[p_strength]
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_ind] 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