# "Tuning In, Not Turning Out:
# Evaluating the Impact of Ethnic Television on
# Political Participation"
# Codebook

## Contents

# 1 wuvc_nc_voting_data.csv

- id (numeric index)

- voted.2000, voted.2004, voted.2008, voted.2012

    - Binary variable measuring general election turnout in 2000, 2004, 2008, and 2012.
    - Values: 0 (Did not vote), 1 (Voted)

- district

    - North Carolina Congressional District (Wayne County)
    - Values: 1 (Congressional District 1), 3 (Congressional District 3)

- b

    - Buffer size in meters

- treatment

    - Binary variable indicating whether R resides inside of the FCC reception contour.
    - Values: 0 (Residence outside of reception contour), 1 (Residence inside of reception contour)

# 2 wuvc_nc_balance_data.csv

- id (numeric index)

- voted.2000, voted.2004, voted.2008, voted.2012

    - Binary variable measuring general election turnout in 2000, 2004, 2008, and 2012.
    - Values: 0 (Did not vote), 1 (Voted)

- district

    - North Carolina Congressional District (Wayne County)
    - Values: 1 (Congressional District 1), 3 (Congressional District 3)

- treatment

- Binary variable indicating whether R resides inside of the FCC reception contour.
- Values: 0 (Residence outside of reception contour), 1 (Residence inside of reception contour)

- age
  - R's age in the L2 voter file

- gender
  - R's sex in the L2 voter file
  - Values: 0 ("Male"), 1 ("Female")

- parties
  - R's party registration in the L2 voter file
  - Values: 1 ("Democrat"), 2 ("Other"), 3 ("No Party Affiliation), 4 ("Republican")

- democrat
  - Binary variable measuring whether R is registered as a Democrat.
  - Values: 1 ("Democrat"), 0 otherwise

- republican
  - Binary variable measuring whether R is registered as a Republican.
  - Values: 1 ("Republican"), 0 otherwise

- other
  - Binary variable measuring whether R is not registered as a Republican or Democrat.
  - Values: 1 ($\neg$ "Republican" $\vee$ $\neg$ "Democrat"), 0 otherwise

- m50, m100, m200, m300, m400, m500, m750, m1000, m3000
  - Binary indicators for different buffer sizes.

- dish
  - Binary variable measuring whether R has a DISH network or cable subscription.

– Values: 0 (No Cable or DISH), 1 (Cable or DISH)

- popdens2000

  – Block-group population density (2000 Census)

- totalpop2000

  – Block-group total population (2000 Census)

- pcthisp2000

  – Block-group % Hispanic (2000 Census)

# 3   wuvc_nc_aux_data.csv

- id (numeric index)

- p_his

  – Probability of R being Hispanic based on surname.

- t

  – Binary variable indicating whether R lives inside of the FCC reception contour.

  – Values: 0 (Residence outside of reception contour), 1 (Residence inside of reception contour)

- latino

  – Binary variable measuring whether R identifies as Latino.

  – Values: 1 ("Latino"), 0 otherwise

- st_distance

  – Continuous variable measuring distance from the FCC reception contour.

# 4  wbwp_fl_voting_data.csv

- id (numeric index)

- age
    - R's age in the Florida Department of Elections voter file

- gender
    - R's sex in the Florida Department of Elections voter file
    - Values: 0 (Male), 1 (Female)

- rep
    - Binary variable measuring whether R is a registered Republican.
    - Values: 1 ("Republican"), 0 otherwise

- v2000, v2004, v2008, v2012
    - Binary variable measuring general election turnout in 2000, 2004, 2008, and 2012.
    - Values: 0 (Did not vote), 1 (Voted)

- treat
    - Binary variable indicating whether R resides inside of the FCC reception contour.
    - Values: 0 (Residence outside of reception contour), 1 (Residence inside of reception contour)

# 5  national_nsl_data.csv

Pew Hispanic Center. 2006. "National Survey of Latinos." Washington, DC: Pew Research Center for the People & the Press. http://www.pewhispanic.org/2006/07/13/2006-national-survey-of-latinos/.

- vote.plan
    - Binary variable measuring turnout intention in 2012 (Q17)
    - Question text: "Do you yourself plan to vote in the election this November?"

– Values: 0 ("No"), 1 ("Yes")

- sum

    – Sum of Spanish-language stations in R's county

- education

    – Ordinal variable measuring self-reported level of education (Q72)

    – Question text: "What is the highest level of school you have completed or the highest degree you have received?"

    – Raw values: 1 ("Less than high school (Grades 1-8 or no formal schooling)"), 2 ("High school incomplete (Grades 9-11 or Grade 12 with NO diploma)"), 3 ("High school graduate (Grade 12 with diploma or GED certificate)"), 4 ("Some college, no degree (includes community college)"), 5 ("Two year associate degree from a college or university"), 6 ("Four year college or university degree/Bachelor's degree (e.g., BS, BA, AB)"), 7 ("Some postgraduate or professional schooling, no postgraduate degree"), 8 ("Postgraduate or professional degree, including master's, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)")

    – Recoded values: $1 \rightarrow 0$, $2 \rightarrow .143\ldots$, $3 \rightarrow .285\ldots$, $4 \rightarrow .428\ldots$, $5 \rightarrow .571\ldots$, $6 \rightarrow .714\ldots$, $7 \rightarrow .857\ldots$, $8 \rightarrow 1$

- income

    – Ordinal variable measuring R's self-reported household income in 2011 (Q74)

    – Question text: "Last year, that is in 2011, what was your total family income from all sources, before taxes?"

    – Raw values: 1 ("Less than 10,000"), 2 ("10 to under 20,000"), 3 ("20 to under 30,000"), 4 ("30 to under 40,000"), 5 ("40 to under 50,000"), 6 ("50 to under 75,000"), 7 ("75 to under 100,000"), 8 ("100 to under 150,000"), 9 ("150 or more")

    – Recoded values: $1 \rightarrow 0$, $2 \rightarrow .125$, $3 \rightarrow .25$, $4 \rightarrow .351\ldots$, $5 \rightarrow .375$, $6 \rightarrow .5$, $7 \rightarrow .625$, $8 \rightarrow .75$, $9 \rightarrow 1$

- gender

    – Binary variable measuring R's sex (Gender)

    – Values: 0 ("Male"), 1 ("Female")

- age
  - Continuous variable measuring R's age (Q73)
  - Note: variable is recoded to range from a minimum of 0 to a maximum of 1

- age2
  - Age (squared)

- english
  - Binary variable measuring whether R took survey in English or Spanish.
  - Values: 0 ("Spanish"), 1 ("English")

- bornus
  - Binary variable measuring whether R was born in the US. (Q4)
  - Question text: "Were you born on the island of Puerto Rico, in the United States, or in another country?"
  - Values: 1 ("United States $\vee$ Puerto Rico"), 0 otherwise

- partisanship
  - Five-point partisanship scale (Q61, Q62)
  - Question text: "In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?"
  - Raw values: 1 ("Democrat"), 2 ("Lean Democrat"), 3 ("Neither" $\vee$ "Other"), 4 ("Lean Republican"), 5 ("Republican")
  - Recoded values: $1 \rightarrow 0$, $2 \rightarrow .25$, $3 \rightarrow .5$, $4 \rightarrow .75$, $5 \rightarrow 1$

- pcthisp
  - County-level % Hispanic (2010 Census)

- pctunemp
  - County-level % unemployed (2010 Census)

- pctcollege
  - County-level % college graduate (2010 Census)

- sample12

  - Anonymized FIPS county code

- dominican

  - Whether R was born in the Dominican Republic (Q3)
  - Question text: "Now I want to ask you about you and your family's heritage. Are you Mexican, Puerto Rican, Cuban, Dominican, Salvadoran, or are you and your ancestors from another country?"
  - Values: 1 ("Dominican"), 0 otherwise

- cuban

  - Whether R was born in Cuba (Q3)
  - Question text: "Now I want to ask you about you and your family's heritage. Are you Mexican, Puerto Rican, Cuban, Dominican, Salvadoran, or are you and your ancestors from another country?"
  - Values: 1 ("Cuban"), 0 otherwise

- puerto

  - Whether R was born in the Puerto Rico (Q3)
  - Question text: "Now I want to ask you about you and your family's heritage. Are you Mexican, Puerto Rican, Cuban, Dominican, Salvadoran, or are you and your ancestors from another country?"
  - Values: 1 ("Puerto Rican"), 0 otherwise

- salvadoran

  - Whether R was born in El Salvador (Q3)
  - Question text: "Now I want to ask you about you and your family's heritage. Are you Mexican, Puerto Rican, Cuban, Dominican, Salvadoran, or are you and your ancestors from another country?"
  - Values: 1 ("Salvadoran"), 0 otherwise

## 6 national_ldees_data.csv

Latino Decisions. 2012. "Latino Decisions Election Eve Poll." Seattle, Washington: Latino Decisions. http://www.latinodecisions.com/2012-election-eve-polls/lee-methodology/

- vote2008

  - Binary variable measuring validated turnout in the 2008 general election

  - Values: 0 (Did not vote in person), 1 (Voted in person)

- contacted

  - Binary variable measuring self-reported campaign contacts (Q12)

  - Question text: "Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote?"

  - Values: 0 ("No"), 1 ("Yes")

- gopcontact

  - Binary variable measuring self-reported GOP contacts (Q13)

  - Question text: "Were you contacted by the Democrats, Republicans, both parties, or by representatives of community organizations?"

  - Values: 1 ("Republicans"), 0 otherwise

- demcontact

  - Binary variable measuring self-reported Democrat contacts (Q13)

  - Question text: "Were you contacted by the Democrats, Republicans, both parties, or by representatives of community organizations?"

  - Values: 1 ('Democrats"), 0 otherwise

- sum

  - Sum of Spanish-language stations in R's county

- income

  - Ordinal variable measuring household income (Q7)

  - Question text: "What was your total combined household income in 2011 before taxes. This question is completely confidential and just used to help classify the responses, but it is very important for our research. Just stop me when I read the correct category."

  - Raw values: 1 ("Less than 40,000"), 2 ("40,000 - 79,999"), 3 ("80,000 - 99,999"), 4 ("More than 100,000")

- Recoded values: $1 \rightarrow 0$, $2 \rightarrow .\bar{3}$, $3 \rightarrow .\bar{6}$, $4 \rightarrow 1$

- gender
  - Binary variable measuring R's sex (D8)
  - Values: 0 ("Male"), 1 ("Female")

- age
  - Variable measuring R's age (D5)
  - Note: variable is recoded to range from a minimum of 0 to a maximum of 1

- age2
  - R's age squared

- english
  - Variable measuring whether R took survey in English or Spanish. (S1)
  - Values: 0 ("Spanish"), 1 ("English")

- earliestregistrationdate, date
  - R's earliest registration date in the voter file

- cuban
  - Variable measuring whether R has Cuban ancestry
  - Values: 1 ("Cuban"), 0 otherwise

- puerto
  - Variable measuring whether R has Puerto Rican ancestry
  - Values: 1 ("Puerto Rican"), 0 otherwise

- education
  - Variable measuring R's education level. (D4)
  - Question text: "What is the highest level of education you completed?"
  - Raw values: 1 ("Grades 1 - 8"), 2 ("Some High School"), 3 ("High School graduate"), 4 ("Some College/Technical School"), 5 ( "College graduate"), 6 ("Post-graduate education")

- Recoded values: $1 \rightarrow 0$, $2 \rightarrow .2$, $3 \rightarrow .4$, $4 \rightarrow .6$, $5 \rightarrow .8$, $6 \rightarrow 1$

- bornus

    - Variable measuring whether R was born in the US. (Q4)
    - Question text: "Were you born in the United States, on the island of Puerto Rico, or in another country?"
    - Values: 1 ("US" $\vee$ "Puerto Rico"), 0 otherwise

- partisanship

    - Seven-point partisanship scale (Q15-Q16)
    - Question text: "Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?"
    - Values: 1 ("Strong Democrat"), 2 ("Not so strong Democrat"), 3 ("Lean Democrat"), 4 ("Neither"), 5 ("Lean Republican"), 6 ("Not so strong Republican"), 7 ("Strong Republican")

- pctunemp

    - County-level unemployment rate (2010 Census)

- pctcollege

    - County-level % college graduate (2010 Census)

- pcthisp

    - County-level % Hispanic (2010 Census)

- county

    - Anonymized FIPS county code

# 7 national_lns_data.csv

Fraga, Luis R., Garcia, John A., Hero, Rodney, Jones-Correa, Michael, Martinez-Ebers, Valerie, and Segura, Gary M. 2006 ."Latino National Survey." Ann Arbor, MI: Inter-university Consortium for Political and Social Research. https://doi.org/10.3886/ICPSR20862.v6.

- latino.participation

- – Binary variable capturing whether respondent participates in at least one "social, cultural, civic or political group" (COMPARP) that is "mostly Latino" (COMPGROUP)
  - – Values: 0, 1

- identity

  - – Ordinal variable capturing ethnic identity strength (LAIDENT)
  - – Question text: "how strongly or not do you think of yourself as Hispanic or Latino?"
  - – Values: 1 ("Not at all"), 2 ("Not very strongly"), 3 ("Somewhat strongly"), 4 ("Very strongly")

- pk

  - – Binary variable measuring knowledge of party ideology (CONCTPAR)
  - – Question text: "Which one of the political parties is more conservative than the other at the national level, the Democrats or the Republicans?"
  - – Values: 0 ("Democrats"), 1 ("Republicans")

- part_home

  - – Ordinal variable measuring political participation in home country (TRPOLPAR)
  - – Question text: "Before you came to the United States, how active were you in a political party, a political organization, or in any other type of organizations such as labor unions, student organizations or paramilitary organizations?"
  - – Values: 1 ("Never joined"), 2 ("Not active at all"), 3 ("A member but not active"), 4 ("Somewhat active"), 5 ("Very active")

- voted_home

  - – Binary variable measuring voting in home country (TRVOTECO)
  - – Question text: "Before coming to the US, did you ever vote in elections?"
  - – Values: 0 ("No"), 1 ("Yes")

- sum

- – Sum of Spanish-language stations in R's county

- citizen

  - – Binary variable measuring citizenship status (NATUSCIT)
  - – Question text: "Are you a naturalized American citizen?"
  - – Values: 0 ("No"), 1 ("Yes")

- income

  - – Variable measuring income (HHINC)
  - – Question text: "Which of the following best describes the total income earned by all members of your household during 2004?"
  - – Raw values: 1 ("Below 15K"), 2 ("15,000 - 24,999"), 3 ("25,000 - 34,999"), 4 ("35,000 - 44,999"), 5 ("45,000 - 54,999"), 6 ("55,000 - 64,999"), 7 ("Above 65,000")
  - – Recoded values: $1 \to 0$, $2 \to .16\ldots$, $3 \to .\bar{3}$, $4 \to .5$, $5 \to .66\ldots$, $6 \to .83\ldots$, $7 \to 1$

- educ

  - – Variable measuring education (REDUC)
  - – Question text: "What is your highest level of formal education completed?"
  - – Raw values: 1 ("None"), 2 ("Eight grade and below"), 3 ("Some high school"), 4 ("GED"), 5 ("High school graduate"), 6 ("Some college"), 7 ("4 year college degree"), 8 ("Graduate or professional degree")
  - – Recoded values: $1 \to 0$, $2 \to .14\ldots$, $3 \to .28\ldots$, $4 \to .42\ldots$, $5 \to .57\ldots$, $6 \to .71\ldots$, $7 \to .85\ldots$, $8 \to 1$

- sex

  - – Binary variable measuring R's sex (GENDER)
  - – Values: 0 ("Male"), 1 ("Female")

- race

  - – Binary variable measuring R's race (RACE)
  - – Values: 1 ("Black"), 0 otherwie

- age

- Variable measuring R's age (BIRDATE)
- Note: variable is recoded to range from a minimum of 0 to a maximum of 1

- age2
  - R's age squared

- english
  - Binary variable measuring whether R took survey in English (LANG-PREF)
  - Values: 0 ("Spanish"), 1 ("English")

- usborn
  - Binary variable measuring whether R was born in the US (BORNUS)
  - Values: 0 ("Some other country"), 1 ("Mainland US"), 1 ("Puerto Rico")

- lifeinUS
  - Fraction of life spent in the US
  - (2006 - ARRIVEUS)/(2006 - BIRDATE)

- ideo7
  - Seven-point ideology scale (IDEOLOGY, STRCONSV, STRLIBL, LEANIDEO)
  - Question text: "Generally speaking, in politics do you consider yourself as conservative, liberal, middle-of-the-road, or don't you think of yourself in these terms?"
  - Raw values: 1 ("Strong liberal"), 2 ("Not very strong liberal"), 3 ("Lean liberal"), 4 ("Firmly middle of the road" $\vee$ "Don't think of self in these terms" $\vee$ "Don't know"), 5 ("Lean conservative"), 6 ("Not very strong conservative"), 7 ("Strong conservative")
  - Recoded values: $1 \to 0$, $2 \to .16\ldots$, $3 \to .\bar{3}$, $4 \to .5$, $5 \to .66\ldots$, $6 \to .83\ldots$, $7 \to 1$

- pid7
  - Seven-point partisanship scale (PARTYID, STRDEMO, INDPARTY, CLOPART)
  - Question text: "Generally speaking, do you usually consider yourself a Democrat, a Republican, an Independent, some other party, or what?"

- Raw values: 1 ("Strong Democrat"), 2 ("Not very strong Democrat"), 3 ("Lean Democrat"), 4 ($\neg$ "Closer to Republican" $\vee$ "Closer to Democrat"), 5 ("Lean Republican"), 6 ("Not very strong Republican"), 7 ("Strong Republican")
    - Recoded values: $1 \rightarrow 0$, $2 \rightarrow .16\ldots$, $3 \rightarrow .\bar{3}$, $4 \rightarrow .5$, $5 \rightarrow .66\ldots$, $6 \rightarrow .83\ldots$, $7 \rightarrow 1$

- cuban

    - Variable measuring whether R reports having Cuban ancestry
    - Values: 1 (Cuban), 0 otherwise

- puerto

    - Variable measuring whether R reports having Puerto Rican ancestry
    - Values: 1 (Puerto Rican), 0 otherwise

- salvadoran

    - Variable measuring whether R reports having Salvadoran ancestry
    - Values: 1 (Salvadoran), 0 otherwise

- dominican

    - Variable measuring whether R reports having Dominican ancestry
    - Values: 1 ("Dominican"), 0 otherwise

- county

    - Anonymized FIPS county code

- pctunemp

    - County-level unemployment rate (2000 Census)

- pctcollege

    - County-level % college graduate (2000 Census)

- pcthisp

    - County-level % Hispanic (2000 Census)

- ANCESTRY

- – Categorical item measuring R's ancestry (ANCESTRY)
- – Question text: "Families of (Answer to S4) origin or background in the United States come from many different countries. From which country do you trace your Latino heritage?"
- – Categories: "Argentina", "Bolivia", "Chile", "Colombia", "Costa Rica", "Cuba", "Dominican Republic", "Ecuador", "El Salvador", "Guatemala", "Honduras", "Mexico", "Nicaragua", "Panama", "Paraguay", "Peru", "Puerto Rico", "Spain" "Uruguay", "Venezuela"

- english.media, spanish.media, bilingual.media

    - – Set of binary items measuring media language preferences (RELYMED)
    - – Question text: "For information about public affairs and politics, would you say you rely more heavily on Spanish-language television, radio, and newspapers, or on English- language TV, radio, and newspapers?"
    - – Values: spanish.media = 1 ("Spanish more"), 0 otherwise; english.media = 1 ("English more"), 0 otherwise; bilingual.media = 1 ("Both Equally"), 0 otherwise