**Party and Gender Stereotypes in Campaign Attacks**

**Cassese and Holman (in press)**

**Replication Materials – Codebooks**

**Please See Appendix for Additional Information on Question Format and Order**

**Trait Attack Study Codebook**

|  |  |  |
| --- | --- | --- |
| Variable | Question | Coding |
| Intro | Dear Participant, This letter is a request for you to take part in a research / project to e... | - |
| Citizen | 1.      / Are you / a citizen of the United States? | 1 = citizen  0 = noncitizen |
| no\_citizen | Unfortunately, you are not eligible for participation in this / study. | - |
| State | What is your state of residence?-State | See Qualtrics coding |
| Age | How old are you?-Age | See Qualtrics coding – code is age – 18 |
| Intro | Thank you for agreeing to participate in this study. Please take a few minutes to carefully loo... | Instructions only. |
| female\_d\_comm | Feminine Trait Attack on Female Democrat (See appendix for full treatment text) | 1 = assigned experimental condition |
| male\_d\_comm | Feminine Trait Attack on Male Democrat | 1 = assigned experimental condition |
| female\_d\_agen | Masculine Trait Attack on Female Democrat | 1 = assigned experimental condition |
| male\_d\_agen | Masculine Trait Attack on Male Democrat | 1 = assigned experimental condition |
| female\_d\_control | Control, Female Democrat | 1 = assigned experimental condition |
| male\_d\_control | Control, Male Democrat | 1 = assigned experimental condition |
| female\_r\_comm | Feminine Attack on Female Republican | 1 = assigned experimental condition |
| male\_r\_comm | Feminine Attack on Male Republican | 1 = assigned experimental condition |
| female\_r\_agen | Masculine Trait Attack on Female Republican | 1 = assigned experimental condition |
| male\_r\_agen | Masculine Trait Attack on Male Republican | 1 = assigned experimental condition |
| female\_r\_control | Control, Female Republican | 1 = assigned experimental condition |
| male\_r\_control | Control, Male Republican | 1 = assigned experimental condition |
| vote\_patricia | If you were voting in the election today, how likely would you be to vote for Patricia Johnson or...-Patricia Johnson | 1= Extremely unlikely 7 = Extremely likely |
| vote\_hepner | If you were voting in the election today, how likely would you be to vote for Patricia Johnson or...-Michael Hepner | 1= Extremely unlikely 7 = Extremely likely |
| favor\_patricia | How do you feel toward Patricia Johnson and Michael Hepner - is your view of them generally favor...-Patricia Johnson | 1 = extremely unfavorable, 7 = extremely favorable |
| favor\_hepner | How do you feel toward Patricia Johnson and Michael Hepner - is your view of them generally favor...-Michael Hepner | 1 = extremely unfavorable, 7 = extremely favorable |
| ideo\_patricia | In your opinion, how liberal or conservative are the candidates?-Patricia Johnson | 1 = extremely liberal, 7 = extremely conservative |
| ideo\_hepner | In your opinion, how liberal or conservative are the candidates?-Michael Hepner | 1 = extremely liberal, 7 = extremely conservative |
| leader\_patricia | How would you rate the candidates in terms of their leadership potential – do you think that eac...-Patricia Johnson | 1 = Extremely weak, 7 = Extremely strong |
| leader\_hepner | How would you rate the candidates in terms of their leadership potential – do you think that eac...-Michael Hepner | 1 = Extremely weak, 7 = Extremely strong |
| trait1\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Strong:Weak | 1 = Extremely strong, 8 = extremely weak |
| trait2\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Harsh:Lenient | 1 = Extremely harsh, 8 = extremely lenient |
| trait3\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Hard:Soft | 1 = Extremely hard, 8 = extremely soft |
| trait4\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Cold:Warm | 1 = Extremely cold, 8 = extremely warm |
| trait5\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Distant:Caring | 1 = Extremely distant, 8 = extremely caring |
| trait1\_hepner | Next, please rank Michael Hepner on the following scales.  Please rank based on the first impress...-Strong:Weak | 1 = Extremely strong, 8 = extremely weak |
| trait2\_hepner | Next, please rank Michael Hepner on the following scales.  Please rank based on the first impress...-Harsh:Lenient | 1 = Extremely harsh, 8 = extremely lenient |
| trait3\_hepner | Next, please rank Michael Hepner on the following scales.  Please rank based on the first impress...-Hard:Soft | 1 = Extremely hard, 8 = extremely soft |
| trait4\_hepner | Next, please rank Michael Hepner on the following scales.  Please rank based on the first impress...-Cold:Warm | 1 = Extremely cold, 8 = extremely warm |
| trait5\_hepner | Next, please rank Michael Hepner on the following scales.  Please rank based on the first impress...-Distant:Caring | 1 = not well at all, 4 = very well |
| assertive\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Assertive | 1 = not well at all, 4 = very well |
| tough\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Tough | 1 = not well at all, 4 = very well |
| aggressive\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Aggressive | 1 = not well at all, 4 = very well |
| masculine\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Masculine | 1 = not well at all, 4 = very well |
| active\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Active | 1 = not well at all, 4 = very well |
| confident\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Confident | 1 = not well at all, 4 = very well |
| warm\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Warm | 1 = not well at all, 4 = very well |
| feminine\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Feminine | 1 = not well at all, 4 = very well |
| sensitive\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Sensitive | 1 = not well at all, 4 = very well |
| cautious\_patricia | Based on what you know about Patricia Johnson, how well does each of the following adjectives des...-Cautious | 1 = not well at all, 4 = very well |
| assertive\_hepner | Based on what you know about Michael Hepner, how well does each of the following adjectives descr...-Assertive | 1 = not well at all, 4 = very well |
| tough\_hepner | Based on what you know about Michael Hepner, how well does each of the following adjectives descr...-Tough | 1 = not well at all, 4 = very well |
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| vote\_patrick | If you were voting in the election today, how likely would you be to vote for Patrick Johnson or...-Patrick Johnson | 1= Extremely unlikely 7 = Extremely likely |
| vote\_hepner2 | If you were voting in the election today, how likely would you be to vote for Patrick Johnson or...-Michael Hepner | 1= Extremely unlikely 7 = Extremely likely |
| favor\_patrick | How do you feel toward Patrick Johnson and Michael Hepner - is your view of them generally favora...-Patrick Johnson | 1 = extremely unfavorable, 7 = extremely favorable |
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| trait3\_patrick | Next, please rank Patrick Johnson on the following scales.  Please rank based on the first impre...-Hard:Soft | 1 = Extremely hard, 8 = extremely soft |
| trait4\_patrick | Next, please rank Patrick Johnson on the following scales.  Please rank based on the first impre...-Cold:Warm | 1 = Extremely cold, 8 = extremely warm |
| trait5\_patrick | Next, please rank Patrick Johnson on the following scales.  Please rank based on the first impre...-Distant:Caring | 1 = Extremely distant, 8 = extremely caring |
| trait1\_hepner2 | Next, please rank Michael Hepner on the following scales.  Please rank based on the first impress...-Strong:Weak | 1 = Extremely strong, 8 = extremely weak |
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| sensitive\_patrick | Based on what you know about Patrick Johnson, how well does each of the following adjectives desc...-Sensitive | 1 = not well at all, 4 = very well |
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| assertive\_hepner2 | Based on what you know about Michael Hepner, how well does each of the following adjectives descr...-Assertive | 1 = not well at all, 4 = very well |
| tough\_hepner2 | Based on what you know about Michael Hepner, how well does each of the following adjectives descr...-Tough | 1 = not well at all, 4 = very well |
| aggressive\_hepner2 | Based on what you know about Michael Hepner, how well does each of the following adjectives descr...-Aggressive | 1 = not well at all, 4 = very well |
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| sensitive\_hepner2 | Based on what you know about Michael Hepner, how well does each of the following adjectives descr...-Sensitive | 1 = not well at all, 4 = very well |
| cautious\_hepner2 | Based on what you know about Michael Hepner, how well does each of the following adjectives descr...-Cautious | 1 = not well at all, 4 = very well |
| sp | Now we would like to know your opinions on some elements of society. Please answer as honestly as... | Instructions only |
| mod\_sex1 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Many women have a quality of purity that few men possess | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex2 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Women should be cherished and protected by men. | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex3 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Women seek to gain power by getting control over men. | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex4 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Every man ought to have a woman whom he adores | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex5 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Men are incomplete without women. | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex6 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Women exaggerate problems they have at work | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex7 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Once a woman gets a man to commit to her, she usually tries to put him on a tight leash | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex8 | Please indicate the degree to which you agree or disagree with each statement using the scale...-When women lose to men in a fair competition, they typically complain about being discriminated against | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex9 | Please indicate the degree to which you agree or disagree with each statement using the scale...-There are actually very few women who get a kick out of teasing men by seeming sexually available and then refusing male advances | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex10 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Women, compared to men, tend to have a superior moral sensibility | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex11 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Men should be willing to sacrifice their own well being in order to provide financially for the women in their lives | 1 = disagree strongly, 6 = agree strongly |
| mod\_sex12 | Please indicate the degree to which you agree or disagree with each statement using the scale...-Feminists are making entirely reasonable demands of men | 1 = disagree strongly, 6 = agree strongly |
| stereo1 | To what extent do you agree or disagree with the following statement: "Most men are better suited... | 1 = strong disagree, 7 = strongly agree |
| per\_congress | Approximately what percent of members of Congress are women? If you aren't sure, please make you... | Raw number |
| women\_increased | Do you think the number of women elected to political office should be: | 1 = decreased a lot, 5 = increased a lot |
| women\_power | Some people think that certain groups have too much influence in American life and politics, whil...-Women | 1 = not enough, 2= the right amount, 3 = too much |
| men\_power | Some people think that certain groups have too much influence in American life and politics, whil...-Men | 1 = not enough, 2= the right amount, 3 = too much |
| var112 | Finally, we would like some general information about you. | Instructions only |
| pid | Generally speaking, how would you describe your political party preference? | 1 = strong dem, 7 = strong rep |
| ideology | Please circle the number that best corresponds to your political views | 1 = extremely liberal, 7 = extremely conservative |
| gender | What is your gender? | 0 = male  1=female |
| interest\_politics | In general, how interested are you in politics? | 1 = not interested at all, 5 =extremely interested |
| reg\_vote | Are you registered to vote? | 1 = yes  0 = no  . = ineligible |
| vote\_2012 | Did you vote in the 2012 general election? | 1 = yes  0 = no  . = ineligible |
| race | Please indicate which race best describes you: | 1 = white  2 = black  3= Asian  4 = Native American  5 = other |
| race\_other | Please indicate which race best describes you:-TEXT | Text |
| hispanic | Are you Hispanic or Latino? | 1 = yes  0 = no |
| income | What was your household income last year? | 1 = less than 20k  2= 20-39k  3 = 40-59k  4 = 60-79k  5 = 80-99k  6 = 100k+ |
| education | What is the highest level of education you have completed? | 1 = less than HS  2 = HS  3 = AA  4 = BA  5 = Grad or Professional |
| check1 | What political party did Michael Hepner belong to? | 1 = Dem  2 = Rep  3 = Article did not say |
| check2 | Did the article you read discuss a primary race or a general election race? | 1 = primary  0 = general |
| check3 | How critical would you say the tone of the article was? | 1 = not critical at all, 5 = extremely critical |

**Issue Attack Study Codebook**

|  |  |  |
| --- | --- | --- |
| Variable | Question | Coding |
| Intro | Dear Participant, This letter is a request for you to take part in a research project to e... |  |
| consent | Do you consent? | 1=yes  0=no |
| no\_consent | Unfortunately, you are not eligible for participation in this study. | - |
| Citizen | 1.      Are you a citizen of the United States? | 1 = citizen  0 = noncitizen |
| no\_citizen | Unfortunately, you are not eligible for participation in this study. | - |
| State | What is your state of residence?-State | See Qualtrics coding |
| Age | How old are you?-Age | See Qualtrics coding – code is age – 18 |
| Intro | Thank you for agreeing to participate in this study. Please take a few minutes to carefully loo... | Instructions only. |
| female\_d\_comm | Feminine Issue Attack on Female Democrat | 1 = assigned experimental condition |
| male\_d\_comm | Feminine Issue Attack on Male Democrat | 1 = assigned experimental condition |
| female\_d\_agen | Masculine Issue Attack on Female Democrat | 1 = assigned experimental condition |
| male\_d\_agen | Masculine Issue Attack on Male Democrat | 1 = assigned experimental condition |
| female\_d\_control | Control, Female Democrat | 1 = assigned experimental condition |
| male\_d\_control | Control, Male Democrat | 1 = assigned experimental condition |
| female\_r\_comm | Feminine Issue Attack on Female Republican | 1 = assigned experimental condition |
| male\_r\_comm | Feminine Issue Attack on Male Republican | 1 = assigned experimental condition |
| female\_r\_agen | Masculine Issue Attack on Female Republican | 1 = assigned experimental condition |
| male\_r\_agen | Masculine Issue Attack on Male Republican | 1 = assigned experimental condition |
| female\_r\_control | Control, Female Republican | 1 = assigned experimental condition |
| male\_r\_control | Control, Male Republican | 1 = assigned experimental condition |
| vote\_patricia | If you were voting in the election today, how likely would you be to vote for Patricia Johnson or...-Patricia Johnson | 1= Extremely unlikely 7 = Extremely likely |
| vote\_hepner | If you were voting in the election today, how likely would you be to vote for Patricia Johnson or...-Michael Hepner | 1= Extremely unlikely 7 = Extremely likely |
| favor\_patricia | How do you feel toward Patricia Johnson and Michael Hepner - is your view of them generally favor...-Patricia Johnson | 1 = extremely unfavorable, 7 = extremely favorable |
| favor\_hepner | How do you feel toward Patricia Johnson and Michael Hepner - is your view of them generally favor...-Michael Hepner | 1 = extremely unfavorable, 7 = extremely favorable |
| ideo\_patricia | In your opinion, how liberal or conservative are the candidates?-Patricia Johnson | 1 = extremely liberal, 7 = extremely conservative |
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| leader\_patricia | How would you rate the candidates in terms of their leadership potential – do you think that eac...-Patricia Johnson | 1 = Extremely weak, 7 = Extremely strong |
| leader\_hepner | How would you rate the candidates in terms of their leadership potential – do you think that eac...-Michael Hepner | 1 = Extremely weak, 7 = Extremely strong |
| trait1\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Harsh:Lenient | 1 = Extremely harsh, 8 = extremely lenient |
| trait2\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Hard:Soft | 1 = Extremely hard, 8 = extremely soft |
| trait3\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Cold:Warm | 1 = Extremely cold, 8 = extremely warm |
| trait4\_patricia | Next, please rank Patricia Johnson on the following scales.  Please rank based on the first impr...-Distant:Caring | 1 = Extremely distant, 8 = extremely caring |
| trait1\_hepner | Next, please rank Michael Hepner on the following scales.  Please rank based on the first impress...-Strong:Weak | 1 = Extremely strong, 8 = extremely weak |
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| education\_patricia | Based on what you know about Patricia Johnson, how well can handle…education | 1 = not well at all, 4 = very well |
| natsec\_patricia | Based on what you know about Patricia Johnson, how well can handle…natsec | 1 = not well at all, 4 = very well |
| crime\_patricia | Based on what you know about Patricia Johnson, how well can handle…crime | 1 = not well at all, 4 = very well |
| welfare\_patricia | Based on what you know about Patricia Johnson, how well can handle…welfare | 1 = not well at all, 4 = very well |
| trans\_patricia | Based on what you know about Patricia Johnson, how well can handle…transportation | 1 = not well at all, 4 = very well |
| budget\_patricia | Based on what you know about Patricia Johnson, how well can handle…budget | 1 = not well at all, 4 = very well |
| child\_patricia | Based on what you know about Patricia Johnson, how well can handle…health | 1 = not well at all, 4 = very well |
| tax\_patricia | Based on what you know about Patricia Johnson, how well can handle…taxes | 1 = not well at all, 4 = very well |
| health\_patricia | Based on what you know about Patricia Johnson, how well can handle…health | 1 = not well at all, 4 = very well |
| immigration\_patricia | Based on what you know about Patricia Johnson, how well can handle…immigration | 1 = not well at all, 4 = very well |
| vote\_patrick | If you were voting in the election today, how likely would you be to vote for Patrick Johnson or...-Patrick Johnson | 1= Extremely unlikely 7 = Extremely likely |
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| natsec\_patrick | Based on what you know about Patrick Johnson, how well can handle…natsec | 1 = not well at all, 4 = very well |
| crime\_patrick | Based on what you know about Patrick Johnson, how well can handle…crime | 1 = not well at all, 4 = very well |
| welfare\_patrick | Based on what you know about Patrick Johnson, how well can handle…welfare | 1 = not well at all, 4 = very well |
| trans\_patrick | Based on what you know about Patrick Johnson, how well can handle…transportation | 1 = not well at all, 4 = very well |
| budget\_patrick | Based on what you know about Patrick Johnson, how well can handle…budget | 1 = not well at all, 4 = very well |
| child\_patrick | Based on what you know about Patrick Johnson, how well can handle…health | 1 = not well at all, 4 = very well |
| tax\_patrick | Based on what you know about Patrick Johnson, how well can handle…taxes | 1 = not well at all, 4 = very well |
| health\_patrick | Based on what you know about Patrick Johnson, how well can handle…health | 1 = not well at all, 4 = very well |
| immigration\_patrick | Based on what you know about Patrick Johnson, how well can handle…immigration | 1 = not well at all, 4 = very well |
| sp | Instructions | Instructions only |
| stereo1 | To what extent do you agree or disagree with the following statement: "Most men are better suited...- | 1 = strong disagree, 4 = strongly agree |
| per\_congress | Approximately what percent of members of Congress are women? If you aren't sure, please make you... | Raw number |
| women\_increased | Do you think the number of women elected to political office should be: | 1 = decreased a lot, 5 = increased a lot |
| dem\_wom\_increased | Do you think the number of Democratic women elected to political office should be | 1 = decreased a lot, 5 = increased a lot |
| rep\_wom\_increased | Do you think the number of Republican women elected to political office should be | 1 = decreased a lot, 5 = increased a lot |
| women\_power | Some people think that certain groups have too much influence in American life and politics, whil...-Women | 1 = not enough, 2= the right amount, 3 = too much |
| men\_power | Some people think that certain groups have too much influence in American life and politics, whil...-Men | 1 = not enough, 2= the right amount, 3 = too much |
| var112 | Finally, we would like some general information about you. |  |
| pid | Generally speaking, how would you describe your political party preference? | 1 = strong dem, 7 = strong rep |
| ideology | Please circle the number that best corresponds to your political views? | 1 = extremely liberal, 7 = extremely conservative |
| gender | What is your gender? | 0 = male  1=female |
| interest\_politics | In general, how interested are you in politics? | 1 = not interested at all, 5 =extremely interested |
| reg\_vote | Are you registered to vote? | 1 = yes  0 = no  . = ineligible |
| vote\_2012 | Did you vote in the 2012 general election? | 1 = yes  0 = no  . = ineligible |
| race | Please indicate which race best describes you: | 1 = white  2 = black  3= Asian  4 = Native American  5 = other |
| race\_other | Please indicate which race best describes you: | Text |
| hispanic | Are you Hispanic or Latino? | 1 = yes  0 = no |
| income | What was your household income last year? | 1 = less than 20k  2= 20-39k  3 = 40-59k  4 = 60-79k  5 = 80-99k  6 = 100k+ |
| education | What is the highest level of education you have completed? | 1 = less than HS  2 = HS  3 = AA  4 = BA  5 = Grad or Professional |
| n\_children | Do you have children how many | 0 = none, 5 = 4 or more |
| worry\_terror | How worried are you about terrorism? | 1=not concerned at all; 4= very concerned |
| check1 | What political party did Michael Hepner belong to? | 1 = Dem  2 = Rep  3 = Article did not say |
| check2 | Did the article you read discuss a primary race or a general election race? | 1 = primary  0 = general |
| check3 | How critical would you say the tone of the article was? | 1 = not critical at all, 5 = extremely critical |
| mturkcode | Thank you for participating in our survey.  Your survey code is: ${rand:int1001:1025}. |  |