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Project Code: RUTG0012
Project Name: 18-24 Video Experiment
Prepared for: Jon-Patrick Allem, Rutgers University
Interviews: 2000
Field Period: August 22, 2025 – September 04, 2025
Project Manager: Alexis Essa, alexis.essa@yougov.com

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YouGov interviewed 2083 US respondents aged 18-24 who were then matched down to a sample of 2000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a representative "modeled frame" of US adults aged 18-24, based upon the American Community Survey (ACS) public use microdata file.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

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Variable List

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caseid	Case ID
weight	Weight
consent	Consent
lifetime_alcohol	Lifetime alcohol use
past30_alcohol	Past 30-day alcohol use
past30_binge	Past 30-day binge drinking
Block_4_video_treatment	RUTG0012 Block 4 treatment or control videos
social_media_sites_m_1	Social media site use – YouTube
social_media_sites_m_2	Social media site use – Facebook
social_media_sites_m_3	Social media site use – Reddit
social_media_sites_m_4	Social media site use – Instagram
social_media_sites_m_5	Social media site use – Twitter
social_media_sites_m_6	Social media site use – TikTok
social_media_sites_m_7	Social media site use – Pinterest
social_media_sites_m_8	Social media site use – Snapchat
social_media_sites_m_9	Social media site use – Tumblr
social_media_sites_m_10	Social media site use – Twitch
social_media_sites_m_11	Social media site use – Other
social_media_sites_m_12	Social media site use – None of the above
social_media_freq_1	Frequency of social media use -- YouTube
social_media_freq_2	Frequency of social media use -- Facebook

social_media_freq_3	Frequency of social media use -- Reddit
social_media_freq_4	Frequency of social media use -- Instagram
social_media_freq_5	Frequency of social media use -- Twitter
social_media_freq_6	Frequency of social media use -- TikTok
social_media_freq_7	Frequency of social media use -- Pinterest
social_media_freq_8	Frequency of social media use -- Snapchat
social_media_freq_9	Frequency of social media use -- Tumblr
social_media_freq_10	Frequency of social media use -- Twitch
social_media_freq_11	Frequency of social media use -- \$social_media_freq_11_text.capitalize
offline_alcohol_ads_m_1	Offline alcohol advertisement (past 30 days) - Billboard
offline_alcohol_ads_m_2	Offline alcohol advertisement (past 30 days) - Poster
offline_alcohol_ads_m_3	Offline alcohol advertisement (past 30 days) - In retail store
offline_alcohol_ads_m_4	Offline alcohol advertisement (past 30 days) - Printed ad
offline_alcohol_ads_m_5	Offline alcohol advertisement (past 30 days) - Other
offline_alcohol_ads_m_6	Offline alcohol advertisement (past 30 days) - None
alcohol_social_media_marketing_m_1	Alcohol-related social media content (past 30 days) - Ads
alcohol_social_media_marketing_m_2	Alcohol-related social media content (past 30 days) - Celebrities drinking
alcohol_social_media_marketing_m_3	Alcohol-related social media content (past 30 days) - Celebrities with logo
alcohol_social_media_marketing_m_4	Alcohol-related social media content (past 30 days) - Celebrities negative
alcohol_social_media_marketing_m_5	Alcohol-related social media content (past 30 days) - Articles about products
alcohol_social_media_marketing_m_6	Alcohol-related social media content (past 30 days) - Articles about events
alcohol_social_media_marketing_m_7	Alcohol-related social media content (past 30 days) - Peers drinking
alcohol_social_media_marketing_m_8	Alcohol-related social media content (past 30 days) - Peers negative
alcohol_social_media_marketing_m_9	Alcohol-related social media content (past 30 days) - Self drinking
alcohol_social_media_marketing_m_10	Alcohol-related social media content (past 30 days) - Self negative
alcohol_social_media_marketing_m_11	Alcohol-related social media content (past 30 days) - None
alcohol_brand_freq	Alcohol-related social media content (past 30 days) - Frequency of alcohol brand exposure
treatment_vid_1	Treatment video 1
vid1_honesty_treatment	Perceptions of influencer credibility Honesty

	Scale – Treatment Video 1 – Scale value
vid1_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 1 – Scale value
vid1_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 1 – Scale value
vid1_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 1 – Scale value
vid1_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 1 – Scale value
vid1_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 1 – Scale value
treatment_vid_2	Treatment video 2
vid2_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 2 – Scale value
vid2_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 2 – Scale value
vid2_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 2 – Scale value
vid2_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 2 – Scale value
vid2_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 2 – Scale value
vid2_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 2 – Scale value
treatment_vid_3	Treatment video 3
vid3_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 3 – Scale value
vid3_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 3 – Scale value
vid3_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 3 – Scale value
vid3_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 3 – Scale value
vid3_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 3 – Scale value
vid3_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 3 – Scale value
treatment_vid_4	Treatment video 4
vid4_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 4 – Scale value
vid4_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 4 – Scale value
vid4_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 4 – Scale value
vid4_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 4 – Scale value
vid4_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 4 – Scale value

vid4_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 4 – Scale value
treatment_vid_5	Treatment video 5
vid5_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 5 – Scale value
vid5_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 5 – Scale value
vid5_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 5 – Scale value
vid5_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 5 – Scale value
vid5_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 5 – Scale value
vid5_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 5 – Scale value
treatment_vid_6	Treatment video 6
vid6_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 6 – Scale value
vid6_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 6 – Scale value
vid6_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 6 – Scale value
vid6_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 6 – Scale value
vid6_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 6 – Scale value
vid6_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 6 – Scale value
treatment_vid_7	Treatment video 7
vid7_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 7 – Scale value
vid7_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 7 – Scale value
vid7_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 7 – Scale value
vid7_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 7 – Scale value
vid7_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 7 – Scale value
vid7_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 7 – Scale value
treatment_vid_8	Treatment video 8
vid8_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 8 – Scale value
vid8_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 8 – Scale value
vid8_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 8 – Scale value

vid8_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 8 – Scale value
vid8_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 8 – Scale value
vid8_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 8 – Scale value
treatment_vid_9	Treatment video 9
vid9_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 9 – Scale value
vid9_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 9 – Scale value
vid9_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 9 – Scale value
vid9_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 9 – Scale value
vid9_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 9 – Scale value
vid9_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 9 – Scale value
treatment_vid_10	Treatment video 10
vid10_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 10 – Scale value
vid10_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 10 – Scale value
vid10_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 10 – Scale value
vid10_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 10 – Scale value
vid10_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 10 – Scale value
vid10_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 10 – Scale value
treatment_vid_11	Treatment video 11
vid11_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 11 – Scale value
vid11_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 11 – Scale value
vid11_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 11 – Scale value
vid11_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 11 – Scale value
vid11_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 11 – Scale value
vid11_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 11 – Scale value
treatment_vid_12	Treatment video 12
vid12_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 12 – Scale value

vid12_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 12 – Scale value
vid12_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 12 – Scale value
vid12_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 12 – Scale value
vid12_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 12 – Scale value
vid12_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 12 – Scale value
treatment_vid_13	Treatment video 13
vid13_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 13 – Scale value
vid13_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 13 – Scale value
vid13_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 13 – Scale value
vid13_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 13 – Scale value
vid13_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 13 – Scale value
vid13_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 13 – Scale value
treatment_vid_14	Treatment video 14
vid14_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 14 – Scale value
vid14_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 14 – Scale value
vid14_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 14 – Scale value
vid14_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 14 – Scale value
vid14_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 14 – Scale value
vid14_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 14 – Scale value
treatment_vid_15	Treatment video 15
vid15_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 15 – Scale value
vid15_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 15 – Scale value
vid15_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 15 – Scale value
vid15_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 15 – Scale value
vid15_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 15 – Scale value
vid15_popularity_treatment	Perceptions of influencer credibility Popularity

treatment_vid_16	Scale – Treatment Video 15 – Scale value
vid16_honesty_treatment	Treatment video 16 Perceptions of influencer credibility Honesty Scale – Treatment Video 16 – Scale value
vid16_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 16 – Scale value
vid16_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 16 – Scale value
vid16_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 16 – Scale value
vid16_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 16 – Scale value
vid16_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 16 – Scale value
treatment_vid_17	Treatment video 17
vid17_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 17 – Scale value
vid17_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 17 – Scale value
vid17_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 17 – Scale value
vid17_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 17 – Scale value
vid17_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 17 – Scale value
vid17_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 17 – Scale value
treatment_vid_18	Treatment video 18
vid18_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 18 – Scale value
vid18_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 18 – Scale value
vid18_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 18 – Scale value
vid18_smart_treatment	Perceptions of influencer credibility Smart Scale – Treatment Video 18 – Scale value
vid18_attractive_treatment	Perceptions of influencer credibility Attractive Scale – Treatment Video 18 – Scale value
vid18_popularity_treatment	Perceptions of influencer credibility Popularity Scale – Treatment Video 18 – Scale value
treatment_vid_19	Treatment video 19
vid19_honesty_treatment	Perceptions of influencer credibility Honesty Scale – Treatment Video 19 – Scale value
vid19_trust_treatment	Perceptions of influencer credibility Trust Scale – Treatment Video 19 – Scale value
vid19_informed_treatment	Perceptions of influencer credibility Informed Scale – Treatment Video 19 – Scale value
vid19_smart_treatment	Perceptions of influencer credibility Smart Scale

	- Treatment Video 19 - Scale value
vid19_attractive_treatment	Perceptions of influencer credibility Attractive Scale - Treatment Video 19 - Scale value
vid19_popularity_treatment	Perceptions of influencer credibility Popularity Scale - Treatment Video 19 - Scale value
treatment_vid_20	Treatment video 20
vid20_honesty_treatment	Perceptions of influencer credibility Honesty Scale - Treatment Video 20 - Scale value
vid20_trust_treatment	Perceptions of influencer credibility Trust Scale - Treatment Video 20 - Scale value
vid20_informed_treatment	Perceptions of influencer credibility Informed Scale - Treatment Video 20 - Scale value
vid20_smart_treatment	Perceptions of influencer credibility Smart Scale - Treatment Video 20 - Scale value
vid20_attractive_treatment	Perceptions of influencer credibility Attractive Scale - Treatment Video 20 - Scale value
vid20_popularity_treatment	Perceptions of influencer credibility Popularity Scale - Treatment Video 20 - Scale value
control_vid_1	Control video 1
vid1_honesty_control	Perceptions of influencer credibility Honesty Scale - Control Video 1 - Scale value
vid1_trust_control	Perceptions of influencer credibility Trust Scale - Control Video 1 - Scale value
vid1_informed_control	Perceptions of influencer credibility Informed Scale - Control Video 1 - Scale value
vid1_smart_control	Perceptions of influencer credibility Smart Scale - Control Video 1 - Scale value
vid1_attractive_control	Perceptions of influencer credibility Attractive Scale - Control Video 1 - Scale value
vid1_popularity_control	Perceptions of influencer credibility Popularity Scale - Control Video 1 - Scale value
control_vid_2	Control video 2
vid2_honesty_control	Perceptions of influencer credibility Honesty Scale - Control Video 2 - Scale value
vid2_trust_control	Perceptions of influencer credibility Trust Scale - Control Video 2 - Scale value
vid2_informed_control	Perceptions of influencer credibility Informed Scale - Control Video 2 - Scale value
vid2_smart_control	Perceptions of influencer credibility Smart Scale - Control Video 2 - Scale value
vid2_attractive_control	Perceptions of influencer credibility Attractive Scale - Control Video 2 - Scale value
vid2_popularity_control	Perceptions of influencer credibility Popularity Scale - Control Video 2 - Scale value
control_vid_3	Control video 3
vid3_honesty_control	Perceptions of influencer credibility Honesty Scale - Control Video 3 - Scale value
vid3_trust_control	Perceptions of influencer credibility Trust Scale

	- Control Video 3 - Scale value	
vid3_informed_control	Perceptions of influencer credibility	Informed Scale - Control Video 3 - Scale value
vid3_smart_control	Perceptions of influencer credibility	Smart Scale - Control Video 3 - Scale value
vid3_attractive_control	Perceptions of influencer credibility	Attractive Scale - Control Video 3 - Scale value
vid3_popularity_control	Perceptions of influencer credibility	Popularity Scale - Control Video 3 - Scale value
control_vid_4	Control video	4
vid4_honesty_control	Perceptions of influencer credibility	Honesty Scale - Control Video 4 - Scale value
vid4_trust_control	Perceptions of influencer credibility	Trust Scale - Control Video 4 - Scale value
vid4_informed_control	Perceptions of influencer credibility	Informed Scale - Control Video 4 - Scale value
vid4_smart_control	Perceptions of influencer credibility	Smart Scale - Control Video 4 - Scale value
vid4_attractive_control	Perceptions of influencer credibility	Attractive Scale - Control Video 4 - Scale value
vid4_popularity_control	Perceptions of influencer credibility	Popularity Scale - Control Video 4 - Scale value
control_vid_5	Control video	5
vid5_honesty_control	Perceptions of influencer credibility	Honesty Scale - Control Video 5 - Scale value
vid5_trust_control	Perceptions of influencer credibility	Trust Scale - Control Video 5 - Scale value
vid5_informed_control	Perceptions of influencer credibility	Informed Scale - Control Video 5 - Scale value
vid5_smart_control	Perceptions of influencer credibility	Smart Scale - Control Video 5 - Scale value
vid5_attractive_control	Perceptions of influencer credibility	Attractive Scale - Control Video 5 - Scale value
vid5_popularity_control	Perceptions of influencer credibility	Popularity Scale - Control Video 5 - Scale value
control_vid_6	Control video	6
vid6_honesty_control	Perceptions of influencer credibility	Honesty Scale - Control Video 6 - Scale value
vid6_trust_control	Perceptions of influencer credibility	Trust Scale - Control Video 6 - Scale value
vid6_informed_control	Perceptions of influencer credibility	Informed Scale - Control Video 6 - Scale value
vid6_smart_control	Perceptions of influencer credibility	Smart Scale - Control Video 6 - Scale value
vid6_attractive_control	Perceptions of influencer credibility	Attractive Scale - Control Video 6 - Scale value
vid6_popularity_control	Perceptions of influencer credibility	Popularity Scale - Control Video 6 - Scale value

control_vid_7	Control video 7
vid7_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 7 – Scale value
vid7_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 7 – Scale value
vid7_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 7 – Scale value
vid7_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 7 – Scale value
vid7_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 7 – Scale value
vid7_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 7 – Scale value
control_vid_8	Control video 8
vid8_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 8 – Scale value
vid8_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 8 – Scale value
vid8_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 8 – Scale value
vid8_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 8 – Scale value
vid8_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 8 – Scale value
vid8_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 8 – Scale value
control_vid_9	Control video 9
vid9_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 9 – Scale value
vid9_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 9 – Scale value
vid9_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 9 – Scale value
vid9_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 9 – Scale value
vid9_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 9 – Scale value
vid9_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 9 – Scale value
control_vid_10	Control video 10
vid10_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 10 – Scale value
vid10_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 10 – Scale value
vid10_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 10 – Scale value
vid10_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 10 – Scale value

vid10_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 10 – Scale value
vid10_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 10 – Scale value
control_vid_11	Control video 11
vid11_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 11 – Scale value
vid11_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 11 – Scale value
vid11_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 11 – Scale value
vid11_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 11 – Scale value
vid11_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 11 – Scale value
vid11_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 11 – Scale value
control_vid_12	Control video 12
vid12_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 12 – Scale value
vid12_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 12 – Scale value
vid12_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 12 – Scale value
vid12_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 12 – Scale value
vid12_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 12 – Scale value
vid12_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 12 – Scale value
control_vid_13	Control video 13
vid13_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 13 – Scale value
vid13_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 13 – Scale value
vid13_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 13 – Scale value
vid13_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 13 – Scale value
vid13_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 13 – Scale value
vid13_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 13 – Scale value
control_vid_14	Control video 14
vid14_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 14 – Scale value
vid14_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 14 – Scale value

vid14_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 14 – Scale value
vid14_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 14 – Scale value
vid14_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 14 – Scale value
vid14_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 14 – Scale value
control_vid_15	Control video 15
vid15_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 15 – Scale value
vid15_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 15 – Scale value
vid15_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 15 – Scale value
vid15_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 15 – Scale value
vid15_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 15 – Scale value
vid15_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 15 – Scale value
control_vid_16	Control video 16
vid16_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 16 – Scale value
vid16_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 16 – Scale value
vid16_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 16 – Scale value
vid16_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 16 – Scale value
vid16_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 16 – Scale value
vid16_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 16 – Scale value
control_vid_17	Control video 17
vid17_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 17 – Scale value
vid17_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 17 – Scale value
vid17_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 17 – Scale value
vid17_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 17 – Scale value
vid17_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 17 – Scale value
vid17_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 17 – Scale value
control_vid_18	Control video 18

vid18_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 18 – Scale value
vid18_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 18 – Scale value
vid18_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 18 – Scale value
vid18_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 18 – Scale value
vid18_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 18 – Scale value
vid18_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 18 – Scale value
control_vid_19	Control video 19
vid19_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 19 – Scale value
vid19_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 19 – Scale value
vid19_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 19 – Scale value
vid19_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 19 – Scale value
vid19_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 19 – Scale value
vid19_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 19 – Scale value
control_vid_20	Control video 20
vid20_honesty_control	Perceptions of influencer credibility Honesty Scale – Control Video 20 – Scale value
vid20_trust_control	Perceptions of influencer credibility Trust Scale – Control Video 20 – Scale value
vid20_informed_control	Perceptions of influencer credibility Informed Scale – Control Video 20 – Scale value
vid20_smart_control	Perceptions of influencer credibility Smart Scale – Control Video 20 – Scale value
vid20_attractive_control	Perceptions of influencer credibility Attractive Scale – Control Video 20 – Scale value
vid20_popularity_control	Perceptions of influencer credibility Popularity Scale – Control Video 20 – Scale value
desire_to_drink	Desire to drink alcohol
drink_next_month	Intentions to drink next month
drink_if_offered	Willingness to drink if offered
curiosity_about_drinking	Curiosity about drinking alcohol
expectancy_brave	Positive alcohol expectancies -- Become more brave and daring
expectancy_talkative	Positive alcohol expectancies -- Become easier to talk to
expectancy_calm	Positive alcohol expectancies -- Become more calm
expectancy_peaceful	Positive alcohol expectancies -- Become more

	peaceful
expectancy_difficulty_thinking	Negative alcohol expectancies -- Have difficulty thinking
expectancy_moody	Negative alcohol expectancies -- Become moody
expectancy_dizzy	Negative alcohol expectancies -- Become dizzy or unsteady
expectancy_sloppy	Negative alcohol expectancies -- Become sloppy or messy
birthyr	Birth Year
birthmo	Birth Month
gender_identity	Gender identity
sexuality	Sexual Orientation
race	Race – US
hispanic	Hispanic – US
educ	Education
marstat	Marital Status
employ	Employment Status
faminc_new	Family income
child18	Children under age 18 in household
inputzip	Residence zip code
inputstate	State of Residence
pid3	3 point party ID
pid7	7 point Party ID
presvote20post	2020 President Vote Post Election
presvote24post	2024 President Vote Post Election
votereg	Voter Registration Status
ideo5	Ideology
newsint	Political Interest
religpew	Religion
pew_churatd	Church attendance (Pew version)
pew_bornagain	Born Again (Pew version)
pew_religimp	Importance of religion (Pew version)
pew_prayer	Frequency of Prayer (Pew version)
starttime	Questionnaire Start Time
endtime	Questionnaire End Time

Verbatims

custom_order_treatment_videos	Custom order for treatment videos
custom_order_control_videos	Custom order for control videos
social_media_sites_other	Social media site use – Other (text)
offline_alcohol_ads_other	Offline alcohol advertisement (past 30 days) – Text

Variable map and codebook

Name:	caseid
Description:	Case ID

Numeric Variable – no categories

answered : 2000

=====
Name: weight
Description: Weight

Numeric Variable – no categories

answered : 2000

=====
Name: consent
Description: Consent

Count	Code	Label
-----	-----	-----
2000	1	Yes, I agree to participate in this research study.
0	2	No, I do not agree to participate in this research study.

=====
Name: lifetime_alcohol
Description: Lifetime alcohol use

Count	Code	Label
-----	-----	-----
1443	1	Yes
557	2	No

=====
Name: past30_alcohol
Description: Past 30-day alcohol use

Count	Code	Label
-----	-----	-----
380	1	0 days
424	2	1–2 days
341	3	3–5 days
165	4	6–9 days
133	5	10 or more days
557	9	not asked

=====
Name: past30_binge
Description: Past 30-day binge drinking

Count	Code	Label
-------	------	-------

-----	-----	-----
694	1	0 days
390	2	1-2 days
221	3	3-5 days
77	4	6-9 days
61	5	10 or more days
557	9	not asked

```
=====
Name:          Block_4_video_treatment
Description:    RUTG0012 Block 4 treatment or control videos
```

Count	Code	Label
-----	-----	-----
998	1	View 20 treatment videos
1002	2	View 20 control videos

```
=====
Name:          social_media_sites_m_1
Description:    Social media site use - YouTube
```

Count	Code	Label
-----	-----	-----
1864	1	selected
136	2	not selected

```
=====
Name:          social_media_sites_m_2
Description:    Social media site use - Facebook
```

Count	Code	Label
-----	-----	-----
1035	1	selected
965	2	not selected

```
=====
Name:          social_media_sites_m_3
Description:    Social media site use - Reddit
```

Count	Code	Label
-----	-----	-----
859	1	selected
1141	2	not selected

```
=====
Name:          social_media_sites_m_4
Description:    Social media site use - Instagram
```


Count	Code	Label
-----	-----	-----
1586	1	selected
414	2	not selected

```
=====
Name:          social_media_sites_m_5
Description:    Social media site use - Twitter
```

Count	Code	Label
-----	-----	-----
788	1	selected
1212	2	not selected

```
=====
Name:          social_media_sites_m_6
Description:    Social media site use - TikTok
```

Count	Code	Label
-----	-----	-----
1280	1	selected
720	2	not selected

```
=====
Name:          social_media_sites_m_7
Description:    Social media site use - Pinterest
```

Count	Code	Label
-----	-----	-----
786	1	selected
1214	2	not selected

```
=====
Name:          social_media_sites_m_8
Description:    Social media site use - Snapchat
```

Count	Code	Label
-----	-----	-----
981	1	selected
1019	2	not selected

```
=====
Name:          social_media_sites_m_9
Description:    Social media site use - Tumblr
```

Count	Code	Label
-----	-----	-----
216	1	selected

1784 2 not selected

=====

Name: social_media_sites_m_10
Description: Social media site use – Twitch

Count	Code	Label
-----	-----	-----
421	1	selected
1579	2	not selected

=====

Name: social_media_sites_m_11
Description: Social media site use – Other

Count	Code	Label
-----	-----	-----
48	1	selected
1952	2	not selected

=====

Name: social_media_sites_m_12
Description: Social media site use – None of the above

Count	Code	Label
-----	-----	-----
9	1	selected
1991	2	not selected

=====

Name: social_media_freq_1
Description: Frequency of social media use -- YouTube

Count	Code	Label
-----	-----	-----
41	1	Less often than once a month
74	2	Monthly
327	3	Weekly
375	4	Once daily
1046	5	Several times a day
1	8	skipped
136	9	not asked

=====

Name: social_media_freq_2
Description: Frequency of social media use -- Facebook

Count	Code	Label
-------	------	-------

Count	Code	Label
46	1	Less often than once a month
107	2	Monthly
235	3	Weekly
246	4	Once daily
401	5	Several times a day
965	9	not asked

=====
Name: social_media_freq_3
Description: Frequency of social media use -- Reddit

Count	Code	Label
38	1	Less often than once a month
103	2	Monthly
309	3	Weekly
203	4	Once daily
206	5	Several times a day
1141	9	not asked

=====
Name: social_media_freq_4
Description: Frequency of social media use -- Instagram

Count	Code	Label
34	1	Less often than once a month
60	2	Monthly
222	3	Weekly
312	4	Once daily
957	5	Several times a day
1	8	skipped
414	9	not asked

=====
Name: social_media_freq_5
Description: Frequency of social media use -- Twitter

Count	Code	Label
41	1	Less often than once a month
68	2	Monthly
177	3	Weekly
172	4	Once daily
330	5	Several times a day
1212	9	not asked

```
=====
Name:          social_media_freq_6
Description:    Frequency of social media use -- TikTok
```

Count	Code	Label
-----	-----	-----
28	1	Less often than once a month
43	2	Monthly
166	3	Weekly
190	4	Once daily
853	5	Several times a day
720	9	not asked

```
=====
Name:          social_media_freq_7
Description:    Frequency of social media use -- Pinterest
```

Count	Code	Label
-----	-----	-----
46	1	Less often than once a month
129	2	Monthly
278	3	Weekly
184	4	Once daily
149	5	Several times a day
1214	9	not asked

```
=====
Name:          social_media_freq_8
Description:    Frequency of social media use -- Snapchat
```

Count	Code	Label
-----	-----	-----
45	1	Less often than once a month
58	2	Monthly
133	3	Weekly
255	4	Once daily
489	5	Several times a day
1	8	skipped
1019	9	not asked

```
=====
Name:          social_media_freq_9
Description:    Frequency of social media use -- Tumblr
```

Count	Code	Label
-----	-----	-----
24	1	Less often than once a month
27	2	Monthly

59	3	Weekly
51	4	Once daily
55	5	Several times a day
1784	9	not asked

```
=====
Name:      social_media_freq_10
Description:  Frequency of social media use -- Twitch
```

Count	Code	Label
-----	-----	-----
40	1	Less often than once a month
76	2	Monthly
142	3	Weekly
80	4	Once daily
83	5	Several times a day
1579	9	not asked

```
=====
Name:      social_media_freq_11
Description:  Frequency of social media use --
              $social_media_freq_11_text.capitalize
```

Count	Code	Label
-----	-----	-----
1	1	Less often than once a month
0	2	Monthly
13	3	Weekly
8	4	Once daily
26	5	Several times a day
1952	9	not asked

```
=====
Name:      offline_alcohol_ads_m_1
Description:  Offline alcohol advertisement (past 30 days) - Billboard
```

Count	Code	Label
-----	-----	-----
634	1	selected
1366	2	not selected

```
=====
Name:      offline_alcohol_ads_m_2
Description:  Offline alcohol advertisement (past 30 days) - Poster
```

Count	Code	Label
-----	-----	-----
357	1	selected

1643 2 not selected

=====

Name: offline_alcohol_ads_m_3

Description: Offline alcohol advertisement (past 30 days) – In retail store

Count	Code	Label
-----	-----	-----
1052	1	selected
948	2	not selected

=====

Name: offline_alcohol_ads_m_4

Description: Offline alcohol advertisement (past 30 days) – Printed ad

Count	Code	Label
-----	-----	-----
268	1	selected
1732	2	not selected

=====

Name: offline_alcohol_ads_m_5

Description: Offline alcohol advertisement (past 30 days) – Other

Count	Code	Label
-----	-----	-----
57	1	selected
1943	2	not selected

=====

Name: offline_alcohol_ads_m_6

Description: Offline alcohol advertisement (past 30 days) – None

Count	Code	Label
-----	-----	-----
631	1	selected
1369	2	not selected

=====

Name: alcohol_social_media_marketing_m_1

Description: Alcohol-related social media content (past 30 days) – Ads

Count	Code	Label
-----	-----	-----
1172	1	selected
828	2	not selected

=====

Name: alcohol_social_media_marketing_m_2
Description: Alcohol-related social media content (past 30 days) -
Celebrities drinking

Count	Code	Label
-----	-----	-----
789	1	selected
1211	2	not selected

=====

Name: alcohol_social_media_marketing_m_3
Description: Alcohol-related social media content (past 30 days) -
Celebrities with logo

Count	Code	Label
-----	-----	-----
369	1	selected
1631	2	not selected

=====

Name: alcohol_social_media_marketing_m_4
Description: Alcohol-related social media content (past 30 days) -
Celebrities negative

Count	Code	Label
-----	-----	-----
217	1	selected
1783	2	not selected

=====

Name: alcohol_social_media_marketing_m_5
Description: Alcohol-related social media content (past 30 days) - Articles
about products

Count	Code	Label
-----	-----	-----
308	1	selected
1692	2	not selected

=====

Name: alcohol_social_media_marketing_m_6
Description: Alcohol-related social media content (past 30 days) - Articles
about events

Count	Code	Label
-----	-----	-----
263	1	selected
1737	2	not selected

=====

Name: alcohol_social_media_marketing_m_7
Description: Alcohol-related social media content (past 30 days) – Peers drinking

Count	Code	Label
-----	----	-----
565	1	selected
1435	2	not selected

=====

Name: alcohol_social_media_marketing_m_8
Description: Alcohol-related social media content (past 30 days) – Peers negative

Count	Code	Label
-----	----	-----
176	1	selected
1824	2	not selected

=====

Name: alcohol_social_media_marketing_m_9
Description: Alcohol-related social media content (past 30 days) – Self drinking

Count	Code	Label
-----	----	-----
174	1	selected
1826	2	not selected

=====

Name: alcohol_social_media_marketing_m_10
Description: Alcohol-related social media content (past 30 days) – Self negative

Count	Code	Label
-----	----	-----
87	1	selected
1913	2	not selected

=====

Name: alcohol_social_media_marketing_m_11
Description: Alcohol-related social media content (past 30 days) – None

Count	Code	Label
-----	----	-----
424	1	selected

1576 2 not selected

=====

Name: alcohol_brand_freq
Description: Alcohol-related social media content (past 30 days) – Frequency
 of alcohol brand exposure

Count	Code	Label
-----	-----	-----
491	1	Less than once a week
520	2	Once a week
410	3	Several times a week
79	4	Once a day
74	5	Several times a day
426	9	not asked

=====

Name: treatment_vid_1
Description: Treatment video 1

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid1_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
 Video 1 – Scale value

Count	Code	Label
-----	-----	-----
56	1	1 – Dishonest
125	2	2
304	3	3
323	4	4
190	5	5 – Honest
1002	999	not asked

=====

Name: vid1_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
 Video 1 – Scale value

Count	Code	Label
-----	-----	-----
60	1	1 – Untrustworthy

141	2	2
356	3	3
281	4	4
160	5	5 – Trustworthy
1002	999	not asked

=====
Name: vid1_informed_treatment

Description: Perceptions of influencer credibility Informed Scale – Treatment
Video 1 – Scale value

Count	Code	Label
-----	-----	-----
55	1	1 – Uninformed
101	2	2
331	3	3
297	4	4
214	5	5 – Informed
1002	999	not asked

=====
Name: vid1_smart_treatment

Description: Perceptions of influencer credibility Smart Scale – Treatment
Video 1 – Scale value

Count	Code	Label
-----	-----	-----
62	1	1 – Stupid
112	2	2
369	3	3
268	4	4
186	5	5 – Smart
1	998	skipped
1002	999	not asked

=====
Name: vid1_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale –
Treatment Video 1 – Scale value

Count	Code	Label
-----	-----	-----
47	1	1 – Unattractive
67	2	2
250	3	3
317	4	4
317	5	5 – Attractive
1002	999	not asked

```
=====
Name:          vid1_popularity_treatment
Description:   Perceptions of influencer credibility Popularity Scale -
               Treatment Video 1 - Scale value
```

Count	Code	Label
-----	-----	-----
48	1	1 - Unpopular
79	2	2
311	3	3
315	4	4
245	5	5 - Popular
1002	999	not asked

```
=====
Name:          treatment_vid_2
Description:   Treatment video 2
```

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

```
=====
Name:          vid2_honesty_treatment
Description:   Perceptions of influencer credibility Honesty Scale - Treatment
               Video 2 - Scale value
```

Count	Code	Label
-----	-----	-----
51	1	1 - Dishonest
84	2	2
338	3	3
315	4	4
210	5	5 - Honest
1002	999	not asked

```
=====
Name:          vid2_trust_treatment
Description:   Perceptions of influencer credibility Trust Scale - Treatment
               Video 2 - Scale value
```

Count	Code	Label
-----	-----	-----
48	1	1 - Untrustworthy
94	2	2

405	3	3
286	4	4
165	5	5 – Trustworthy
1002	999	not asked

```
=====
Name:          vid2_informed_treatment
Description:    Perceptions of influencer credibility Informed Scale – Treatment
                Video 2 – Scale value
```

Count	Code	Label
-----	-----	-----
66	1	1 – Uninformed
127	2	2
444	3	3
224	4	4
137	5	5 – Informed
1002	999	not asked

```
=====
Name:          vid2_smart_treatment
Description:    Perceptions of influencer credibility Smart Scale – Treatment
                Video 2 – Scale value
```

Count	Code	Label
-----	-----	-----
66	1	1 – Stupid
130	2	2
441	3	3
220	4	4
141	5	5 – Smart
1002	999	not asked

```
=====
Name:          vid2_attractive_treatment
Description:    Perceptions of influencer credibility Attractive Scale –
                Treatment Video 2 – Scale value
```

Count	Code	Label
-----	-----	-----
54	1	1 – Unattractive
98	2	2
383	3	3
298	4	4
165	5	5 – Attractive
1002	999	not asked

```
=====
```

Name: vid2_popularity_treatment
Description: Perceptions of influencer credibility Popularity Scale -
Treatment Video 2 - Scale value

Count	Code	Label
-----	-----	-----
56	1	1 - Unpopular
98	2	2
435	3	3
252	4	4
157	5	5 - Popular
1002	999	not asked

=====
Name: treatment_vid_3
Description: Treatment video 3

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====
Name: vid3_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale - Treatment
Video 3 - Scale value

Count	Code	Label
-----	-----	-----
46	1	1 - Dishonest
121	2	2
354	3	3
291	4	4
186	5	5 - Honest
1002	999	not asked

=====
Name: vid3_trust_treatment
Description: Perceptions of influencer credibility Trust Scale - Treatment
Video 3 - Scale value

Count	Code	Label
-----	-----	-----
46	1	1 - Untrustworthy
135	2	2
397	3	3
263	4	4

157	5	5 - Trustworthy
1002	999	not asked

=====
Name: vid3_informed_treatment

Description: Perceptions of influencer credibility Informed Scale - Treatment
Video 3 - Scale value

Count	Code	Label
-----	----	-----
46	1	1 - Uninformed
94	2	2
408	3	3
270	4	4
180	5	5 - Informed
1002	999	not asked

=====
Name: vid3_smart_treatment

Description: Perceptions of influencer credibility Smart Scale - Treatment
Video 3 - Scale value

Count	Code	Label
-----	----	-----
64	1	1 - Stupid
113	2	2
426	3	3
232	4	4
162	5	5 - Smart
1	998	skipped
1002	999	not asked

=====
Name: vid3_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale -
Treatment Video 3 - Scale value

Count	Code	Label
-----	----	-----
42	1	1 - Unattractive
92	2	2
384	3	3
301	4	4
179	5	5 - Attractive
1002	999	not asked

=====
Name: vid3_popularity_treatment

Description: Perceptions of influencer credibility Popularity Scale –
Treatment Video 3 – Scale value

Count	Code	Label
-----	-----	-----
33	1	1 – Unpopular
101	2	2
410	3	3
267	4	4
187	5	5 – Popular
1002	999	not asked

=====

Name: treatment_vid_4
Description: Treatment video 4

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid4_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
Video 4 – Scale value

Count	Code	Label
-----	-----	-----
55	1	1 – Dishonest
117	2	2
401	3	3
266	4	4
159	5	5 – Honest
1002	999	not asked

=====

Name: vid4_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
Video 4 – Scale value

Count	Code	Label
-----	-----	-----
59	1	1 – Untrustworthy
134	2	2
406	3	3
251	4	4
148	5	5 – Trustworthy

1002 999 not asked

=====
Name: vid4_informed_treatment

Description: Perceptions of influencer credibility Informed Scale - Treatment
Video 4 - Scale value

Count	Code	Label
-----	-----	-----
50	1	1 - Uninformed
102	2	2
375	3	3
288	4	4
182	5	5 - Informed
1	998	skipped
1002	999	not asked

=====
Name: vid4_smart_treatment

Description: Perceptions of influencer credibility Smart Scale - Treatment
Video 4 - Scale value

Count	Code	Label
-----	-----	-----
89	1	1 - Stupid
123	2	2
360	3	3
235	4	4
190	5	5 - Smart
1	998	skipped
1002	999	not asked

=====
Name: vid4_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale -
Treatment Video 4 - Scale value

Count	Code	Label
-----	-----	-----
69	1	1 - Unattractive
116	2	2
444	3	3
234	4	4
135	5	5 - Attractive
1002	999	not asked

=====
Name: vid4_popularity_treatment

Description: Perceptions of influencer credibility Popularity Scale –
Treatment Video 4 – Scale value

Count	Code	Label
-----	-----	-----
54	1	1 – Unpopular
98	2	2
372	3	3
272	4	4
202	5	5 – Popular
1002	999	not asked

=====

Name: treatment_vid_5
Description: Treatment video 5

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid5_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
Video 5 – Scale value

Count	Code	Label
-----	-----	-----
82	1	1 – Dishonest
153	2	2
416	3	3
211	4	4
136	5	5 – Honest
1002	999	not asked

=====

Name: vid5_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
Video 5 – Scale value

Count	Code	Label
-----	-----	-----
92	1	1 – Untrustworthy
173	2	2
414	3	3
207	4	4
112	5	5 – Trustworthy

1002 999 not asked

=====

Name: vid5_informed_treatment

Description: Perceptions of influencer credibility Informed Scale - Treatment
Video 5 - Scale value

Count	Code	Label
-----	-----	-----
80	1	1 - Uninformed
149	2	2
442	3	3
190	4	4
137	5	5 - Informed
1002	999	not asked

=====

Name: vid5_smart_treatment

Description: Perceptions of influencer credibility Smart Scale - Treatment
Video 5 - Scale value

Count	Code	Label
-----	-----	-----
85	1	1 - Stupid
133	2	2
448	3	3
211	4	4
121	5	5 - Smart
1002	999	not asked

=====

Name: vid5_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale -
Treatment Video 5 - Scale value

Count	Code	Label
-----	-----	-----
65	1	1 - Unattractive
82	2	2
360	3	3
319	4	4
172	5	5 - Attractive
1002	999	not asked

=====

Name: vid5_popularity_treatment

Description: Perceptions of influencer credibility Popularity Scale -
Treatment Video 5 - Scale value

Count	Code	Label
-----	-----	-----
57	1	1 - Unpopular
87	2	2
365	3	3
278	4	4
211	5	5 - Popular
1002	999	not asked

```
=====
Name:          treatment_vid_6
Description:    Treatment video 6
```

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

```
=====
Name:          vid6_honesty_treatment
Description:    Perceptions of influencer credibility Honesty Scale - Treatment
                Video 6 - Scale value
```

Count	Code	Label
-----	-----	-----
68	1	1 - Dishonest
158	2	2
332	3	3
255	4	4
185	5	5 - Honest
1002	999	not asked

```
=====
Name:          vid6_trust_treatment
Description:    Perceptions of influencer credibility Trust Scale - Treatment
                Video 6 - Scale value
```

Count	Code	Label
-----	-----	-----
76	1	1 - Untrustworthy
158	2	2
370	3	3
238	4	4
156	5	5 - Trustworthy
1002	999	not asked

=====

Name: vid6_informed_treatment

Description: Perceptions of influencer credibility Informed Scale – Treatment
Video 6 – Scale value

Count	Code	Label
-----	-----	-----
57	1	1 – Uninformed
127	2	2
391	3	3
257	4	4
166	5	5 – Informed
1002	999	not asked

=====

Name: vid6_smart_treatment

Description: Perceptions of influencer credibility Smart Scale – Treatment
Video 6 – Scale value

Count	Code	Label
-----	-----	-----
69	1	1 – Stupid
133	2	2
411	3	3
220	4	4
165	5	5 – Smart
1002	999	not asked

=====

Name: vid6_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale –
Treatment Video 6 – Scale value

Count	Code	Label
-----	-----	-----
47	1	1 – Unattractive
63	2	2
300	3	3
332	4	4
256	5	5 – Attractive
1002	999	not asked

=====

Name: vid6_popularity_treatment

Description: Perceptions of influencer credibility Popularity Scale –
Treatment Video 6 – Scale value

Count	Code	Label
-------	------	-------

-----	-----	-----
46	1	1 - Unpopular
65	2	2
389	3	3
302	4	4
196	5	5 - Popular
1002	999	not asked

```
=====
Name:      treatment_vid_7
Description: Treatment video 7
```

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

```
=====
Name:      vid7_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale - Treatment
              Video 7 - Scale value
```

Count	Code	Label
-----	-----	-----
97	1	1 - Dishonest
177	2	2
373	3	3
216	4	4
135	5	5 - Honest
1002	999	not asked

```
=====
Name:      vid7_trust_treatment
Description: Perceptions of influencer credibility Trust Scale - Treatment
              Video 7 - Scale value
```

Count	Code	Label
-----	-----	-----
99	1	1 - Untrustworthy
230	2	2
400	3	3
167	4	4
102	5	5 - Trustworthy
1002	999	not asked

```
=====
Name:      vid7_informed_treatment
```

Description: Perceptions of influencer credibility Informed Scale – Treatment
Video 7 – Scale value

Count	Code	Label
-----	-----	-----
97	1	1 – Uninformed
182	2	2
388	3	3
203	4	4
128	5	5 – Informed
1002	999	not asked

=====
Name: vid7_smart_treatment

Description: Perceptions of influencer credibility Smart Scale – Treatment
Video 7 – Scale value

Count	Code	Label
-----	-----	-----
138	1	1 – Stupid
180	2	2
396	3	3
169	4	4
114	5	5 – Smart
1	998	skipped
1002	999	not asked

=====
Name: vid7_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale –
Treatment Video 7 – Scale value

Count	Code	Label
-----	-----	-----
82	1	1 – Unattractive
91	2	2
285	3	3
304	4	4
236	5	5 – Attractive
1002	999	not asked

=====
Name: vid7_popularity_treatment

Description: Perceptions of influencer credibility Popularity Scale –
Treatment Video 7 – Scale value

Count	Code	Label
-----	-----	-----

64	1	1 - Unpopular
91	2	2
338	3	3
304	4	4
201	5	5 - Popular
1002	999	not asked

=====

Name: treatment_vid_8
Description: Treatment video 8

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid8_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale - Treatment
Video 8 - Scale value

Count	Code	Label
-----	-----	-----
70	1	1 - Dishonest
142	2	2
429	3	3
215	4	4
142	5	5 - Honest
1002	999	not asked

=====

Name: vid8_trust_treatment
Description: Perceptions of influencer credibility Trust Scale - Treatment
Video 8 - Scale value

Count	Code	Label
-----	-----	-----
77	1	1 - Untrustworthy
177	2	2
464	3	3
178	4	4
102	5	5 - Trustworthy
1002	999	not asked

=====

Name: vid8_informed_treatment
Description: Perceptions of influencer credibility Informed Scale - Treatment

Video 8 – Scale value

Count	Code	Label
-----	-----	-----
111	1	1 – Uninformed
218	2	2
421	3	3
142	4	4
105	5	5 – Informed
1	998	skipped
1002	999	not asked

=====
Name: vid8_smart_treatment

Description: Perceptions of influencer credibility Smart Scale – Treatment
Video 8 – Scale value

Count	Code	Label
-----	-----	-----
136	1	1 – Stupid
190	2	2
426	3	3
152	4	4
94	5	5 – Smart
1002	999	not asked

=====
Name: vid8_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale –
Treatment Video 8 – Scale value

Count	Code	Label
-----	-----	-----
82	1	1 – Unattractive
120	2	2
296	3	3
296	4	4
204	5	5 – Attractive
1002	999	not asked

=====
Name: vid8_popularity_treatment

Description: Perceptions of influencer credibility Popularity Scale –
Treatment Video 8 – Scale value

Count	Code	Label
-----	-----	-----
77	1	1 – Unpopular

115	2	2
397	3	3
261	4	4
147	5	5 – Popular
1	998	skipped
1002	999	not asked

=====

Name: treatment_vid_9
Description: Treatment video 9

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid9_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
Video 9 – Scale value

Count	Code	Label
-----	-----	-----
89	1	1 – Dishonest
145	2	2
379	3	3
234	4	4
151	5	5 – Honest
1002	999	not asked

=====

Name: vid9_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
Video 9 – Scale value

Count	Code	Label
-----	-----	-----
95	1	1 – Untrustworthy
170	2	2
423	3	3
196	4	4
114	5	5 – Trustworthy
1002	999	not asked

=====

Name: vid9_informed_treatment
Description: Perceptions of influencer credibility Informed Scale – Treatment

Video 9 – Scale value

Count	Code	Label
-----	-----	-----
115	1	1 – Uninformed
178	2	2
405	3	3
179	4	4
121	5	5 – Informed
1002	999	not asked

```
=====
Name:          vid9_smart_treatment
Description:    Perceptions of influencer credibility Smart Scale – Treatment
                  Video 9 – Scale value
```

Count	Code	Label
-----	-----	-----
130	1	1 – Stupid
177	2	2
385	3	3
186	4	4
120	5	5 – Smart
1002	999	not asked

```
=====
Name:          vid9_attractive_treatment
Description:    Perceptions of influencer credibility Attractive Scale –
                  Treatment Video 9 – Scale value
```

Count	Code	Label
-----	-----	-----
82	1	1 – Unattractive
93	2	2
254	3	3
315	4	4
254	5	5 – Attractive
1002	999	not asked

```
=====
Name:          vid9_popularity_treatment
Description:    Perceptions of influencer credibility Popularity Scale –
                  Treatment Video 9 – Scale value
```

Count	Code	Label
-----	-----	-----
72	1	1 – Unpopular
80	2	2

315	3	3
296	4	4
235	5	5 – Popular
1002	999	not asked

```
=====
Name:      treatment_vid_10
Description: Treatment video 10
```

Count	Code	Label
-----	----	-----
998	1	asked
0	3	error
1002	9	not asked

```
=====
Name:      vid10_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
              Video 10 – Scale value
```

Count	Code	Label
-----	----	-----
55	1	1 – Dishonest
78	2	2
315	3	3
310	4	4
240	5	5 – Honest
1002	999	not asked

```
=====
Name:      vid10_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
              Video 10 – Scale value
```

Count	Code	Label
-----	----	-----
56	1	1 – Untrustworthy
79	2	2
345	3	3
289	4	4
229	5	5 – Trustworthy
1002	999	not asked

```
=====
Name:      vid10_informed_treatment
Description: Perceptions of influencer credibility Informed Scale – Treatment
              Video 10 – Scale value
```

Count	Code	Label
-----	-----	-----
57	1	1 - Uninformed
75	2	2
464	3	3
234	4	4
168	5	5 - Informed
1002	999	not asked

```
=====
Name:          vid10_smart_treatment
Description:    Perceptions of influencer credibility Smart Scale - Treatment
                Video 10 - Scale value
```

Count	Code	Label
-----	-----	-----
50	1	1 - Stupid
68	2	2
402	3	3
256	4	4
222	5	5 - Smart
1002	999	not asked

```
=====
Name:          vid10_attractive_treatment
Description:    Perceptions of influencer credibility Attractive Scale -
                Treatment Video 10 - Scale value
```

Count	Code	Label
-----	-----	-----
45	1	1 - Unattractive
51	2	2
256	3	3
358	4	4
288	5	5 - Attractive
1002	999	not asked

```
=====
Name:          vid10_popularity_treatment
Description:    Perceptions of influencer credibility Popularity Scale -
                Treatment Video 10 - Scale value
```

Count	Code	Label
-----	-----	-----
38	1	1 - Unpopular
65	2	2
350	3	3
309	4	4

235	5	5 - Popular
1	998	skipped
1002	999	not asked

=====
Name: treatment_vid_11
Description: Treatment video 11

Count	Code	Label
-----	----	-----
998	1	asked
0	3	error
1002	9	not asked

=====
Name: vid11_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale - Treatment Video 11 - Scale value

Count	Code	Label
-----	----	-----
113	1	1 - Dishonest
157	2	2
354	3	3
219	4	4
154	5	5 - Honest
1	998	skipped
1002	999	not asked

=====
Name: vid11_trust_treatment
Description: Perceptions of influencer credibility Trust Scale - Treatment Video 11 - Scale value

Count	Code	Label
-----	----	-----
136	1	1 - Untrustworthy
176	2	2
397	3	3
182	4	4
107	5	5 - Trustworthy
1002	999	not asked

=====
Name: vid11_informed_treatment
Description: Perceptions of influencer credibility Informed Scale - Treatment Video 11 - Scale value

Count	Code	Label
-----	-----	-----
130	1	1 - Uninformed
214	2	2
415	3	3
140	4	4
98	5	5 - Informed
1	998	skipped
1002	999	not asked

```
=====
Name:          vid11_smart_treatment
Description:    Perceptions of influencer credibility Smart Scale - Treatment
                Video 11 - Scale value
```

Count	Code	Label
-----	-----	-----
236	1	1 - Stupid
221	2	2
304	3	3
143	4	4
94	5	5 - Smart
1002	999	not asked

```
=====
Name:          vid11_attractive_treatment
Description:    Perceptions of influencer credibility Attractive Scale -
                Treatment Video 11 - Scale value
```

Count	Code	Label
-----	-----	-----
161	1	1 - Unattractive
181	2	2
380	3	3
180	4	4
96	5	5 - Attractive
1002	999	not asked

```
=====
Name:          vid11_popularity_treatment
Description:    Perceptions of influencer credibility Popularity Scale -
                Treatment Video 11 - Scale value
```

Count	Code	Label
-----	-----	-----
130	1	1 - Unpopular
174	2	2
398	3	3

183	4	4
112	5	5 – Popular
1	998	skipped
1002	999	not asked

```
=====
Name:      treatment_vid_12
Description: Treatment video 12
```

Count	Code	Label
-----	----	-----
998	1	asked
0	3	error
1002	9	not asked

```
=====
Name:      vid12_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
              Video 12 – Scale value
```

Count	Code	Label
-----	----	-----
79	1	1 – Dishonest
148	2	2
457	3	3
191	4	4
123	5	5 – Honest
1002	999	not asked

```
=====
Name:      vid12_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
              Video 12 – Scale value
```

Count	Code	Label
-----	----	-----
82	1	1 – Untrustworthy
185	2	2
455	3	3
168	4	4
108	5	5 – Trustworthy
1002	999	not asked

```
=====
Name:      vid12_informed_treatment
Description: Perceptions of influencer credibility Informed Scale – Treatment
              Video 12 – Scale value
```

Count	Code	Label
-----	-----	-----
106	1	1 - Uninformed
182	2	2
444	3	3
156	4	4
110	5	5 - Informed
1002	999	not asked

=====

Name: vid12_smart_treatment
Description: Perceptions of influencer credibility Smart Scale - Treatment
Video 12 - Scale value

Count	Code	Label
-----	-----	-----
100	1	1 - Stupid
160	2	2
460	3	3
169	4	4
109	5	5 - Smart
1002	999	not asked

=====

Name: vid12_attractive_treatment
Description: Perceptions of influencer credibility Attractive Scale -
Treatment Video 12 - Scale value

Count	Code	Label
-----	-----	-----
63	1	1 - Unattractive
82	2	2
285	3	3
296	4	4
272	5	5 - Attractive
1002	999	not asked

=====

Name: vid12_popularity_treatment
Description: Perceptions of influencer credibility Popularity Scale -
Treatment Video 12 - Scale value

Count	Code	Label
-----	-----	-----
60	1	1 - Unpopular
78	2	2
383	3	3
281	4	4

195	5	5 - Popular
1	998	skipped
1002	999	not asked

=====
Name: treatment_vid_13
Description: Treatment video 13

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====
Name: vid13_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale - Treatment Video 13 - Scale value

Count	Code	Label
-----	-----	-----
28	1	1 - Dishonest
52	2	2
258	3	3
381	4	4
279	5	5 - Honest
1002	999	not asked

=====
Name: vid13_trust_treatment
Description: Perceptions of influencer credibility Trust Scale - Treatment Video 13 - Scale value

Count	Code	Label
-----	-----	-----
22	1	1 - Untrustworthy
64	2	2
301	3	3
356	4	4
254	5	5 - Trustworthy
1	998	skipped
1002	999	not asked

=====
Name: vid13_informed_treatment
Description: Perceptions of influencer credibility Informed Scale - Treatment Video 13 - Scale value

Count	Code	Label
-----	-----	-----
26	1	1 - Uninformed
36	2	2
234	3	3
364	4	4
338	5	5 - Informed
1002	999	not asked

```
=====
Name:          vid13_smart_treatment
Description:    Perceptions of influencer credibility Smart Scale - Treatment
                Video 13 - Scale value
```

Count	Code	Label
-----	-----	-----
26	1	1 - Stupid
43	2	2
296	3	3
346	4	4
287	5	5 - Smart
1002	999	not asked

```
=====
Name:          vid13_attractive_treatment
Description:    Perceptions of influencer credibility Attractive Scale -
                Treatment Video 13 - Scale value
```

Count	Code	Label
-----	-----	-----
41	1	1 - Unattractive
95	2	2
369	3	3
320	4	4
173	5	5 - Attractive
1002	999	not asked

```
=====
Name:          vid13_popularity_treatment
Description:    Perceptions of influencer credibility Popularity Scale -
                Treatment Video 13 - Scale value
```

Count	Code	Label
-----	-----	-----
41	1	1 - Unpopular
77	2	2
387	3	3
283	4	4

210	5	5 - Popular
1002	999	not asked

=====

Name: treatment_vid_14
Description: Treatment video 14

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid14_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale - Treatment Video 14 - Scale value

Count	Code	Label
-----	-----	-----
62	1	1 - Dishonest
85	2	2
440	3	3
245	4	4
166	5	5 - Honest
1002	999	not asked

=====

Name: vid14_trust_treatment
Description: Perceptions of influencer credibility Trust Scale - Treatment Video 14 - Scale value

Count	Code	Label
-----	-----	-----
57	1	1 - Untrustworthy
107	2	2
461	3	3
240	4	4
133	5	5 - Trustworthy
1002	999	not asked

=====

Name: vid14_informed_treatment
Description: Perceptions of influencer credibility Informed Scale - Treatment Video 14 - Scale value

Count	Code	Label
-----	-----	-----

72	1	1 - Uninformed
93	2	2
447	3	3
243	4	4
143	5	5 - Informed
1002	999	not asked

=====

Name: vid14_smart_treatment
Description: Perceptions of influencer credibility Smart Scale - Treatment
Video 14 - Scale value

Count	Code	Label
-----	----	-----
55	1	1 - Stupid
89	2	2
465	3	3
246	4	4
143	5	5 - Smart
1002	999	not asked

=====

Name: vid14_attractive_treatment
Description: Perceptions of influencer credibility Attractive Scale -
Treatment Video 14 - Scale value

Count	Code	Label
-----	----	-----
64	1	1 - Unattractive
85	2	2
421	3	3
254	4	4
174	5	5 - Attractive
1002	999	not asked

=====

Name: vid14_popularity_treatment
Description: Perceptions of influencer credibility Popularity Scale -
Treatment Video 14 - Scale value

Count	Code	Label
-----	----	-----
61	1	1 - Unpopular
95	2	2
430	3	3
250	4	4
162	5	5 - Popular
1002	999	not asked

```
=====
Name:      treatment_vid_15
Description: Treatment video 15
```

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

```
=====
Name:      vid15_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale - Treatment
              Video 15 - Scale value
```

Count	Code	Label
-----	-----	-----
51	1	1 - Dishonest
140	2	2
421	3	3
256	4	4
130	5	5 - Honest
1002	999	not asked

```
=====
Name:      vid15_trust_treatment
Description: Perceptions of influencer credibility Trust Scale - Treatment
              Video 15 - Scale value
```

Count	Code	Label
-----	-----	-----
58	1	1 - Untrustworthy
142	2	2
451	3	3
232	4	4
115	5	5 - Trustworthy
1002	999	not asked

```
=====
Name:      vid15_informed_treatment
Description: Perceptions of influencer credibility Informed Scale - Treatment
              Video 15 - Scale value
```

Count	Code	Label
-----	-----	-----
61	1	1 - Uninformed
118	2	2

466	3	3
217	4	4
136	5	5 – Informed
1002	999	not asked

```
=====
Name:          vid15_smart_treatment
Description:    Perceptions of influencer credibility Smart Scale – Treatment
                Video 15 – Scale value
```

Count	Code	Label
-----	-----	-----
63	1	1 – Stupid
115	2	2
425	3	3
257	4	4
138	5	5 – Smart
1002	999	not asked

```
=====
Name:          vid15_attractive_treatment
Description:    Perceptions of influencer credibility Attractive Scale –
                Treatment Video 15 – Scale value
```

Count	Code	Label
-----	-----	-----
61	1	1 – Unattractive
114	2	2
411	3	3
267	4	4
145	5	5 – Attractive
1002	999	not asked

```
=====
Name:          vid15_popularity_treatment
Description:    Perceptions of influencer credibility Popularity Scale –
                Treatment Video 15 – Scale value
```

Count	Code	Label
-----	-----	-----
46	1	1 – Unpopular
104	2	2
395	3	3
278	4	4
175	5	5 – Popular
1002	999	not asked

```
=====
```

Name: treatment_vid_16
Description: Treatment video 16

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid16_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
Video 16 – Scale value

Count	Code	Label
-----	-----	-----
55	1	1 – Dishonest
109	2	2
408	3	3
282	4	4
144	5	5 – Honest
1002	999	not asked

=====

Name: vid16_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
Video 16 – Scale value

Count	Code	Label
-----	-----	-----
66	1	1 – Untrustworthy
116	2	2
448	3	3
257	4	4
111	5	5 – Trustworthy
1002	999	not asked

=====

Name: vid16_informed_treatment
Description: Perceptions of influencer credibility Informed Scale – Treatment
Video 16 – Scale value

Count	Code	Label
-----	-----	-----
75	1	1 – Uninformed
127	2	2
477	3	3
218	4	4

100	5	5 - Informed
1	998	skipped
1002	999	not asked

=====
Name: vid16_smart_treatment

Description: Perceptions of influencer credibility Smart Scale - Treatment
Video 16 - Scale value

Count	Code	Label
-----	-----	-----
83	1	1 - Stupid
136	2	2
460	3	3
215	4	4
104	5	5 - Smart
1002	999	not asked

=====
Name: vid16_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale -
Treatment Video 16 - Scale value

Count	Code	Label
-----	-----	-----
94	1	1 - Unattractive
125	2	2
394	3	3
261	4	4
124	5	5 - Attractive
1002	999	not asked

=====
Name: vid16_popularity_treatment

Description: Perceptions of influencer credibility Popularity Scale -
Treatment Video 16 - Scale value

Count	Code	Label
-----	-----	-----
67	1	1 - Unpopular
119	2	2
424	3	3
261	4	4
126	5	5 - Popular
1	998	skipped
1002	999	not asked

=====

Name: treatment_vid_17
Description: Treatment video 17

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid17_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
Video 17 – Scale value

Count	Code	Label
-----	-----	-----
43	1	1 – Dishonest
70	2	2
357	3	3
300	4	4
228	5	5 – Honest
1002	999	not asked

=====

Name: vid17_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
Video 17 – Scale value

Count	Code	Label
-----	-----	-----
39	1	1 – Untrustworthy
96	2	2
369	3	3
294	4	4
200	5	5 – Trustworthy
1002	999	not asked

=====

Name: vid17_informed_treatment
Description: Perceptions of influencer credibility Informed Scale – Treatment
Video 17 – Scale value

Count	Code	Label
-----	-----	-----
54	1	1 – Uninformed
103	2	2
345	3	3
297	4	4

198	5	5 - Informed
1	998	skipped
1002	999	not asked

=====
Name: vid17_smart_treatment

Description: Perceptions of influencer credibility Smart Scale - Treatment
Video 17 - Scale value

Count	Code	Label
-----	-----	-----
83	1	1 - Stupid
137	2	2
359	3	3
240	4	4
178	5	5 - Smart
1	998	skipped
1002	999	not asked

=====
Name: vid17_attractive_treatment

Description: Perceptions of influencer credibility Attractive Scale -
Treatment Video 17 - Scale value

Count	Code	Label
-----	-----	-----
82	1	1 - Unattractive
126	2	2
344	3	3
247	4	4
199	5	5 - Attractive
1002	999	not asked

=====
Name: vid17_popularity_treatment

Description: Perceptions of influencer credibility Popularity Scale -
Treatment Video 17 - Scale value

Count	Code	Label
-----	-----	-----
51	1	1 - Unpopular
76	2	2
319	3	3
275	4	4
277	5	5 - Popular
1002	999	not asked

=====

Name: treatment_vid_18
Description: Treatment video 18

Count	Code	Label
-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid18_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
Video 18 – Scale value

Count	Code	Label
-----	-----	-----
71	1	1 – Dishonest
100	2	2
376	3	3
276	4	4
175	5	5 – Honest
1002	999	not asked

=====

Name: vid18_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
Video 18 – Scale value

Count	Code	Label
-----	-----	-----
76	1	1 – Untrustworthy
139	2	2
402	3	3
230	4	4
151	5	5 – Trustworthy
1002	999	not asked

=====

Name: vid18_informed_treatment
Description: Perceptions of influencer credibility Informed Scale – Treatment
Video 18 – Scale value

Count	Code	Label
-----	-----	-----
75	1	1 – Uninformed
123	2	2
402	3	3
239	4	4

159	5	5 - Informed
1002	999	not asked

=====

Name: vid18_smart_treatment
Description: Perceptions of influencer credibility Smart Scale - Treatment
Video 18 - Scale value

Count	Code	Label
-----	----	-----
68	1	1 - Stupid
95	2	2
386	3	3
282	4	4
167	5	5 - Smart
1002	999	not asked

=====

Name: vid18_attractive_treatment
Description: Perceptions of influencer credibility Attractive Scale -
Treatment Video 18 - Scale value

Count	Code	Label
-----	----	-----
61	1	1 - Unattractive
72	2	2
319	3	3
336	4	4
210	5	5 - Attractive
1002	999	not asked

=====

Name: vid18_popularity_treatment
Description: Perceptions of influencer credibility Popularity Scale -
Treatment Video 18 - Scale value

Count	Code	Label
-----	----	-----
50	1	1 - Unpopular
77	2	2
306	3	3
300	4	4
265	5	5 - Popular
1002	999	not asked

=====

Name: treatment_vid_19
Description: Treatment video 19

Count	Code	Label
998	1	asked
0	3	error
1002	9	not asked

=====

Name: vid19_honesty_treatment
Description: Perceptions of influencer credibility Honesty Scale – Treatment
Video 19 – Scale value

Count	Code	Label
71	1	1 – Dishonest
128	2	2
460	3	3
208	4	4
131	5	5 – Honest
1002	999	not asked

=====

Name: vid19_trust_treatment
Description: Perceptions of influencer credibility Trust Scale – Treatment
Video 19 – Scale value

Count	Code	Label
80	1	1 – Untrustworthy
177	2	2
444	3	3
187	4	4
110	5	5 – Trustworthy
1002	999	not asked

=====

Name: vid19_informed_treatment
Description: Perceptions of influencer credibility Informed Scale – Treatment
Video 19 – Scale value

Count	Code	Label
89	1	1 – Uninformed
172	2	2
453	3	3
170	4	4
114	5	5 – Informed
1002	999	not asked

=====

Name: vid19_smart_treatment
Description: Perceptions of influencer credibility Smart Scale – Treatment
Video 19 – Scale value

Count	Code	Label
-----	-----	-----
98	1	1 – Stupid
173	2	2
434	3	3
186	4	4
107	5	5 – Smart
1002	999	not asked

=====

Name: vid19_attractive_treatment
Description: Perceptions of influencer credibility Attractive Scale –
Treatment Video 19 – Scale value

Count	Code	Label
-----	-----	-----
90	1	1 – Unattractive
110	2	2
331	3	3
307	4	4
160	5	5 – Attractive
1002	999	not asked

=====

Name: vid19_popularity_treatment
Description: Perceptions of influencer credibility Popularity Scale –
Treatment Video 19 – Scale value

Count	Code	Label
-----	-----	-----
62	1	1 – Unpopular
110	2	2
372	3	3
283	4	4
171	5	5 – Popular
1002	999	not asked

=====

Name: treatment_vid_20
Description: Treatment video 20

Count	Code	Label
-------	------	-------

-----	-----	-----
998	1	asked
0	3	error
1002	9	not asked

```
=====
Name:          vid20_honesty_treatment
Description:   Perceptions of influencer credibility Honesty Scale - Treatment
               Video 20 - Scale value
```

Count	Code	Label
-----	-----	-----
84	1	1 - Dishonest
130	2	2
439	3	3
215	4	4
130	5	5 - Honest
1002	999	not asked

```
=====
Name:          vid20_trust_treatment
Description:   Perceptions of influencer credibility Trust Scale - Treatment
               Video 20 - Scale value
```

Count	Code	Label
-----	-----	-----
98	1	1 - Untrustworthy
183	2	2
427	3	3
184	4	4
106	5	5 - Trustworthy
1002	999	not asked

```
=====
Name:          vid20_informed_treatment
Description:   Perceptions of influencer credibility Informed Scale - Treatment
               Video 20 - Scale value
```

Count	Code	Label
-----	-----	-----
104	1	1 - Uninformed
155	2	2
440	3	3
176	4	4
123	5	5 - Informed
1002	999	not asked

```
=====
```

Name: vid20_smart_treatment
Description: Perceptions of influencer credibility Smart Scale – Treatment
Video 20 – Scale value

Count	Code	Label
-----	-----	-----
152	1	1 – Stupid
195	2	2
364	3	3
161	4	4
126	5	5 – Smart
1002	999	not asked

=====
Name: vid20_attractive_treatment
Description: Perceptions of influencer credibility Attractive Scale –
Treatment Video 20 – Scale value

Count	Code	Label
-----	-----	-----
125	1	1 – Unattractive
190	2	2
383	3	3
193	4	4
107	5	5 – Attractive
1002	999	not asked

=====
Name: vid20_popularity_treatment
Description: Perceptions of influencer credibility Popularity Scale –
Treatment Video 20 – Scale value

Count	Code	Label
-----	-----	-----
91	1	1 – Unpopular
137	2	2
420	3	3
212	4	4
138	5	5 – Popular
1002	999	not asked

=====
Name: control_vid_1
Description: Control video 1

Count	Code	Label
-----	-----	-----
1002	1	asked

0	3	error
998	9	not asked

=====

Name: vid1_honesty_control
Description: Perceptions of influencer credibility Honesty Scale – Control
Video 1 – Scale value

Count	Code	Label
-----	----	-----
33	1	1 – Dishonest
71	2	2
271	3	3
336	4	4
291	5	5 – Honest
998	999	not asked

=====

Name: vid1_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 1 – Scale value

Count	Code	Label
-----	----	-----
36	1	1 – Untrustworthy
62	2	2
343	3	3
323	4	4
238	5	5 – Trustworthy
998	999	not asked

=====

Name: vid1_informed_control
Description: Perceptions of influencer credibility Informed Scale – Control
Video 1 – Scale value

Count	Code	Label
-----	----	-----
29	1	1 – Uninformed
61	2	2
247	3	3
341	4	4
324	5	5 – Informed
998	999	not asked

=====

Name: vid1_smart_control
Description: Perceptions of influencer credibility Smart Scale – Control

Video 1 – Scale value

Count	Code	Label
-----	-----	-----
42	1	1 – Stupid
81	2	2
328	3	3
270	4	4
281	5	5 – Smart
998	999	not asked

```
=====
Name:          vid1_attractive_control
Description:    Perceptions of influencer credibility Attractive Scale – Control
                Video 1 – Scale value
```

Count	Code	Label
-----	-----	-----
30	1	1 – Unattractive
34	2	2
266	3	3
323	4	4
349	5	5 – Attractive
998	999	not asked

```
=====
Name:          vid1_popularity_control
Description:    Perceptions of influencer credibility Popularity Scale – Control
                Video 1 – Scale value
```

Count	Code	Label
-----	-----	-----
31	1	1 – Unpopular
57	2	2
341	3	3
326	4	4
247	5	5 – Popular
998	999	not asked

```
=====
Name:          control_vid_2
Description:    Control video 2
```

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

=====

Name: vid2_honesty_control
Description: Perceptions of influencer credibility Honesty Scale – Control
Video 2 – Scale value

Count	Code	Label
-----	-----	-----
55	1	1 – Dishonest
98	2	2
452	3	3
228	4	4
169	5	5 – Honest
998	999	not asked

=====

Name: vid2_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 2 – Scale value

Count	Code	Label
-----	-----	-----
55	1	1 – Untrustworthy
141	2	2
498	3	3
194	4	4
114	5	5 – Trustworthy
998	999	not asked

=====

Name: vid2_informed_control
Description: Perceptions of influencer credibility Informed Scale – Control
Video 2 – Scale value

Count	Code	Label
-----	-----	-----
72	1	1 – Uninformed
170	2	2
477	3	3
171	4	4
111	5	5 – Informed
1	998	skipped
998	999	not asked

=====

Name: vid2_smart_control
Description: Perceptions of influencer credibility Smart Scale – Control
Video 2 – Scale value

Count	Code	Label
-----	-----	-----
155	1	1 - Stupid
177	2	2
408	3	3
137	4	4
125	5	5 - Smart
998	999	not asked

```
=====
Name:          vid2_attractive_control
Description:    Perceptions of influencer credibility Attractive Scale - Control
                Video 2 - Scale value
```

Count	Code	Label
-----	-----	-----
70	1	1 - Unattractive
116	2	2
380	3	3
293	4	4
143	5	5 - Attractive
998	999	not asked

```
=====
Name:          vid2_popularity_control
Description:    Perceptions of influencer credibility Popularity Scale - Control
                Video 2 - Scale value
```

Count	Code	Label
-----	-----	-----
59	1	1 - Unpopular
107	2	2
436	3	3
238	4	4
162	5	5 - Popular
998	999	not asked

```
=====
Name:          control_vid_3
Description:    Control video 3
```

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

=====

Name: vid3_honesty_control
Description: Perceptions of influencer credibility Honesty Scale – Control
Video 3 – Scale value

Count	Code	Label
-----	-----	-----
41	1	1 – Dishonest
100	2	2
382	3	3
283	4	4
196	5	5 – Honest
998	999	not asked

=====

Name: vid3_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 3 – Scale value

Count	Code	Label
-----	-----	-----
39	1	1 – Untrustworthy
126	2	2
395	3	3
279	4	4
163	5	5 – Trustworthy
998	999	not asked

=====

Name: vid3_informed_control
Description: Perceptions of influencer credibility Informed Scale – Control
Video 3 – Scale value

Count	Code	Label
-----	-----	-----
34	1	1 – Uninformed
91	2	2
429	3	3
270	4	4
178	5	5 – Informed
998	999	not asked

=====

Name: vid3_smart_control
Description: Perceptions of influencer credibility Smart Scale – Control
Video 3 – Scale value

Count	Code	Label
-------	------	-------

Count	Code	Label
46	1	1 - Stupid
109	2	2
424	3	3
251	4	4
172	5	5 - Smart
998	999	not asked

=====
Name: vid3_attractive_control

Description: Perceptions of influencer credibility Attractive Scale - Control
Video 3 - Scale value

Count	Code	Label
28	1	1 - Unattractive
73	2	2
350	3	3
338	4	4
213	5	5 - Attractive
998	999	not asked

=====
Name: vid3_popularity_control

Description: Perceptions of influencer credibility Popularity Scale - Control
Video 3 - Scale value

Count	Code	Label
32	1	1 - Unpopular
75	2	2
430	3	3
281	4	4
183	5	5 - Popular
1	998	skipped
998	999	not asked

=====
Name: control_vid_4

Description: Control video 4

Count	Code	Label
1002	1	asked
0	3	error
998	9	not asked

=====

Name: vid4_honesty_control
Description: Perceptions of influencer credibility Honesty Scale – Control
Video 4 – Scale value

Count	Code	Label
-----	----	-----
47	1	1 – Dishonest
102	2	2
346	3	3
294	4	4
213	5	5 – Honest
998	999	not asked

=====

Name: vid4_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 4 – Scale value

Count	Code	Label
-----	----	-----
47	1	1 – Untrustworthy
125	2	2
352	3	3
295	4	4
183	5	5 – Trustworthy
998	999	not asked

=====

Name: vid4_informed_control
Description: Perceptions of influencer credibility Informed Scale – Control
Video 4 – Scale value

Count	Code	Label
-----	----	-----
35	1	1 – Uninformed
58	2	2
351	3	3
293	4	4
265	5	5 – Informed
998	999	not asked

=====

Name: vid4_smart_control
Description: Perceptions of influencer credibility Smart Scale – Control
Video 4 – Scale value

Count	Code	Label
-----	----	-----

41	1	1 - Stupid
61	2	2
418	3	3
272	4	4
210	5	5 - Smart
998	999	not asked

=====

Name: vid4_attractive_control
Description: Perceptions of influencer credibility Attractive Scale - Control
Video 4 - Scale value

Count	Code	Label
-----	----	-----
61	1	1 - Unattractive
63	2	2
424	3	3
277	4	4
177	5	5 - Attractive
998	999	not asked

=====

Name: vid4_popularity_control
Description: Perceptions of influencer credibility Popularity Scale - Control
Video 4 - Scale value

Count	Code	Label
-----	----	-----
36	1	1 - Unpopular
85	2	2
425	3	3
271	4	4
184	5	5 - Popular
1	998	skipped
998	999	not asked

=====

Name: control_vid_5
Description: Control video 5

Count	Code	Label
-----	----	-----
1002	1	asked
0	3	error
998	9	not asked

=====

Name: vid5_honesty_control

Description: Perceptions of influencer credibility Honesty Scale – Control
Video 5 – Scale value

Count	Code	Label
67	1	1 – Dishonest
132	2	2
438	3	3
211	4	4
154	5	5 – Honest
998	999	not asked

=====
Name: vid5_trust_control

Description: Perceptions of influencer credibility Trust Scale – Control
Video 5 – Scale value

Count	Code	Label
83	1	1 – Untrustworthy
173	2	2
447	3	3
182	4	4
116	5	5 – Trustworthy
1	998	skipped
998	999	not asked

=====
Name: vid5_informed_control

Description: Perceptions of influencer credibility Informed Scale – Control
Video 5 – Scale value

Count	Code	Label
99	1	1 – Uninformed
177	2	2
444	3	3
164	4	4
118	5	5 – Informed
998	999	not asked

=====
Name: vid5_smart_control

Description: Perceptions of influencer credibility Smart Scale – Control
Video 5 – Scale value

Count	Code	Label
-------	------	-------

178	1	1 - Stupid
187	2	2
351	3	3
162	4	4
124	5	5 - Smart
998	999	not asked

```
=====
Name:      vid5_attractive_control
Description: Perceptions of influencer credibility Attractive Scale - Control
            Video 5 - Scale value
```

Count	Code	Label
-----	----	-----
90	1	1 - Unattractive
111	2	2
389	3	3
258	4	4
154	5	5 - Attractive
998	999	not asked

```
=====
Name:      vid5_popularity_control
Description: Perceptions of influencer credibility Popularity Scale - Control
            Video 5 - Scale value
```

Count	Code	Label
-----	----	-----
68	1	1 - Unpopular
136	2	2
403	3	3
237	4	4
158	5	5 - Popular
998	999	not asked

```
=====
Name:      control_vid_6
Description: Control video 6
```

Count	Code	Label
-----	----	-----
1002	1	asked
0	3	error
998	9	not asked

```
=====
Name:      vid6_honesty_control
Description: Perceptions of influencer credibility Honesty Scale - Control
```

Video 6 – Scale value

Count	Code	Label
-----	-----	-----
64	1	1 – Dishonest
138	2	2
368	3	3
252	4	4
180	5	5 – Honest
998	999	not asked

```
=====
Name:          vid6_trust_control
Description:    Perceptions of influencer credibility Trust Scale – Control
                Video 6 – Scale value
```

Count	Code	Label
-----	-----	-----
52	1	1 – Untrustworthy
163	2	2
397	3	3
247	4	4
143	5	5 – Trustworthy
998	999	not asked

```
=====
Name:          vid6_informed_control
Description:    Perceptions of influencer credibility Informed Scale – Control
                Video 6 – Scale value
```

Count	Code	Label
-----	-----	-----
39	1	1 – Uninformed
128	2	2
428	3	3
236	4	4
171	5	5 – Informed
998	999	not asked

```
=====
Name:          vid6_smart_control
Description:    Perceptions of influencer credibility Smart Scale – Control
                Video 6 – Scale value
```

Count	Code	Label
-----	-----	-----
44	1	1 – Stupid
106	2	2

462	3	3
225	4	4
165	5	5 - Smart
998	999	not asked

```
=====
Name:          vid6_attractive_control
Description:   Perceptions of influencer credibility Attractive Scale - Control
               Video 6 - Scale value
```

Count	Code	Label
-----	----	-----
37	1	1 - Unattractive
62	2	2
314	3	3
332	4	4
257	5	5 - Attractive
998	999	not asked

```
=====
Name:          vid6_popularity_control
Description:   Perceptions of influencer credibility Popularity Scale - Control
               Video 6 - Scale value
```

Count	Code	Label
-----	----	-----
37	1	1 - Unpopular
80	2	2
407	3	3
286	4	4
192	5	5 - Popular
998	999	not asked

```
=====
Name:          control_vid_7
Description:   Control video 7
```

Count	Code	Label
-----	----	-----
1002	1	asked
0	3	error
998	9	not asked

```
=====
Name:          vid7_honesty_control
Description:   Perceptions of influencer credibility Honesty Scale - Control
               Video 7 - Scale value
```

Count	Code	Label
-----	-----	-----
37	1	1 - Dishonest
101	2	2
503	3	3
216	4	4
145	5	5 - Honest
998	999	not asked

```
=====
Name:          vid7_trust_control
Description:    Perceptions of influencer credibility Trust Scale - Control
                Video 7 - Scale value
```

Count	Code	Label
-----	-----	-----
43	1	1 - Untrustworthy
122	2	2
517	3	3
197	4	4
123	5	5 - Trustworthy
998	999	not asked

```
=====
Name:          vid7_informed_control
Description:    Perceptions of influencer credibility Informed Scale - Control
                Video 7 - Scale value
```

Count	Code	Label
-----	-----	-----
58	1	1 - Uninformed
111	2	2
504	3	3
210	4	4
119	5	5 - Informed
998	999	not asked

```
=====
Name:          vid7_smart_control
Description:    Perceptions of influencer credibility Smart Scale - Control
                Video 7 - Scale value
```

Count	Code	Label
-----	-----	-----
59	1	1 - Stupid
106	2	2
513	3	3
196	4	4

128	5	5 - Smart
998	999	not asked

=====

Name: vid7_attractive_control

Description: Perceptions of influencer credibility Attractive Scale - Control
Video 7 - Scale value

Count	Code	Label
-----	----	-----
36	1	1 - Unattractive
62	2	2
345	3	3
315	4	4
244	5	5 - Attractive
998	999	not asked

=====

Name: vid7_popularity_control

Description: Perceptions of influencer credibility Popularity Scale - Control
Video 7 - Scale value

Count	Code	Label
-----	----	-----
50	1	1 - Unpopular
107	2	2
415	3	3
252	4	4
178	5	5 - Popular
998	999	not asked

=====

Name: control_vid_8

Description: Control video 8

Count	Code	Label
-----	----	-----
1002	1	asked
0	3	error
998	9	not asked

=====

Name: vid8_honesty_control

Description: Perceptions of influencer credibility Honesty Scale - Control
Video 8 - Scale value

Count	Code	Label
-----	----	-----

31	1	1 - Dishonest
98	2	2
422	3	3
246	4	4
204	5	5 - Honest
1	998	skipped
998	999	not asked

=====
Name: vid8_trust_control
Description: Perceptions of influencer credibility Trust Scale - Control
Video 8 - Scale value

Count	Code	Label
-----	-----	-----
37	1	1 - Untrustworthy
112	2	2
455	3	3
246	4	4
152	5	5 - Trustworthy
998	999	not asked

=====
Name: vid8_informed_control
Description: Perceptions of influencer credibility Informed Scale - Control
Video 8 - Scale value

Count	Code	Label
-----	-----	-----
46	1	1 - Uninformed
126	2	2
460	3	3
212	4	4
158	5	5 - Informed
998	999	not asked

=====
Name: vid8_smart_control
Description: Perceptions of influencer credibility Smart Scale - Control
Video 8 - Scale value

Count	Code	Label
-----	-----	-----
62	1	1 - Stupid
118	2	2
423	3	3
232	4	4
167	5	5 - Smart

998 999 not asked

=====
Name: vid8_attractive_control

Description: Perceptions of influencer credibility Attractive Scale – Control
Video 8 – Scale value

Count	Code	Label
-----	-----	-----
30	1	1 – Unattractive
67	2	2
323	3	3
320	4	4
262	5	5 – Attractive
998	999	not asked

=====
Name: vid8_popularity_control

Description: Perceptions of influencer credibility Popularity Scale – Control
Video 8 – Scale value

Count	Code	Label
-----	-----	-----
33	1	1 – Unpopular
79	2	2
413	3	3
294	4	4
183	5	5 – Popular
998	999	not asked

=====
Name: control_vid_9

Description: Control video 9

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

=====
Name: vid9_honesty_control

Description: Perceptions of influencer credibility Honesty Scale – Control
Video 9 – Scale value

Count	Code	Label
-----	-----	-----
42	1	1 – Dishonest

104	2	2
504	3	3
194	4	4
158	5	5 – Honest
998	999	not asked

```
=====
Name:          vid9_trust_control
Description:    Perceptions of influencer credibility Trust Scale – Control
                Video 9 – Scale value
```

Count	Code	Label
-----	-----	-----
41	1	1 – Untrustworthy
134	2	2
510	3	3
196	4	4
121	5	5 – Trustworthy
998	999	not asked

```
=====
Name:          vid9_informed_control
Description:    Perceptions of influencer credibility Informed Scale – Control
                Video 9 – Scale value
```

Count	Code	Label
-----	-----	-----
64	1	1 – Uninformed
137	2	2
497	3	3
169	4	4
135	5	5 – Informed
998	999	not asked

```
=====
Name:          vid9_smart_control
Description:    Perceptions of influencer credibility Smart Scale – Control
                Video 9 – Scale value
```

Count	Code	Label
-----	-----	-----
66	1	1 – Stupid
133	2	2
476	3	3
185	4	4
142	5	5 – Smart
998	999	not asked

```
=====
Name:          vid9_attractive_control
Description:    Perceptions of influencer credibility Attractive Scale - Control
                Video 9 - Scale value
```

Count	Code	Label
-----	-----	-----
46	1	1 - Unattractive
61	2	2
287	3	3
324	4	4
284	5	5 - Attractive
998	999	not asked

```
=====
Name:          vid9_popularity_control
Description:    Perceptions of influencer credibility Popularity Scale - Control
                Video 9 - Scale value
```

Count	Code	Label
-----	-----	-----
42	1	1 - Unpopular
71	2	2
416	3	3
278	4	4
195	5	5 - Popular
998	999	not asked

```
=====
Name:          control_vid_10
Description:    Control video 10
```

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

```
=====
Name:          vid10_honesty_control
Description:    Perceptions of influencer credibility Honesty Scale - Control
                Video 10 - Scale value
```

Count	Code	Label
-----	-----	-----
30	1	1 - Dishonest
52	2	2
322	3	3

335	4	4
263	5	5 - Honest
998	999	not asked

=====

Name: vid10_trust_control
Description: Perceptions of influencer credibility Trust Scale - Control
Video 10 - Scale value

Count	Code	Label
-----	-----	-----
23	1	1 - Untrustworthy
59	2	2
373	3	3
317	4	4
230	5	5 - Trustworthy
998	999	not asked

=====

Name: vid10_informed_control
Description: Perceptions of influencer credibility Informed Scale - Control
Video 10 - Scale value

Count	Code	Label
-----	-----	-----
28	1	1 - Uninformed
70	2	2
415	3	3
293	4	4
196	5	5 - Informed
998	999	not asked

=====

Name: vid10_smart_control
Description: Perceptions of influencer credibility Smart Scale - Control
Video 10 - Scale value

Count	Code	Label
-----	-----	-----
31	1	1 - Stupid
72	2	2
389	3	3
287	4	4
223	5	5 - Smart
998	999	not asked

=====

Name: vid10_attractive_control

Description: Perceptions of influencer credibility Attractive Scale – Control
Video 10 – Scale value

Count	Code	Label
-----	-----	-----
28	1	1 – Unattractive
47	2	2
355	3	3
315	4	4
257	5	5 – Attractive
998	999	not asked

=====
Name: vid10_popularity_control

Description: Perceptions of influencer credibility Popularity Scale – Control
Video 10 – Scale value

Count	Code	Label
-----	-----	-----
25	1	1 – Unpopular
35	2	2
362	3	3
335	4	4
245	5	5 – Popular
998	999	not asked

=====
Name: control_vid_11

Description: Control video 11

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

=====
Name: vid11_honesty_control

Description: Perceptions of influencer credibility Honesty Scale – Control
Video 11 – Scale value

Count	Code	Label
-----	-----	-----
36	1	1 – Dishonest
81	2	2
308	3	3
298	4	4
279	5	5 – Honest

998 999 not asked

=====
Name: vid11_trust_control

Description: Perceptions of influencer credibility Trust Scale – Control
Video 11 – Scale value

Count	Code	Label
-----	-----	-----
37	1	1 – Untrustworthy
83	2	2
374	3	3
308	4	4
200	5	5 – Trustworthy
998	999	not asked

=====
Name: vid11_informed_control

Description: Perceptions of influencer credibility Informed Scale – Control
Video 11 – Scale value

Count	Code	Label
-----	-----	-----
44	1	1 – Uninformed
96	2	2
335	3	3
300	4	4
227	5	5 – Informed
998	999	not asked

=====
Name: vid11_smart_control

Description: Perceptions of influencer credibility Smart Scale – Control
Video 11 – Scale value

Count	Code	Label
-----	-----	-----
61	1	1 – Stupid
98	2	2
343	3	3
262	4	4
238	5	5 – Smart
998	999	not asked

=====
Name: vid11_attractive_control

Description: Perceptions of influencer credibility Attractive Scale – Control
Video 11 – Scale value

Count	Code	Label
-----	-----	-----
70	1	1 - Unattractive
141	2	2
441	3	3
206	4	4
144	5	5 - Attractive
998	999	not asked

```
=====
Name:          vid11_popularity_control
Description:    Perceptions of influencer credibility Popularity Scale - Control
                Video 11 - Scale value
```

Count	Code	Label
-----	-----	-----
64	1	1 - Unpopular
127	2	2
440	3	3
234	4	4
137	5	5 - Popular
998	999	not asked

```
=====
Name:          control_vid_12
Description:    Control video 12
```

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

```
=====
Name:          vid12_honesty_control
Description:    Perceptions of influencer credibility Honesty Scale - Control
                Video 12 - Scale value
```

Count	Code	Label
-----	-----	-----
68	1	1 - Dishonest
168	2	2
427	3	3
194	4	4
145	5	5 - Honest
998	999	not asked

=====
Name: vid12_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 12 – Scale value

Count	Code	Label
-----	-----	-----
65	1	1 – Untrustworthy
177	2	2
454	3	3
185	4	4
121	5	5 – Trustworthy
998	999	not asked

=====
Name: vid12_informed_control
Description: Perceptions of influencer credibility Informed Scale – Control
Video 12 – Scale value

Count	Code	Label
-----	-----	-----
57	1	1 – Uninformed
130	2	2
502	3	3
195	4	4
118	5	5 – Informed
998	999	not asked

=====
Name: vid12_smart_control
Description: Perceptions of influencer credibility Smart Scale – Control
Video 12 – Scale value

Count	Code	Label
-----	-----	-----
73	1	1 – Stupid
129	2	2
476	3	3
206	4	4
118	5	5 – Smart
998	999	not asked

=====
Name: vid12_attractive_control
Description: Perceptions of influencer credibility Attractive Scale – Control
Video 12 – Scale value

Count	Code	Label
-------	------	-------

Count	Code	Label
45	1	1 - Unattractive
75	2	2
309	3	3
304	4	4
269	5	5 - Attractive
998	999	not asked

=====
Name: vid12_popularity_control
Description: Perceptions of influencer credibility Popularity Scale - Control
Video 12 - Scale value

Count	Code	Label
43	1	1 - Unpopular
89	2	2
405	3	3
277	4	4
188	5	5 - Popular
998	999	not asked

=====
Name: control_vid_13
Description: Control video 13

Count	Code	Label
1002	1	asked
0	3	error
998	9	not asked

=====
Name: vid13_honesty_control
Description: Perceptions of influencer credibility Honesty Scale - Control
Video 13 - Scale value

Count	Code	Label
23	1	1 - Dishonest
34	2	2
318	3	3
341	4	4
286	5	5 - Honest
998	999	not asked

=====
Name: vid13_trust_control

Description: Perceptions of influencer credibility Trust Scale – Control
Video 13 – Scale value

Count	Code	Label
-----	-----	-----
20	1	1 – Untrustworthy
61	2	2
323	3	3
368	4	4
230	5	5 – Trustworthy
998	999	not asked

=====
Name: vid13_informed_control

Description: Perceptions of influencer credibility Informed Scale – Control
Video 13 – Scale value

Count	Code	Label
-----	-----	-----
24	1	1 – Uninformed
47	2	2
346	3	3
308	4	4
277	5	5 – Informed
998	999	not asked

=====
Name: vid13_smart_control

Description: Perceptions of influencer credibility Smart Scale – Control
Video 13 – Scale value

Count	Code	Label
-----	-----	-----
28	1	1 – Stupid
58	2	2
365	3	3
314	4	4
235	5	5 – Smart
2	998	skipped
998	999	not asked

=====
Name: vid13_attractive_control

Description: Perceptions of influencer credibility Attractive Scale – Control
Video 13 – Scale value

Count	Code	Label
-----	-----	-----

51	1	1 - Unattractive
66	2	2
434	3	3
285	4	4
166	5	5 - Attractive
998	999	not asked

```
=====
Name:      vid13_popularity_control
Description: Perceptions of influencer credibility Popularity Scale - Control
            Video 13 - Scale value
```

Count	Code	Label
-----	----	-----
34	1	1 - Unpopular
94	2	2
437	3	3
252	4	4
184	5	5 - Popular
1	998	skipped
998	999	not asked

```
=====
Name:      control_vid_14
Description: Control video 14
```

Count	Code	Label
-----	----	-----
1002	1	asked
0	3	error
998	9	not asked

```
=====
Name:      vid14_honesty_control
Description: Perceptions of influencer credibility Honesty Scale - Control
            Video 14 - Scale value
```

Count	Code	Label
-----	----	-----
42	1	1 - Dishonest
86	2	2
446	3	3
261	4	4
167	5	5 - Honest
998	999	not asked

```
=====
Name:      vid14_trust_control
```

Description: Perceptions of influencer credibility Trust Scale – Control
Video 14 – Scale value

Count	Code	Label
-----	-----	-----
47	1	1 – Untrustworthy
117	2	2
466	3	3
215	4	4
156	5	5 – Trustworthy
1	998	skipped
998	999	not asked

=====

Name: vid14_informed_control

Description: Perceptions of influencer credibility Informed Scale – Control
Video 14 – Scale value

Count	Code	Label
-----	-----	-----
44	1	1 – Uninformed
89	2	2
426	3	3
268	4	4
175	5	5 – Informed
998	999	not asked

=====

Name: vid14_smart_control

Description: Perceptions of influencer credibility Smart Scale – Control
Video 14 – Scale value

Count	Code	Label
-----	-----	-----
45	1	1 – Stupid
85	2	2
462	3	3
231	4	4
179	5	5 – Smart
998	999	not asked

=====

Name: vid14_attractive_control

Description: Perceptions of influencer credibility Attractive Scale – Control
Video 14 – Scale value

Count	Code	Label
-----	-----	-----

60	1	1 - Unattractive
98	2	2
377	3	3
272	4	4
195	5	5 - Attractive
998	999	not asked

```
=====
Name:      vid14_popularity_control
Description: Perceptions of influencer credibility Popularity Scale - Control
            Video 14 - Scale value
```

Count	Code	Label
-----	----	-----
42	1	1 - Unpopular
81	2	2
438	3	3
275	4	4
166	5	5 - Popular
998	999	not asked

```
=====
Name:      control_vid_15
Description: Control video 15
```

Count	Code	Label
-----	----	-----
1002	1	asked
0	3	error
998	9	not asked

```
=====
Name:      vid15_honesty_control
Description: Perceptions of influencer credibility Honesty Scale - Control
            Video 15 - Scale value
```

Count	Code	Label
-----	----	-----
29	1	1 - Dishonest
61	2	2
506	3	3
261	4	4
145	5	5 - Honest
998	999	not asked

```
=====
Name:      vid15_trust_control
Description: Perceptions of influencer credibility Trust Scale - Control
```

Video 15 – Scale value

Count	Code	Label
-----	-----	-----
28	1	1 – Untrustworthy
80	2	2
515	3	3
252	4	4
127	5	5 – Trustworthy
998	999	not asked

```
=====
Name:          vid15_informed_control
Description:    Perceptions of influencer credibility Informed Scale – Control
                Video 15 – Scale value
```

Count	Code	Label
-----	-----	-----
42	1	1 – Uninformed
107	2	2
475	3	3
234	4	4
144	5	5 – Informed
998	999	not asked

```
=====
Name:          vid15_smart_control
Description:    Perceptions of influencer credibility Smart Scale – Control
                Video 15 – Scale value
```

Count	Code	Label
-----	-----	-----
41	1	1 – Stupid
69	2	2
483	3	3
239	4	4
170	5	5 – Smart
998	999	not asked

```
=====
Name:          vid15_attractive_control
Description:    Perceptions of influencer credibility Attractive Scale – Control
                Video 15 – Scale value
```

Count	Code	Label
-----	-----	-----
49	1	1 – Unattractive
82	2	2

346	3	3
332	4	4
193	5	5 – Attractive
998	999	not asked

```
=====
Name:          vid15_popularity_control
Description:    Perceptions of influencer credibility Popularity Scale – Control
                Video 15 – Scale value
```

Count	Code	Label
-----	-----	-----
36	1	1 – Unpopular
76	2	2
440	3	3
300	4	4
150	5	5 – Popular
998	999	not asked

```
=====
Name:          control_vid_16
Description:    Control video 16
```

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

```
=====
Name:          vid16_honesty_control
Description:    Perceptions of influencer credibility Honesty Scale – Control
                Video 16 – Scale value
```

Count	Code	Label
-----	-----	-----
80	1	1 – Dishonest
153	2	2
341	3	3
243	4	4
185	5	5 – Honest
998	999	not asked

```
=====
Name:          vid16_trust_control
Description:    Perceptions of influencer credibility Trust Scale – Control
                Video 16 – Scale value
```

Count	Code	Label
-----	-----	-----
73	1	1 - Untrustworthy
154	2	2
400	3	3
226	4	4
149	5	5 - Trustworthy
998	999	not asked

```
=====
Name:          vid16_informed_control
Description:    Perceptions of influencer credibility Informed Scale - Control
                Video 16 - Scale value
```

Count	Code	Label
-----	-----	-----
45	1	1 - Uninformed
109	2	2
422	3	3
251	4	4
175	5	5 - Informed
998	999	not asked

```
=====
Name:          vid16_smart_control
Description:    Perceptions of influencer credibility Smart Scale - Control
                Video 16 - Scale value
```

Count	Code	Label
-----	-----	-----
63	1	1 - Stupid
111	2	2
437	3	3
237	4	4
153	5	5 - Smart
1	998	skipped
998	999	not asked

```
=====
Name:          vid16_attractive_control
Description:    Perceptions of influencer credibility Attractive Scale - Control
                Video 16 - Scale value
```

Count	Code	Label
-----	-----	-----
77	1	1 - Unattractive
122	2	2
455	3	3

224	4	4
124	5	5 – Attractive
998	999	not asked

=====
Name: vid16_popularity_control
Description: Perceptions of influencer credibility Popularity Scale – Control
Video 16 – Scale value

Count	Code	Label
-----	-----	-----
43	1	1 – Unpopular
104	2	2
463	3	3
249	4	4
143	5	5 – Popular
998	999	not asked

=====
Name: control_vid_17
Description: Control video 17

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

=====
Name: vid17_honesty_control
Description: Perceptions of influencer credibility Honesty Scale – Control
Video 17 – Scale value

Count	Code	Label
-----	-----	-----
22	1	1 – Dishonest
59	2	2
299	3	3
305	4	4
317	5	5 – Honest
998	999	not asked

=====
Name: vid17_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 17 – Scale value

Count	Code	Label
-------	------	-------

Count	Code	Label
30	1	1 - Untrustworthy
53	2	2
358	3	3
306	4	4
255	5	5 - Trustworthy
998	999	not asked

=====
Name: vid17_informed_control
Description: Perceptions of influencer credibility Informed Scale - Control
Video 17 - Scale value

Count	Code	Label
42	1	1 - Uninformed
70	2	2
406	3	3
247	4	4
237	5	5 - Informed
998	999	not asked

=====
Name: vid17_smart_control
Description: Perceptions of influencer credibility Smart Scale - Control
Video 17 - Scale value

Count	Code	Label
92	1	1 - Stupid
122	2	2
361	3	3
225	4	4
202	5	5 - Smart
998	999	not asked

=====
Name: vid17_attractive_control
Description: Perceptions of influencer credibility Attractive Scale - Control
Video 17 - Scale value

Count	Code	Label
75	1	1 - Unattractive
79	2	2
389	3	3
259	4	4
200	5	5 - Attractive

998 999 not asked

=====
Name: vid17_popularity_control
Description: Perceptions of influencer credibility Popularity Scale – Control
Video 17 – Scale value

Count	Code	Label
-----	-----	-----
72	1	1 – Unpopular
86	2	2
314	3	3
266	4	4
264	5	5 – Popular
998	999	not asked

=====
Name: control_vid_18
Description: Control video 18

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

=====
Name: vid18_honesty_control
Description: Perceptions of influencer credibility Honesty Scale – Control
Video 18 – Scale value

Count	Code	Label
-----	-----	-----
48	1	1 – Dishonest
104	2	2
473	3	3
229	4	4
148	5	5 – Honest
998	999	not asked

=====
Name: vid18_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 18 – Scale value

Count	Code	Label
-----	-----	-----
51	1	1 – Untrustworthy

147	2	2
474	3	3
199	4	4
131	5	5 – Trustworthy
998	999	not asked

```
=====
Name:          vid18_informed_control
Description:    Perceptions of influencer credibility Informed Scale – Control
                Video 18 – Scale value
```

Count	Code	Label
-----	-----	-----
53	1	1 – Uninformed
117	2	2
474	3	3
214	4	4
144	5	5 – Informed
998	999	not asked

```
=====
Name:          vid18_smart_control
Description:    Perceptions of influencer credibility Smart Scale – Control
                Video 18 – Scale value
```

Count	Code	Label
-----	-----	-----
49	1	1 – Stupid
117	2	2
448	3	3
224	4	4
164	5	5 – Smart
998	999	not asked

```
=====
Name:          vid18_attractive_control
Description:    Perceptions of influencer credibility Attractive Scale – Control
                Video 18 – Scale value
```

Count	Code	Label
-----	-----	-----
62	1	1 – Unattractive
105	2	2
331	3	3
288	4	4
216	5	5 – Attractive
998	999	not asked

=====

Name: vid18_popularity_control
Description: Perceptions of influencer credibility Popularity Scale – Control
Video 18 – Scale value

Count	Code	Label
-----	-----	-----
53	1	1 – Unpopular
90	2	2
432	3	3
255	4	4
172	5	5 – Popular
998	999	not asked

=====

Name: control_vid_19
Description: Control video 19

Count	Code	Label
-----	-----	-----
1002	1	asked
0	3	error
998	9	not asked

=====

Name: vid19_honesty_control
Description: Perceptions of influencer credibility Honesty Scale – Control
Video 19 – Scale value

Count	Code	Label
-----	-----	-----
45	1	1 – Dishonest
71	2	2
474	3	3
247	4	4
165	5	5 – Honest
998	999	not asked

=====

Name: vid19_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 19 – Scale value

Count	Code	Label
-----	-----	-----
39	1	1 – Untrustworthy
114	2	2
484	3	3

240	4	4
125	5	5 – Trustworthy
998	999	not asked

```
=====
Name:          vid19_informed_control
Description:    Perceptions of influencer credibility Informed Scale – Control
                Video 19 – Scale value
```

Count	Code	Label
-----	-----	-----
66	1	1 – Uninformed
150	2	2
480	3	3
180	4	4
126	5	5 – Informed
998	999	not asked

```
=====
Name:          vid19_smart_control
Description:    Perceptions of influencer credibility Smart Scale – Control
                Video 19 – Scale value
```

Count	Code	Label
-----	-----	-----
100	1	1 – Stupid
163	2	2
451	3	3
162	4	4
126	5	5 – Smart
998	999	not asked

```
=====
Name:          vid19_attractive_control
Description:    Perceptions of influencer credibility Attractive Scale – Control
                Video 19 – Scale value
```

Count	Code	Label
-----	-----	-----
87	1	1 – Unattractive
107	2	2
355	3	3
274	4	4
179	5	5 – Attractive
998	999	not asked

```
=====
Name:          vid19_popularity_control
```

Description: Perceptions of influencer credibility Popularity Scale – Control
Video 19 – Scale value

Count	Code	Label
48	1	1 – Unpopular
77	2	2
396	3	3
285	4	4
196	5	5 – Popular
998	999	not asked

=====
Name: control_vid_20
Description: Control video 20

Count	Code	Label
1002	1	asked
0	3	error
998	9	not asked

=====
Name: vid20_honesty_control
Description: Perceptions of influencer credibility Honesty Scale – Control
Video 20 – Scale value

Count	Code	Label
36	1	1 – Dishonest
57	2	2
502	3	3
217	4	4
190	5	5 – Honest
998	999	not asked

=====
Name: vid20_trust_control
Description: Perceptions of influencer credibility Trust Scale – Control
Video 20 – Scale value

Count	Code	Label
38	1	1 – Untrustworthy
93	2	2
525	3	3
214	4	4
132	5	5 – Trustworthy

998 999 not asked

=====
Name: vid20_informed_control
Description: Perceptions of influencer credibility Informed Scale - Control
Video 20 - Scale value

Count	Code	Label
-----	-----	-----
68	1	1 - Uninformed
105	2	2
504	3	3
189	4	4
136	5	5 - Informed
998	999	not asked

=====
Name: vid20_smart_control
Description: Perceptions of influencer credibility Smart Scale - Control
Video 20 - Scale value

Count	Code	Label
-----	-----	-----
54	1	1 - Stupid
105	2	2
512	3	3
207	4	4
124	5	5 - Smart
998	999	not asked

=====
Name: vid20_attractive_control
Description: Perceptions of influencer credibility Attractive Scale - Control
Video 20 - Scale value

Count	Code	Label
-----	-----	-----
81	1	1 - Unattractive
122	2	2
471	3	3
201	4	4
127	5	5 - Attractive
998	999	not asked

=====
Name: vid20_popularity_control
Description: Perceptions of influencer credibility Popularity Scale - Control
Video 20 - Scale value

Count	Code	Label
-----	-----	-----
59	1	1 - Unpopular
110	2	2
479	3	3
206	4	4
148	5	5 - Popular
998	999	not asked

=====

Name: desire_to_drink

Description: Desire to drink alcohol

Count	Code	Label
-----	-----	-----
183	1	Definitely decrease
206	2	Somewhat decrease
1216	3	No change
307	4	Somewhat increase
88	5	Definitely increase

=====

Name: drink_next_month

Description: Intentions to drink next month

Count	Code	Label
-----	-----	-----
417	1	Definitely not
117	2	Probably not
22	3	Probably yes
1	4	Definitely yes
1443	9	not asked

=====

Name: drink_if_offered

Description: Willingness to drink if offered

Count	Code	Label
-----	-----	-----
369	1	Definitely not
142	2	Probably not
43	3	Probably yes
3	4	Definitely yes
1443	9	not asked

=====

Name: curiosity_about_drinking

Description: Curiosity about drinking alcohol

Count	Code	Label
-----	-----	-----
307	1	Definitely not curious
110	2	Probably not curious
115	3	Probably curious
25	4	Definitely curious
1443	9	not asked

=====

Name: expectancy_brave

Description: Positive alcohol expectancies -- Become more brave and daring

Count	Code	Label
-----	-----	-----
234	1	Strongly disagree
449	2	Disagree
1021	3	Agree
296	4	Strongly agree

=====

Name: expectancy_talkative

Description: Positive alcohol expectancies -- Become easier to talk to

Count	Code	Label
-----	-----	-----
227	1	Strongly disagree
457	2	Disagree
960	3	Agree
356	4	Strongly agree

=====

Name: expectancy_calm

Description: Positive alcohol expectancies -- Become more calm

Count	Code	Label
-----	-----	-----
323	1	Strongly disagree
714	2	Disagree
747	3	Agree
216	4	Strongly agree

=====

Name: expectancy_peaceful

Description: Positive alcohol expectancies -- Become more peaceful

Count	Code	Label
-------	------	-------

357	1	Strongly disagree
773	2	Disagree
674	3	Agree
196	4	Strongly agree

```
=====
Name:          expectancy_difficulty_thinking
Description:    Negative alcohol expectancies -- Have difficulty thinking
```

Count	Code	Label
155	1	Strongly disagree
449	2	Disagree
946	3	Agree
450	4	Strongly agree

```
=====
Name:          expectancy_moody
Description:    Negative alcohol expectancies -- Become moody
```

Count	Code	Label
201	1	Strongly disagree
693	2	Disagree
766	3	Agree
340	4	Strongly agree

```
=====
Name:          expectancy_dizzy
Description:    Negative alcohol expectancies -- Become dizzy or unsteady
```

Count	Code	Label
115	1	Strongly disagree
364	2	Disagree
950	3	Agree
571	4	Strongly agree

```
=====
Name:          expectancy_sloppy
Description:    Negative alcohol expectancies -- Become sloppy or messy
```

Count	Code	Label
178	1	Strongly disagree
513	2	Disagree
838	3	Agree

```
=====
Name:      birthyr
Description: Birth Year
```

Numeric Variable – no categories

answered : 2000

```
=====
Name:      birthmo
Description: Birth Month
```

Count	Code	Label
-----	-----	-----
176	1	January
130	2	February
183	3	March
172	4	April
162	5	May
187	6	June
156	7	July
151	8	August
171	9	September
157	10	October
177	11	November
178	12	December

```
=====
Name:      gender_identity
Description: Gender identity
```

Count	Code	Label
-----	-----	-----
954	1	Female
896	2	Male
10	3	Transgender female
65	4	Transgender male
58	5	Something else (please describe)
17	6	I'm not sure yet

```
=====
Name:      sexuality
Description: Sexual Orientation
```

Count	Code	Label
-----	-----	-----
1356	1	Heterosexual / straight

60	2	Lesbian / gay woman
44	3	Gay man
362	4	Bisexual
120	5	Other
58	6	Prefer not to say

=====

Name: race
Description: Race - US

Count	Code	Label
-----	-----	-----
1121	1	White
235	2	Black
336	3	Hispanic
144	4	Asian
19	5	Native American
119	6	Two or more races
20	7	Other
6	8	Middle Eastern

=====

Name: hispanic
Description: Hispanic - US

Count	Code	Label
-----	-----	-----
496	1	Yes
1504	2	No

=====

Name: educ
Description: Education

Count	Code	Label
-----	-----	-----
132	1	No HS
776	2	High school graduate
661	3	Some college
151	4	2-year
258	5	4-year
22	6	Post-grad

=====

Name: marstat
Description: Marital Status

Count	Code	Label
-------	------	-------

153	1	Married
13	2	Separated
2	3	Divorced
3	4	Widowed
1669	5	Never married
160	6	Domestic / civil partnership

=====
Name: employ
Description: Employment Status

Count	Code	Label
-----	-----	-----
523	1	Full-time
360	2	Part-time
12	3	Temporarily laid off
399	4	Unemployed
3	5	Retired
19	6	Permanently disabled
70	7	Homemaker
575	8	Student
39	9	Other

=====
Name: faminc_new
Description: Family income

Count	Code	Label
-----	-----	-----
222	1	Less than \$10,000
139	2	\$10,000 - \$19,999
192	3	\$20,000 - \$29,999
165	4	\$30,000 - \$39,999
163	5	\$40,000 - \$49,999
195	6	\$50,000 - \$59,999
105	7	\$60,000 - \$69,999
141	8	\$70,000 - \$79,999
147	9	\$80,000 - \$99,999
108	10	\$100,000 - \$119,999
80	11	\$120,000 - \$149,999
51	12	\$150,000 - \$199,999
40	13	\$200,000 - \$249,999
20	14	\$250,000 - \$349,999
12	15	\$350,000 - \$499,999
15	16	\$500,000 or more
205	97	Prefer not to say

```
=====
Name:      child18
Description: Children under age 18 in household
```

Count	Code	Label
-----	----	-----
224	1	Yes
1776	2	No

```
=====
Name:      inputzip
Description: Residence zip code
```

Numeric Variable – no categories

answered : 2000

```
=====
Name:      inputstate
Description: State of Residence
```

Count	Code	Label
-----	----	-----
23	1	Alabama
3	2	Alaska
53	4	Arizona
13	5	Arkansas
237	6	California
26	8	Colorado
24	9	Connecticut
6	10	Delaware
6	11	District of Columbia
147	12	Florida
64	13	Georgia
6	15	Hawaii
9	16	Idaho
91	17	Illinois
45	18	Indiana
24	19	Iowa
20	20	Kansas
36	21	Kentucky
23	22	Louisiana
8	23	Maine
36	24	Maryland
37	25	Massachusetts
53	26	Michigan
20	27	Minnesota
14	28	Mississippi
26	29	Missouri

7	30	Montana
13	31	Nebraska
26	32	Nevada
4	33	New Hampshire
59	34	New Jersey
9	35	New Mexico
148	36	New York
68	37	North Carolina
2	38	North Dakota
60	39	Ohio
22	40	Oklahoma
30	41	Oregon
59	42	Pennsylvania
10	44	Rhode Island
29	45	South Carolina
8	46	South Dakota
39	47	Tennessee
173	48	Texas
24	49	Utah
5	50	Vermont
46	51	Virginia
50	53	Washington
19	54	West Virginia
38	55	Wisconsin
2	56	Wyoming
0	60	American Samoa
0	64	Federated States of Micronesia
0	66	Guam
0	68	Marshall Islands
0	69	Northern Mariana Islands
0	70	Palau
0	72	Puerto Rico
0	74	U.S. Minor Outlying Islands
0	78	Virgin Islands
0	81	Alberta
0	82	British Columbia
0	83	Manitoba
0	84	New Brunswick
0	85	Newfoundland
0	86	Northwest Territories
0	87	Nova Scotia
0	88	Nunavut
0	89	Ontario
0	90	Prince Edward Island
0	91	Quebec
0	92	Saskatchewan
0	93	Yukon Territory
0	99	Not in the U.S. or Canada

=====

Name: pid3
Description: 3 point party ID

Count	Code	Label
-----	-----	-----
740	1	Democrat
355	2	Republican
628	3	Independent
59	4	Other
218	5	Not sure

=====

Name: pid7
Description: 7 point Party ID

Count	Code	Label
-----	-----	-----
430	1	Strong Democrat
310	2	Not very strong Democrat
262	3	Lean Democrat
397	4	Independent
120	5	Lean Republican
162	6	Not very strong Republican
193	7	Strong Republican
126	8	Not sure
0	9	Don't know

=====

Name: presvote20post
Description: 2020 President Vote Post Election

Count	Code	Label
-----	-----	-----
293	1	Joe Biden
122	2	Donald Trump
9	3	Jo Jorgensen
5	4	Howie Hawkins
4	5	Other
1567	6	Did not vote for President

=====

Name: presvote24post
Description: 2024 President Vote Post Election

Count	Code	Label
-----	-----	-----

672	1	Kamala Harris
368	2	Donald Trump
12	3	Robert F. Kennedy, Jr.
16	4	Jill Stein
4	5	Cornel West
10	6	Chase Oliver
13	8	Other
905	9	Did not vote for President

=====

Name: votereg
Description: Voter Registration Status

Count	Code	Label
-----	-----	-----
1501	1	Yes
436	2	No
63	3	Don't know

=====

Name: ideo5
Description: Ideology

Count	Code	Label
-----	-----	-----
394	1	Very liberal
394	2	Liberal
609	3	Moderate
225	4	Conservative
104	5	Very conservative
274	6	Not sure

=====

Name: newsint
Description: Political Interest

Count	Code	Label
-----	-----	-----
502	1	Most of the time
671	2	Some of the time
452	3	Only now and then
256	4	Hardly at all
119	7	Don't know

=====

Name: religpew
Description: Religion

Count	Code	Label
-----	-----	-----
396	1	Protestant
327	2	Roman Catholic
28	3	Mormon
22	4	Eastern or Greek Orthodox
40	5	Jewish
54	6	Muslim
28	7	Buddhist
15	8	Hindu
185	9	Atheist
211	10	Agnostic
544	11	Nothing in particular
150	12	Something else

=====

Name: pew_churatd
Description: Church attendance (Pew version)

Count	Code	Label
-----	-----	-----
122	1	More than once a week
335	2	Once a week
191	3	Once or twice a month
267	4	A few times a year
288	5	Seldom
739	6	Never
58	7	Don't know

=====

Name: pew_bornagain
Description: Born Again (Pew version)

Count	Code	Label
-----	-----	-----
395	1	Yes
1605	2	No

=====

Name: pew_religimp
Description: Importance of religion (Pew version)

Count	Code	Label
-----	-----	-----
534	1	Very important
555	2	Somewhat important
387	3	Not too important
524	4	Not at all important

=====

Name: pew_prayer
Description: Frequency of Prayer (Pew version)

Count	Code	Label
-----	-----	-----
310	1	Several times a day
216	2	Once a day
234	3	A few times a week
86	4	Once a week
193	5	A few times a month
287	6	Seldom
591	7	Never
83	8	Don't know

Date format variables

=====

Name: starttime
Description: Questionnaire Start Time
DateTime variable - no categories

=====

Name: endtime
Description: Questionnaire End Time
DateTime variable - no categories