Data Dictionary created within R-Studio. The labeled data frame used for analysis is “df2”. Accounts for all variables in both the first and secondary regression models conducted within this study.

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| **Variable Name (R name)** | **Variable Type** | **Description** |
| ***Click-Through-Rate (CTR)*** | Response Variable, *E(y)*, (Quantitative) | CTR is the proportion of Clicks to Impressions in each state. |
| ***AdWordCount*** | Quantitative Predictor | Number of words that appeared in an ad |
| ***AdDuration*** | Quantitative Predictor | The duration period for an ad, or the difference between when the ad was created and ended. |
| ***Ad\_Freq\_state*** | Qualitative (Categorical) Predictor | The frequency (i.e. count) of states that the ad appeared in. Count by state essentially forms a categorical explanatory variable. |
| ***ElectYear*** | Qualitative  Predictor | A binary variable that indicates whether the ad appeared during the 2016 presidential election year (as 1) or not (as 0). |
| ***`State`*** | Qualitative Predictors (fixed effects) | A binary variable that indicates the which state the ad appeared in by a 1 if present, 0 if not |
| ***Connectivity*** | Quantitative Predictor | A quantitative proportion variable measuring the average connectedness among target populations. |
| ***RPM*** | Quantitative Predictor | Rubles per minute, which is our measure of the IRA’s investment in a given advertisement. |
| ***tor*** | Quantitative Predictor | Turn out rate, which is the number of people who voted in the 2016 presidential election over the number of registered voters in each location targeted by each advertisement. |
| ***"2016\_Pop"*** | Quantitative Predictor | Indicates the approximate population of each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***Pct\_Pov16*** | Quantitative Predictor | Indicates the approximate percentage of individuals at or below the poverty line within each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***MedHHInc\_16*** | Quantitative Predictor | Indicates the approximate median household income within each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***`2016\_Pop\_Male`*** | Quantitative Predictor | Indicates the approximate male population of each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***`2016\_Pop\_Female`*** | Quantitative Predictor | Indicates the approximate female population of each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***`2016\_Pop\_White`*** | Quantitative Predictor | Indicates the approximate Caucasian only population of each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***`2016\_Pop\_Black`*** | Quantitative Predictor | Indicates the approximate Black only population of each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***`2016\_Pop\_Asian`*** | Quantitative Predictor | Indicates the approximate Asian only population of each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***`2016\_Pop\_Other\_race`*** | Quantitative Predictor | Indicates the approximate population of other races of each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
| ***`2016\_Pop\_Hispanic\_Latino\_`*** | Quantitative Predictor | Indicates the approximate Hispanic or Latino population of each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |

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| ***`2016\_Pop\_Two\_or\_more\_races`*** | Quantitative Predictor | Indicates the approximate population that identify as two or more races in each state during the variables specified year. There are three of these variables, all of which correspond to their respective year given within their label (i.i 2015, 2016, or 2017). |
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