Codebook

2024-08-21

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This page contains the **codebook** (i.e., description of each variable) of the data set used in the manuscript *#Knowledge: Improving food-related knowledge via seeding implemented as a social media intervention.* The data file (named `data_insta_seeding.csv`) can be downloaded from the OSF or with the command `osfr::osf_download(osf_retrieve_file('gva9p))`.

The data file `data_insta_seeding.csv` contains 44 variables and 10506 rows.

Variable	Type	Description	Example
ID	character	Unique person identifier	13rn17citc, 2ld4oxerdl, hgplesesef, hxoh1u6lwn
trained_criterion	character	Criterion shown during 15 day training/seeding phase	Kcal, CO2, CO2, CO2
est_criterion	character	Estimated criterion in the final questionnaire	CO2, Kcal, Kcal, CO2
phase	character	Phase of the experiment [2AFC, estimation]	estimation, 2AFC, estimation, estimation
trial	numeric	Number of trial in the corresponding phase	14, 0, 12, 30
position_old	character	In which position was the old item shown during thte 2AFC test	NA, right, NA, NA
old	character	File name of the old item	NA, trivia_4.PNG, NA, NA
new	character	File name of the new item	NA, trivia_17.PNG, NA, NA
img_clicked	character	Image selected as old by the participant	NA, left, NA, NA
ID_item	numeric	Unique item identifier [1-60]	36, NA, 43, 17
item	character	Name of the item	Fruit Yogurt, NA, Tortilla bread, wheat, Beef
category	character	Category of the item	dairy, NA, grain products, meat & fish
seeding_CO2	numeric	Was this item a seeding item in the CO2 account? [1 = yes, 0 = no]	0, NA, 0, 0
seeding_Kcal	numeric	Was this item a seeding item in the Kcal account? [1 = yes, 0 = no]	0, NA, 0, 0
crit_CO2	numeric	Actual CO2 criterion value of the item	1560, NA, 740, 26920
crit_kcal	numeric	Actual kcal criterion value of the item	101, NA, 304, 98
judgment	numeric	Estimate/judgment of the participant	40, NA, 200, 4000
input_values	character	Individual keys pressed by the participants to type in their judgment	4,0, NA, 2,0,0, 4,0,0,0
rt_ms	numeric	Overall reaction time for each judgment (from stimulus shown until confirmed button clicked	1967.0, 10906.0, 14304.9, 2144.0
time_stim_shown	numeric	Internal experimental clock time when the stimulus was shown	131807, 238314, 6705255, 2154750
first_input_time	logical	Internal experimental clock time when the first input was made	NA, NA, NA, NA
input_times	numeric	Internal experimental clock time for all inputs	NA, NA, NA, NA
day_posted	numeric	Day when the item was posted on the corresponding account (only applicable if it was a seeding item)	NA, 9, NA, NA
est_phase_time_min	numeric	Total time (in min) taken by the participant for all trials in the corresponding phase (2AFC or estimation)	2.7786667, 0.5634667, 117.2099383, 4.0322333
age	numeric	Age of the participant	26, 22, 30, 19
gender	character	Gender of the participant [female, male, non_binary]	female, female, female, female
education_level	character	Educational level of participants	Realschule, Abitur, Master, Abitur
CO2_knowledge	numeric	Self-reported knowledge of CO2 footprint of food items [1-7]	1, 2, 1, 2
Kcal_knowledge	numeric	Self-reported knowledge of calorie content of food items [1-7]	3, 4, 3, 6
SNS_1	numeric	Item 1 of the Short Subjective Numeracy Scale	2, 2, 5, 4
SNS_2	numeric	Item 2 of the Short Subjective Numeracy Scale	2, 3, 5, 3
SNS_3	numeric	Item 3 of the Short Subjective Numeracy Scale	3, 3, 4, 5
quality	character	Controle question: ~ Should your date be used for analyis? [yes, no]	yes, yes, yes, yes
cheated	character	Controle question: ~ Did you use any form of aid? [yes, no]	no, no, no, no
technical_problems	character	Controle question: ~ Where there any technical problems [yes, no]	no, no, no, no
technical_problems_specific	character	Controle question: ~ Describe the problem	NA, NA, NA, NA
technical_problems_insta	character	Controle question: ~ Where there any problems on instagram? [yes, no]	no, no, no, no
technical_problems_insta_specific	character	Controle question: ~ Describe the problem	NA, NA, NA, NA
est_number_insta_posts	numeric	Controle question: ~ How many posts of the 30 possible posts did you see on instagram?	25, 30, 20, 30
strategy	character	Controle question: ~ How did you make your estimates ? Did you use a specific strategy?	NA, NA, NA, NA
other_comments	character	Controle question: ~ Do you have any ohter comments?	NA, NA, NA, NA
participated_day	numeric	On which day after the first invitation to the final questionnaire did the participants actually participate?	0, 2, 1, 0
n_posts_liked	numeric	Number of posts liked of the participant [0-30]	30, 30, 24, 30
n_dates_liked	numeric	Number of unique days on which the participant liked the posts [0-15]	14, 15, 8, 14