/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

THIS PROGRAM PRODUCES KEY

TO PH490KR GROUP PROJECT

ORIGINAL: APRIL 29, 2018

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/

START A LOG FILE

log using "/Users/Thao/Downloads/490KRST.smcl"

use "/Users/Thao/Downloads/490KRGROUPPROJ.dta""

\*1. LABEL EACH VARIABLE AND VALUES

\*easy to use variables manager an8d then paste code below

drop Timestamp

rename Age age

rename Gender gender

rename EthnicityOriginorRace ethn\_race

rename EmploymentStatusAreyoucurre employ

rename Doyouhaveanaccountonanyso socmed

rename Doyouconsideryourselfanavid socmed\_user

rename Howoftendoyoucheckthefollo howoften\_fb

rename I howoften\_tw

rename J howoften\_inst

rename K howoften\_link

rename L howoften\_snap

rename M howoften\_pin

rename N howoften\_vsco

rename O howoften\_red

rename P howoften\_tum

rename Onaveragehowmanyhoursdoyou smpday

rename Whatdoyounormallyusesocial sm\_purp

rename Doyouthinkthatsocialmediah smbimage

rename Hassocialmediaevermadeyouw sm\_app

rename Doyouliketheideaoftanning tan\_idea

rename Haveyouevergoneordoyoucu tanever

rename Notincludingsprayontansdur tan\_year

rename Doyouknowanyonewhohasgone tanfriend

rename Howwouldyourateyourskintyp fitzskin

rename Whichdoyouthinkismorelikel cancer\_cause

rename Wheredoyouprefertogoindoor indoor

rename Doyouconsideryourselfmoreat att\_tan

rename Doyouthinkthattanningishar harm\_tan

rename Haveyoueverbeeneducatedabou ed\_tan

rename Doyoueverworryaboutgetting tan\_can

rename Doyouknowsomeonewhohasdied died\_sc

rename Doyoubelieveitwouldbehard stop\_tan

label variable age "age: Age"

label variable gender "gender: Gender"

label variable ethn\_race "ethn\_race: Ethnicity/ Origin (race)"

label variable employ "employ: Employment status"

label variable socmed "socmed: Has an account on any social media site"

label variable socmed\_user "socmed\_user: Do you consider yourself an avid social media user?"

label variable howoften\_fb "howoften\_fb: How often do you use Facebook?"

label variable howoften\_tw "howoften\_tw: How often do you use Twitter?"

label variable howoften\_inst "howoften\_insta: How often do you use Instagram?"

label variable howoften\_link "howoften\_link: How often do you use LinkedIn?"

label variable howoften\_snap "howoften\_snap: How often do you use Snapchat?"

label variable howoften\_pin "howoften\_pin: How often do you use Pinterest?"

label variable howoften\_vsco "howoften\_vsco: How often do you use VSCO?"

label variable howoften\_red "howoften\_red: How often do you use Reddit?"

label variable howoften\_tum "howoften\_tum: How often do you use Tumblr?"

label variable smpday "smpday: How often do you use social media per day?"

label variable sm\_purp "sm\_purp: Purpose of social media"

label variable smbimage "smbimage: Effect of social media on body image "

label variable sm\_app "sm\_app: Does social media make you want to change your appearance?"

label variable tan\_idea "tan\_idea: Do you like the idea of tanning?"

label variable tanever "tanever: Have you ever gone, or do you currently, go tanning?"

label variable tan\_year "tan\_year: Not including spray-on tans, during the past 12 months, how many times have you used an indoor tanning device such as a sunlamp, tanning bed, or booth?"

label variable tanfriend "tanfriend: Do you know anyone who has gone indoor tanning in the past 12 months?"

label variable fitzskin "fitzskin: How would you rate your skin type on the Fitzpatrick Skin Type Scale"

label variable cancer\_cause "cancer\_cause: Which do you think is more likely to cause skin cancer?"

label variable indoor "indoor: Where do you prefer to go indoor tanning?"

label variable att\_tan "att\_tan: Do you consider yourself more attractive when you are tan?"

label variable harm\_tan "harm\_tan: Do you think that tanning is harmful?"

label variable ed\_tan "ed\_tan: Have you ever been educated about tanning beds? (In school, watching a commercial, hearing a speaker, reading about it online, etc )"

label variable tan\_can "tan\_can: Do you ever worry about getting skin cancer?"

label variable died\_sc "died\_sc: Do you know someone who has died from skin cancer?"

label variable stop\_tan "stop\_tan: Do you believe it would be hard for you to stop tanning? (Indoors or outdoors) "

label define genderf 1 "1\_Female" 2 "2\_Male" 3 "3\_Prefer not to answer"

label define racef 1 "1\_White" 2 "2\_Hispanic or Latino" 3 "3\_Black or African American" 4 "4\_Native American or Native Indian" 5 "5\_Asian/Pacific Islander" 6 "6\_Other"

label define workf 1 "1\_Working part time" 2 "2\_Working full time" 3 "3\_Student(full or part time)" 4 "4\_Not working"

label define ynf 0 "0\_Yes" 1 "1\_No"

label define usef 1 "1\_Mutiple Times per day" 2 "2\_Daily" 3 "3\_Multiple Times per Week" 4 "4\_Weekly" 5 "5\_Bi-Weekly" 6 "6\_Monthly" 7 "7\_Never/Don’t have an account"

label define hourf 1 "0\_ 0 hours" 2 "2\_1-2 hours" 3 "3\_3-4 hours" 4 "4\_3-5+ hours"

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7 "7\_never"

label define ynf3 0 "0\_Yes" 1 "1\_No" 2 "2\_Not sure"

label define ynf4 0 "0\_Yes" 1 "1\_No" 2 "2\_Unsure "

label define scalef 1 "1\_Type | - Ivory " 2 "2\_Type || - Beige" 3 "3\_Type ||| - Light Brown" 4 "4\_Type |V - Medium Brown" 5 "5\_Type V - Dark Brown" 6 "6\_ Type V| - very Dark Brown"

label define skinf 1 "1\_The Sun" 2 "2\_Tanning Beds" 3 "3\_I think they both cause skin cancer" 4 "4\_I don't think either cause skin cancer"

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label values gender genderf

label values ethn\_race racef

label values empoly workf

label values socmed ynf

label values socmed\_user ynf

label values howoften\_fb usef

label values howoften\_tw usef

label values howoften\_inst usef

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label values howoften\_snap usef

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label values howoften\_vsco usef

label values howoften\_red usef

label values howoften\_tum usef

Label define smpday hourf

label values sm\_purp purposef

label values smbimage viewf

label values sm\_app ynf1

label values tan\_idea ynf2

label values tanever ynf

Label values tan\_year timesf

label values fitzskin scalef

label values cancer\_cause skinf

label values indoor tanf

label values att\_tan ynf3

label values harm\_tan harmf

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label values gender genderf

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label values tan\_idea ynf2

label values tanever ynf

label values tan\_year timesf

label values fitzskin scalef

label values cancer\_cause skinf

label values indoor tanf

label values att\_tan ynf3

label values harm\_tan harmf

label values ed\_tan ynf4

label values tan\_can cancerf

label values died\_sc ynf1

label values stop\_tan ynf1

/\* This program edits and runs statistical analysis on Group 4's dataset

for the PH490KR group project assignment.

Original: April 29, 2018

Modified: April 29, 3018 \*/

\*1. Import .csv file into Stata

import delimited "/Users/allisonpelletier/Downloads/490 Group Project Tanning and Social Media - SURVEY.csv", delimiter(comma)

\*2. encode string variables to associate them with a numeric value, so we can define their value labels

encode gender, generate (genders)

encode ethnicityoriginorrace, generate (ethn\_race)

encode employmentstatusareyoucurrentlyâ, generate (employ)

encode doyouhaveanaccountonanysocialmed, generate (socmed)

encode doyouconsideryourselfanavidsocia, generate (socmed\_user)

encode howoftendoyoucheckthefollowingso, generate (howoften\_fb)

encode v9, generate (howoften\_tw)

encode v10, generate (howoften\_inst)

encode v11, generate (howoften\_link)

encode v12, generate (howoften\_snap)

encode v13, generate (howoften\_pin)

encode v14, generate (howoften\_vsco)

encode v15, generate (howoften\_red)

encode v16, generate (howoften\_tum)

encode onaveragehowmanyhoursdoyouspendo, generate (smpday)

encode whatdoyounormallyusesocialmediaf, generate (sm\_purp)

encode doyouthinkthatsocialmediahasaneg, generate (smbimage)

encode hassocialmediaevermadeyouwanttoc, generate (sm\_app)

encode doyouliketheideaoftanning, generate (tan\_idea)

encode haveyouevergoneordoyoucurrentlyg, generate (tanever)

encode notincludingsprayontansduringthe, generate (tan\_year)

encode doyouknowanyonewhohasgoneindoort, generate (tanfriend)

encode howwouldyourateyourskintypeonthe, generate (fitzskin)

encode whichdoyouthinkismorelikelytocau, generate (cancer\_cause)

encode wheredoyouprefertogoindoortannin, generate (indoor)

encode doyouconsideryourselfmoreattract, generate (att\_tan)

encode doyouthinkthattanningisharmful, generate (harm\_tan)

encode haveyoueverbeeneducatedabouttann, generate (ed\_tan)

encode doyoueverworryaboutgettingskinca, generate (tan\_can)

encode doyouknowsomeonewhohasdiedfromsk, generate (died\_sc)

encode doyoubelieveitwouldbehardforyout, generate (stop\_tan)

\*3. Drop unneccassary variables to clean up dataset

drop timestamp gender ethnicityoriginorrace employmentstatusareyoucurrentlyâ doyouhaveanaccountonanysocialmed doyouconsideryourselfanavidsocia howoftendoyoucheckthefollowingso v9 v10 v11 v12 v13 v14 v15 v16 onaveragehowmanyhoursdoyouspendo whatdoyounormallyusesocialmediaf doyouthinkthatsocialmediahasaneg hassocialmediaevermadeyouwanttoc doyouliketheideaoftanning haveyouevergoneordoyoucurrentlyg notincludingsprayontansduringthe doyouknowanyonewhohasgoneindoort howwouldyourateyourskintypeonthe whichdoyouthinkismorelikelytocau wheredoyouprefertogoindoortannin doyouconsideryourselfmoreattract doyouthinkthattanningisharmful haveyoueverbeeneducatedabouttann doyoueverworryaboutgettingskinca doyouknowsomeonewhohasdiedfromsk doyoubelieveitwouldbehardforyout

\*4. Label new variables

label variable age "age: Participant's age"

label variable genders "genders: Participant's gender"

label variable ethn\_race "ethn\_race: Ethnicity/ Origin (race)"

label variable employ "employ: Employment status"

label variable socmed "socmed: Has an account on any social media site"

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label variable tanfriend "tanfriend: Do you know anyone who has gone indoor tanning in the past 12 months?"

label variable fitzskin "fitzskin: How would you rate your skin type on the Fitzpatrick Skin Type Scale"

label variable cancer\_cause "cancer\_cause: Which do you think is more likely to cause skin cancer?"

label variable indoor "indoor: Where do you prefer to go indoor tanning?"

label variable att\_tan "att\_tan: Do you consider yourself more attractive when you are tan?"

label variable harm\_tan "harm\_tan: Do you think that tanning is harmful?"

label variable ed\_tan "ed\_tan: Have you ever been educated about tanning beds? (In school, watching a commercial, hearing a speaker, reading about it online, etc )"

label variable tan\_can "tan\_can: Do you ever worry about getting skin cancer?"

label variable died\_sc "died\_sc: Do you know someone who has died from skin cancer?"

label variable stop\_tan "stop\_tan: Do you believe it would be hard for you to stop tanning? (Indoors or outdoors) "

\*4. Create value labels for the variables

label define genderf 1 "1\_Female" 2 "2\_Male" 3 "3\_Prefer not to answer"

label define racef 1 "1\_White" 2 "2\_Hispanic or Latino" 3 "3\_Black or African American" 4 "4\_Native American or Native Indian" 5 "5\_Asian/Pacific Islander" 6 "6\_Other"

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\*5. Assign variables their appropriate value labels

label values genders genderf

label values ethn\_race racef

label values employ workf

label values socmed ynf

label values socmed\_user ynf

label values howoften\_fb usef

label values howoften\_tw usef

label values howoften\_inst usef

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encode doyoueverworryaboutgettingskinca, generate (tan\_can)

encode doyouknowsomeonewhohasdiedfromsk, generate (died\_sc)

encode doyoubelieveitwouldbehardforyout, generate (stop\_tan)

\*3. Drop unneccassary variables to clean up dataset

drop timestamp gender ethnicityoriginorrace employmentstatusareyoucurrentlyâ doyouhaveanaccountonanysocialmed doyouconsideryourselfanavidsocia howoftendoyoucheckthefollowingso v9 v10 v11 v12 v13 v14 v15 v16 onaveragehowmanyhoursdoyouspendo whatdoyounormallyusesocialmediaf doyouthinkthatsocialmediahasaneg hassocialmediaevermadeyouwanttoc doyouliketheideaoftanning haveyouevergoneordoyoucurrentlyg notincludingsprayontansduringthe doyouknowanyonewhohasgoneindoort howwouldyourateyourskintypeonthe whichdoyouthinkismorelikelytocau wheredoyouprefertogoindoortannin doyouconsideryourselfmoreattract doyouthinkthattanningisharmful haveyoueverbeeneducatedabouttann doyoueverworryaboutgettingskinca doyouknowsomeonewhohasdiedfromsk doyoubelieveitwouldbehardforyout

\*4. Label new variables

label variable age "age: Participant's age"

label variable genders "genders: Participant's gender"

label variable ethn\_race "ethn\_race: Ethnicity/ Origin (race)"

label variable employ "employ: Employment status"

label variable socmed "socmed: Has an account on any social media site"

label variable socmed\_user "socmed\_user: Do you consider yourself an avid social media user?"

label variable howoften\_fb "howoften\_fb: How often do you use Facebook?"

label variable howoften\_tw "howoften\_tw: How often do you use Twitter?"

label variable howoften\_inst "howoften\_insta: How often do you use Instagram?"

label variable howoften\_link "howoften\_link: How often do you use LinkedIn?"

label variable howoften\_snap "howoften\_snap: How often do you use Snapchat?"

label variable howoften\_pin "howoften\_pin: How often do you use Pinterest?"

label variable howoften\_vsco "howoften\_vsco: How often do you use VSCO?"

label variable howoften\_red "howoften\_red: How often do you use Reddit?"

label variable howoften\_tum "howoften\_tum: How often do you use Tumblr?"

label variable smpday "smpday: How often do you use social media per day?"

label variable sm\_purp "sm\_purp: Purpose of social media"

label variable smbimage "smbimage: Effect of social media on body image "

label variable sm\_app "sm\_app: Does social media make you want to change your appearance?"

label variable tan\_idea "tan\_idea: Do you like the idea of tanning?"

label variable tanever "tanever: Have you ever gone, or do you currently, go tanning?"

label variable tan\_year "tan\_year: Not including spray-on tans, during the past 12 months, how many times have you used an indoor tanning device such as a sunlamp, tanning bed, or booth?"

label variable tanfriend "tanfriend: Do you know anyone who has gone indoor tanning in the past 12 months?"

label variable fitzskin "fitzskin: How would you rate your skin type on the Fitzpatrick Skin Type Scale"

label variable cancer\_cause "cancer\_cause: Which do you think is more likely to cause skin cancer?"

label variable indoor "indoor: Where do you prefer to go indoor tanning?"

label variable att\_tan "att\_tan: Do you consider yourself more attractive when you are tan?"

label variable harm\_tan "harm\_tan: Do you think that tanning is harmful?"

label variable ed\_tan "ed\_tan: Have you ever been educated about tanning beds? (In school, watching a commercial, hearing a speaker, reading about it online, etc )"

label variable tan\_can "tan\_can: Do you ever worry about getting skin cancer?"

label variable died\_sc "died\_sc: Do you know someone who has died from skin cancer?"

label variable stop\_tan "stop\_tan: Do you believe it would be hard for you to stop tanning? (Indoors or outdoors) "

\*4. Create value labels for the variables

label define genderf 1 "1\_Female" 2 "2\_Male" 3 "3\_Prefer not to answer"

label define racef 1 "1\_White" 2 "2\_Hispanic or Latino" 3 "3\_Black or African American" 4 "4\_Native American or Native Indian" 5 "5\_Asian/Pacific Islander" 6 "6\_Other"

label define workf 1 "1\_Working part time" 2 "2\_Working full time" 3 "3\_Student(full or part time)" 4 "4\_Not working"

label define ynf 0 "0\_Yes" 1 "1\_No"

label define usef 1 "1\_Mutiple Times per day" 2 "2\_Daily" 3 "3\_Multiple Times per Week" 4 "4\_Weekly" 5 "5\_Bi-Weekly" 6 "6\_Monthly" 7 "7\_Never/Don’t have an account"

label define hourf 1 "0\_ 0 hours" 2 "2\_1-2 hours" 3 "3\_3-4 hours" 4 "4\_3-5+ hours"

label define purposef 1 "1\_Stay in touch with family/friends" 2 "2\_Stay up-to-date on current events/news" 3 "3\_Share photos/videos with friends" 4 "4\_ Fill spare time" 5 "5\_Find entertaining content" 6 "6\_General networking/making friends/meet new people" 7 "7\_Create new posts/share opinion" 8 "8\_Other"

label define viewf 1 "1\_Negative" 2 "2\_Positive" 3 "3\_Indifferent"

label define ynf1 0 "0\_No" 1 "1\_Yes" 2 "2\_Maybe"

label define ynf2 0 "0\_No" 1 "1\_Yes" 2 "2\_Indifferent"

label define timesf 1 "1\_more than once a week" 2 "2\_weekly" 3 "2\_bi-weekly(every two weeks)" 4 "4\_monthly" 5 "5\_bi-monthly(every two months)" 6 "6\_only once or twice" 7 "7\_never"

label define ynf3 0 "0\_No" 1 "1\_Yes" 2 "2\_Not sure"

label define ynf4 0 "0\_No" 1 "1\_Yes" 2 "2\_Unsure "

label define scalef 1 "1\_Type | - Ivory " 2 "2\_Type || - Beige" 3 "3\_Type ||| - Light Brown" 4 "4\_Type |V - Medium Brown" 5 "5\_Type V - Dark Brown" 6 "6\_ Type V| - very Dark Brown"

label define skinf 1 "1\_The Sun" 2 "2\_Tanning Beds" 3 "3\_I think they both cause skin cancer" 4 "4\_I don't think either cause skin cancer"

label define tanf 1 "1\_Tanning Salon" 2 "2\_Gym" 3 "3\_Private bed/booth" 4 "4\_I do not tan indoors, I outdoor tan" 5 "5\_Other"

label define harmf 1 "1\_Never" 2 "2\_Rarely" 3 "3\_Sometimes" 4 "4\_Most of the time" 5 "5\_Always"

label define cancerf 1 "1\_Frequently" 2 "2\_Sometimes" 3 "3\_I try not to think about it" 4 "4\_I don't think that I will get skin cancer" 5 "5\_No opinion"

\*5. Assign variables their appropriate value labels

label values genders genderf

label values ethn\_race racef

label values employ workf

label values socmed ynf

label values socmed\_user ynf

label values howoften\_fb usef

label values howoften\_tw usef

label values howoften\_inst usef

label values howoften\_link usef

label values howoften\_snap usef

label values howoften\_pin usef

label values howoften\_vsco usef

label values howoften\_red usef

label values howoften\_tum usef

label values smpday hourf

label values sm\_purp purposef

label values smbimage viewf

label values sm\_app ynf1

label values tan\_idea ynf2

label values tanever ynf

label values tan\_year timesf

label values fitzskin scalef

label values cancer\_cause skinf

label values indoor tanf

label values att\_tan ynf3

label values harm\_tan harmf

label values ed\_tan ynf4

label values tan\_can cancerf

label values died\_sc ynf1

label values stop\_tan ynf1

/\*Unable to code for sm\_purp due to it being a string variable so manually had to go into the data editor and clean it by the following catergoies

so anyone who did both were coded for both, those who only did one of the following were coded as either social or nonsocial meaning social media use.

Stay in touch with family/friends - socail

Share photos/videos with friends - socail

General networking/making friends/meet new people -social

Create new posts/share opinion - socail

Stay up-to-date on current events/news - nonsocial

Fill spare time- nonsocial

Find entertaining content - nonsocial

examaple “Stay in touch with family/friends, Stay up-to-date on current events/news, Share photos/videos with friends, Fill spare time, Find entertaining content, Create new posts/share opinion”

would be coded as both due to having said they stay in touch with family and friends and stay up to current events/news.

0: Both

1: Social

2: Non-social

\*/

replace sm\_purp = "0: Both" in 1

replace sm\_purp = "2: Non-social" in 2

replace sm\_purp = "0: Both" in 3

replace sm\_purp = "0: Both" in 4

replace sm\_purp = "0: Both" in 5

replace sm\_purp = "0: Both" in 6

replace sm\_purp = "0: Both" in 7

replace sm\_purp = "0: Both" in 9

replace sm\_purp = "0: Both" in 8

replace sm\_purp = "0: Both" in 10

replace sm\_purp = "0: Both" in 11

replace sm\_purp = "0: Both" in 12

replace sm\_purp = "0: Both" in 13

replace sm\_purp = "0: Both" in 14

replace sm\_purp = "1: Social" in 15

replace sm\_purp = "0: Both" in 16

replace sm\_purp = "2: Non-social" in 17

replace sm\_purp = "0: Both" in 18

replace sm\_purp = "0: Both" in 19

replace sm\_purp = "0: Both" in 20

replace sm\_purp = "0: Both" in 21

replace sm\_purp = "0: Both" in 22

replace sm\_purp = "0: Both" in 23

replace sm\_purp = "0: Both" in 24

replace sm\_purp = "0: Both" in 25

replace sm\_purp = "0: Both" in 26

replace sm\_purp = "0: Both" in 27

replace sm\_purp = "0: Both" in 28

replace sm\_purp = "0: Both" in 29

replace sm\_purp = "0: Both" in 30

replace sm\_purp = "0: Both" in 31

replace sm\_purp = "0: Both" in 32

replace sm\_purp = "2: Non-social" in 33

replace sm\_purp = "0: Both" in 34

replace sm\_purp = "0: Both" in 35

replace sm\_purp = "0: Both" in 36

replace sm\_purp = "0: Both" in 37

replace sm\_purp = "0: Both" in 38

replace sm\_purp = "1: Social" in 40

replace sm\_purp = "0: Both" in 39

replace sm\_purp = "0: Both" in 41

replace sm\_purp = "0: Both" in 42

replace sm\_purp = "0: Both" in 43

replace sm\_purp = "0: Both" in 44

replace sm\_purp = "0: Both" in 45

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replace sm\_purp = "0: Both" in 71

replace sm\_purp = "0: Both" in 80

replace sm\_purp = "0: Both" in 81

replace sm\_purp = "0: Both" in 82

replace sm\_purp = "0: Both" in 83

replace sm\_purp = "0: Both" in 84

replace sm\_purp = "0: Both" in 85

replace sm\_purp = "0: Both" in 86

replace sm\_purp = "0: Both" in 87

clonevar tan\_yearkr=tan\_year /\*note: clonevar keeps formatting\*/

replace tan\_yearkr=. if tan\_year==5 & tanever==0

sum tan\_yearkr

tab tanever tan\_yearkr

clonevar tanyear2=tan\_yearkr

recode tanyear2 3=1 4=1 5=1 6=0

label define tanyear2 0 "0: never" 1 "1: at least once"

label values tanyear2 tanyear2

tab tanyear2