Data dictionary: PDMOOC\_evaluation\_minimum\_dataset

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| **Variable** | **Description** |
| id | A unique number assigned to each individual MOOC participant |
| dataset | The dataset each row of data originates from: “completion” includes each users’ first completed MOOC attempt (or their first enrolment, if no MOOC attempts were completed), while “enrolment” includes each user’s first MOOC enrolment. |
| mooc | The start date of the PDMOOC iteration from which each row of data originates, in YYYY\_MM format |
| completed | A binary variable indicating if the MOOC was completed: “1” indicates the MOOC was completed, “0” indicates the MOOC was not completed |
| age | A continuous variable, with values 18-100 |
| gender | A categorical variable, with values “male”, “female” and “other”. “Other” includes all people who chose not to specify a binary gender: people who selected “other” and people who selected “prefer not to say” |
| post\_secondary\_edu | A binary variable, with “0” indicating that a participant has completed secondary (year 12) or lower education, and “1” indicating that a participant has completed post-secondary education (vocational or university) |
| anzsic\_div\_q\_occ | A binary variable, with “1” indicating that a participant works in the health care or social assistance sector, and “0” indicating that a participant does not work in this sector |
| country | The two-letter country code of a participant’s specified country of residence |
| country\_income\_group | A categorical variable indicating the economic status of a participant’s specified country of residence, categorised using World Bank data |
| interest\_worry | A Boolean variable, with “1” indicating that participants affirmed the statement “I worry about my chances of getting dementia” |
| interest\_reduce\_risk | A Boolean variable, with “1” indicating that participants affirmed the statement “I want to reduce my risk of dementia” |
| interest\_inherit | A Boolean variable, with “1” indicating that participants affirmed the statement “I think I may inherit dementia from my parent or grandparent” |
| interest\_improve | A Boolean variable, with “1” indicating that participants affirmed the statement “I want to improve my memory or thinking skills” |
| interest\_diagnosis | A Boolean variable, with “1” indicating that participants affirmed the statement “I want information to take to my doctor” |
| interest\_dementia | A Boolean variable, with “1” indicating that participants affirmed the statement “I think I may be getting dementia” |
| interest\_decline | A Boolean variable, with “1” indicating that participants affirmed the statement “I feel my memory or other thinking skills are getting worse” |
| experience\_family | A Boolean variable, with “1” indicating that participants reported having a relative living with dementia |
| Quiz\_A | A continuous variable indicating participants’ percentage correct responses on the first multiple-choice quiz consistently asked across PDMOOC iterations |
| Quiz\_B | A continuous variable indicating participants’ percentage correct responses on the second multiple-choice quiz consistently asked across PDMOOC iterations |
| Quiz\_C | A continuous variable indicating participants’ percentage correct responses on the second multiple-choice quiz consistently asked across PDMOOC iterations |
| outcome\_already\_applied | A Boolean variable, with “1” indicating that participants affirmed the statement “I have already applied the knowledge I have gained from the MOOC” |
| outcome\_recommend | A Boolean variable, with “1” indicating that participants affirmed the statement “I would recommend the MOOC to others” |
| outcome\_behaviour\_lifestyle | A Boolean variable, with “1” indicating that participants affirmed the statement “The MOOC has had an impact on my behaviour and lifestyle choices” |
| outcome\_info\_risk\_reduction | A Boolean variable, with “1” indicating that participants affirmed the statement “The MOOC has given me the information I need to reduce my dementia risk” |
| outcome\_understanding | A Boolean variable, with “1” indicating that participants affirmed the statement “My understanding of dementia prevention has improved” |
| learning\_satisfied | A Boolean variable, with “1” indicating that participants affirmed the statement “I was satisfied with my MOOC learning experience” |