# Coding guidelines

Below, we detail a rubric to be used to code participants’ responses to different labels for each item.

**General guidelines**: Participants' responses are coded using a binary scale, a counting scale, or a label scale.

For items on a binary scale [0,1], code 0 or 1 based on the presence of a specific element in the response, where 0 indicates the element is absent and 1 indicates its presence.

For items on a counting scale [count], a response may contain multiple target elements. Count the number of times these elements appear in the response, considering the description and examples of the target element. For instance, if three elements are present in the response, code it as 3. If no elements are found in the response, code it as 0.

For items using a label scale [label], code the response with one label based on the description and examples of each label.

## Hypothesis (This part is only for reference and will NOT be shown in the final coding manual):

**Notes for label conditions:**

PC = “people who experience housing insecurity”

PIC = “the homeless”

**general\_1 & general\_2:**

In PIC condition:

* More explicit expression for general\_1&2
* More stereotype description for general\_1&2
* More empathy for general\_1&2

**impression\_1** (“the homeless”) **& impression\_2** (“housing insecurity”)**:**

Within-subject, people perceive:

* More positive in “housing insecurity” than in “the homeless”
* More negative in “the homeless” than in “housing insecurity”
* More neutral in “the homeless” than in “housing insecurity”
* We will compare positive, negative, and neutral impressions between impression\_1 (“the homeless”) and impression\_2 (“housing insecurity”), as well as between individuals in PC and PIC label conditions.

**like & offense:**

Like:

* People who like “the homeless”:
  + Higher rate of having **language\_mention**
  + Higher rate of mentioning **familiarity**
  + Higher rate of mentioning **directness**
* People who like “housing insecurity”:
  + Higher rate of mentioning **tone**
  + Higher rate of mentioning **dif\_in\_group**
* Check: the influence of label condition on which label they like

Offense:

* People who think “housing insecurity” is less offensive:
  + Higher rate of mentioning **tone**
  + Higher rate of mentioning **dif\_in\_group**
* People who think “the homeless” is less offensive:
  + Higher rate of mentioning **directness**
* Check: the influence of label condition on which label they think is less offensive

Like & offense:

* Among people who think “housing insecurity” is less offensive, some people like “housing insecurity,” and some like “the homeless”. Compare the reasoning of why they like “housing insecurity” and why they like “the homeless”.

## general\_1: “Please use one or more sentences to describe [label]. What associations come spontaneously to mind when you hear the term "[label]"?”

## general\_2: “Imagine that you meet someone who is part of the following community: [label]. Please briefly describe this person.”

### explicit\_1 & explicit\_2

Sentences that directly use words or phrases about the **definition** of homelessness: **An individual or family who lacks a fixed, regular, and adequate nighttime residence**.

Examples include:

* "Homeless people"
* "Those living on the streets"
* "People who have no place to sleep at night"
* "Individuals in shelters or temporary housing"
* "Don't have a home"
* Any other examples that refer directly to a homeless, where it is clear that they mean a homeless person.

**Coding Rule [0,1]:**

* If the sentence includes **any** of the above phrases or synonyms clearly defining **homelessness and clearly *meaning* homeless people**, assign a **1**

Examples for 0 coding:

* "People struggling with poverty"
* "Those in need of financial support"
* "Individuals facing hardship"
* "People who cannot afford a home"
* "People who are low income"
* "People who are struggling to get by."
* "People displaced by disasters"
* "Less privileged people that need help."
* "People who are likely economically disadvantaged."
* "Victims of systemic racism"
* If the sentence does not mention the definition of homelessness, assign a **0**.

### implicit \_1 & implicit\_2

Sentences that describe the homeless condition but do not define it directly or describe vulnerable populations or individuals in need without clearly identifying homelessness. Examples include:

* "People struggling with poverty"
* "People displaced by disasters"
* "Less privileged people that need help."
* "People who are likely economically disadvantaged."
* "Victims of systemic racism"

**Coding Rule [0,1]:**

* If the sentence does not specifically define homelessness but mentions other broad related groups or situations, assign a **1**.
* If the sentence directly mentions homelessness definition (as in explicit\_1 and explicit\_2) or has no relationship with homelessness at all, assign a **0**.

### stereotype\_appearance\_1 & stereotype\_appearance\_2

Description of one’s appearance, including how one is dressed, looks, smells, etc. Examples include:

* “Dirty”
* “Ugly”

**Coding Rule [count]:**

* Assign the **total number** of related words or phrases.
* If the response does not mention related words or phrases, assign **0**.

### stereotype\_mental\_1 & stereotype\_mental\_2

Description of one’s mental well-being status. Examples include:

* “Mentally illl”
* “Mental disabilities”

**Coding Rule [count]:**

* Assign the **total number** of related words or phrases.
* If the response does not mention related words or phrases, assign **0**.

### stereotype\_resource\_1 & stereotype\_resource\_2

Description of one’s financial, education, and employment status. Examples include:

* “No money”
* “Low-educated”
* “Multiple part-time jobs”

**Coding Rule [count]:**

* Assign the **total number** of related words or phrases.
* If the response does not mention related words or phrases, assign **0**.

### responsible\_self\_1 & responsible\_self\_2

Sentences or phrases indicating one should be responsible for their current situation. Examples include:

* "Self-inflicted"
* "Drug use"
* "Poor money management"

**Coding Rule [count]:**

* Assign the **total number** of related words or phrases.
* If the response does not mention related words or phrases, assign **0**.

### responsible\_social\_1 & responsible\_social\_2

Sentences or phrases indicating one’s current situation are the result of social factors. Examples include:

* "Racism"
* "Illegal immigrant"
* "Lack of support from society"

**Coding Rule [count]:**

* Assign the **total number** of related words or phrases.
* If the response does not mention related words or phrases, assign **0**.

### responsible\_other\_1 & responsible\_other\_2

Sentences or phrases indicating one’s current situation are the result of uncontrollable situations. Examples include:

* "Unfortunate circumstances"
* "Bad luck"
* "Natural disaster"

**Coding Rule [count]:**

* Assign the **total number** of related words or phrases.
* If the response does not mention related words or phrases, assign **0**.

### empathy\_1 & empathy\_2

Sentences or phrases expressing empathy or willingness to offer help. Examples include:

* "Feel bad for them"
* "Deserve help"

**Coding Rule [count]:**

* Assign the **total number** of related words or phrases.
* If the response does not mention related words or phrases, assign **0**.

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## impression\_1: “How do you perceive someone who uses the term “the homeless” when describing a person or a group?”

## impression\_2: “How do you perceive someone who uses the term “people who experience housing insecurity” when describing a person or a group?”

### tone\_1 & tone\_2

The overall tone of the impression to someone who uses the term.

**Coding Rule [label]:**

* **Positive**: Positive impression of someone who uses the term.
  + “A person who is empathetic and intelligent.”
  + “I think they are usually a good and decent person.”
  + “They are trying to be best in the way they talk about another person”
* **Neutral**: Neutral impression or no judgment of someone who uses the term.
  + “I do not have any particular perceptions”
  + “I think they're saying what needs to be say.”
  + “A normal person who isn't woke or hypersensitive.”
* **Negative**: Negative impression of someone who uses the term.
  + “Being rude and not giving the respect those people deserve.”
  + “Someone who judges people based on their looks .”
  + “Attempting to use words to cover facts.”
* **NA**: Misunderstands the question; evaluates the term itself or group rather than someone who uses the term.
  + “It's the normal term to use”
  + “I think it’s a polite way to describe the group.”
  + “People who are in need”

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## like: Why do you prefer this term: [label]? Explain briefly in at least one sentence.

## offense: Why do you think "[label]" is less offensive? Explain briefly in at least one sentence.

### language\_mention\_like & language\_mention\_offense

Sentences or phrases about phonological and linguistic features of the terms. Examples include:

* "Shorter"
* "Easier to say"
* “Easier to understand”

**Coding Rule [0,1]:**

* If the sentence includes **any** of the above phrases or synonyms about phonological and linguistic features of the terms, assign a **1**
* If the sentence does not mention those features, assign a **0**.

### dif\_in\_tone\_like & dif\_in\_tone\_offense

Sentences or phrases about tone differences between terms. Examples include:

* "Less offensive"
* “It sounds more polite”
* “Stigma”

**Coding Rule [0,1]:**

* If the sentence includes **any** of the above phrases or synonyms about a clear positive or negative tone difference between terms, assign a **1**
* If the sentence does not mention tone difference, assign a **0**.

### familiarity\_like & familiarity\_offense

Sentences or phrases about familiarity and the frequency of usage of terms. Examples include:

* "it is more familiar."
* "I already know it."
* “commonly used”

**Coding Rule [0,1]:**

* If the sentence includes **any** of the above phrases or synonyms about familiarity or popularity of the terms, assign a **1**
* If the sentence does not mention familiarity difference, assign a **0**.

### dif\_in\_group\_like & dif\_in\_group\_offense

Sentences or phrases about the terms refer to **different** groups or populations. Examples include:

* "Includes different types of people"
* "I don’t think they’re the same thing."
* “‘Housing insecurity’ includes others that aren’t considered ‘homeless’”

**Coding Rule [0,1]:**

* If the sentence includes **any** of the above phrases or synonyms stating there is a difference between who the terms represent or include are different, assign a **1**
* If the sentence does not mention the difference in the group they represent, assign a **0**.

### dif\_in\_directness\_like & dif\_in\_directness\_offense

Sentences or phrases about the difference of directness or precision between terms. Examples include:

* "More concise"
* “It is clear"
* “It's accurate”

**Coding Rule [0,1]:**

* If the sentence includes **any** of the above phrases or synonyms about how direct or precise the terms are, assign a **1**
* If the sentence does not mention directness or precision, assign a **0**.