

Study 1B

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Read Data

```
## Pull directly from Qualtrics API
qual_data <- fetch_survey(surveyID='SV_eFIgYjv3jONWknQ',
  label = T,
  convert = F,
  start_date = "2023-12-14",
  force_request = T)
```

Variable Names

Variable	Description
race_feedback	Binary indicator of whether participant was randomly assigned to race feedback condition.
race_pick	Binary indicator of whether participant selected a racial minority protagonist for their seventh film selection
budget_shown	Binary indicator of whether participant was randomly assigned to receive budget feedback.
budget_pick	Binary indicator of whether participant selected a film with a big budget for their seventh selection.
year_shown	Binary indicator of whether participant was randomly assigned to receive film year feedback.
year_pick	Binary indicator of whether participant selected a film released after 2010 for their seventh selection.
duration_shown	Binary indicator of whether participant was randomly assigned to receive film budget feedback
duration_pick	Binary indicator of whether participant selected a film with a big budget for their seventh selection.
base_race	Count of the number of films with racial minority protagonists selected in the initial seven films.
choice-1 to choice-7	The selected films
gender	Self-selected gender.
race	Self-selected race.
age	Self-entered age.
gender_code	Dummy code for gender (male = 1).
race_code	Dummy code for race (white = 1).

Demographics

Excluded Participants: 138

##		Percentage	gender
## 1	Another gender not listed here:	0.1	
## 2		Man	46.1
## 3		Non-binary	2.4
## 4		Woman	51.4

##		Percentage	Race
## 1	American Indian or Alaskan Native	0.7	
## 2	Asian / Pacific Islander	8.8	
## 3	Black or African American	12.0	
## 4	Hispanic / Latinx	6.2	
## 5	White / Caucasian	72.3	

##	#	A tibble:	1	x	2
##		mean_age	sd_age		
##		<dbl>	<dbl>		
## 1		42.2	13.1		

Primary Analysis

```
# primary model
r1 <- lm(race_pick ~ race_feedback, data=d0)

# Display the summary with robust standard errors
robust_summary(r1)

##
## Call:
## lm(formula = race_pick ~ race_feedback, data = d0)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -0.2711 -0.2711 -0.1773 -0.1773  0.8227
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)   0.17729    0.01708   10.38 < 2e-16 ***
## race_feedback 0.09379    0.02627    3.57 0.000373 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4147 on 998 degrees of freedom
## Multiple R-squared:  0.01265,    Adjusted R-squared:  0.01166
## F-statistic: 12.79 on 1 and 998 DF,  p-value: 0.0003654

robust_confint(r1)

##              2.5 %    97.5 %
## (Intercept) 0.14377458 0.2108071
## race_feedback 0.04224332 0.1453437
```

Robustness

```
## which feedback was shown with gender, remove constant due to oollinearity
r2 <- lm(race_pick ~ race_feedback + budget_shown + year_shown + duration_shown - 1,
  ↪ data=d0)
```

```
# Display the summary with robust standard errors
robust_summary(r2)
```

```
##
## Call:
## lm(formula = race_pick ~ race_feedback + budget_shown + year_shown +
##     duration_shown - 1, data = d0)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -0.3459 -0.2312 -0.1773 -0.1773  0.8227
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## race_feedback    0.15450    0.02300   6.716 3.13e-11 ***
## budget_shown     0.10058    0.02790   3.605 0.000328 ***
## year_shown      -0.01412    0.03020  -0.467 0.640293
## duration_shown   0.09083    0.02835   3.204 0.001399 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4135 on 996 degrees of freedom
## Multiple R-squared:  0.2397, Adjusted R-squared:  0.2366
## F-statistic: 78.5 on 4 and 996 DF, p-value: < 2.2e-16
```

```
robust_confint(r2)
```

```
##              2.5 %      97.5 %
## race_feedback  0.10936106 0.19964428
## budget_shown   0.04582953 0.15532974
## year_shown     -0.07338967 0.04515278
## duration_shown 0.03519875 0.14646055
```

```
## robust to demographic controls
```

```
r3 <- lm(race_pick ~ race_feedback + gender_code + race_code + age, data=d0)
```

```
# Display the summary with robust standard errors
robust_summary(r3)
```

```
##
## Call:
## lm(formula = race_pick ~ race_feedback + gender_code + race_code +
##     age, data = d0)
```

```
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -0.3367 -0.2555 -0.1915 -0.1248  0.9042
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)   0.259405   0.051570   5.030 5.81e-07 ***
## race_feedback  0.094981   0.026362   3.603 0.00033 ***
## gender_code   -0.029398   0.026583  -1.106 0.26904
## race_code      0.022992   0.029049   0.792 0.42883
## age           -0.002033   0.001028  -1.977 0.04829 *
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4142 on 995 degrees of freedom
## Multiple R-squared:  0.01779,    Adjusted R-squared:  0.01384
## F-statistic: 4.505 on 4 and 995 DF,  p-value: 0.001304
```

```
robust_confint(r3)
```

```
##              2.5 %      97.5 %
## (Intercept)  0.158205407 3.606037e-01
## race_feedback 0.043249782 1.467125e-01
## gender_code   -0.081563722 2.276770e-02
## race_code     -0.034011207 7.999584e-02
## age           -0.004050017 -1.529919e-05
```

```
## logistic regression
# Fit the logistic regression model
r4 <- glm(race_pick ~ race_feedback, family = binomial, data=d0)

# Odds ratio
tidy_r4 <- tidy(r4, exponentiate = TRUE, conf.int = T)
print(tidy_r4)
```

```
## # A tibble: 2 x 7
##   term          estimate std.error statistic  p.value conf.low conf.high
##   <chr>          <dbl>    <dbl>    <dbl>    <dbl>    <dbl>    <dbl>
## 1 (Intercept)    0.215     0.117    -13.1  2.12e-39  0.170    0.270
## 2 race_feedback  1.73      0.154     3.54  4.07e- 4  1.28     2.34
```

Secondary Analysis

```
## budget feedback
r_budget <- lm(budget_pick ~ budget_shown, data=d0)

# Display the robust_summary with robust standard errors
robust_summary(r_budget)

##
## Call:
## lm(formula = budget_pick ~ budget_shown, data = d0)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -0.3699 -0.3676 -0.3676  0.6324  0.6324
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)   0.369942   0.036919  10.020  <2e-16 ***
## budget_shown -0.002348   0.040556  -0.058    0.954
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4827 on 998 degrees of freedom
## Multiple R-squared:  3.393e-06, Adjusted R-squared:  -0.0009986
## F-statistic: 0.003386 on 1 and 998 DF, p-value: 0.9536
```

```
robust_confint(r_budget)
```

```
##              2.5 %      97.5 %
## (Intercept)  0.29749412 0.44239027
## budget_shown -0.08193365 0.07723668
```

```
## year feedback
r_year <- lm(year_pick ~ year_shown, data=d0)

# Display the robust_summary with robust standard errors
robust_summary(r_year)
```

```
##
## Call:
## lm(formula = year_pick ~ year_shown, data = d0)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -0.5434 -0.5434  0.4566  0.4566  0.5220
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)   0.47799    0.03986  11.990  <2e-16 ***
```



```
## year_shown    0.06541    0.04342    1.507    0.132
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4988 on 998 degrees of freedom
## Multiple R-squared:  0.002299,    Adjusted R-squared:  0.001299
## F-statistic: 2.299 on 1 and 998 DF,  p-value: 0.1297
```

```
robust_confint(r_year)
```

```
##                2.5 %    97.5 %
## (Intercept)  0.39975887 0.5562160
## year_shown   -0.01978351 0.1506101
```

```
## duration feedback
r_duration <- lm(duration_pick ~ duration_shown, data=d0)

# Display the robust_summary with robust standard errors
robust_summary(r_duration)
```

```
##
## Call:
## lm(formula = duration_pick ~ duration_shown, data = d0)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -0.7711 -0.7038  0.2962  0.2962  0.2962
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)    0.77108    0.03281  23.504  <2e-16 ***
## duration_shown -0.06725    0.03643  -1.846   0.0652 .
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4512 on 998 degrees of freedom
## Multiple R-squared:  0.003072,    Adjusted R-squared:  0.002073
## F-statistic: 3.076 on 1 and 998 DF,  p-value: 0.07978
```

```
robust_confint(r_duration)
```

```
##                2.5 %    97.5 %
## (Intercept)    0.7067069 0.835461807
## duration_shown -0.1387264 0.004231546
```

```
## interaction of base gender
# primary model
r_interaction <- lm(race_pick ~ race_feedback*base_race, data=d0)

# Display the summary with robust standard errors
robust_summary(r_interaction)
```

```
##
## Call:
## lm(formula = race_pick ~ race_feedback * base_race, data = d0)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -0.39468 -0.28297 -0.17126 -0.00706  0.90035
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)      0.28481    0.03094   9.204 < 2e-16 ***
## race_feedback      0.10987    0.04586   2.396  0.0168 *
## base_race        -0.09258    0.01679  -5.513 4.5e-08 ***
## race_feedback:base_race -0.01913    0.02618  -0.731  0.4651
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4056 on 996 degrees of freedom
## Multiple R-squared:  0.05743,    Adjusted R-squared:  0.05459
## F-statistic: 20.23 on 3 and 996 DF,  p-value: 9.916e-13
```

Figure 2B Figure Code

```
##### race

d_race_plot <- d0 |>
  select(race_feedback, race_pick) |>
  group_by(race_feedback) |>
  dplyr::summarise(
    n = n(),
    freq = mean(race_pick),
    sd = sd(race_pick) * 100,
    se = (sd(race_pick) / sqrt(n())) * 100
  ) |>
  mutate(race_feedback = case_when(race_feedback==1 ~ "\"Treatment\"",
                                   TRUE ~ "\"Control\"")) |>
  rename(Condition = race_feedback)

##### budget

d_budget_plot <- d0 |>
  select(budget_shown, budget_pick) |>
  group_by(budget_shown) |>
  dplyr::summarise(
    n = n(),
    freq = mean(budget_pick),
    sd = sd(budget_pick) * 100,
    se = (sd(budget_pick) / sqrt(n())) * 100
  ) |>
  mutate(budget_shown = case_when(budget_shown==1 ~ "\"Treatment\"",
                                   TRUE ~ "\"Control\"")) |>
  rename(Condition = budget_shown)

##### year

d_year_plot <- d0 |>
  select(year_shown, year_pick) |>
  group_by(year_shown) |>
  dplyr::summarise(
    n = n(),
    freq = mean(year_pick),
    sd = sd(year_pick) * 100,
    se = (sd(year_pick) / sqrt(n())) * 100
  ) |>
  mutate(year_shown = case_when(year_shown==1 ~ "\"Treatment\"",
                                   TRUE ~ "\"Control\"")) |>
  rename(Condition = year_shown)

#### duration
```

```

d_duration_plot <- d0 |>
  select(duration_shown, duration_pick) |>
  group_by(duration_shown) |>
  dplyr::summarise(
    n = n(),
    freq = mean(duration_pick),
    sd = sd(duration_pick) * 100,
    se = (sd(duration_pick) / sqrt(n())) * 100
  ) |>
  mutate(duration_shown = case_when(duration_shown==1 ~ "\"Treatment\"",
    TRUE ~ "\"Control\"")) |>
  rename(Condition = duration_shown)

## Combine plots

df_combined <- bind_rows(
  d_budget_plot %>% mutate(Category = "\nAbove a\n$40M Budget"),
  d_year_plot %>% mutate(Category = "\nReleased After\n2010"),
  d_duration_plot %>% mutate(Category = "\nOver Two Hours"),
  d_race_plot %>% mutate(Category = "\nAbout a Racial\nMinority Protagonist")
, .id = "id") %>%
  mutate(Category = factor(Category, levels = c('\nAbove a\n$40M Budget', '\nReleased
  ↪ After\n2010', '\nOver Two Hours', '\nAbout a Racial\nMinority Protagonist')))

p_combined_B <- ggplot(df_combined, aes(x = Condition, y = freq*100, fill = Condition)) +
  geom_bar(stat="identity", width = 0.85, position = position_dodge(width = 0.7)) +
  geom_text(aes(label=paste0(sprintf("%.1f", freq*100), "%"),
    position=position_dodge(width=0.7), vjust=3, size = 7, color = "white") +
  geom_errorbar(aes(ymin=freq*100-se, ymax=freq*100+se), width = .1, position =
  ↪ position_dodge(width = 0.7)) +
  facet_wrap(~factor(Category, c('\nAbove a\n$40M Budget', '\nReleased After\n2010',
  ↪ '\nOver Two Hours', '\nAbout a Racial\nMinority Protagonist')), nrow = 1,
  ↪ strip.position = "bottom") +
  geom_segment(data = df_combined %>% filter(Condition == "\"Treatment\""),
    aes(x = 1, xend = 2, y = freq*100 + se + 10, yend = freq*100 + se + 10),
    inherit.aes = FALSE) +
  geom_text(data = df_combined %>% filter(Category %in% c('\nAbove a\n$40M Budget',
  ↪ '\nReleased After\n2010') & Condition == "\"Treatment\""),
    aes(x = 1.5, xend = 1.5, y = freq*100 + se + 12, yend = freq*100 + se + 12,
    ↪ label = "n.s."),
    inherit.aes = FALSE, vjust = 0, size = 7) +
  geom_text(data = df_combined %>% filter(Category %in% c('\nAbout a Racial\nMinority
  ↪ Protagonist') & Condition == "\"Treatment\""),
    aes(x = 1.5, xend = 1.5, y = freq*100 + se + 12, yend = freq*100 + se + 12,
    ↪ label = "***"),
    inherit.aes = FALSE, vjust = 0, size = 7) +
  geom_text(data = df_combined %>% filter(Category %in% c('\nOver Two Hours') &
  ↪ Condition == "\"Treatment\""),
    aes(x = 1.5, xend = 1.5, y = freq*100 + se + 12, yend = freq*100 + se + 12,
    ↪ label = "+"),
    inherit.aes = FALSE, vjust = 0, size = 7) +
  theme_bw() +
  scale_fill_manual(values = c("#535350", "#c18354"), labels = c("No feedback provided",
  ↪ "Feedback provided"), "Feedback") +

```

```

scale_y_continuous(labels = function(x) paste0(x,"%"), limits = c(0,100)) +
scale_x_discrete(labels = c("\Control\" = "Not\nShown", "\Treatment\" = "Shown")) +
labs(x = "Feedback on % of films that were...", y = "% of Final Films Selected with the
↳ Target Attribute",
     title = "The Effect of Getting Feedback on Your Biopic Selections") +
theme(plot.caption = element_text(face = "italic", family = "Times New Roman"),
      legend.position = "none",
      legend.title = element_blank(),
      legend.direction = "horizontal",
      legend.text = element_text(size = 20, family = "Times New Roman"),
      legend.key.size = unit(7, 'mm'),
      legend.background = element_rect(fill = "white"),
      panel.grid.minor = element_blank(),
      panel.grid = element_blank(),
      panel.border = element_rect(fill= NA, color = "white"),
      plot.background = element_rect(fill = "white"),
      panel.background = element_rect(fill = "white"),
      axis.title.x = element_text(face="bold", size = 22, vjust = 17, family = "Times
↳ New Roman"),
      plot.title = element_blank(),
      axis.title.y = element_text(size = 20, color = "black", family = "Times New
↳ Roman"),
      axis.text.x = element_blank(),
      axis.ticks = element_blank(),
      axis.text.y = element_text(size = 20, color = "black", family = "Times New
↳ Roman"),
      strip.text = element_text(size = 20, color = "black", family = "Times New
↳ Roman"),
      strip.background = element_rect(colour = "white", fill = "white"))

#p_combined_B

# Save the plot with Times New Roman font
ggsave("Figure-2B.pdf", plot = p_combined_B, width = 10, height = 8, units = "in", device
↳ = cairo_pdf, family = "Times New Roman")

```

System of Equations

```
##
## systemfit results
## method: OLS
##
##           N   DF      SSR   detRCov   OLS-R2 McElroy-R2
## system 2000 1992 402.162 0.039798 0.010427  0.011688
##
##           N   DF      SSR      MSE      RMSE      R2   Adj R2
## budgeteq 1000 996 231.854 0.232785 0.482478 0.003106 0.000104
## raceeq   1000 996 170.309 0.170993 0.413513 0.020222 0.017271
##
## The covariance matrix of the residuals
##           budgeteq      raceeq
## budgeteq 0.23278471 -0.00262701
## raceeq   -0.00262701 0.17099282
##
## The correlations of the residuals
##           budgeteq      raceeq
## budgeteq 1.0000000 -0.0131673
## raceeq   -0.0131673 1.0000000
##
##
## OLS estimates for 'budgeteq' (equation 1)
## Model Formula: as.numeric(budget_pick) ~ race_feedback + budget_shown + year_shown +
## duration_shown - 1
##
##           Estimate Std. Error t value   Pr(>|t|)
## race_feedback 0.0882644 0.0259632 3.39959 0.00070163 ***
## budget_shown 0.1067685 0.0311134 3.43159 0.00062471 ***
## year_shown 0.1182201 0.0317417 3.72444 0.00020674 ***
## duration_shown 0.1634577 0.0314159 5.20303 2.3802e-07 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.482478 on 996 degrees of freedom
## Number of observations: 1000 Degrees of Freedom: 996
## SSR: 231.853569 MSE: 0.232785 Root MSE: 0.482478
## Multiple R-Squared: 0.003106 Adjusted R-Squared: 0.000104
##
##
## OLS estimates for 'raceeq' (equation 2)
## Model Formula: as.numeric(race_pick) ~ race_feedback + budget_shown + year_shown +
## duration_shown - 1
##
##           Estimate Std. Error t value   Pr(>|t|)
## race_feedback 0.1545027 0.0222521 6.94329 6.9009e-12 ***
## budget_shown 0.1005796 0.0266661 3.77182 0.00017161 ***
## year_shown -0.0141184 0.0272046 -0.51897 0.60389485
## duration_shown 0.0908296 0.0269253 3.37339 0.00077108 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
```

```
## Residual standard error: 0.413513 on 996 degrees of freedom
## Number of observations: 1000 Degrees of Freedom: 996
## SSR: 170.308849 MSE: 0.170993 Root MSE: 0.413513
## Multiple R-Squared: 0.020222 Adjusted R-Squared: 0.017271
```

##		Test Wald.Coefficient	P_Value
## 1	Race Feedback - Budget	7.713366	0.0055326811
## 2	Race Feedback - Year	13.743929	0.0002152213
## 3	Race Feedback - Duration	6.916283	0.0086071867