Study S2B

December 12, 2025

Items

Read Data

```r
# Set this to TRUE if you have API access, FALSE if using CSV
USE_API <- FALSE

if(USE_API) {
  ## Pull directly from Qualtrics API
  qual_data <- fetch_survey(surveyID='SV_2tycLNwc08A12cK',
                     label = T,
                     convert = F,
                     start_date = "2024-01-22",
                     force_request = T)
} else {
  # Read the processed data directly from CSV
  d0 <- read.csv('StudyS2B.csv', check.names = F)
  num_excluded <- unique(d0$num_excluded_total)
}


# Define the categories
women <- c('The Broski Report with Brittany Broski', 'Would You Believe...? with Rebecca
↪  Rogers', 'Wiser Than Me with Julia Louis-Dreyfus', 'Where Should We Begin? with
↪  Esther Perel', 'Money Rehab with Nicole Lapin')
episodes <- c('The Diary Of A CEO with Steven Bartlett', 'On Purpose with Jay Shetty',
↪  'Lex Fridman Podcast', 'The School of Greatness', 'Passion Struck with John R.
↪  Miles', 'The Joe Budden Podcast', 'The Bill Simmons Podcast', 'This Past Weekend w/
↪  Theo Von', 'Money Rehab with Nicole Lapin', 'The Peter Attia Drive')
duration <- c('Huberman Lab', 'Shawn Ryan Show', 'Lex Fridman Podcast', 'The Joe Budden
↪  Podcast', 'Dan Carlin\'s Hardcore History')
years <- c('What Now? with Trevor Noah', 'The Ultimate Human with Gary Brecka', 'The
↪  Broski Report with Brittany Broski', 'Would You Believe...? with Rebecca Rogers',
↪  'The Wayback with Ryan Sickler', 'Wiser Than Me with Julia Louis-Dreyfus', 'All There
↪  Is with Anderson Cooper', 'The Ezra Klein Show', 'Passion Struck with John R. Miles',
↪  'Money Rehab with Nicole Lapin', 'The Money Mondays')

if(USE_API) {
  d0 <- qual_data |>
    filter(!is.na(`choice-7`), !is.na(workerId), Finished==1) |>
    mutate(
      gender_feedback = as.numeric(grepl("feature a female host", feedbackItem1) |
                 grepl("feature a female host", feedbackItem2) |
                 grepl("feature a female host", feedbackItem3)),
      episodes_shown = as.numeric(grepl("have more than 300 episodes", feedbackItem1) |
                 grepl("have more than 300 episodes", feedbackItem2) |
                 grepl("have more than 300 episodes", feedbackItem3)),
      duration_shown = as.numeric(grepl("have an average episode length greater than 2
      ↪  hours", feedbackItem1) |
                 grepl("have an average episode length greater than 2 hours",
                 ↪  feedbackItem2) |
                 grepl("have an average episode length greater than 2 hours",
                 ↪  feedbackItem3)),
      years_shown = as.numeric(grepl("started over 3 years ago", feedbackItem1) |
                 grepl("started over 3 years ago", feedbackItem2) |
                 grepl("started over 3 years ago", feedbackItem3)),
      female = case_when(`choice-7` %in% women ~ 1,
```

```r
                                  TRUE ~ 0),
        episodes_pick = case_when(`choice-7` %in% episodes ~ 1,
                                  TRUE ~ 0),
        duration_pick = case_when(`choice-7` %in% duration ~ 1,
                                  TRUE ~ 0),
        years_pick = case_when(`choice-7` %in% years ~ 1,
                                  TRUE ~ 0),
        encouragement = case_when(group=="encourage" ~ 1,
                                        group=="base" ~ 0,
                                    TRUE ~ NA),
        race_code = case_when(race=="White / Caucasian" ~ 1, TRUE ~ 0),
        age = as.numeric(age),
        gender_code = case_when(gender=="Man" ~ 1, TRUE ~ 0),
        base_gender = rowSums(across(`choice-1`:`choice-6`, ~ . %in% women))) |>
      select(
      encouragement, gender_feedback, female, episodes_pick, episodes_shown,
↪  duration_shown, duration_pick, years_pick, years_shown, base_gender, gender, race,
↪  age, gender_code, race_code
      ) |>
      slice(1:1000) # pre-registered sample size

  # Calculate the number of excluded participants
  num_excluded <- nrow(qual_data) - nrow(d0)

  # Save num_excluded in d0
  d0$num_excluded_total <- num_excluded  # As a column

  # Write the API-pulled data into a CSV file
  write.csv(d0, 'StudyS2B.csv', row.names = FALSE, quote = TRUE)
}

# Create the encouragement-specific dataframes
d0_w_encouragement <- d0 |>
  filter(encouragement == 1)

d0_no_encouragement <- d0 |>
  filter(encouragement == 0)
```

Variable Names

Variable	Description
`encouragement`	Binary indicator of whether the participant was randomly assigned to the encouragement condition.
`gender_feedback`	Binary indicator of whether the participant was randomly assigned to gender feedback condition.
`female`	Binary indicator of whether the participant selected a female podcast host for their seventh selection.
`episodes_shown`	Binary indicator of whether the participant was randomly assigned to receive feedback on the number of episodes in the podcast.
`episodes_pick`	Binary indicator of whether the participant selected a podcast with over 300 episodes.
`duration_shown`	Binary indicator of whether the participant was randomly assigned to receive feedback on the duration of podcasts.
`duration_pick`	Binary indicator of whether the participant selected a podcast with an average length of over 2 hours.
`years_shown`	Binary indicator of whether the participant was randomly assigned to receive feedback about when the podcast started.
`years_pick`	Binary indicator of whether the participant selected a podcast that started over 3 years ago.
`base_gender`	Count of the number of podcasts with a female host selected in the initial six podcasts.
`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: 99


##                            Percentage gender
## 1 Another gender not listed here:    0.2
## 2                             Man   52.8
## 3                       Non-binary   0.7
## 4                           Woman   46.3


##                              Percentage Race
## 1 American Indian or Alaskan Native  0.3
## 2           Asian / Pacific Islander  7.5
## 3          Black or African American  8.4
## 4                 Hispanic / Latinx  4.6
## 5                 White / Caucasian 79.2


##    mean_age    sd_age
## 1   43.769 12.14418
```

Primary Analysis

```
# primary model, no encouragement
r1 <- lm(female ~ gender_feedback * encouragement, data=d0)
robust_summary(r1)
```

```
##
## Call:
## lm(formula = female ~ gender_feedback * encouragement, data = d0)
##
## Residuals:
##     Min     1Q  Median      3Q     Max
## -0.4980 -0.4257 -0.2360  0.5020  0.7640
##
## Coefficients:
##                              Estimate Std. Error t value Pr(>|t|)
## (Intercept)                   0.23600    0.02696   8.753  < 2e-16 ***
## gender_feedback               0.18970    0.04143   4.578 5.28e-06 ***
## encouragement                 0.05306    0.03919   1.354    0.176
## gender_feedback:encouragement 0.01919    0.05962   0.322    0.748
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4698 on 996 degrees of freedom
## Multiple R-squared:  0.04712,    Adjusted R-squared:  0.04425
## F-statistic: 16.42 on 3 and 996 DF,  p-value: 2.032e-10
```

Secondary Analysis

```
## episodes feedback
r_episodes <- lm(episodes_pick ~ episodes_shown*encouragement, data=d0)

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

```
##
## Call:
## lm(formula = episodes_pick ~ episodes_shown * encouragement,
##     data = d0)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -0.3864 -0.3552 -0.3261  0.6448  0.7381
##
## Coefficients:
##                             Estimate Std. Error t value Pr(>|t|)
## (Intercept)                  0.38636    0.05250   7.359 3.87e-13 ***
## episodes_shown              -0.03113    0.05759  -0.541   0.5889
## encouragement               -0.12446    0.07151  -1.740   0.0821 .
## episodes_shown:encouragement  0.09537    0.07876   1.211   0.2262
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4731 on 996 degrees of freedom
## Multiple R-squared:  0.003901,   Adjusted R-squared:  0.000901
## F-statistic:   1.3 on 3 and 996 DF,  p-value: 0.273
```

```
robust_confint(r_episodes)
```

```
##                                  2.5 %     97.5 %
## (Intercept)                  0.28333643 0.48939084
## episodes_shown              -0.14414163 0.08187665
## encouragement               -0.26478483 0.01586708
## episodes_shown:encouragement -0.05918771 0.24992135
```

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

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

```
##
## Call:
## lm(formula = duration_pick ~ duration_shown * encouragement,
##     data = d0)
##
## Residuals:
```

```
##     Min      1Q  Median      3Q     Max
## -0.1832 -0.1832 -0.1667 -0.1667  0.9333
##
## Coefficients:
##                            Estimate Std. Error t value Pr(>|t|)
## (Intercept)                0.085714   0.048711   1.760   0.0788 .
## duration_shown             0.097475   0.051929   1.877   0.0608 .
## encouragement             -0.019048   0.061798  -0.308   0.7580
## duration_shown:encouragement 0.002525   0.066699   0.038   0.9698
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.3726 on 996 degrees of freedom
## Multiple R-squared:  0.005793,   Adjusted R-squared:  0.002799
## F-statistic: 1.935 on 3 and 996 DF,  p-value: 0.1223
```

robust_confint(r_duration)

```
##                                 2.5 %     97.5 %
## (Intercept)               -0.009872717 0.1813013
## duration_shown            -0.004426834 0.1993776
## encouragement             -0.140316871 0.1022216
## duration_shown:encouragement -0.128362575 0.1334118
```

```
## years feedback
r_years <- lm(years_pick ~ years_shown*encouragement, data=d0)

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

```
##
## Call:
## lm(formula = years_pick ~ years_shown * encouragement, data = d0)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -0.6638 -0.5610  0.3362  0.4390  0.5013
##
## Coefficients:
##                         Estimate Std. Error t value Pr(>|t|)
## (Intercept)              0.57937    0.04433  13.069   <2e-16 ***
## years_shown             -0.08071    0.05137  -1.571    0.116
## encouragement            0.08443    0.06263   1.348    0.178
## years_shown:encouragement -0.02205    0.07238  -0.305    0.761
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4956 on 996 degrees of freedom
## Multiple R-squared:  0.01066,    Adjusted R-squared:  0.007683
## F-statistic: 3.578 on 3 and 996 DF,  p-value: 0.01357
```

```r
robust_confint(r_years)
```

```
##                             2.5 %     97.5 %
## (Intercept)              0.49237289 0.66635727
## years_shown             -0.18151474 0.02010361
## encouragement           -0.03847683 0.20733288
## years_shown:encouragement -0.16409280 0.11999564
```

```r
## interaction of base gender
# primary model
r_interaction <- lm(female ~ gender_feedback*base_gender, data=d0)


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

```
##
## Call:
## lm(formula = female ~ gender_feedback * base_gender, data = d0)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -0.6215 -0.3277 -0.2363  0.4977  0.8552
##
## Coefficients:
##                             Estimate Std. Error t value Pr(>|t|)
## (Intercept)                  0.32773    0.03658   8.959  < 2e-16 ***
## gender_feedback              0.29373    0.05213   5.634 2.29e-08 ***
## base_gender                 -0.04573    0.02031  -2.252   0.0245 *
## gender_feedback:base_gender -0.07343    0.02879  -2.550   0.0109 *
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4629 on 996 degrees of freedom
## Multiple R-squared:  0.07478,    Adjusted R-squared:  0.07199
## F-statistic: 26.83 on 3 and 996 DF,  p-value: < 2.2e-16
```

Figure S6A Code

```r
dgender_plot <- d0_no_encouragement |>
  select(gender_feedback, female) |>
  group_by(gender_feedback) |>
  summarise(
    n = n(),
    freq = mean(female),
    sd = sd(female) * 100,
    se = (sd(female) / sqrt(n())) * 100
  ) |>
  mutate(gender_feedback = case_when(gender_feedback==1 ~ "\"Treatment\"",
                              TRUE ~ "\"Control\"")) |>
  rename(Condition = gender_feedback)

## dataframe for duration information

dduration_plot <- d0_no_encouragement |>
  select(duration_shown, duration_pick) |>
  group_by(duration_shown) |>
  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)

## dataframe for episodes information

depisodes_plot <- d0_no_encouragement |>
  select(episodes_shown, episodes_pick) |>
  group_by(episodes_shown) |>
  summarise(
    n = n(),
    freq = mean(episodes_pick),
    sd = sd(episodes_pick) * 100,
    se = (sd(episodes_pick) / sqrt(n())) * 100
  ) |>
  mutate(episodes_shown = case_when(episodes_shown==1 ~ "\"Treatment\"",
                              TRUE ~ "\"Control\"")) |>
  rename(Condition = episodes_shown)

## dataframe for years information

dyears_plot <- d0_no_encouragement |>
  select(years_shown, years_pick) |>
  group_by(years_shown) |>
  summarise(
    n = n(),
    freq = mean(years_pick),
    sd = sd(years_pick) * 100,
```

```r
    se = (sd(years_pick) / sqrt(n())) * 100
  ) |>
  mutate(years_shown = case_when(years_shown==1 ~ "\"Treatment\"",
                                 TRUE ~ "\"Control\"")) |>
  rename(Condition = years_shown)

df_combined <- bind_rows(
  dduration_plot %>% mutate(Category = "\nOver 3\nHours"),
  dyears_plot %>% mutate(Category = "\nStarted 3\nYears Ago"),
  depisodes_plot %>% mutate(Category = "\nWith Over\n300 Episodes"),
  dgender_plot %>% mutate(Category = "\nWith Female\nHost")
, .id = "id") %>%
  mutate(Category = factor(Category, levels = c("\nOver 3\nHours", '\nStarted 3\nYears
  ↪  Ago', "\nWith Over\n300 Episodes", '\nWith Female\nHost')))

p_combined_A <- 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(data = df_combined %>% filter(!(Category == "\nOver 3\nHours" & Condition ==
  ↪  "\"Control\"")),
            aes(label=paste0(sprintf("%.1f", freq*100),"%")),
            position=position_dodge(width=0.7), vjust=5, size = 5, color = "white", family
            ↪  = "Times New Roman")+
  geom_errorbar(aes(ymin=freq*100-se, ymax=freq*100+se), width = .1, position =
  ↪  position_dodge(width = 0.7)) +
  facet_wrap(~factor(Category, c("\nOver 3\nHours", '\nStarted 3\nYears Ago', "\nWith
  ↪  Over\n300 Episodes", '\nWith Female\nHost')), nrow = 1, strip.position = "bottom")
  ↪  +
  geom_segment(data = df_combined %>% filter(Category %in% c("\nOver 3\nHours", "\nWith
  ↪  Over\n300 Episodes", '\nWith Female\nHost') & Condition == "\"Treatment\""),
               aes(x = 1, xend = 2, y = freq*100 + se + 5, yend = freq*100 + se + 5),
               inherit.aes = FALSE) +
    geom_segment(data = df_combined %>% filter(Category %in% c('\nStarted 3\nYears Ago')
    ↪  & Condition == "\"Control\""),
               aes(x = 1, xend = 2, y = freq*100 + se + 5, yend = freq*100 + se + 5),
               inherit.aes = FALSE) +
  geom_text(data = df_combined %>% filter(Category %in% c("\nWith Over\n300 Episodes") &
  ↪  Condition == "\"Treatment\""),
            aes(x = 1.5, xend = 1.5, y = freq*100 + se + 7, yend = freq*100 + se + 7,
            ↪  label = "n.s."),
            inherit.aes = FALSE, vjust = 0, size = 5, family = "Times New Roman") +
    geom_text(data = df_combined %>% filter(Category %in% c("\nOver 3\nHours") &
    ↪  Condition == "\"Treatment\""),
            aes(x = 1.5, xend = 1.5, y = freq*100 + se + 7, yend = freq*100 + se + 7,
            ↪  label = "+"),
            inherit.aes = FALSE, vjust = 0, size = 5, family = "Times New Roman") +
    geom_text(data = df_combined %>% filter(Category %in% c('\nStarted 3\nYears Ago') &
    ↪  Condition == "\"Control\""),
            aes(x = 1.5, xend = 1.5, y = freq*100 + se + 5, yend = freq*100 + se + 5,
            ↪  label = "*"),
            inherit.aes = FALSE, vjust = 0, size = 5, family = "Times New Roman") +
  geom_text(data = df_combined %>% filter(Category == '\nWith Female\nHost' & Condition
  ↪  == "\"Treatment\""),
            aes(x = 1.5, xend = 1.5, y = freq*100 + se + 5, yend = freq*100 + se + 5,
            ↪  label = "***"),
```

```r
                inherit.aes = FALSE, vjust = 0, size = 5, family = "Times New Roman") +
geom_text(data = df_combined %>% filter(Category == "\nOver 3\nHours" & Condition ==
↪  "\"Control\""),
        aes(label = paste0(sprintf("%.1f", freq*100), "%"),
            x = Condition, y = freq*100 + se + 4),
        inherit.aes = FALSE, vjust = -0.5, size = 5, color = "black", family = "Times
        ↪  New Roman") +
theme_bw() +
scale_fill_manual(values = c("#011F5B", "#990000"), labels = c("No feedback provided",
↪  "Feedback provided"), "Feedback") +
scale_y_continuous(labels = function(x) paste0(x,"%"), limits = c(0,85)) +
scale_x_discrete(labels = c("\"Control\"" = "Not\nShown", "\"Treatment\"" = "Shown")) +
labs(x= "Feedback on % of podcasts...", y = "% of New Podcasts with the Target
↪  Attribute") +
theme(plot.caption = element_text(face = "italic", family = "Times New Roman"),
      legend.position = c(0.5, 0.95),
      legend.title = element_blank(),
      legend.direction = "horizontal",
      legend.text = element_text(size = 14, 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 = 14, vjust = 17, family = "Times
      ↪  New Roman"),
      plot.title = element_blank(),
      axis.title.y = element_text(size = 14, color = "black", family = "Times New
      ↪  Roman"),
      axis.text.x = element_blank(),
      axis.ticks = element_blank(),
      axis.text.y = element_text(size = 14, color = "black", family = "Times New
      ↪  Roman"),
      strip.text = element_text(size = 14, color = "black", family = "Times New
      ↪  Roman"),
      strip.background = element_rect(colour = "white", fill = "white"))

#p_combined_A
```

Figure S6B Code

```r
dgender_plot <- d0_w_encouragement |>
  select(gender_feedback, female) |>
  group_by(gender_feedback) |>
  summarise(
    n = n(),
    freq = mean(female),
    sd = sd(female) * 100,
    se = (sd(female) / sqrt(n())) * 100
  ) |>
  mutate(gender_feedback = case_when(gender_feedback==1 ~ "\"Treatment\"",
                           TRUE ~ "\"Control\"")) |>
  rename(Condition = gender_feedback)

## dataframe for duration information

dduration_plot <- d0_w_encouragement |>
  select(duration_shown, duration_pick) |>
  group_by(duration_shown) |>
  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)

## dataframe for episodes information

depisodes_plot <- d0_w_encouragement |>
  select(episodes_shown, episodes_pick) |>
  group_by(episodes_shown) |>
  summarise(
    n = n(),
    freq = mean(episodes_pick),
    sd = sd(episodes_pick) * 100,
    se = (sd(episodes_pick) / sqrt(n())) * 100
  ) |>
  mutate(episodes_shown = case_when(episodes_shown==1 ~ "\"Treatment\"",
                           TRUE ~ "\"Control\"")) |>
  rename(Condition = episodes_shown)

## dataframe for years information

dyears_plot <- d0_w_encouragement |>
  select(years_shown, years_pick) |>
  group_by(years_shown) |>
  summarise(
    n = n(),
    freq = mean(years_pick),
    sd = sd(years_pick) * 100,
```

```r
    se = (sd(years_pick) / sqrt(n())) * 100
  ) |>
  mutate(years_shown = case_when(years_shown==1 ~ "\"Treatment\"",
                         TRUE ~ "\"Control\"")) |>
  rename(Condition = years_shown)

df_combined <- bind_rows(
  dduration_plot %>% mutate(Category = "\nOver 3\nHours"),
  dyears_plot %>% mutate(Category = "\nStarted 3\nYears Ago"),
  depisodes_plot %>% mutate(Category = "\nWith Over\n300 Episodes"),
  dgender_plot %>% mutate(Category = "\nWith Female\nHost")
, .id = "id") %>%
  mutate(Category = factor(Category, levels = c("\nOver 3\nHours", '\nStarted 3\nYears
  ↪ Ago', "\nWith Over\n300 Episodes", '\nWith Female\nHost')))

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(data = df_combined %>% filter(!(Category == "\nOver 3\nHours")),
          aes(label=paste0(sprintf("%.1f", freq*100),"%")),
          position=position_dodge(width=0.7), vjust=5, size = 5, color = "white", family
          ↪ = "Times New Roman")+
  geom_errorbar(aes(ymin=freq*100-se, ymax=freq*100+se), width = .1, position =
  ↪ position_dodge(width = 0.7)) +
  facet_wrap(~factor(Category, c("\nOver 3\nHours", '\nStarted 3\nYears Ago', "\nWith
  ↪ Over\n300 Episodes", '\nWith Female\nHost')), nrow = 1, strip.position = "bottom")
  ↪ +
  geom_segment(data = df_combined %>% filter(Category %in% c("\nOver 3\nHours", "\nWith
  ↪ Over\n300 Episodes", '\nWith Female\nHost') & Condition == "\"Treatment\""),
            aes(x = 1, xend = 2, y = freq*100 + se + 5, yend = freq*100 + se + 5),
            inherit.aes = FALSE) +
    geom_segment(data = df_combined %>% filter(Category %in% c('\nStarted 3\nYears Ago')
    ↪ & Condition == "\"Control\""),
            aes(x = 1, xend = 2, y = freq*100 + se + 5, yend = freq*100 + se + 5),
            inherit.aes = FALSE) +
  geom_text(data = df_combined %>% filter(Category %in% c("\nWith Over\n300 Episodes") &
  ↪ Condition == "\"Treatment\""),
          aes(x = 1.5, xend = 1.5, y = freq*100 + se + 7, yend = freq*100 + se + 7,
          ↪ label = "n.s."),
          inherit.aes = FALSE, vjust = 0, size = 5, family = "Times New Roman") +
    geom_text(data = df_combined %>% filter(Category %in% c("\nOver 3\nHours") &
    ↪ Condition == "\"Treatment\""),
          aes(x = 1.5, xend = 1.5, y = freq*100 + se + 7, yend = freq*100 + se + 7,
          ↪ label = "*"),
          inherit.aes = FALSE, vjust = 0, size = 5, family = "Times New Roman") +
    geom_text(data = df_combined %>% filter(Category %in% c('\nStarted 3\nYears Ago') &
    ↪ Condition == "\"Control\""),
          aes(x = 1.5, xend = 1.5, y = freq*100 + se + 5, yend = freq*100 + se + 5,
          ↪ label = "*"),
          inherit.aes = FALSE, vjust = 0, size = 5, family = "Times New Roman") +
  geom_text(data = df_combined %>% filter(Category == '\nWith Female\nHost' & Condition
  ↪ == "\"Treatment\""),
          aes(x = 1.5, xend = 1.5, y = freq*100 + se + 5, yend = freq*100 + se + 5,
          ↪ label = "***"),
          inherit.aes = FALSE, vjust = 0, size = 5, family = "Times New Roman") +
```

```r
    geom_text(data = df_combined %>% filter(Category == "\nOver 3\nHours"),
              aes(label = paste0(sprintf("%.1f", freq*100), "%"),
                  x = Condition, y = 40),
              inherit.aes = FALSE, vjust = -0.5, size = 5, color = "black", family = "Times
              ↪  New Roman") +
  theme_bw() +
  scale_fill_manual(values = c("#011F5B", "#990000"), labels = c("No feedback provided",
  ↪  "Feedback provided"), "Feedback") +
  scale_y_continuous(labels = function(x) paste0(x,"%"), limits = c(0,110)) +
  scale_x_discrete(labels = c("\"Control\"" = "Not\nShown", "\"Treatment\"" = "Shown")) +
  labs(x = "Feedback on % of podcasts...", y = "% of New Podcasts with the Target
  ↪  Attribute") +
  theme(plot.caption = element_text(face = "italic", family = "Times New Roman"),
        legend.position = "none",
        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 = 14, vjust = 17, family = "Times
        ↪  New Roman"),
        plot.title = element_blank(),
        axis.title.y = element_text(size = 14, color = "black", family = "Times New
        ↪  Roman"),
        axis.text.x = element_blank(),
        axis.ticks = element_blank(),
        axis.text.y = element_text(size = 14, color = "black", family = "Times New
        ↪  Roman"),
        strip.text = element_text(size = 14, color = "black", family = "Times New
        ↪  Roman"),
        strip.background = element_rect(colour = "white", fill = "white"))

#p_combined_B

# Save individual plot objects as RDS for combination in figure-S6.R
saveRDS(p_combined_A, file = "p_combined_S2B_A.rds")
saveRDS(p_combined_B, file = "p_combined_S2B_B.rds")
```