Field Name	Description	
ISPSID	ISPS dataset ID (Dublin Core: Identifier)	D042
Title	Title of study or dataset (Dublin Core: Title)	Field Experiments Testing the Impact of Radio Advertisements on Electoral Competition.
Author(S)	Author(s) or PI(s); Persons or organizations responsible for data collection (Dublin Core: Creator)	Panagopoulos, Costas, Donald P. Green
Citation		American Journal of Political Science (2008) 52(1): 156-168.
Related Publication(s)		ISPS08-007
Related Project(s)		
Keywords	(Dublic Core: Subject)	Campaign spending; campaign ads; radio; municipal elections; voter turnout; voter mobilization
Data type		Administrative
Data source(s)	Original sources or documents from which data were obtained (Dublin Core: Source)	Authors
Data source information	Data source contact and/or suggested citation	Authors Suggested citation: "Panagopoulos, Costas, Donald P. Green (2008) Replication Materials for: 'Field Experiments Testing the Impact of Radio Advertisements on Electoral Competition.' http://hdl.handle.net/10079/bnzs7sk; http://hdl.handle.net/10079/m63xstm; http://hdl.handle.net/10079/6wwpzs2; http://hdl.handle.net/10079/gf1vht3; http://hdl.handle.net/10079/34tmprk; http://hdl.handle.net/10079/qv9s4xc. ISPS Data Archive."
Field date	Date of data collection (Dublin Core: Coverage, Temporal)	November 2005 and 2006
Location	Geographic location of data collection (Dublin Core: Coverage, Spatial)	United States
Unit of observation	Describes who or what is being studied (e.g., individuals, villages, districts, other)	Municipalities
Sample size	Number of observations; number of cases in the final archived dataset	33 in 2005; 16 in 2006
Inclusion / exclusion	Describes the population from which the sample is drawn and how; criteria for final sample construction	Included only cities and towns with populations of over 30,000. In 2005, we excluded cities and towns where cost for radio advertisements exceeded $111 per point in the population. In order to increase the statistical power of our experiment, we sought to create a sample of observations that, within experimental strata, were as homogeneous as possible. We gathered detailed information about the institutional and political characteristics of mayoral elections in each of the 151 cities and matched pairs of municipalities based on voter turnout in the previous mayoral election, incumbent vote share in the previous mayoral election, whether mayoral elections are partisan or nonpartisan, and whether the 2005 mayoral election was contested. All of the cities and towns included in the final sample were municipalities in which the local executive is selected by popular vote (as opposed to appointment by the city or town council). Using the criteria described above, we identified 28 closely matched pairs of cities in an effort to make the treatment group as similar as possible in terms of observable characteristics. Once the matching exercise was completed, we randomly assigned one city in each pair to the treatment group and the other to the control group. We restrict our attention to 33 cities—16 in the treatment group and 17 in the control group—in which an incumbent mayor ran opposed. In November 2006, 105 municipalities held mayoral elections. Using the same four matching criteria as in 2005, we repeated the matching exercise to create 11 pairs, half of which were randomly assigned to the treatment group. Of these, 16 cities—seven in the treatment group and nine in the control group—featured elections in which incumbent mayors ran opposed in 2006. The average cost per point for cities in the 2006 sample was $100, raising the average cost per point in the combined sample of 49 observations to $75.
Research design	Describes method of data collection and analysis (e.g., field experiment, natural experiment, lab experiment, survey experiment, regression discontinuity design,	Field experiment

Randomization procedure	Describes how participants are allocated to interventions; which units were randomized	Matching pairs and random assignment
Treatment	Describes the interventions administered to each group	60-second radio advertisement that presented a non-partisan get-out0-the-vote message.
Treatment administration	Describes how the treatments were administered (e.g., mail, door to door, other)	Radio
Outcome measures		Electoral competetiveness (the difference between the vote percentage won by the incumbent in 2005 or 2006 and his or her vote percentage in the previous election)
Archive date	Date of data deposit in the ISPS archive (Dublic Core: Date)	December 5, 2011
Archive contributor	Person depositing data in the ISPS archive (Dublin Core: Contributor)	Limor Peer
Owner	Person or organization making these data available (Dublin Core: Publisher)	Panagopoulos, Costas, Donald P. Green
Owner contact		isps(at)yale(dot)edu
Terms of use	Data source terms of use; ISPS terms of use (Dublin Core: Rights)	Academic, non-commercial; see ISPS Terms of Use http://isps.research.yale.edu/data/data/login/isps-data-archive/
Related database	Other data registries that include this dataset (Dublin Core: Relation)	

Files	Describes the number and nature of files included in this set (e.g., data, program, and output files; supplemental files such as codebook, questionnaires, and treatments)			
Data File Number	**Access**	**Description**	**File Size**	**File Format**
D042F01	http://hdl.handle.net/10079/bnzs7sk	Dataset	6.6KB	Stata (10.0) .dta
D042F02	http://hdl.handle.net/10079/m63xstm	Dataset	3.9KB	Excel .csv
D042F03	http://hdl.handle.net/10079/6wwpzs2	Program file	3.4KB	Stata (10.0) .do
D042F04	http://hdl.handle.net/10079/qv9s4xc	Program file	7KB	R (2.9.1.) .R
D042F05	http://hdl.handle.net/10079/gf1vht3	Codebook	12.8KB	XML (1.1) .xml
D042F06	http://hdl.handle.net/10079/34tmprk	Metadata record	225KB	Adobe (9.0) .pdf