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**Project title**: Citizens’ Expectations on Brexit Outcomes: ‘Fact’ Transmission and Persuasive Power in a Digital World

The following files have been archived:

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| File name | File description (Short description of content, sample size, format, any linking between different types of data, i.e. survey and interviews/focus groups) |
| AnonymizedFactCheckingDataToAnalyze.csv | Description: processed data for analysis (outliers and incomplete records removed). Total sample size, N = 691. Rows code subjects, columns code variables. Data format/structure is long (standard for R statistical software).  Key:  **subject** = Participant Identification  **gen** = Participant self-identified gender  **age** = Participant age in years  **eth** = Participant self-identified primary **ethnicity** (A: Asian or Pacific Islander; B: Black, Caribbean, or African American; H: Hispanic or Latino; N: Native American or American Indian; NOTE: participants could select multiple categories as primary ethnicities)  **eth\_2** = Participant self-identified secondary ethnicity (same category coding as primary ethnicity).  **edu** = Participant education level (A: A-levels, highers, or equivalent; B: bachelors degree; D: Doctorate/PhD; F: foundation degree; G: GSCEs or equivalent; GD: graduate diploma; M: master’s degree; P: professional degree, e.g. Medical Degree/Doctorate; PG: postgraduate diploma)  **emp** = employment status (FT: full time; H: homemaker; R: retired; S: student; SE: self-employed; U: unemployed; X: unable to work)  **emp\_2**: employment status if more than one category above (same codes)  **inc** = yearly income (ranges in thousands of British pounds per annum).  **pol\_affil** = political affiliation, Likert 1-7 scale, anchored on 1 = very liberal to 7 = very conservative  **pol\_activ** = level of political activity, 1-5 Likert scale from not active to extremely active.  **brexit\_imp** = self-rating of how important the issue of Brexit is to the participant, 1-5 Likert scale from 1 = not at all to 5 extremely important  **brexit\_stance** = Leave, Remain. Note: undecideds are excluded from this file because worldview/ideology clash variables (claim\_clash & fact\_clash [see below]) cannot be computed for them.  **claim** = name of specific stimulus claim seen on that trial (per row): see stimulus materials upload.  **claim\_stance** = L: leave compatible; N: neutral; R: remain compatible  **factcheck\_stance =** L: leave compatible; N: neutral; R: remain compatible  **C\_condition** = levels of conclusion variable: C1: tentative; C2: nuanced; C: strong  **E\_condition =** levels of explanation variable: E1: basic explanation of conclusion; E2: basic explanation + context; E3: context + basic explanation  **S\_condition =** levels of source information variable: S1: no source info; S2: names of sources; S3: names + brief explanation of sources  **trust\_change** = change score (trust in claim post-factcheck minus trust in claim pre-factcheck; +10 to -10 range in integers)  **source\_trust** = rating of trust in source of information provided (1-5 scale [0.5 point increments] from No Trust to High Trust in this source). Note: NA for S1 condition.  **claim\_clash** = does the claim clash with participant’s brexit\_stance: N: no clash/is compatible; Y: clash/is incompatible.  **fact\_clash** = does the factcheck clash with the participant’s brexit\_stance: N: no clash/is compatible; Y: clash/is incompatible  **claim\_rebut** = does the factcheck rebut the claim, N: no; Y: yes  **clash\_type** = type of information vs brexit\_stance clash (Both\_Clash: both original claim and factcheck clash with participant’s brexit\_stance; Claim\_Clash: only the original claim clashes; Fact\_clash: only the factcheck clashes; None: both original claim and factcheck are compatible with participant’s brexit\_stance)  **brexit\_stance.num** = dummy coding brexit\_stance (0: Leave, 1: Remain).  **lib.remain** = first principle component regression score of political orientation, brexit stance, political activity, and brexit importance variables  **imp.act** = second principle component regression score of political orientation, brexit stance, political activity, and brexit importance variables. |
| AnonymizedFactCheckingProcessedDataAllWavesComplete.csv | Intermediate file between raw data and DataToAnalyze.csv  Total sample size, N = 812  Rows code unique participants, columns code variable names  **Note: all variable codes not listed here are identical to the key above.**  Names of specific stimuli = accounts, money, pay, chicken, jobs, davis, euratom, ireland, exports  Initials for information sources = check names in stimulus materials upload  **S\_condition** = participant’s information source variable level (see above).  **\*name\*\_C\_condition** = code for stimulus conclusion variable level (see above)  **\*name\*\_E\_condition** = code for stimulus explanation variable level (see above)  **\*name\*\_before** = initial trust/belief in truthfulness of original claim/stimulus  **\*name\*\_after** = trust/belief in truthfulness of original claim/stimulus after factcheck presentation  **\*name\*\_shift** = change score after minus before  **\*initials\*\_Trust** = trustworthiness rating of information source  **\*name\*\_trust** = participant’s average trust in sources presented for that stimulus  **\*name\*\_stance** = stimulus/original claim’s compatibility with Brexit position (L: leave compatible; N: neutral; R: remain compatible). |
| AnonymizedFactCheckingRawDataWave1Complete.csv  AnonymizedFactCheckingRawDataWave2Complete.csv | All raw data from the experiment.  Rows encode participants, columns encode variables/data recorded via Qualtrics. Top row encodes question name/number, next row encodes text of question, third encodes logic from Qualtrics to implement that question, and all other rows are participant data. All non-specified columns encode demographic/political variables as defined in files above.  Columns T through CM and DF through EO encode participant responses to claims pre and post factcheck (see columns FL through GD, below).  Columns CN through DE encode trustworthiness ratings for information sources for participants in source levels 2 and 3.  Column EP encodes source information group variable level.  Columns EQ through FH encode variable text for conclusions and explanations for each stimulus presented to each participant.  Columns FL through GD encode participant-specific stimulus presentation order. |
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**Publications**: (based on this data, if any)