


```

77 tab t_l d_l
78 tab t_nbnl d_b if d_l==1
79 tab t_nbnl d_l if d_b==1
80 tab t_spanish t_l
81
82 *****
83 **** Generate variables
84 *****
85
86 gen d_male = ( d_gender == 1 ), after(t_spanish)
87
88 ** Generate subsegment categories
89 egen int subseg = group(d_b d_l d_c d_r d_p)
90
91 ** Generate message indicators
92 gen m_popl_b = ( t_popl_b_pagesubmit < . )
93 gen m_popl_l = ( t_popl_l_pagesubmit < . )
94
95 gen m_comm_b = ( t_comm_b_pagesubmit < . )
96 gen m_comm_l = ( t_comm_l_pagesubmit < . )
97 gen m_comm_c = ( t_comm_c_pagesubmit < . )
98
99 gen m_chrc_r = ( t_chrc_r_pagesubmit < . )
100
101 gen m_chld_p = ( t_chld_p_pagesubmit < . )
102 gen m_chld_p_l = ( t_chld_p_l_pagesubmit < . )
103
104 gen m_eldr_c = ( t_eldr_c_pagesubmit < . )
105 gen m_eldr_r = ( t_eldr_r_pagesubmit < . )
106 gen m_eldr_p = ( t_eldr_p_pagesubmit < . )
107
108 gen m_prtx_c = ( t_prtx_c_pagesubmit < . )
109
110 gen m_gthr_l = ( t_gthr_l_pagesubmit < . )
111 gen m_gthr_r = ( t_gthr_r_pagesubmit < . )
112 gen m_gthr_p = ( t_gthr_p_pagesubmit < . )
113
114 gen m_frdm_c_r = ( t_frdm_c_r_pagesubmit < . )
115
116 gen m_avyl_r = ( t_avyl_r_pagesubmit < . )
117 gen m_avyl_p = ( t_avyl_p_pagesubmit < . )
118 gen m_avyl_s = ( t_avyl_s_pagesubmit < . )
119 gen m_avyl_x = ( t_avyl_x_pagesubmit < . )
120
121 gen m_rec_therock = ( t_rec_therock < . )
122 gen m_rec_lebron = ( t_rec_lebronb < . )
123 gen m_rec_fauci = ( t_rec_faucib < . )
124 gen m_rec_kizzy = ( t_rec_kizzy < . )
125 gen m_rec_obama = ( t_rec_obama < . )
126 gen m_rec_trump = ( t_rec_trump < . )
127 gen m_rec_warnock = ( t_rec_warnockb < . )
128 gen m_rec_hanks = ( t_rec_hanks < . )
129 gen m_rec_pope = ( t_rec_pope < . )
130 gen m_rec_fernandez = ( t_rec_fernandez < . )
131 gen m_rec_jlo = ( t_rec_jlo < . )
132 gen m_rec_badbunny = ( t_rec_badbunny < . )
133 gen m_rec_tombrady = ( t_rec_tombrady < . )
134 gen m_rec_rickwarren = ( t_rec_rickwarren < . )
135
136 ** Generate indicator for being shown the message AND d_c AND D_r
137 // Note that m_frdm_c_r is shown if EITHER d_c or d_r (implementation error).
138 gen m_frdm_c_r_ANDdcANDdr = ( m_frdm_c_r & d_c & d_r ), after(m_frdm_c_r)
139
140 *****
141 **** Save data
142 *****
143
144 save "data\data_shuffled_cleaned_2021-04-23_0939.dta", replace
145
146 *****
147 **** Codebook
148 *****
149
150 codebook
151
152 *****
153 **** Subsegment cell size
154 *****

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```
155
156 bysort subseg: gen subseg_N=_N
157 bysort subseg: keep if _n==1
158 list d_b d_l d_c d_r d_p subseg_N
159
160 *****
161 **** Close log
162 *****
163
164 log close
165
```