

Appendix E: Example Data Sets

Only the first 10 cases of the data files are printed here. Unless stated otherwise, complete data sets are available on the CD that came with this book or can be downloaded from

<http://www.comm.ohio-state.edu/ahayes/smcs/>

Appendix E1

CD/WWW file: **METHODS**

Variable	Description
SEX	1 = female, 2 = male
AGE	Age in years
TV	"On an average day, how many hours do you spend watching television?"
NEWS	"How many hours do you spend reading the newspaper on a typical day?"
FITNESS	"In a typical week, how many hours of fitness activity do you engage in?"
GPA	Grade point average
BMI	Body mass index
VOTE	Vote in the last federal election? (0 = no, 1 = yes)
PARTY	"If you had to choose, would you describe yourself as a Democrat, Republican, or Independent?" (1 = Democrat, 2 = Republican, 3 = Independent)
TV1	"Watching television is one of the more important things I do each day."
TV2	"If the television set wasn't working, I would really miss it."
TV3	"Watching television is very important in my life."
TV4	"I could easily do without television for several days."
TV5	"I would be lost without television to watch."
TAS	TV1+TV2+TV3+(6-TV4)+TV5
Responses to TV1 to TV5 were made on a 1 to 5 scale, where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	

1	20	3.00	1.00	10.0	3.87	21.36	1	3	2	4	3	4	4	15
1	20	1.00	0.00	0.0	3.18	21.36	1	3	1	1	2	5	2	7
2	21	1.50	1.00	6.0	3.50	26.27	0	3	1	2	2	3	2	10
1	22	1.00	0.50	3.0	2.90	20.51	1	2	2	4	3	4	4	15
2	21	0.25	0.25	10.0	3.00	22.50	1	2	1	2	1	4	1	7
2	22	6.00	1.00	1.0	2.84	23.65	1	2	3	3	3	3	2	14
2	22	2.00	0.50	3.0	3.00	16.72	1	3	1	2	1	4	1	7
2	21	2.00	0.00	3.0	2.40	31.96	1	1	2	4	3	2	3	16
1	21	2.50	0.00	5.5	3.21	23.39	1	1	4	4	2	2	4	18
1	21	3.00	0.25	2.0	3.10	29.16	0	3	4	3	3	3	4	17

Appendix E2

CD/WWW file: **WTSC**

Variable	Description
SEX	1 = female, 2 = male
WTSC1	"It is difficult for me to express my opinion if I think others won't agree with what I say."
WTSC2	"There have been many times when I thought others around me were wrong but I didn't let them know."
WTSC3	"When I disagree with others, I'd rather go along with them than argue about it."
WTSC4	"It is easy for me to express my opinion around others who I think will disagree with me."
WTSC5	"I'd feel uncomfortable if someone asked my opinion and I knew he or she wouldn't agree with me."
WTSC6	"I tend to speak my opinion only around friends or other people I trust."
WTSC7	"It is safer to keep quiet than publicly speak an opinion that you know most others won't share."
WTSC8	"If I disagree with others, I have no problem letting them know it."
WTSC4R	6 - WTSC4
WTSC8R	6 - WTSC8
WTSC	WTSC1+WTSC2+WTSC3+WTSC4R+WTSC5+WTSC6+WTSC7+WTSC8R
Responses to wtsc1 through wtsc8 were made on a 1 to 5 scale, where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree	

2	4	4	4	2	4	4	4	4	4	2	30
1	2	2	2	2	2	2	2	4	4	2	18
1	3	2	4	4	2	4	4	4	2	2	23
2	4	4	2	2	2	4	2	4	4	2	24
2	2	2	2	4	2	3	3	4	2	2	18
2	4	1	2	2	4	2	4	4	4	2	23
2	1	1	1	4	2	2	2	5	2	1	12
2	2	4	2	3	2	4	2	2	3	4	23
1	2	4	2	4	2	2	4	4	2	2	20
1	1	1	1	4	2	2	4	4	2	2	15

Appendix E3

CD/WWW file: **RDDUSA**

Variable	Description
SEX	0 = female, 1 = male
EDUC	"What is the total number of years of schooling you have completed?"
PARTY	"What is your political affiliation? (1 = Republican, 2 = Democrat, 3 = Independent, 4 = other)"
NEWSP	"How many days a week do you read the newspaper?"
TV	"On the typical weekday evening, how many hours of television do you watch after 5PM?"
ONLINE	"Do you ever go online to access the Internet, World Wide Web, or send and receive email?" (0 = no, 1 = yes)

1	12	4	3	3	1
1	19	2	1	1	1
0	16	1	3	2	1
0	15	2	7	5	0
1	11	4	0	5	1
1	14	2	1	5	0
1	18	3	7	1	1
0	14	2	3	0	1
1	12	1	3	2	1
1	13	1	7	2	1
0	12	1	7	4	0
1	18	1	7	1	1
0	18	3	2	2	1
0	13	3	6	3	0

Appendix E4

The data from the Hoffner et al. (1999) study were made up for this book, but they are consistent with the data reported in the article.

CD/WWW file: **CENSOR**

Variable	Description
Q1	"I support legislation to prohibit the broadcast of certain kinds of violence on television."
Q2	"Any adult who wants to watch violent television should be allowed."
Q3	"The government has more important things to do than regulate the violence on television."
Q4	"We should have a panel that reviews all television programming before it is allowed to broadcast on television."
Responses were made on a 0 to 4 scale, where 0 = strongly disagree, 1 = disagree, 2 = neither agree nor disagree, 3 = agree, 4 = strongly agree	

1	4	4	3
1	2	2	0
1	4	3	2
0	2	3	0
1	2	1	0
0	0	0	1
0	3	2	0
2	2	2	0
0	3	3	3
2	4	4	3

Appendix E5

The data files from the National Annenberg Election Study are proprietary. To obtain the files, you must purchase Romer et al. (2004) *Capturing Campaign Dynamics: The Annenberg National Election Study*, published by Oxford University Press. On the CD that comes with the Romer et al., book you will find an SPSS file named DEB030CT.SAV. After you open this file, execute the SPSS syntax below:

```
select if (cdate > 20000925 and cdate < 20001003).  
select if (rdate < 20001011).  
missing values ca01 ca11 ra01 ra11 (101, 102, 999).  
select if (rf35 = 1).  
execute.
```

This syntax will create the data file used for the analysis in Section 9.2. The pre- and post-debate evaluations of Bush are held in variables **ca01** and **ra01**, respectively. The corresponding variables for evaluations of Gore are **ca11** and **ra11**. Variable **rf35** codes how much of the debate the respondent watched (1 = entire debate).

From the CD accompanying Hayes, A. F. (2005). *Statistical Methods for Communication Science*. Mahwah, NJ: Lawrence Erlbaum Associates.

Appendix E6

CD/WWW file: **OHIO**

Variable	Description
TVHRS	“On an average day, about how many hours do you personally watch television?”
PARTY	“Do you think of yourself as a Republican, Democrat, Independent, or what? (1 = Democrat, 2 = Republican; respondents who responded Independent or something else were excluded from the data file)”
8	1
12	2
3	2
7	1
0	2
8	1
1	2
1	2
3	1
2	2

Appendix E7

The parts of the data file from the 2000 National Election Study used in this book are available on the book web page or by obtaining the data file from the National Election Study page at <http://www.umich.edu/~nes/>. Click on the “Download data” link and then the “Time Series Studies” link. The data file is *not* on the CD ROM with this book.

Once you have found the data set page at the NES page, download the SPSS portable format data file in the NES2000 section. See your SPSS documentation or consult a knowledgeable user for guidance on how to open an SPSS portable file. Once you have the data opened in SPSS, the SPSS syntax at the end of this Appendix will extract the variables used in this book.

WWW file: NES2000

Variable	Description											
PKNOW	Political Knowledge											
AGE	Age in year											
EDUC	Years of Education											
SEX	Sex (1 = male, 0 = female)											
INCOME	Household income											
POLINT	Interest in politics											
PARTY	Political party self-identification (1 = Democrat, 2 = Republican, 3 = Other)											
LIBCON	Political conservativeness (higher = more conservative)											
PDISCUSS	Days respondent talked about politics last week											
NATNEWS	Days respondent watched national network news in previous week											
NPNEWS	Days respondent read a newspaper last week											
LOCNEWS	Days respondent watched local late or early television news last week											
TALKRAD	Political talk radio exposure (A combination of frequency and attention)											
8	35	13	0	42.5	2	1	3	4	3	1	3.5	4.5
12	40	14	0	42.5	2	2	6	3	0	4	3.5	3.5
11	43	14	1	110.0	2	2	4	3	1	2	3.5	3.5
13	26	16	0	100.0	3	1	2	2	3	5	5.0	1.0
14	41	12	0	57.5	2	2	3	7	0	0	5.0	1.0
8	41	12	1	80.0	2	1	3	3	0	7	3.5	1.0
10	18	12	0	42.5	2	2	2	2	2	4	1.5	1.0
15	31	14	1	90.0	3	2	7	7	2	0	2.0	4.5
9	18	11	0	30.0	3	1	5	5	3	7	7.0	1.0
6	72	12	1	30.0	2	3	6	7	0	7	7.0	1.0

SPSS syntax to generate data file from NES2000.por:

```
select if (v000003 = 0 and v000004 = 5 and v000126 = 5).
compute polknow1 = (v001447 = 1 and not(missing(v001447))).
compute polknow2 = (v001450 = 1 and not(missing(v001450))).
compute polknow3 = (v001453 = 1 and not(missing(v001453))).
compute polknow4 = (v001456 = 1 and not(missing(v001456))).
compute polknow5 = (v001458 = 3 and not(missing(v001458))).
compute polknow6 = (v001462 = 2 and not(missing(v001462))).
```

```

compute polknow7 = (v001466 = 4 and not(missing(v001466))).
compute polknow8 = (v001470 = 1 and not(missing(v001470))).
compute polknow9 = (v001460 = 2 and not(missing(v001460))).
compute polkno10 = (v001464 = 1 and not(missing(v001464))).
compute polkno11 = (v001374 > 4 and not(missing(v001374))).
compute polkno12 = (v001372 < 4 and not(missing(v001372))).
compute polkno13 = (v000735 < 3 and not(missing(v000735))).
compute polkno14 = (v000739 > 2 and not(missing(v000739))).
compute polkno15 = (v000718 < 3 and not(missing(v000718))).
compute polkno16 = (v000723 > 3 and not(missing(v000723))).
compute polkno17 = (v000696 > 2 and v000696 < 5
    and not(missing(v000696))).
compute polkno18 = (v000698 < 3 and not(missing(v000698))).
compute polkno19 = (v000592 > 2 and not(missing(v000592))).
compute polkno20 = (v000597 > 3 and not(missing(v000597))).
compute polkno21 = (v001356 = 5 and not(missing(v001356))).
compute polkno22 = (v001357 = 5 and not(missing(v001357))).
compute pknow = sum(polknow1 to polkno22).
if (v000908 > 0 and v000908 < 98) age = v000908.
if (v000910 < 18) educ = v000910.
if (v001029 = 1) sex = 1.
if (v001029 = 2) sex = 0.
if (v000993 = 1) income = 2.5.
if (v000993 = 2) income = 7.5.
if (v000993 = 3) income = 12.5.
if (v000993 = 4) income = 20.
if (v000993 = 5) income = 30.
if (v000993 = 6) income = 42.5.
if (v000993 = 7) income = 57.5.
if (v000993 = 8) income = 70.
if (v000993 = 9) income = 80.
if (v000993 = 10) income = 90.
if (v000993 = 11) income = 100.
if (v000993 = 12) income = 110.
if (v000993 = 13) income = 120.
if (v000993 = 14) income = 130.
if (v000993 = 15) income = 140.
if (v000993 = 16) income = 150.
if (v000993 = 17) income = 160.
if (v000993 = 18) income = 170.
if (v000993 = 19) income = 180.
if (v000993 = 20) income = 190.
if (v000993 = 21) income = 197.5.
if (v000993 = 22) income = 200.
if (v001367 < 5) polint = 5-v001367.
if (v001409 = 1) party = 1.
if (v001409 = 3) party = 2.
if (v001409 = 5) party = 3.

```



```
if (v001409 = 7) party = 3.
if (v000446 > 0 and v000446 < 8) libcon = v000446.
if (v001204 = 5) pdiscuss = 0.
if (v001204 = 1 and v001205 > 0 and v001205 < 8)
  pdiscuss = v001205.
if (v000329 < 8) natnews = v000329.
if (v000335 < 8) npnews = v000335.
if (v000331 < 8) elocnew = v000331.
if (v000332 < 8) llocnew = v000332.
compute locnews = mean(elocnew, llocnew).
if (v001431 < 5) talkfreq = v001431.
if (v001432 < 5) talkattn = v001432.
compute talkrad = mean(talkfreq, talkattn).
if (v001430 = 5) talkrad = 5.
compute talkrad = 6-talkrad.
variable labels natnews 'National Network News Exposure'.
variable labels npnews 'Newspaper News Exposure'.
variable labels locnews 'Local News Exposure'.
variable labels talkrad 'Political Talk Radio Exposure'.
variable labels pdiscuss 'Political Discussion'.
variable labels polint 'Interest in Politics'.
variable labels party 'Political Party Affiliation'.
variable labels libcon 'Political Conservativism'.
variable labels pknow 'Political Knowledge'.
variable labels age 'Age'.
variable labels educ 'Years of Education'.
variable labels sex 'Sex (1 = Male, 0 = female)'.
variable labels income 'HH Income (in $1000s of dollars)'.
value labels party 1 'Democrat' 2 'Republican' 3 'Other'.
value labels sex 1 'Male' 0 'Female'.
count miss = pknow to npnews locnews talkrad (sysmis).
select if (miss = 0).
match files/file = */keep pknow to npnews locnews talkrad.
execute.
```

From the CD accompanying Hayes, A. F. (2005). *Statistical Methods for Communication Science*. Mahwah, NJ: Lawrence Erlbaum Associates.

Appendix E8

The data from the Sundar (2000) study were made up for this book, but they are consistent with the data reported in the article.

CD/WWW file: **SUNDAR**

Variable	Description
COND	Experimental condition (1 = Text only, 2 = Text + Pictures, 3 = Text + Audio 4 = Text + Picture + Audio, 5 = Text + Video)
LEARN	Number of questions correctly answered
WEBEXP	Number of hours in last week respondent reported surfing the web
TIME	Time in minutes spent browsing the web pages

2	6	2	15
1	7	2	9
1	9	6	19
3	5	3	13
3	5	3	13
4	6	5	7
5	6	3	9
3	4	2	9
2	11	3	19
1	5	2	5

Appendix E9

CD/WWW file: **ALCOHOL**

Variable	Description		
C	Experimental Condition (0 = Control, 1 = Alcohol)		
SE	Self-esteem on a 1 to 5 scale		
BAC	Blood Alcohol Content as % of blood volume		
SELFD	Mean self-disclosure judgment provided by two observers of interaction		
0	2.9	2.9	3.4
0	4.7	3.3	5.6
0	1.0	2.8	4.4
1	3.5	4.5	5.9
1	2.8	4.0	4.8
1	3.3	6.7	6.2
1	2.4	5.3	5.3
0	3.2	3.0	5.8
1	3.4	5.1	4.8
0	3.1	4.2	3.7