

Tweet Data Codebook

You can either download the dataset to your local drive and then load it into R or you can load it directly from GitHub with the following line of code.

- *age* — in years
- *gender* — 1 = male; 2 = female
- *educ* — education
 1. less than high school
 2. some high school
 3. completed high school
 4. some college
 5. graduate or professional degree
- *income* — family household income in 2015
 1. None or less than \$2,999
 2. \$3,000 – \$4,999
 3. \$5,000 – \$7,499
 4. \$7,500 – \$9,999
 5. \$10,000 – \$10,999
 6. \$11,000 – \$12,499
 7. \$12,500 – \$14,999
 8. \$15,000 – \$16,999
 9. \$17,000 – \$19,999
 10. \$20,000 – \$21,999
 11. \$22,000 – \$24,999
 12. \$25,000 – \$29,999
 13. \$30,000 – \$34,999
 14. \$35,000 – \$39,999
 15. \$40,000 – \$44,999
 16. \$45,000 – \$49,999
 17. \$50,000 – \$59,999
 18. \$60,000 – \$74,999
 19. \$75,000 – \$89,999
 20. \$90,000 – \$99,999
 21. \$100,000 – \$109,999

22. \$110,000 – \$119,999
 23. \$120,000 – \$134,999
 24. \$135,000 – \$149,999
 25. \$150,000 and over
- *religion* — religious preference
 1. Protestant
 2. Catholic
 3. Jewish
 4. Muslim
 5. No preference/atheist/agnostic
 6. Other religion or denomination
 - *state*
 1. Alabama
 2. Alaska
 3. Arizona
 4. Arkansas
 5. California
 6. Colorado
 7. Connecticut
 8. Delaware
 9. District of Columbia
 10. Florida
 11. Georgia
 12. Hawaii
 13. Idaho
 14. Illinois
 15. Iowa
 16. Kansas
 17. Kentucky
 18. Louisiana
 19. Maine
 20. Maryland
 21. Massachusetts
 22. Michigan
 23. Minnesota
 24. Mississippi

25. Missouri
 26. Montana
 27. Nebraska
 28. Nevada
 29. New Hampshire
 30. New Jersey
 31. New Mexico
 32. New York
 33. North Carolina
 34. North Dakota
 35. Ohio
 36. Oklahoma
 37. Oregon
 38. Pennsylvania
 39. Rhode Island
 40. South Carolina
 41. South Dakota
 42. Tennessee
 43. Texas
 44. Utah
 45. Vermont
 46. Virginia
 47. Washington
 48. West Virginia
 49. Wisconsin
 50. Wyoming
- *partyid* — Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an Independent? On a 7-point scale, where 1 is strong Democrat and 7 is strong Republican and 4 is an Independent, where would you place yourself on this scale?
 - *ideo* — We hear a lot of talk these days about liberals and conservatives. On a 7-point scale, where 1 is very liberal and 7 is very conservative, where would you place yourself on this scale?
 - *jobapprv* — Do you approve or disapprove of the way Donald Trump is handling his job as President?
 0. Disapprove
 1. Approve
 - *crmapprv* — Do you approve or disapprove of the way Donald Trump is handling crime?

- 0. Disapprove
- 1. Approve
- *abtrace* — Thinking back to the news story you read, do you think that Donald Trump's tweet was about race?
 - 0. No
 - 1. Yes
- *treat* — Treatment and control condition
 - 0. News article about Samsung Galaxy
 - 1. News article about Trump's tweet in which a politician called Trump's tweet out as being racist
- *raceresent* — Measures racial resentment of the respondent and ranges -2.50 (most racially liberal) to 3.32 (most racially conservative)
- *oldfash* — Measures old fashioned racism and ranges from -1.04 (least racist) to 4.69 (most racist)