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| **Reducing Speeding in Web Surveys by Providing Immediate Feedback**  Experiment 3 Codebook |
|  |
| Version 20170315 |

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| **Variable name** | **Label** | **Scale** | **Value** |
| fred1a | Prompt condition | 1 | Prompt every question |
|  |  | 2 | Prompt only once |
|  |  | 3 | No prompt |
| fred1b | Question order | 1 | Frequency Q's early, grids early |
|  |  | 2 | Frequency Q's early, grids late |
|  |  | 3 | Frequency Q's late, grids late |
| freq\_early | A binary variable, depending on the value of fred1b | 1  0 | Fred1b = 1 or 2  Fred1b = 3 |
| deservedpromptq4 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |
| deservedpromptq5 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |
| deservedpromptq6a | If response time was less than the pre-specified threshold | 1  0 | Yes  No |
| deservedpromptq6b | If response time was less than the pre-specified threshold | 1  0 | Yes  No |
| deservedpromptq6c | If response time was less than the pre-specified threshold | 1  0 | Yes  No |
| deservedpromptq7 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |
| deservedpromptq8 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |
| deservedtotalq5q8 | Sum of deservedpromptq5 to deservedpromptq8 (i.e., excluding the first question) | numeric | 0-6 |
| deservedtotal | Sum of deservedpromptq4 to deservedpromptq8 | numeric | 0-7 |

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| **Variable name** | **Label** | **Scale** | **Value** |
| prompt3cat12 | 3 categories, depending on the value of deservedtotal | 1 | deservedtotal=0 |
|  |  | 2 | deservedtotal = 1 or 2 |
|  |  | 3 | deservedtotal >=3 |
| sliner | If respondents straightlined on at least one of the two grid questions (i.e., q9 and q10) | 1  0 | Yes  No |
| breakoff | If respondents broke off during the experiment | 1 | Yes |
|  |  | 0 | No |
| secq4 | q65 response time, when Rs answered the question for the first time | numeric |  |
| secq5 | q66 response time, when Rs answered the question for the first time | numeric |  |
| secq6a | q67 response time, when Rs answered the question for the first time | numeric |  |
| secq6b | q67b response time, when Rs answered the question for the first time | numeric |  |
| secq6c | q67c response time, when Rs answered the question for the first time | numeric |  |
| secq7 | q68 response time, when Rs answered the question for the first time | numeric |  |
| secq8 | q69 response time, when Rs answered the question for the first time | numeric |  |
| lastq | Last question answered by R | character string |  |
| q4 | Overall, how many overnight trips have you taken in the PAST 2 YEARS? | open-ended numeric |  |
| q4f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |

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| **Variable name** | **Label** | **Scale** | **Value** |
| q5 | In the past year, about how many calories did you consume in a typical day? | open-ended numeric |  |
| q5f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q6a | In an average month, how much money do you spend on alcohol? | open-ended numeric |  |
| q6af | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q6b | During the last 7 days, how many drinks of any kind of alcoholic beverages did you drink? | open-ended numeric |  |
| q6bf | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q6c | During the past 30 days, how many times did you have 5 or more drinks of alcoholic beverage on one occasion? | open-ended numeric |  |
| q6cf | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q7 | On how many days in the past year did you stay in bed because of illness or injury? | open-ended numeric |  |

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| **Variable name** | **Label** | **Scale** | **Value** |
| q7f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q8 | During the past 10 years, how many times did you get any traffic tickets, including speeding tickets and parking tickets? | open-ended numeric |  |
| q8f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
|  | Indicate how much you favor or oppose each of the following statements. | 1  2  3  4  5 | Strongly oppose  Somewhat oppose  Neither favor nor oppose  Somewhat favor  Strongly favor |
| q9a | Avoiding “fast food?” |  |  |
| q9b | Maintaining a healthy diet? |  |  |
| q9c | Monitoring cholesterol levels closely? |  |  |
| q9d | Emphasizing the taste of food rather than its  nutritional value? |  |  |
| q9e | Paying close attention to the nutritional  information on food packaging? |  |  |
| q9f | Limiting the amount of red meat in your diet? |  |  |
| q9g | Balancing one’s diet across the key food groups? |  |  |

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| **Variable name** | **Label** | **Scale** | **Value** |
|  | For each of the following statements, please rate to what extent it characterizes you. | 1  2  3  4  5 | Extremely uncharacteristic  Somewhat uncharacteristic  Uncertain  Somewhat characteristic  Extremely characteristic |
| q10a | I prefer to avoid taking extreme positions |  |  |
| q10b | I want to know exactly what is good and bad about  everything |  |  |
| q10c | If something does not affect me, I do not usually  determine if it is good or bad |  |  |
| q10d | There are many things for which I do not have a  preference |  |  |
| q10e | I like to have strong opinions even when I am not  personally involved |  |  |
| q10f | I would rather have a strong opinion than no  opinion at all |  |  |
| q10g | I only form strong opinions when I have to |  |  |
| q10h | I am pretty much indifferent to many important  issues |  |  |