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 1  ********************************************************************
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 2  * Katrin Auspurg & Thomas Hinz (in cooperation with Carsten
    Sauer)
 3  * Accompanying material for: Factorial Survey Experiments.
 4  * SAGE,  Series: Quantitative Applications in the Social
    Sciences No. 175,
 5  * Thousand Oaks, CA: SAGE
 6  *
 7  * // §2 GENERATION OF VIGNETTE TEXTS
 8  ********************************************************************
    ***********

 9
10  ****************************************
11  // #1: LOAD Data
12  ****************************************
13
14  use setup, clear
15
16  ****************************************
17  // #2: GENERATE TEXT PHRASES & SENTENCES
18  ****************************************
19
20  // For vignettes consisting of running text, you have to
    translate the numeric
21  // levels of the single dimensions into the vignette phrases.
22  // For that, you should create  string variables that
    contain the vignette texts.
23  // It is recommendable to split the vignette texts in single
    sentences.
24
25
26  **** Vignette sentence 1
27
28  ** First, generate the single text phrases of the first
    sentence
29
30  gen phrase_A1 = "error"
31  // this is only to have later on an easy possiblity to
32  // check if all levels were considered!
33      replace phrase_A1 = "A 25-year-old man" if age ==25 & sex
     == 1
34      replace phrase_A1 = "A 30-year-old man" if age ==30 & sex
     == 1
35      replace phrase_A1 = "A 35-year-old man" if age ==35 & sex
     == 1
36      replace phrase_A1 = "A 40-year-old man" if age ==40 & sex
     == 1
37      replace phrase_A1 = "A 45-year-old man" if age ==45 & sex
     == 1
38      replace phrase_A1 = "A 50-year-old man" if age ==50 & sex
     == 1
39      replace phrase_A1 = "A 55-year-old man" if age ==55 & sex
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      == 1
40        replace phrase_A1 = "A 60-year-old man" if age ==60 & sex
      == 1
41
42        replace phrase_A1 = "A 25-year-old woman" if age ==25 &
    sex == 2
43        replace phrase_A1 = "A 30-year-old woman" if age ==30 &
    sex == 2
44        replace phrase_A1 = "A 35-year-old woman" if age ==35 &
    sex == 2
45        replace phrase_A1 = "A 40-year-old woman" if age ==40 &
    sex == 2
46        replace phrase_A1 = "A 45-year-old woman" if age ==45 &
    sex == 2
47        replace phrase_A1 = "A 50-year-old woman" if age ==50 &
    sex == 2
48        replace phrase_A1 = "A 55-year-old woman" if age ==55 &
    sex == 2
49        replace phrase_A1 = "A 60-year-old woman" if age ==60 &
    sex == 2
50
51    gen phrase_A2 = "error"
52        replace phrase_A2 = "without vocational training" if
    degree ==1
53        replace phrase_A2 = "with vocational training" if degree
    ==2
54        replace phrase_A2 = "with a university degree" if degree
    ==3
55
56    gen phrase_A3 ="error"
57        replace phrase_A3 ="has no children." if children == 0
58        replace phrase_A3 ="has one child." if children == 1
59        replace phrase_A3 ="has two children." if children == 2
60        replace phrase_A3 ="has three children." if children == 3
61        replace phrase_A3 ="has four children." if children == 4
62
63    ** Check if you considered all levels:
64
65    assert phrase_A1 ~= "error"
66    assert phrase_A2 ~= "error"
67    assert phrase_A3 ~= "error"
68
69
70    ** Combine the single phrases to the first sentence:
71
72    gen vigA = phrase_A1 +" "+ phrase_A2 +" "+ phrase_A3
73
74    ** Check whether the texts are correct (e.g. spelling, no
    missing space, ...)
75
76    fre vigA
77
78    * For large vignette samples you may check only the first
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      100 cases
 79
 80   fre vigA in 1/100
 81
 82   ** Delete the single phrases, you do not need them any more
 83
 84   drop phrase_A1 - phrase_A3
 85
 86   /*******
 87    Note: string variables are combined with +; you can also
 88   add any text that does not vary accross the vignettes by
      +"text".
 89
 90   There are many other possibilities for creating the vignette
      texts.
 91   For example, to create the first phrase you could also
      proceed like this:
 92
 93   gen sex_str = " man" if sex == 1
 94   replace sex_str = " woman" if sex == 2
 95   tostring age, gen(age_str)  // creates a string variable
      with the age
 96   gen phrase_A1 = "A " +age_str+"-year-old" +sex_str
 97
 98   you can try this;
 99   in case you already created phrase_A1 you first have to drop
      it.
100
101
102   *******/
103
104
105   ************************************
106   **** Vignette sentences 2 and 3
107   **** (because sentence 3 is only a very short one we store
      both
108   **** sentences within one variable, which we name vigB)
109
110   gen phrase_B1 = "error"
111       replace phrase_B1 = "He " if sex == 1
112       replace phrase_B1 = "She " if sex == 2
113
114   gen phrase_B2 = "error"
115       replace phrase_B2 = "works as an unskilled worker"    if
      job == 1
116       replace phrase_B2 = "works as a doorman"              if
      job == 2 & sex == 1
117       replace phrase_B2 = "works as a doorwoman"            if
      job == 2 & sex == 2
118       replace phrase_B2 = "works as an engine driver"       if
      job == 3
119       replace phrase_B2 = "works as a clerk"                if
      job == 4
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120       replace phrase_B2 = "works as a hairdresser"          if
      job == 5
121       replace phrase_B2 = "works as a social worker"        if
      job == 6
122       replace phrase_B2 = "works as a software programmer"  if
      job == 7
123       replace phrase_B2 = "works as an electrical engineer" if
      job == 8
124       replace phrase_B2 = "works as a manager"              if
      job == 9
125       replace phrase_B2 = "works as a medical doctor"       if
      job == 10
126
127   gen phrase_B3 = "error"
128       replace phrase_B3 ="and has gained only a little job
      experience." if experience == 1
129       replace phrase_B3 ="and has gained a lot of job
      experience." if experience == 2
130
131   gen phrase_B4 = "error"
132       replace phrase_B4 = "has worked for the company for a
      short time." if tenure == 1
133       replace phrase_B4 = "has worked for the company for a
      long time." if tenure == 2
134
135
136   assert phrase_B1 ~="error"
137   assert phrase_B2 ~="error"
138   assert phrase_B3 ~="error"
139   assert phrase_B4 ~="error"
140
141
142   gen vigB = phrase_B1 + phrase_B2 +" " +phrase_B3 +" " +
      phrase_B1 + phrase_B4
143
144   * Note: The first phrase ("He" or "She") is used twice in
      this case.
145
146   fre vigB
147
148   drop phrase_B1 - phrase_B4
149
150   ****** Vignette sentence 4
151
152   gen phrase_C1 = "error"
153   replace phrase_C1 ="His" if sex ==1
154   replace phrase_C1 ="Her" if sex ==2
155
156   gen phrase_C2 = "error"
157   replace phrase_C2 = "500 Euros (before tax and extra
      charges)." if income == 500
158   replace phrase_C2 = "950 Euros (before tax and extra
      charges)." if income == 950
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159   replace phrase_C2 = "1,200 Euros (before tax and extra
      charges)." if income == 1200
160   replace phrase_C2 = "1,500 Euros (before tax and extra
      charges)." if income == 1500
161   replace phrase_C2 = "2,500 Euros (before tax and extra
      charges)." if income == 2500
162   replace phrase_C2 = "3,800 Euros (before tax and extra
      charges)." if income == 3800
163   replace phrase_C2 = "5,400 Euros (before tax and extra
      charges)." if income == 5400
164   replace phrase_C2 = "6,800 Euros (before tax and extra
      charges)." if income == 6800
165   replace phrase_C2 = "10,000 Euros (before tax and extra
      charges)." if income == 10000
166   replace phrase_C2 = "15,000 Euros (before tax and extra
      charges)." if income == 15000
167
168   assert phrase_C1 ~="error"
169   assert phrase_C2 ~="error"
170
171   gen vigC = phrase_C1 + " monthly gross earnings total " +
      phrase_C2
172
173   fre vigC
174
175   drop phrase_C1
176   drop phrase_C2
177
178   ****************************************
179   // #3: SAVE & EXPORT DATA
180   ****************************************
181
182   ** Save the vignette texts:
183
184   save vignettetexts_1, replace
185
186
187   ** Optional: you might list the vignettes in a text
      editor            *
188
189   // This might be helpful to check if everything was well done
190
191   log using vignettetexts.log , replace
192   list vigA vigB vigC, nod notrim string(244)
193   log close
194
195   // You can also copy the resulting vignette texts to a
      text-processing software
196   // like Microsoft Word.
197   // For their further use, you will have to edit the
198   // texts, as there might be some paragraphs or double spaces
      you will not need,
199   // or maybe also some characters like ">" that are misplaced
```

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        within the
200     // vignette texts. You can simply achieve this by using the
        replace-option
201     // in Word.
202
203     * One way to put the vignettes to Word would be:
204
205     capture net install listtab, from(http:
        //fmwww.bc.edu/RePEc/bocode/l) //installs ado
206     listtab id_vignette vigA vigB vigC using vignettes.doc, ///
207     replace headlines("Vignette IDs and Vignette texts:") del(" ")
208
209     ****************************************
210     // #4: RESHAPE TO WIDE, RANDOM ORDER
211     ****************************************
212
213     // Often, you will have to reshape the vignette texts for
        their further use
214     // into a wide format;
215     // For example, this is needed for the implementation of
        vignette texts in
216     // PAPI or CASI questionnaires.
217
218
219     use vignettetexts_1, clear
220     drop id_vignette
221     * you may also drop the numeric variables:
222     drop sex - income
223
224     reshape wide vigA - vigC,  i(deck) j(vignr)
225
226     // Note: the last one or two digits of the names of the
        variables now
227     // indicate the vignette deck, reaching from 1 up to 12.
228
229     save vignette_wide1, replace
230
231     ****************************************
232     // #5: DATA EXPORT
233     ****************************************
234
235     * You may export the data to an Excel sheet to use them for
236     ** PAPI questionnares or the programming of CAWI and CAPI
        questionnaires
237
238     export excel using "vignette_wide", firstrow(variables)
        replace
239
240
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