```
1   ********************************************************************
    ********
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   * // §4 RANDOM VIGNETTE ORDERS PER RESPONDENT, FURTHER DATA
    MANAGMENT
8   ********************************************************************
    ***********
9
10  // Often it is recommendable to use respondent specific
    vignette orders
11  // to prevent order or carry over effects (see Chapter 4)
12
13
14  ****************************************
15  // #1: LOAD DATA AND DUPLICATE THEM
16  ****************************************
17
18  use vignettetexts_1, clear
19
20
21  // duplicate your dataset so that you have as many
    questinnaire versions
22  // as there are possible respondents
23
24  expandcl 5, generate(superdeck) cluster(deck)
25  lab var superdeck "superdeck"
26  lab var deck deck
27  order superdeck deck vignr
28
29
30  // In this example we quintuple data so that each deck
    occurs five times.
31  // The cluster option specifies the variable to
32  // be used to define a new variable (superdeck) which is a
    running number
33  // within each deck
34
35  * random order of vignettes within the decks
36
37  bys superdeck: gen random = runiform()
38  sort superdeck random
39  bys superdeck: replace vignr = _n
40  list in 1 / 100
41  corr vignr id_ vignr
42  drop random
43
44
```

```
45  save vignettes_expanded_long, replace
46
47  // check again your design
48
49  fre sex - income
50  corr sex - income
51
52
53  ****************************************
54  // #2: RANDOM ORDER, WIDE FORMAT
55  ****************************************
56
57
58  // Reshape your data to a wide format for their further use
59  // in PAPI or CASI questionnaires and for generating random
    orders of decks.
60
61  reshape wide id_vignette sex - income vigA vigB vigC, i(
    superdeck) j(vignr)
62
63  // Create a variable that identifies blocks containing all
    12 decks the represent the whole sample
64  // only once; this helps to create a more balanced design
65  // (the nth block will only be used if respondents have
    completely rated
66  // the n-1th block;
67  // therewith it is ensured that all decks get rated with
    about the same frequency.)
68
69  sort deck superdeck
70  bysort deck: gen block = _n
71  fre block
72
73  bysort block: gen random_order = runiform()
74  * one possiblity to generate a random order of decks within
    each block
75  sort block random_order
76  gen id_quest = _n
77  drop random_order
78  drop superdeck
79  order id_quest deck
80  lab var id_quest "ID of questionnaire"
81  lab var block "block containing one complete vignette sample"
82
83  ****************************************
84  // #3: SAVE AND EXPORT DATA
85  ****************************************
86
87  // save as .dta and .csv
88
89  save vignettes_expanded_wide
90  export excel using vignettes_expanded_wide, replace
91
```

```
92  ****************************************
93  // #4: KEEP SETUP DATA
94  ****************************************
95
96  drop vig*  // you might only keep numerical codes in your
    setup data
97  reshape long id_vignette sex age degree children job
    experience tenure income, ///
98  i(id_quest) j(vignr)
99
100 save setup, replace
101
102 ***!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
    !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!***
103 * Now you have to save these data as setup data - these are
    now the data that will be used for data analyses.
104 * The variables id_quest and vignr will be needed to merge
    the setup data with information on the vignettes
105 * with the respondents' data containing the vignette
    evaluations etc.
106 * There are also other ways to achieve random orders of
    vignettes per respondent.
107 * You can follow your own way, but please make sure that you
    are certainly able to identify the vignettes
108 * all respondents rated in the correct order and to merge
    the setup data with the response data.
109
110
111
112
113
114
115
```