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1  *****
2  * Katrin Auspurg & Thomas Hinz (in cooperation with Carsten
3  * Accompanying material for: Factorial Survey Experiments.
4  * SAGE, Series: Quantitative Applications in the Social
5  * Thousand Oaks, CA: SAGE
6  *
7  *
8  * // §2 LABELING OF VARIABLES
9  *****
10
11 *****
12 // #1: LOAD AND PREPARE THE SAMPLE
13 *****
14
15 use random120, clear // if you want to use the random sample
16
17 *use fractionalized120, clear // if you want to use the
18 D-efficient sample produced by the SAS job (§3_material)
19
20 ** for the D-efficient sample you should rename "block" to
21 "deck"
22 ** and "run" to "vignr"
23
24 capture rename block deck
25 capture rename run vignr
26
27 ** at least for the D-efficient sample the decks have to be
28 randomly sorted.
29
30 // For doing so, you can use the following five steps:
31 // 1) Reshape the data to a wide format
32 // 2) Create a new variable which is a random number
33 // 3) Sort the data set by this random number
34 // 4) Replace the deck by a running number from 1 to N
35 // 5) Reshape the data back to a long format
36
37 reshape wide x1-x8, i(deck) j(vignr)
38 gen random = runiform() // variable containing random
39 numbers in range [0 ; 1]
40 sort random // creates a random sorting of your data set
41 replace deck = _n // replaces the deck with a new number
42 reshape long x1 x2 x3 x4 x5 x6 x7 x8, i(deck) j(vignr)
43 drop random // we do not need this variable any more
44
45 ** Assign each vignette an identifier
46
47 gen id_vignette = _n // creates a variable containing a
48 running number from 1 to N

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45  lab var id_vignette "ID of vignette"
46  order id_vignette
47
48
49  *****
50  // # 2 LABELING AND RECODING
51  *****
52
53  ** Prepare the data as you will need them within the data
  analyses
54
55  * Rename variables
56
57  rename x1 sex
58  rename x2 age
59  rename x3 degree
60  rename x4 children
61  rename x5 job
62  rename x6 experience
63  rename x7 tenure
64  rename x8 income
65
66  * Labeling of all vignette dimensions
67
68  lab var deck "vignette deck"
69  lab var vignr "position of vignette within deck"
70  lab var sex "sex of vignette person"
71  lab var age "age of vignette person"
72  lab var degree "degree of vignette person"
73  lab var children "number of children of vignette person"
74  lab var job "occupation of vignette person"
75  lab var experience "job experience of vignette person"
76  lab var tenure "tenure of vignette person"
77  lab var income "gross income of vignette person"
78
79
80  ** Defining of value labels for ordinal and categorical
  dimensions;
81  ** recoding of metric dimensions
82
83  lab define sex 1"male" 2"female"
84  lab val sex sex
85
86  recode age (1=25) (2=30) (3=35) (4=40) (5=45) (6=50) (7=55) (8
  =60)
87
88  lab define degree 1"without vocational training" ///
89  2"vocational training" 3"university degree"
90  lab val degree degree
91
92  recode children (1 2 = 0) (3 = 1) (4 = 2) (5 = 3) (6 = 4)
93
94  lab define job 1"unskilled worker" 2"doorman/doorwoman" ///
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95 3"engine driver" 4"clerk" 5 "hairedresser" 6"social worker"
   ///
96 7"software programmer" 8"electrical engineer" ///
97 9 "manager" 10"medical doctor"
98 lab val job job
99
100 lab define exp 1"little" 2"much"
101 lab val experience exp
102
103 lab define ten 1"entered recently" 2"entered a long time ago"
104 lab val tenure ten
105
106 recode income (1=500)(2=950)(3=1200) (4=1500) (5=2500) (6=
   3800) ///
107 (7=5400) (8=6800) (9=10000) (10=15000)
108
109
110 *****
111 // #2: CHECK DATA
112 *****
113
114 ** Labeling OK?
115 fre sex - income
116
117 ** Exclusion of implausible cases OK?
118
119 bysort degree: fre job
120 bysort job: fre income
121 assert experience == 2 if tenure == 2
122
123
124 *****
125 // #3: SAVE DATA
126 *****
127
128 save setup, replace
129
130 ***
   !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
   !!!!!!!!!!!!!!!!!!!!!
131 // Note: You should in any case keep these setup data.
132 // Store them safely and do not overwrite them!
133 // And make sure you know which respondent got which
   vignettes/deck.
134 // That is, make sure that you know the IDs of the vignettes
   and/or decks all
135 // respondents rated.
136 // You will need this information and the set up data for
   data analyses.
137 ***
   !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
   !!!!!!!!!!!!!!!!!!!!!
138

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