Codebook and Measures

**control**  Whether R was in control condition
1 = Yes  
0 = No

**raceframe**  Whether R was in affirmative action/exploitation frame condition
1 = Yes  
0 = No

**weakframe**  Whether R was in material benefits frame condition
1 = Yes  
0 = No

**race**  R’s race
1 = White  
2 = African American  
3 = Asian American  
4 = Hispanic  
5 = Native American  
6 = Other

**black**  Whether R is African American
1 = Yes  
0 = No

**agescale**  R’s age
0 = 18 or under  
.2 = 19-24  
.4 = 25-34  
.6 = 35-50  
.8 = 51-65  
1 = over 65

**educscale**  R’s highest level of education
0 = less than high school  
.25 = high school  
.5 = some college  
.75 = 4 year college degree  
1 = advanced degree

**malescale**  R’s gender
1 = Male  
0 = Female
incomescale  R’s annual family income
0 = less than $30,000
.25 = $30,000-$69,999
.5 = $70,000-$99,999
.75 = $100,000-$200,000
1 = more than $200,000

ideolscale  R’s ideology
0 = very liberal
.1666667 = moderately liberal
.3333333 = somewhat liberal
.5 = moderate
.6666667 = somewhat conservative
.8333333 = moderately conservative
1 = very conservative

fanscale  Degree to which R is a college sports fan
0 = absolutely no interest
.25
.5 = somewhat of a fan
.75
1 = very big fan

prej_workway  Agree/disagree: blacks should work their way up without special favors
1 = disagree strongly
2 = disagree somewhat
3 = neither agree nor disagree
4 = agree somewhat
5 = agree strongly

prej_slavery  Agree/disagree: past slavery makes it more difficult for blacks
1 = agree strongly
2 = agree somewhat
3 = neither agree nor disagree
4 = disagree somewhat
5 = disagree strongly

prej_deserve  Agree/disagree: blacks have gotten less than they deserve
1 = agree strongly
2 = agree somewhat
3 = neither agree nor disagree
4 = disagree somewhat
5 = disagree strongly
<table>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>prej_try</td>
<td>Agree/disagree: blacks must try harder to get ahead</td>
</tr>
<tr>
<td></td>
<td>1 = disagree strongly</td>
</tr>
<tr>
<td></td>
<td>2 = disagree somewhat</td>
</tr>
<tr>
<td></td>
<td>3 = neither agree nor disagree</td>
</tr>
<tr>
<td></td>
<td>4 = agree somewhat</td>
</tr>
<tr>
<td></td>
<td>5 = agree strongly</td>
</tr>
<tr>
<td>prejudicescale</td>
<td>Overall prejudice (constructed by combining the above four 1-5 items and dividing by 20; ranges from .2 to 1)</td>
</tr>
<tr>
<td>affascale</td>
<td>R’s support for affirmative action</td>
</tr>
<tr>
<td></td>
<td>0 = strongly oppose</td>
</tr>
<tr>
<td></td>
<td>.1666667 = moderately oppose</td>
</tr>
<tr>
<td></td>
<td>.3333333 = slightly oppose</td>
</tr>
<tr>
<td></td>
<td>.5 = neither oppose nor support</td>
</tr>
<tr>
<td></td>
<td>.6666667 = slightly support</td>
</tr>
<tr>
<td></td>
<td>.8333333 = moderately support</td>
</tr>
<tr>
<td></td>
<td>1 = strongly support</td>
</tr>
<tr>
<td>payforplay</td>
<td>R’s support for pay for play</td>
</tr>
<tr>
<td></td>
<td>1 = strongly oppose</td>
</tr>
<tr>
<td></td>
<td>2 = moderately oppose</td>
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<tr>
<td></td>
<td>3 = slightly oppose</td>
</tr>
<tr>
<td></td>
<td>4 = neither oppose nor support</td>
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<tr>
<td></td>
<td>5 = slightly support</td>
</tr>
<tr>
<td></td>
<td>6 = moderately support</td>
</tr>
<tr>
<td></td>
<td>7 = strongly support</td>
</tr>
<tr>
<td>suppunion</td>
<td>R’s support for unionization</td>
</tr>
<tr>
<td></td>
<td>1 = strongly oppose</td>
</tr>
<tr>
<td></td>
<td>2 = moderately oppose</td>
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<tr>
<td></td>
<td>3 = slightly oppose</td>
</tr>
<tr>
<td></td>
<td>4 = neither oppose nor support</td>
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</tr>
<tr>
<td></td>
<td>6 = moderately support</td>
</tr>
<tr>
<td></td>
<td>7 = strongly support</td>
</tr>
<tr>
<td>blackaffscale</td>
<td>Interaction of being African American with affirmative action support</td>
</tr>
<tr>
<td>racefraaff</td>
<td>Interaction of affirmative action/exploitation frame with affirmative action support</td>
</tr>
<tr>
<td>racefrafan</td>
<td>Interaction of affirmative action/exploitation frame with being a fan</td>
</tr>
</tbody>
</table>
Question Wording

Which of the following do you consider to be your primary racial or ethnic group (you may check more than one)?

- white
- african american
- asian american
- hispanic
- native american
- other

What is your age?

- 18 or under
- 19-24
- 25-34
- 35-50
- 51-65
- over 65

What is your highest level of education?

- less than high school
- high school
- some college
- 4 year college degree
- advanced degree

Are you male or female?

- male
- female

What is your estimate of your family’s annual household income (before taxes)?

- $< $30,000
- $30,000 - $69,999
- $70,000 - $99,999
- $100,000 - $200,000
- $> $200,000

Which point on this scale best describes your political views?

- very liberal
- moderately liberal
- somewhat liberal
- moderate
- somewhat conservative
- moderately conservative
- very conservative

On a scale on which a five means you are “a very big college sports fan” and a one means you have “absolutely no interest in college sports,” in general, how big a college sports fan are you?

- 1 absolutely no interest
- 2 somewhat of a fan
- 3
- 4
- 5 very big fan
Prejudice Measures. Now we’ll present you with a few more statements. After each one, we would like you to tell us how strongly you agree or disagree. The first statement is:

“Irish, Italians, Jewish and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors.”
Do you…

<table>
<thead>
<tr>
<th>agree strongly</th>
<th>agree somewhat</th>
<th>neither agree nor disagree</th>
<th>disagree somewhat</th>
<th>disagree strongly</th>
</tr>
</thead>
</table>

“Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.”
Do you…

<table>
<thead>
<tr>
<th>agree strongly</th>
<th>agree somewhat</th>
<th>neither agree nor disagree</th>
<th>disagree somewhat</th>
<th>disagree strongly</th>
</tr>
</thead>
</table>

“Over the past few years, blacks have gotten less than they deserve.”
Do you…

<table>
<thead>
<tr>
<th>agree strongly</th>
<th>agree somewhat</th>
<th>neither agree nor disagree</th>
<th>disagree somewhat</th>
<th>disagree strongly</th>
</tr>
</thead>
</table>

“It’s really a matter of some people not trying hard enough; if blacks would only try harder they could be just as well off as whites.”
Do you…

<table>
<thead>
<tr>
<th>agree strongly</th>
<th>agree somewhat</th>
<th>neither agree nor disagree</th>
<th>disagree somewhat</th>
<th>disagree strongly</th>
</tr>
</thead>
</table>

To what extent do you oppose or support affirmative action programs designed to help blacks and other minorities get better jobs and education (e.g., such as a strong college education)?

<table>
<thead>
<tr>
<th>strongly oppose</th>
<th>moderately oppose</th>
<th>slightly oppose</th>
<th>neither oppose nor support</th>
<th>slightly support</th>
<th>moderately support</th>
<th>strongly support</th>
</tr>
</thead>
</table>

Recently, a proposal has been made that would allow student-athletes to receive pay – akin to salaries – beyond their existing scholarships. To what extent do you oppose or support this proposal?

<table>
<thead>
<tr>
<th>strongly oppose</th>
<th>moderately oppose</th>
<th>slightly oppose</th>
<th>neither oppose nor support</th>
<th>slightly support</th>
<th>moderately support</th>
<th>strongly support</th>
</tr>
</thead>
</table>
To what extent do you oppose or support efforts to unionize college athletics, so that student-athletes can then negotiate (and collectively bargain) about their working conditions?

<table>
<thead>
<tr>
<th>strongly oppose</th>
<th>moderately oppose</th>
<th>slightly oppose</th>
<th>neither oppose nor support</th>
<th>slightly support</th>
<th>moderately support</th>
<th>strongly support</th>
</tr>
</thead>
<tbody>
<tr>
<td>oppose</td>
<td>oppose</td>
<td>oppose</td>
<td>oppose</td>
<td>support</td>
<td>support</td>
<td>support</td>
</tr>
</tbody>
</table>