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

prej_try	**Agree/disagree: blacks must try harder to get ahead** 1 = disagree strongly 2 = disagree somewhat 3 = neither agree nor disagree 4 = agree somewhat 5 = agree strongly
prejudicescale	**Overall prejudice (constructed by combining the above four 1-5 items and dividing by 20; ranges from .2 to 1)**
affacscale	**R's support for affirmative action** 0 = strongly oppose .1666667 = moderately oppose .3333333 = slightly oppose .5 = neither oppose nor support .6666667 = slightly support .8333333 = moderately support 1 = strongly support
payforplay	**R's support for pay for play** 1 = strongly oppose 2 = moderately oppose 3 = slightly oppose 4 = neither oppose nor support 5 = slightly support 6 = moderately support 7 = strongly support
suppunion	**R's support for unionization** 1 = strongly oppose 2 = moderately oppose 3 = slightly oppose 4 = neither oppose nor support 5 = slightly support 6 = moderately support 7 = strongly support
blackaffscale	**Interaction of being African American with affirmative action support**
racefraaff	**Interaction of affirmative action/exploitation frame with affirmative action support**
racefrafan	**Interaction of affirmative action/exploitation frame with being a fan**

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	2	3	4	5
absolutely no interest		somewhat of a fan		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…

_____	_____	_____	_____	_____
agree strongly	*agree somewhat*	*neither agree nor disagree*	*disagree somewhat*	*disagree strongly*

"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…

_____	_____	_____	_____	_____
agree strongly	*agree somewhat*	*neither agree nor disagree*	*disagree somewhat*	*disagree strongly*

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

_____	_____	_____	_____	_____
agree strongly	*agree somewhat*	*neither agree nor disagree*	*disagree somewhat*	*disagree strongly*

"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…

_____	_____	_____	_____	_____
agree strongly	*agree somewhat*	*neither agree nor disagree*	*disagree somewhat*	*disagree strongly*

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)?

_____	_____	_____	_____	_____	_____	_____
strongly oppose	*moderately oppose*	*slightly oppose*	*neither oppose nor support*	*slightly support*	*moderately support*	*strongly support*

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?

_____	_____	_____	_____	_____	_____	_____
strongly oppose	*moderately oppose*	*slightly oppose*	*neither oppose nor support*	*slightly support*	*moderately support*	*strongly support*

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?

strongly oppose	moderately oppose	slightly oppose	neither oppose nor support	slightly support	moderately support	strongly support