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| ***Lingua Franca* Codebook** | | |
| **Risk message variables (i.e., predictors)** | | **Variable Name** |
| Message type | Categorical variable with different message exposure types *(1=science, 2=hero, 3=victim, 4=victim-to-hero, 5=base)* | msgSCI |
| **Outcome/mediating variables** | | |
| Positive affective response | Averaged indicator across five positive feelings (inspired, determined, proud, attentive, alert) experienced after message | affpmea |
| Negative affective response | Averaged indicator across five negative feelings (afraid, nervous, upset, distressed, hostile) experienced after message | affnmea |
| Personal risk perception | Multiplicative indicator combining respondent’s assessment of likelihood and severity of extreme flood for self | riskpers |
| Intended risk mitigation behaviors | Intention to engage in up to 11 flood mitigation behaviors not already undertaken; behaviors weighted by inverse proportion of respondents already having taken the action | todowtd |
| **Covariates** | | |
| Perceived self-efficacy | Averaged indicator across 6 items dealing with individual’s perceived ability to deal with aspects of flood emergency | effmea |
| Undertaken behaviors | Flood risk mitigation behaviors already undertaken; behaviors weighted by inverse proportion of respondents already having taken the action | donwtd |
| Elevation | Elevation of the property relative to base flow river elevation (in meters) | elev |
| Flood experience | Binary indicator of whether the individual has owned or lived in any residence damaged *(1=yes, 0=no)* | expflood |
| Floodplain | Self-assessment of whether residence falls within FEMA’s 100-year floodplain *(1=yes, 0=no)* | fldpln2 |
| Time owned | Ordinal indicator of time having owned the residence, with 4 increasing time categories *(1=less than 1 year, 2=1-3 years, 3=4-10 years, 4=more than 10 years)* | howlong |
| Income | Ordinal indicator of household’s 2017 total pre-tax income, in 7 increasing categories *(1=$20,00 or less, 2=$20,001-40,000, 3=$40,001-60,000, 4=$60,001-80,000, 5=$80,001-100,000, 6=$100,001-150,000, 7=more than $150,000)* | income |
| Female | Binary indicator for females (=1) vs. other (=0) | female |
| Age | Age of respondent in years, in 7 increasing categories *(1=18-29, 2=30-39, 3=40-49, 4=50-59, 5=60-69, 6=70-79, 7=80 or higher)* | age |
| Education | Highest educational degree completed, with 6 increasing categories *(1=did not finish high school, 2=high school/GED, 3=some college, 4=2-year college degree, 5=4-year college degree, 6=graduate/professional degree)* | highedu |