Codebook

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This page contains the **codebook** (i.e., description of each variable) of the data set used in the manuscript #Knowledge: Improving food-related knowledge via seeding implemented as a social media intervention. The data file (named data_insta_seeding.csv) can be downloaded from the OSF or with the command osfr::osf_download(osf_retrieve_file('gva9p)).

The data file data_insta_seeding.csv contains 44 variables and 10506 rows.

Variable	Type	Description	Example
ID trained_criterion est_criterion phase trial	character character	Unique person identifier Criterion shown during 15 day training/seeding phase Estimated criterion in the final questionnaire Phase of the experiment [2AFC, estimation] Number of trial in the corresponding phase	risps6suy3, nqumip6242, 6gzniaar9m, t3llyrjv05 Kcal, CO2, Kcal, CO2 Kcal, CO2, CO2, Kcal estimation, estimation, estimation, estimation 10, 18, 59, 6
position_old old new img_clicked ID_item	character character	In which position was the old item shown during thte 2AFC test File name of the old Item File name of the new item Image selected as old by the participant Unique item identifier [1-60]	NA, NA, NA NA NA NA NA, NA, NA, NA, NA,
item category seeding_CO2 seeding_Kcal crit_CO2		Name of the item Category of the item Was this tem a seeding item in the CO2 account? $[1 = yes, 0 = no]$ Was this item a seeding item in the Kcal account? $[1 = yes, 0 = no]$ Actual CO2 criterion value of the item	Rye bread, Marzipan, Milk Chocolate, Lettuce (feeberg) grain products, sweets, sweets, fruit & vegetables 1, 0, 1, 0 1, 0 1, 0, 1, 0 1210, 6220, 5620, 590
crit_kcal judgment input_values rt_ms time_stim_shown	numeric numeric character numeric numeric	Actual keal criterion value of the item Estimate/judgment of the participant Individual keys pressed by the participants to type in their judgment Overall reaction time for each judgment (from stimulus shown until confirmed button clicked Internal experimental clock time when the stimulus was shown	212, 512, 539, 16 32, 700, 500, 50 32, 7,00, 5,00, 5,0 3638, 6, 115250, 4395, 0, 4395, 0, 3855.8 129485.2, 23955, 0, 102631.0, 180534.2
first_input_time input_times day_posted est_phase_time_min age	logical numeric numeric numeric numeric	Internal experimental clock time when the first input was made Internal experimental clock time for all inputs Day when the item was posted on the corresponding account (only applicable if it was a seeding item) Total time (in min) taken by the participant for all trials in the corresponding phase (2AFC or estimation) Age of the participant	NA, NA, NA, NA NA, NA, NA NA, NA, NA NA NA, NA, NA N
gender education_level CO2_knowledge Kcal_knowledge SNS_1	character character numeric numeric numeric		male, male, male, female Bachelor, Abitur, Abitur, Master 3, 1, 1, 6 2, 4, 3, 2 3, 2, 4, 4
SNS_2 SNS_3 quality cheated technical_problems	numeric numeric character character character		3, 4, 3, 5 2, 4, 4, 5 no, yes, yes, yes no, no, no, no, no no, no, no, no
technical_problems_specific technical_problems_insta technical_problems_insta_specific est_number_insta_posts strategy	character character numeric		NA, NA, NA no, no, no, no NA, NA no, no, no, no no NA, NA, NA, NA, NA
other_comments participated_day n_posts_liked n_dates_liked	character numeric numeric numeric	Controle question: – Do you have any ohter comments? On which day after the first invitation to the final questionnaire did the participants actually participate? Number of poss liked of the participant [0-30] Number of unique days on which the participant liked the posts [0-15]	NA, NA, NA, NA 0, 6, 1, 0 30, 28, 30, 30 14, 10, 13, 15