

This folder contains data and code that replicate the tables, figures, and in-text numbers for the following paper:

**Title:** From Extreme to Mainstream: The Erosion of Social Norms

**Authors:** Leonardo Bursztyn, Georgy Egorov, and Stefano Fiorin

## Directory Structure

All raw data are stored in csv format in the folder: **data**

All code is stored in the folder: **scripts**

All results (LaTeX tables, EPS figures, and a TXT file with in-text numbers) are outputted into the folder: **results**

## Data Availability Statement

The data used for this study have been deposited in the AEA Data and Code Repository (repository project ID openicpsr-119846).

## Dataset List

Data file	Source	Notes	Provided
data/app_exp1b_wave1.csv	MTurk	Appendix Experiment 1B Wave 1	Yes
data/app_exp1b_wave1_pilot.csv	MTurk	Appendix Experiment 1B Wave 1 Pilot	Yes
data/app_exp1b_wave2.csv	MTurk	Appendix Experiment 1B Wave 2	Yes
data/app_exp2b_wave1.csv	MTurk	Appendix Experiment 2B Wave 1	Yes
data/app_exp2b_wave2.csv	MTurk	Appendix Experiment 2B Wave 2	Yes
data/app_exp3.csv	MTurk	Appendix Experiment 3	Yes
data/ app_exp3_auxiliarysurvey.csv	MTurk	Appendix Experiment 3 Auxiliary Survey	Yes
data/exp1.csv	Qualtrics	Experiment 1	Yes
data/exp2.csv	Prime Panels	Experiment 2	Yes

## Computational Requirements

### Software Requirements

Stata version 15 or higher.

Add-on packages are included in **scripts/libraries/stata** and do not need to be installed by user.

## Description of Scripts

- **0\_run\_all.do** is a master script that sets up the environment, creates output folders, and then calls other scripts.
- **1\_process\_raw\_data.do** imports all the raw data and saves it in Stata readable format.
- **2\_clean\_data.do** processes all the raw data and prepares it for analysis.
- **3\_figures.do** creates figures and saves them in **results/figures** in EPS format.
- **4\_tables.do** creates tables and saves them in **results/tables** in TEX format.
- **5\_numbers.do** computes in-text numbers (not already available from figures and tables) and saves them in **results/numbers** as a log file in TXT format.

## Memory and Runtime Requirements

This analysis requires minimal memory and processing resources. The analysis was last run on a Ubuntu 18.04 laptop with 8 gigabytes of RAM and an i7-5500U CPU @ 2.40GHz × 4 processor. The runtime was less than two minutes.

## Instructions

Executing the Stata script **0\_run\_all.do** will run the analysis and generate all tables, figures, and in-text numbers. Before running this script, you must make an edits to line 23 of **0\_run\_all.do** in order to define a global macro, **ExtremeToMainstream\_Replication**, that points to the directory containing this README file. For example, the line should look something like the following:

```
global ExtremeToMainstream_Replication "home/stefano/ExtremeToMainstream_Replication"
```

## List of Figures and Tables

Figure/Table #	Source Script	Line Number	Output Files	Notes
Figure 1	scripts/3_figures.do	17	results/figures/figure1.eps	
Figure 2	scripts/3_figures.do	70	results/figures/figure2.eps	
Figure 3	scripts/3_figures.do	105 158	results/figures/figure3_panelA.eps results/figures/figure3_panelN.eps	
Figure 4	scripts/3_figures.do	212	results/figures/figure4.eps	
Figure D1	scripts/3_figures.do	245	results/figures/app_figureD1.eps	
Figure E1	scripts/3_figures.do	309 380	results/figures/app_figureE1_panelA.eps results/figures/app_figureE1_panelB.eps	
Figure F1	scripts/3_figures.do	456	results/figures/app_figureF1.eps	

Table 1	scripts/4_tables.do	27	results/tables/table1.tex	
Table 2	scripts/4_tables.do	120	results/tables/table2.tex	
Table 3	scripts/4_tables.do	402	results/tables/table3.tex	
Table B1	scripts/4_tables.do	237	results/tables/tableB1.tex	
Table B2	scripts/4_tables.do	323	results/tables/tableB2.tex	
Table B3	scripts/4_tables.do	565	results/tables/tableB3.tex	
Table B4	scripts/4_tables.do	646	results/tables/tableB4.tex	

## Experimental Details

The description of the experimental designs provided in the paper is complemented by the scripts and instructions that can be accessed at the links below.

Experiment 1 [http://ssd.az1.qualtrics.com/jfe/form/SV\\_erhJZh0coOf0u6F](http://ssd.az1.qualtrics.com/jfe/form/SV_erhJZh0coOf0u6F)

Experiment 2: [http://ssd.az1.qualtrics.com/jfe/form/SV\\_4VgnEZSmikzSf8p](http://ssd.az1.qualtrics.com/jfe/form/SV_4VgnEZSmikzSf8p)

Experiment 1B: [http://ssd.az1.qualtrics.com/jfe/form/SV\\_0Uhwmq3Icp7XSa9](http://ssd.az1.qualtrics.com/jfe/form/SV_0Uhwmq3Icp7XSa9)

Experiment 2B (Wave 1): [http://ssd.az1.qualtrics.com/jfe/form/SV\\_8CVUQyyMcdITPHD](http://ssd.az1.qualtrics.com/jfe/form/SV_8CVUQyyMcdITPHD)

Experiment 2B (Wave 2): [http://ssd.az1.qualtrics.com/jfe/form/SV\\_1S5OypQLihlsPj](http://ssd.az1.qualtrics.com/jfe/form/SV_1S5OypQLihlsPj)

Experiment 3: [http://ssd.az1.qualtrics.com/jfe/form/SV\\_beWUpftLZi3zW5f](http://ssd.az1.qualtrics.com/jfe/form/SV_beWUpftLZi3zW5f)