Data guide for “Promoting Small-scale Maple Syrup Production on Facebook: A Field Experiment Testing Emphasis Message Frames”

**Message-test.csv** is the data from the main campaign. Variables in bold are those that were analyzed in detail.

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| --- | --- | --- |
| *Variable name in csv* | *Variable name in R code* | *Explanation* |
| **Ad Set Name** | **ad\_set** | **One of 24 combinations of age, gender, and frame. Each ad set included just one ad.** |
| Amount spent (USD) | dollars\_spent | Total amount spent on the ad, in dollars |
| Impressions | impressions | Total number of times the ad was seen, including repeated views by the same user. |
| CPM (cost per 1,000 impressions) | impressions\_CPM | Amount spent (in dollars) divided by the number of impressions (in thousands) |
| **Reach** | **reach** | **Total number of unique Facebook users who saw the ad** |
| Cost per 1,000 Accounts Center accounts reached | reach\_CPM | Amount spent (in dollars) divided by reach (in thousands) |
| Frequency | frequency | Average number of times users saw the ad (impressions divided by reach) |
| **Unique link clicks** | **link\_clicks\_unique** | **Total number of unique users who clicked on the link in the ad** |
| **Unique CTR (link click-through rate)** | **link\_clicks\_unique\_CTR** | **Unique link clicks divided by reach (given as a percentage in the csv)** |
| **Cost per unique link click** | **link\_clicks\_unique\_CPC** | **Amount spent divided by unique link clicks** |
| Unique clicks (all) | all\_clicks\_unique | Total number of unique users who clicked anywhere on the ad (including link clicks, clicks to see the image in full screen, clicks to visit our Facebook page, etc.) |
| Unique CTR (all) | all\_clicks\_unique\_CTR | Unique clicks divided by reach (given as a percentage in the csv) |
| Cost per unique click (all) | all\_clicks\_unique\_CPC | Amount spent (in dollars) divided by unique clicks |
| Link clicks | link\_clicks\_total | Total number of link clicks, including repeated clicks by the same user |
| CTR (link click-through rate) | link\_clicks\_total\_CTR | Link clicks divided by impressions (given as a percentage in the csv) |
| CPC (cost per link click) | link\_clicks\_total\_CPC | Amount spent (in dollars) divided by link clicks |
| Clicks (all) | all\_clicks\_total | Total number of clicks anywhere on the ad (including link clicks, clicks to see the image in full screen, clicks to visit our Facebook page, etc.), including repeated clicks by the same user |
| CTR (all) | all\_clicks\_total\_CTR | Number of impressions in which a click occurred divided by the total number of impressions (given as a percentage in the csv) |
| CPC (All) | all\_clicks\_total\_CPC | Amount spent (in dollars) divided by clicks (all) |
| Page engagement | engagement\_page | Total number of actions taken on our Facebook page or content that resulted from people seeing the ad |
| Post engagements | engagement\_post | Total number of actions taken involving the ad |
| **Post reactions** | **reactions** | **Total number of reactions on the ad, including Like, Love, Care, Haha, Wow, Sad and Angry** |
| Post comments | comments | Total number of comments on the ad |
| Post shares | shares | Total number of shares of the ad, including on people’s Timelines, in groups, and on people’s Pages. |
| Post saves | saves | Total number of times someone saved the ad to revisit it later |
| Follows or likes | follows\_likes | Total number of new follows and likes of our Facebook page that resulted from people seeing the ad |
| Cost per Page engagement | engagement\_page\_CP1 | Amount spent (in dollars) divided by page engagement |
| Cost per post engagement | engagement\_post\_CP1 | Amount spent (in dollars) divided by post engagements |
| Cost per follow or like | — | Amount spent (in dollars) divided by follows or likes |
| Reporting starts | — | Beginning date of the data reported |
| Reporting ends | — | End date of the data reported |
| **—** | **frame** | **Message frame used in the ad’s imagery and text** |
| **—** | **gender** | **Gender of audience for the ad** |
| **—** | **age** | **Age group of audience for the ad** |

**Message-test-unstratified.csv** is the data from the follow-up unstratified campaign. It contains almost all the same variables as the data from the main message test, with age and gender instead of ad set name, and without frame.

**Message-test-reactions.csv** contains the frequencies of each type of reaction for each age/gender/frame condition in the main campaign. It was used only descriptively.