This archive includes the Stata .do files and datasets necessary to replicate the analysis reported in Tables 1 to 5 of Gregory A. Huber and Kevin Arceneaux. 2007. "Identifying the Persuasive Effects of Presidential Advertising," American Journal of Political Science, 4 (Oct.): 957-977.

*****PLEASE READ THIS CAREFULLY:

If you are analyzing these data you should **NOT** run 01_Aggregate_Raw_NAES_Datasets.do or 02_Append_media_data.do unless you already have ad_data_by_mmn_between_spotdates.dta in the DataFiles folder and the NAES Raw Data in Stata format in the RawNAESDataInStataFormat directory. **Those two .do files are included in the archive merely to demonstrate how the data were aggregated/merged.** Running those two do files creates two datasets in the DataFiles folder: CS_mmn.dta and Panel_mmn.dta. Those files are included with this replication archive, while the underlying media broadcast data and complete NAES data, which we are not authorized to redistribute, are not.

Instead, start by running 03_Recode_NAES_Datafiles.do, which will recode variables in the manner used in our analysis and create two additional datasets in the DataFiles folder: panel_mmn_recoded.dta and CS_mmn_recoded.dta.

04a_Analyze_CrossSection.do performs the cross-sectional analysis, using CS_mmn_recoded.dta. Log files and tables (for the cross-sectional specifications) are saved in the Logs directory.

04b_Analyze_Panel.do performs the panel analysis, using panel_mmn_recoded.dta. Log files and tables (for the panel specifications) are saved in the Logs directory.