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**BALD AND BAD?
EXPERIMENTAL EVIDENCE FOR A DUAL-PROCESS ACCOUNT
OF BALDNESS STEREOTYPING**

Codebook

Please note that the data of Experiments 1 to 3 are provided as SPSS files (exp1_data.sav to exp3_data.sav) as well as comma-separated value files (exp1_data.csv to exp3_data.csv). Correspondingly, the syntaxes are provided as SPSS files (exp1_syntax.sps to exp3_syntax.sps) as well as rich text format files (exp1_syntax.rtf to exp3_syntax.rtf). The multiTree models are provided in a rich text format, too (exp3_multitree.models.rtf).

Experiment 1 (Explicit Measures)

Variable Code	Variable Description
no	Participant Number
age	Participant Age
job	Participant Job 1 = Student 2 = Trainee 3 = Employee 4 = Other
german	Participant German Language Level 1 = Sufficient 2 = Satisfactory 3 = Good 4 = Very Good 5 = Native Speaker
indinfo	Individuating Target Information 1 = No Individuating Information 2 = Individuating Information
physattr_nb	Physical Attractiveness - Nonbald Target (1-5)
physattr_b	Physical Attractiveness - Bald Target (1-5)
socattr_nb	Social Attractiveness - Nonbald Target (1-5)
socattr_b	Social Attractiveness - Bald Target (1-5)
hair_t1	Hair Condition - First Target 1 = Nonbald Target 2 = Bald Target
physattr_t1	Physical Attractiveness - First Target (1-5)
socattr_t1	Social Attractiveness - First Target (1-5)

Experiment 2**(a) Wide Format (Explicit Measures)**

Variable Code	Variable Description
no	Participant Number
age	Participant Age
german	Participant German Language Level 1 = Sufficient 2 = Satisfactory 3 = Good 4 = Very Good 5 = Native Speaker
physattr_nb	Physical Attractiveness – Nonbald Target (1-5)
physattr_b	Physical Attractiveness – Bald Target (1-5)
socattr_nb	Social Attractiveness – Nonbald Target (1-5)
socattr_b	Social Attractiveness – Bald Target (1-5)
hair_t1	Hair Condition – First Target 1 = Nonbald Target 2 = Bald Target
physattr_t1	Physical Attractiveness – First Target (1-5)
socattr_t1	Social Attractiveness – First Target (1-5)

(b) Long Format (Implicit IAT Measures)

Variable Code	Variable Description
no	Participant Number
age	Participant Age
german	Participant German Language Level 1 = Sufficient 2 = Satisfactory 3 = Good 4 = Very Good 5 = Native Speaker
condition	Counterbalancing Condition 1 = Congruent First; Left Key Negative 2 = Incongruent First; Left Key Negative 3 = Congruent First; Left Key Positive 4 = Incongruent First; Left Key Positive
block	IAT Block B1 = Target Discrimination B2 = Attribute Discrimination B3 = Congruent Double Discrimination B4 = Congruent Double Discrimination B5 = Reverse Target Discrimination B6 = Incongruent Double Discrimination B7 = Incongruent Double Discrimination
function	Function of IAT Block Practice = Practice Trial Test = Test Trial
task	Discrimination Task Congruent = Congruent Task Incongruent = Incongruent Task
stimulus	Stimulus Type Bald = Bald Target Nonbald = Nonbald Target Negative = Negative Social Attribute Positive = Positive Social Attribute
acc	Accuracy First Response 0 = Incorrect Response 1 = Correct Response
rt	Response Time for First Response (ms)
add.rt	Additional Time for Second Response (ms)
rt.cor	Response Time for Correct Response (ms)

Experiment 3 (Explicit and Implicit SMT Measures)

Variable Code	Variable Description
no	Participant Number
age	Participant Age
job	Participant Job 1 = Student 2 = Trainee 3 = Employee 4 = Other
german	Participant German Language Level 1 = Sufficient 2 = Satisfactory 3 = Good 4 = Very Good 5 = Native Speaker
physattr_nb	Physical Attractiveness - Nonbald Target (1-5)
physattr_b	Physical Attractiveness - Bald Target (1-5)
socattr_nb	Social Attractiveness - Nonbald Target (1-5)
socattr_b	Social Attractiveness - Bald Target (1-5)
hair_t1	Hair Condition - First Target 1 = Nonbald Target 2 = Bald Target
physattr_t1	Physical Attractiveness - First Target (1-5)
socattr_t1	Social Attractiveness - First Target (1-5)
aa_neg	Neg. Attr.: Source A/Response A
ab_neg	Neg. Attr.: Source A/Response B
an_neg	Neg. Attr.: Source A/Response N
ba_neg	Neg. Attr.: Source B/Response A
bb_neg	Neg. Attr.: Source B/Response B
bn_neg	Neg. Attr.: Source B/Response N
na_neg	Neg. Attr.: Source N/Response A
nb_neg	Neg. Attr.: Source N/Response B
nn_neg	Neg. Attr.: Source N/Response N
aa_pos	Pos. Attr.: Source A/Response A
ab_pos	Pos. Attr.: Source A/Response B
an_pos	Pos. Attr.: Source A/Response N
ba_pos	Pos. Attr.: Source B/Response A
bb_pos	Pos. Attr.: Source B/Response B
bn_pos	Pos. Attr.: Source B/Response N
na_pos	Pos. Attr.: Source N/Response A
nb_pos	Pos. Attr.: Source N/Response B
nn_pos	Pos. Attr.: Source N/Response N