Dataset for article *Perceived impact of information signals on opinions about gluten-free diets* by F. Bailey Norwood, published in PLOS ONE.

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Data collected in fall of 2019. An internet survey of a representative sample of US denizens. The article (published in an open journal) describes the characteristics of the respondents.

Data file name is **Identity Theory 2, Qualtrics\_October 25, 2019\_09.14.csv**.

Also included at Dryad is a word file **SurveyFlow2.docx**, which is a guide to understanding the variables in the data. This file contains the actual survey administered, along with variable names, how they are coded in the data, and their possible values.

Consider the following example.

* In the data file is a column with the heading QID64 - Q301 - Not voting is an insult to those who died protecting democracy.
* In the Word doc **SurveyFlow2.docx** you can easily find the actual question labeled Q302. It shows the question, all the possible responses (strongly disagree … strongly agree), and how the responses are coded (1 = strongly disagree … 7 = strongly agree).
* Thus, with these two files one can easily understand the data in full.

This is the same dataset that was used to acquire the results in the aforementioned article.

Anyone is welcome to use the dataset without restriction.

Any questions can be directed to F. Bailey Norwood at bailey.norwood@okstate.edu.