

Errata for Flores and Coppock (2018)

Do Bilinguals Respond More Favorably to Candidate Advertisements in English or in Spanish?

This note corrects thirteen errors in Flores, A. and Coppock, A. (2018), “Do bilinguals respond more favorably to candidate advertisements in English or in Spanish?”, *Political Communication* 35(4), 612-633, doi [10.1080/10584609.2018.1426663](https://doi.org/10.1080/10584609.2018.1426663). Not one of them changes an estimate or a conclusion of the article. The first two correct how a reader should read a scale and where a cross-reference points; the rest are four misspellings and seven inaccurate entries in the reference list. Every corrected value that the replication code can supply is computed at render time from the maintained code at github.com/active-maintenance-aec/flores_coppock_2018, which reproduces all 547 numbers printed in the article’s and the appendix’s tables; every bibliographic correction is verified against the cited work’s own record.

Changed text is shown in bold on both sides of each correction.

1. Two outcome scales are described as running from 1 to 4 and are analysed as running from 0 to 3

The Outcome Measures section describes the coding of each dependent variable. Two of the five brackets state the wrong endpoints.

Confidence in Candidate: “How confident are you in [Candidate]’s ability to make the right decisions about illegal immigration? Are you very confident, somewhat confident, not too confident, or not at all confident?” [Scale from **1 to 4**, where **4** indicates greater confidence]

Corrected: Confidence in Candidate: “How confident are you in [Candidate]’s ability to make the right decisions about illegal immigration? Are you very confident, somewhat confident, not too confident, or not at all confident?” [Scale from **0 to 3**, where **3** indicates greater confidence]

Linked Fate: “Do you think that what happens generally to Hispanics and Latinos in this country will have something to do with what happens in your life? Will it affect you a lot, some, a little or not at all?” [Scale from **1 to 4**, where **4** indicates “a lot”]

Corrected: Linked Fate: “Do you think that what happens generally to Hispanics and Latinos in this country will have something to do with what happens in your life? Will it affect you a lot, some, a little or not at all?” [Scale from **0 to 3**, where **3** indicates “a lot”]

(Scale from **1 to 4**, where **4** indicates greater confidence.)

Corrected: (Scale from **0 to 3**, where **3** indicates greater confidence.)

(Scale from **1 to 4**, where **4** indicates “a lot.”)

Corrected: (Scale from **0 to 3**, where **3** indicates “a lot.”)

The confidence and linked fate variables in the replication data take the values 0, 1, 2, 3 and are analysed on that scale, so the control means the article reports for them are on a 0-to-3 scale as well: 1.768 for confidence in Bush in Table 8 and 2.080 for linked fate in Table 9. The three other outcome measures are described correctly. A shift of the scale leaves every treatment effect unchanged, so no estimate in Tables 8 or 9, in appendix Tables A.3 or B.8, or in Figures 1 or 2 is affected; what the correction changes is how a reader should read the constants. The last two quotations above are the same two brackets as they are restated in appendix section D, beside the Spanish version of each question; they take the same correction.

2. Three references to a lettered appendix section name the wrong section

The appendix’s contents page lists A Interaction Regression Specifications, B Heterogeneous Effects by Partisanship, C Binary Choice Models, D Spanish-Language Survey, E Language Quiz. Three of the article’s five references to a lettered section point elsewhere.

In our first experiment (Bush), we collected responses from 2,866 self-identified Latinos, of which 1,862 passed a language quiz in both Spanish and English, the full text of which is presented in the supplemental Appendix **D**.

Corrected: In our first experiment (Bush), we collected responses from 2,866 self-identified Latinos, of which 1,862 passed a language quiz in both Spanish and English, the full text of which is presented in the supplemental Appendix **E**.

We present the English-language versions here; subjects assigned to the Spanish-language survey saw these questions in Spanish, the full text of which is available in the supplemental Appendix **C**.

Corrected: We present the English-language versions here; subjects assigned to the Spanish-language survey saw these questions in Spanish, the full text of which is available in the supplemental Appendix **D**.

Our substantive results do not depend on this choice (see supplemental Appendix **A** for logistic regression tables equivalent to Tables 5 and 7).

Corrected: Our substantive results do not depend on this choice (see supplemental Appendix C for logistic regression tables equivalent to Tables 5 and 7).

Each of the three sends the reader to a section holding different material: Appendix D is Spanish-Language Survey, Appendix C is Binary Choice Models, and Appendix A is Interaction Regression Specifications. The article's two other references, to Appendix A for the interaction specifications and to Appendix B for the partisanship tables, resolve correctly, as does the cross-reference from appendix section C to Tables 5 and 7.

3. A misspelled word in the account of the randomized language-of-contact experiments

Binder and **colleages** (2013)

Corrected: Binder and **colleagues** (2013)

4. Figure 2's caption misspells advertisement

Heterogeneous effects of Spanish-language **advertisment** on four outcomes

Corrected: Heterogeneous effects of Spanish-language **advertisement** on four outcomes

5. A misspelled word in note 4

The quiz was administered **post-treatmeant**.

Corrected: The quiz was administered **post-treatment**.

6. A misspelled word in appendix section C

we include **logisitic** regression tables for completeness

Corrected: we include **logistic** regression tables for completeness

7. Both authors' names are mangled in the Soto and Merolla reference

Soto, V. M., & Merolla, D. J. L. (2006).

Corrected: DeFrancesco Soto, V. M., & Merolla, J. L. (2006).

The authors of record for doi:10.1007/s11109-006-9012-7 are Victoria M. DeFrancesco Soto and Jennifer L. Merolla. The publisher's reference processor dropped DeFrancesco from the first surname and carried its initial onto the second author's. The in-text citations follow the published surname and are left as they stand.

8. The first author's surname is mangled in the Lavariega Monforti reference

Monforti, J. L., Michelson, M., & Franco, A. (2013).

Corrected: Lavariega Monforti, J., Michelson, M., & Franco, A. (2013).

The author of record for doi:10.1080/21565503.2013.842491 is Jessica Lavariega Monforti. Lavariega is part of the surname and has been demoted to an initial. The in-text citations follow the published surname and are left as they stand.

9. The Mackie and Cooper reference prints a first page in place of a page range

Journal of Personality and Social Psychology, 46(3), 575.

Corrected: Journal of Personality and Social Psychology, 46(3), 575-585.

doi:10.1037/0022-3514.46.3.575 gives the article's pages as 575 to 585.

10. The Rubin reference prints a first page in place of a page range

Journal of Educational Psychology, 66(5), 688.

Corrected: Journal of Educational Psychology, 66(5), 688-701.

doi:10.1037/h0037350 gives the article's pages as 688 to 701.

11. The Jones-Correa reference prints an issue-level locator in place of the article's DOI

doi:10.1111/ssqu.2005.86.issue-3

Corrected: doi:10.1111/j.0038-4941.2005.00317.x

The printed string is Wiley's identifier for the whole issue of Social Science Quarterly and resolves to no article. The article's own DOI is given here.

12. The Tajfel reference gives the wrong city and the wrong publisher

Cambridge, MA: CUP Archive.

Corrected: Cambridge, UK: Cambridge University Press.

Human Groups and Social Categories was published in 1981 by Cambridge University Press in Cambridge, England. CUP Archive is a digitisation imprint under which the scan is catalogued, not the book's publisher.

13. Both authors' names are mangled in the Valdés and Seoane reference

Valdés, M., & Seoane, I. M. H. (1995).

Corrected: Valdés, M. I., & Seoane, M. H. (1995).

The Hispanic Market Handbook is by M. Isabel Valdés and Marta H. Seoane. The first author's second given initial was carried onto the second author's name, the same defect as entry 7.