

The Fine Line between Nudging and Nagging: Increasing Take-up Rates through Social Media Platforms

This folder contains the reproducibility package for the Working Paper “The Fine Line between Nudging and Nagging: Increasing Take-up Rates through Social Media Platforms” by María José Urbina, Andrés Moya, and Sandra V. Rozo. If you run into any trouble running this code or reproducing results, please create an issue in this repository.

Computational requirements Software Requirements

- Stata (code was last run with version 18)

Memory and Runtime Requirements

- The code was run on a Windows 11 home laptop with 16GB of RAM.
- Stata analysis code takes approximately 5 minutes to run.

Instructions to Replicators

To replicate the results of the working paper, please follow the steps below:

1. Download the repository folder. It includes the do files, and the databases used to run all tables and figures of the working paper.
2. Open the Do File *RepMaterials.do* and edit line 1 to reflect the path of the repository copy in your computer.
3. After having set the directory, one should be able to simply execute the *RepMaterials.do* to replicate all tables and figures.

The folder contains the following files:

- DoFiles: **(i)** *c_base.do* contains the STATA script to assemble the final dataset from the raw data (*data_IPA*) to the final dataset (*DataETPV.dta*) and **(ii)** *RepMaterials.do* contains the STATA script that generates the tables and figures of the working paper.
- Data: **(i)** *data_IPA* is the raw dataset resulting from the field work done for this study, **(ii)** *DataETPV.dta* is the clean final database for direct use in the construction of tables and figures, **(iii)** *DataComparison.dta* is the data for the “Table 2. Sample Comparability”. This data is constructed using the Gran Encuesta Integrada de Hogares of 2021, the first round of the VenReps survey, and the data from this project.
- Outputs folder: contains the tables and figures included in the paper. Figures are directly generated by the STATA scripts and placed in this folder. Tables are manually constructed in Excel with the outputs generated from the STATA script. We adjust the format of the tables in Excel and then we exported to .tex files by using the Excel2Latex Macro in Excel. The final version of the Tables are in the LATEX folder in .tex format.
- The Latex folder contains the Latex manuscript of the working paper and the files for compiling the final paper in .pdf format. All the files were produced with the *RepMaterials.do*.

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