**The Importance of Public Meaning to Political Persuasion**

 **Master Key for Statistical Tables**

**Table 1: Resonance analysis of *USA Today* Frame: “Defending traditional marriage”**

Use data in excel tab – K- USA T 2005-2014

STATA Command: PCA

Variables: Civilization at stake

Full faith and credit

Problems with cohabitation

Stability/monogamy

**Table 2: Resonance analysis of *New York Times* Frame: “All Kinds of Families”**

Use data in excel tab –H- NYT 1994-2004

STATA Command: PCA

Variables: Biography

 Emotionally Charged

 Just Regular People

 Love Makes A Family

 Not A Threat

 Stability and Monogamy

 Symbolism of Marriage

**Table 3: *New York Times*: ‘Tradition/Sexual Decency’ v. ‘All Kinds of Families Deserve Rights’ Frames 2000-2014**

\*You may check frames by submitting the codes included in the frames listed below to COMMAND: PCA in STATA

Use data in excel tab –B- NYT 2000-2004; D- NYT 2005-2010; F- NYT 2011-2014

Use Excel tab- L- 5 YEAR FRAMES. Calculate percentage of discourse accounted for by each frame

Use excel charts tool display resulting data as bar graph

**2000-2004**

Frames in “Sexual Decency” category:

Religious Objections

pca linguisticrightstotheword redefinitionofmarriagefamily clergyopinions

Principal components/correlation Number of obs = 5

 Number of comp. = 2

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.94403 2.88805 0.9813 0.9813

 Comp2 | .0559735 .0559735 0.0187 1.0000

 Comp3 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 linguistic~d | 0.5801 -0.4043 | 0

 redefiniti~y | 0.5801 -0.4043 | 0

 clergyopin~s | 0.5717 0.8204 | 0

 ------------------------------------------------

Preserving Traditional Marriage

 pca marriagelite preservingtraditionalmarriage courtsnottheplacetodecideG

Principal components/correlation Number of obs = 5

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.97157 2.94893 0.9905 0.9905

 Comp2 | .0226375 .0168409 0.0075 0.9981

 Comp3 | .00579656 . 0.0019 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 marriagelite | 0.5776 -0.5376 0.6143 | 0

 preserving~e | 0.5758 0.8017 0.1602 | 0

 courtsnott~G | 0.5787 -0.2612 -0.7726 | 0

 ----------------------------------------------------------

Frames in “All Kinds of Families” category:

Regular People

pca gaylobby apolitical economicaspectsofGMdebate battleforpublicopinion justacoupleofregularpeople

Principal components/correlation Number of obs = 5

 Number of comp. = 4

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.93613 4.88051 0.9872 0.9872

 Comp2 | .0556196 .0501209 0.0111 0.9983

 Comp3 | .00549873 .00274537 0.0011 0.9994

 Comp4 | .00275336 .00275336 0.0006 1.0000

 Comp5 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

--------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 gaylobby | 0.4489 -0.2757 -0.4428 0.1624 | 0

 apolitical | 0.4489 -0.2757 -0.4428 0.1624 | 0

 economicas~e | 0.4415 0.8217 0.0659 0.3545 | 0

 battleforp~n | 0.4474 -0.3932 0.7753 0.2101 | 0

 justacoupl~e | 0.4494 0.1351 0.0481 -0.8818 | 0

 --------------------------------------------------------------------

Making History

. pca personalrelationships makinghistory progressisAmerican problemswithheteromarriage hypocrisybigotry

Principal components/correlation Number of obs = 5

 Number of comp. = 4

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.83947 4.69395 0.9679 0.9679

 Comp2 | .14552 .1314 0.0291 0.9970

 Comp3 | .0141194 .013225 0.0028 0.9998

 Comp4 | .000894402 .000894402 0.0002 1.0000

 Comp5 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 personalre~s | 0.4516 -0.2925 0.0197 0.8408 | 0

 makinghist~y | 0.4277 0.8864 0.1603 0.0749 | 0

 progressis~n | 0.4521 -0.2535 0.3309 -0.2898 | 0

 problemswi~e | 0.4521 -0.2502 0.3566 -0.3834 | 0

 hypocrisyb~y | 0.4521 -0.0428 -0.8587 -0.2376 | 0

 --------------------------------------------------------------------

Use Excel tab- L- 5 YEAR FRAMES. Calculate percentage of discourse accounted for by each frame, using excel charts tool display data as bar graph

**2005-2009**

Frames in “Sexual Decency” category:

Religious Conservatives

pca challenginggender gaybiology GMinhistory normalizationofcivilunions

> samesexmarriage sexualityischosen

Principal components/correlation Number of obs = 6

 Number of comp. = 4

 Trace = 6

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 5.80595 5.64583 0.9677 0.9677

 Comp2 | .160119 .131638 0.0267 0.9943

 Comp3 | .0284813 .0230349 0.0047 0.9991

 Comp4 | .00544634 .00544634 0.0009 1.0000

 Comp5 | 0 0 0.0000 1.0000

 Comp6 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 challengin~r | 0.4035 0.5632 0.2279 -0.6841 | 0

 gaybiology | 0.4126 -0.2303 -0.3271 -0.0552 | 0

 GMinhistory | 0.4126 -0.2303 -0.3271 -0.0552 | 0

 normalizat~s | 0.4031 0.5792 -0.0189 0.7083 | 0

 samesexma~ge | 0.4049 -0.4338 0.7916 0.1454 | 0

 sexualityi~n | 0.4126 -0.2303 -0.3271 -0.0552 | 0

 --------------------------------------------------------------------

Resisting Marriage Equality

. pca clergyreligiousopinions definitionalargument economicaspectsofGM

> resistingGMthrunoncompliancewiththelaw

Principal components/correlation Number of obs = 6

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.59921 3.3666 0.8998 0.8998

 Comp2 | .232604 .110732 0.0582 0.9580

 Comp3 | .121872 .0755566 0.0305 0.9884

 Comp4 | .0463153 . 0.0116 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 clergyreli~s | 0.5133 0.1334 -0.4348 -0.7278 | 0

 definition~t | 0.4929 -0.6577 -0.3594 0.4418 | 0

 economicas~M | 0.4914 0.7161 -0.0283 0.4948 | 0

 resistingG~h | 0.5020 -0.1916 0.8252 -0.1740 | 0

 --------------------------------------------------------------------

Rights, Not Marriage

pca fairmindedAmericans rightsnotmarriage stalkinghorseforGM

Principal components/correlation Number of obs = 6

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.86226 2.77121 0.9541 0.9541

 Comp2 | .0910421 .0443395 0.0303 0.9844

 Comp3 | .0467026 . 0.0156 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 fairminded~s | 0.5734 0.7887 0.2217 | 0

 rightsnotm~e | 0.5813 -0.2010 -0.7884 | 0

 stalkingho~M | 0.5773 -0.5810 0.5738 | 0

 ----------------------------------------------------------

Frames in “All Kinds of Families” category:

Regular People

pca normalpeopleconventional wrongsideofhistory adoptionandGM

apolitical benefitsofalternativefamilies biography popculture upholdingthelaw

Principal components/correlation Number of obs = 6

 Number of comp. = 5

 Trace = 7

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 6.32163 6.00816 0.9031 0.9031

 Comp2 | .31347 .0956371 0.0448 0.9479

 Comp3 | .217833 .0966731 0.0311 0.9790

 Comp4 | .12116 .0952475 0.0173 0.9963

 Comp5 | .0259122 .0259122 0.0037 1.0000

 Comp6 | 0 0 0.0000 1.0000

 Comp7 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5

 -------------+--------------------------------------------------

 normalpeop~l | 0.3959 0.0750 -0.1313 -0.1772 -0.0254

 adoptionan~M | 0.3776 -0.3447 0.1510 0.6828 -0.0739

 apolitical | 0.3781 -0.3918 -0.2161 -0.5097 0.4971

 benefitsof~s | 0.3733 -0.2005 0.6973 -0.0413 0.1217

 biography | 0.3509 0.8233 0.1786 0.0472 0.2772

 popculture | 0.3769 0.0461 -0.6282 0.3570 0.0617

 upholdingt~w | 0.3915 0.0439 -0.0243 -0.3336 -0.8071

 ----------------------------------------------------------------

Evolution of Opinion

pca evolutionofopinion divideddivisive plessyvferguson

Principal components/correlation Number of obs = 6

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.49225 2.0466 0.8308 0.8308

 Comp2 | .445653 .38356 0.1486 0.9793

 Comp3 | .0620931 . 0.0207 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 evolutiono~n | 0.5449 0.7510 0.3730 | 0

 divideddiv~e | 0.6208 -0.0623 -0.7815 | 0

 plessyvfer~n | 0.5637 -0.6574 0.5001 | 0

 ----------------------------------------------------------

Making History

. pca battleforpublicopinion freedomtomarry gayfriendly legalGMcountingstates

legislativeaction makinghistory politicsofstateGMbans progressisAmerican tolerance

Principal components/correlation Number of obs = 6

 Number of comp. = 5

 Trace = 9

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 8.18207 7.75898 0.9091 0.9091

 Comp2 | .42309 .117033 0.0470 0.9561

 Comp3 | .306057 .242492 0.0340 0.9901

 Comp4 | .0635653 .0383472 0.0071 0.9972

 Comp5 | .0252181 .0252181 0.0028 1.0000

 Comp6 | 0 0 0.0000 1.0000

 Comp7 | 0 0 0.0000 1.0000

 Comp8 | 0 0 0.0000 1.0000

 Comp9 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5

 -------------+--------------------------------------------------

 battleforp~n | 0.3389 -0.1562 -0.1143 0.8465 0.1505

 freedomtom~y | 0.3323 -0.2563 0.4712 -0.0221 -0.1456

 gayfriendly | 0.3419 0.0654 -0.3201 -0.3264 -0.3750

 legalGMcou~s | 0.3410 0.0968 -0.3814 -0.0039 -0.1127

 legislativ~n | 0.3409 -0.2218 -0.0875 -0.3737 0.8232

 makinghist~y | 0.3323 -0.2563 0.4712 -0.0221 -0.1456

 politicsof~s | 0.3404 0.1023 -0.3920 0.0540 -0.0655

 progressis~n | 0.2793 0.8723 0.3560 0.0416 0.1682

 tolerance | 0.3478 -0.1005 0.0829 -0.1779 -0.2672

 ----------------------------------------------------------------

**2010-2014**

Frames in “Sexual Decency” category:

Religious Conservatism

pca itsnotright litmustest marriagevcivilunions redefinitionofmarriage

sanctityofmarriage slipperyslopeargument

Principal components/correlation Number of obs = 4

 Number of comp. = 2

 Trace = 6

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 5.96714 5.93428 0.9945 0.9945

 Comp2 | .0328597 .0328597 0.0055 1.0000

 Comp3 | 0 0 0.0000 1.0000

 Comp4 | 0 0 0.0000 1.0000

 Comp5 | 0 0 0.0000 1.0000

 Comp6 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 itsnotright | 0.4092 -0.1805 | 0

 litmustest | 0.4092 -0.1805 | 0

 marriagevc~s | 0.4092 -0.1805 | 0

 redefiniti~e | 0.4037 0.9149 | 0

 sanctityof~e | 0.4092 -0.1805 | 0

 slipperysl~t | 0.4092 -0.1805 | 0

 ------------------------------------------------

Religious Freedom

pca linguisticrightstomarriag campaignissue religiousfreedom politicalstrategy

Principal components/correlation Number of obs = 4

 Number of comp. = 3

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.85342 3.75239 0.9634 0.9634

 Comp2 | .101038 .0554995 0.0253 0.9886

 Comp3 | .045538 .045538 0.0114 1.0000

 Comp4 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 linguistic~g | 0.5058 -0.3521 0.1796 | 0

 campaignis~e | 0.4993 0.3033 -0.8116 | 0

 religiousf~m | 0.4946 0.6556 0.5493 | 0

 politicals~y | 0.5001 -0.5951 0.0853 | 0

 ----------------------------------------------------------

Resisting Marriage Equality

pca definitionalargument nocompellingstateinterest politicsofstateGMbans resistingGMnoncompliancewith traditionalmarriagefamily

Principal components/correlation Number of obs = 4

 Number of comp. = 3

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.61509 4.24102 0.9230 0.9230

 Comp2 | .374068 .363224 0.0748 0.9978

 Comp3 | .0108445 .0108445 0.0022 1.0000

 Comp4 | 0 0 0.0000 1.0000

 Comp5 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 definition~t | 0.3850 0.9189 0.0421 | 0

 nocompelli~t | 0.4612 -0.2050 0.4790 | 0

 politicsof~s | 0.4612 -0.2050 0.4790 | 0

 resistingG~h | 0.4601 -0.2406 -0.3407 | 0

 traditiona~y | 0.4632 -0.1164 -0.6505 | 0

Frames in “All Kinds of Families” category:

Regular People

pca biography domesticpartnerships economicaspectsofGM notathreattothefamily

queercritique

Principal components/correlation Number of obs = 4

 Number of comp. = 3

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.97026 4.9414 0.9941 0.9941

 Comp2 | .0288638 .0279867 0.0058 0.9998

 Comp3 | .000877075 .000877075 0.0002 1.0000

 Comp4 | 0 0 0.0000 1.0000

 Comp5 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 biography | 0.4473 0.4222 -0.7885 | 0

 domesticpa~s | 0.4477 -0.3593 0.0616 | 0

 economicas~M | 0.4457 0.6591 0.6058 | 0

 notathreat~y | 0.4477 -0.3593 0.0616 | 0

 queercriti~e | 0.4477 -0.3593 0.0616 | 0

 ----------------------------------------------------------

Marriage is a Civil Right

pca AIDS civilrightsinvocation culturewar divideddivisive DOMA

emotionallycharged gayfriendly legislativeaction

Principal components/correlation Number of obs = 4

 Number of comp. = 3

 Trace = 8

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 7.32053 6.95327 0.9151 0.9151

 Comp2 | .367254 .0550371 0.0459 0.9610

 Comp3 | .312217 .312217 0.0390 1.0000

 Comp4 | 0 0 0.0000 1.0000

 Comp5 | 0 0 0.0000 1.0000

 Comp6 | 0 0 0.0000 1.0000

 Comp7 | 0 0 0.0000 1.0000

 Comp8 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 AIDS | 0.3486 -0.1207 -0.5794 | 0

 civilright~n | 0.3568 0.3792 0.2202 | 0

 culturewar | 0.3542 0.1597 0.4801 | 0

 divideddiv~e | 0.3384 0.6505 -0.1421 | 0

 DOMA | 0.3694 -0.0464 0.0208 | 0

 emotionall~d | 0.3589 -0.1605 -0.3909 | 0

 gayfriendly | 0.3405 -0.4840 0.4564 | 0

 legislativ~n | 0.3604 -0.3617 -0.0593 | 0

 ----------------------------------------------------------

Gay Rights

pca gayrights protest samesexmarriageworldwide stabilityandmonogamy

symbolismofmarriage

Principal components/correlation Number of obs = 4

 Number of comp. = 3

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.16232 3.58495 0.8325 0.8325

 Comp2 | .577367 .317051 0.1155 0.9479

 Comp3 | .260316 .260316 0.0521 1.0000

 Comp4 | 0 0 0.0000 1.0000

 Comp5 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 gayrights | 0.4433 -0.2099 0.7756 | 0

 protest | 0.4704 -0.3700 0.0051 | 0

 samesexma~de | 0.4609 0.3798 -0.3541 | 0

 stabilitya~y | 0.4160 0.6925 0.1056 | 0

 symbolismo~e | 0.4436 -0.4419 -0.5117 | 0

 ----------------------------------------------------------

Freedom to Marry

pca normalpeopleconventional freedomtomarry marriagemovement progressisAmerican tolerance

Principal components/correlation Number of obs = 4

 Number of comp. = 2

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.20783 3.41565 0.8416 0.8416

 Comp2 | .792175 .792175 0.1584 1.0000

 Comp3 | 0 0 0.0000 1.0000

 Comp4 | 0 0 0.0000 1.0000

 Comp5 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 normalpeop~l | 0.4846 -0.1233 | 0

 freedomtom~y | 0.2467 0.9691 | 0

 marriagemo~t | 0.4846 -0.1233 | 0

 progressis~n | 0.4846 -0.1233 | 0

 tolerance | 0.4846 -0.1233 | 0

 ------------------------------------------------

Making History

. pca hypocrisybigotry theskydoesnotfall campaignissue civilunions genderraceandmarriage GMforthechildren makinghistory marriageequality

Principal components/correlation Number of obs = 4

 Number of comp. = 3

 Trace = 8

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 7.5891 7.25874 0.9486 0.9486

 Comp2 | .330351 .249798 0.0413 0.9899

 Comp3 | .0805536 .0805536 0.0101 1.0000

 Comp4 | 0 0 0.0000 1.0000

 Comp5 | 0 0 0.0000 1.0000

 Comp6 | 0 0 0.0000 1.0000

 Comp7 | 0 0 0.0000 1.0000

 Comp8 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 hypocrisyb~y | 0.3298 0.7186 0.2241 | 0

 theskydoes~l | 0.3599 -0.0960 -0.4171 | 0

 campaignis~e | 0.3539 0.3870 -0.0482 | 0

 civilunions | 0.3470 -0.4924 0.2773 | 0

 genderrace~e | 0.3599 -0.0960 -0.4171 | 0

 GMforthech~n | 0.3599 -0.0960 -0.4171 | 0

 makinghist~y | 0.3560 -0.2510 0.4613 | 0

 marriageeq~y | 0.3610 -0.0278 0.3686 | 0

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**Table 4: *USA Today*: ‘Tradition/Sexual Decency’ v. ‘All Kinds of Families Deserve Rights’ Frames 2005 - 2014**

Use data in excel tab –E- USA T 2005-2010; G- USA T 2011-2014

Use Excel tab- L- 5 YEAR FRAMES calculate percentage of discourse accounted for by each frame

Use excel charts tool display resulting data as bar graph

**2005-2009**

Frames in “Sexual Decency” category:

Homosexual Agenda

pca civilunions discrimination homosexualagenda republicans

Principal components/correlation Number of obs =

 6

 Number of comp. =

 4

 Trace =

 4

 Rotation: (unrotated = principal) Rho = 1.0000

 ----------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+--------------------------------------------------------

Comp1 | 3.25494 2.82944 0.8137 0.8137

Comp2 | .425502 .113342 0.1064 0.9201

Comp3 | .31216 .304761 0.0780 0.9982

Comp4 | .00739837 . 0.0018 1.0000

 ----------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 civilunions | 0.4813 0.2861 0.8226 -0.0996 | 0

 discrimina~n | 0.5218 -0.5076 -0.0459 0.6841 | 0

 homosexual~a | 0.5291 -0.3874 -0.2606 -0.7086 | 0

 republians | 0.4649 0.7144 -0.5034 0.1417 | 0

 --------------------------------------------------------------------

Resistance to Change

pca evolutionofopinion willofthepeople resistancetoGM

Principal components/correlation Number of obs = 6

 Number of comp. = 2

 Trace = 3

Rotation: (unrotated = principal) Rho = 1.0000

 ----------------------------------------------------------------------

Component | Eigenvalue Difference Proportion Cumulative

 -------------+--------------------------------------------------------

 Comp1 | 2.60414 2.20828 0.8680 0.8680

 Comp2 | .395859 .395859 0.1320 1.0000

 Comp3 | 0 . 0.0000 1.0000

 ----------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 evolutiono~n | 0.6027 -0.3699 | 0

 willofthep~e | 0.5230 0.8523 | 0

 resistance~M | 0.6027 -0.3699 | 0

 ------------------------------------------------

Frames in “All Kinds of Families” category:

Gay Marriage is Inevitable

pca GMinevitability legalGMcountingstates legalloss legislativeaction problemswithcohabitation problemswithhetromarriage

Principal components (eigenvectors)

 ----------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5

 -------------+--------------------------------------------------

 GMinevitab~y | 0.4010 0.3135 0.7527 0.2811 -0.3088

 legalGMcou~s | 0.4105 0.3600 0.0649 -0.7444 0.3788

 legalloss | 0.4297 -0.1324 -0.3934 -0.2493 -0.7622

 legislativ~n | 0.3895 0.4993 -0.5187 0.5271 0.2282

 problemswi~n | 0.4089 -0.5026 0.0522 0.1157 0.2531

 problemswi~e | 0.4089 -0.5026 0.0522 0.1157 0.2531

 ----------------------------------------------------------------

Regular People

. pca ballotmeasures litmustest normalpeopleconventional

Principal components/correlation Number of obs = 6

 Number of comp. = 3

 Trace = 3

Rotation: (unrotated = principal) Rho = 1.0000

---------------------------------------------------------------------

Component | Eigenvalue Difference Proportion Cumulative

-------------+------------------------------------------------------------

 Comp1 | 2.48552 2.15159 0.8285 0.8285

 Comp2 | .333929 .153381 0.1113 0.9398

 Comp3 | .180548 . 0.0602 1.0000

-------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 ballotmeas~s | 0.5603 0.7903 0.2481 | 0

 litmustest | 0.5767 -0.5872 0.5680 | 0

 normalpeop~l | 0.5945 -0.1752 -0.7847 | 0

 ----------------------------------------------------------

Harmless

pca divorceseparation dotherightthing GMharmsnoone

Principal components/correlation Number of obs = 6

 Number of comp. = 3

 Trace = 3

Rotation: (unrotated = principal) Rho = 1.0000

---------------------------------------------------------------------

Component | Eigenvalue Difference Proportion Cumulative

-------------+-------------------------------------------------------

 Comp1 | 2.41353 1.91872 0.8045 0.8045

 Comp2 | .494812 .403156 0.1649 0.9694

 Comp3 | .0916559 . 0.0306 1.0000

 ---------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 divorcesep~n | -0.5293 0.7998 0.2832 | 0

 dotheright~g | 0.5762 0.5839 -0.5719 | 0

 GMharmsnoone | 0.6228 0.1395 0.7699 | 0

 ----------------------------------------------------------

**2010-2014**

Frames in “Sexual Decency” category:

Defense of Traditional Marriage

. pca challenginggender clergyreligiousopinions definitionalargument DOMA marriagemovement symbolismofmarriage

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 challengin~r | 0.4127 0.4157 0.2794 | 0

 clergyreli~s | 0.4187 0.2162 -0.5320 | 0

 definition~t | -0.4242 0.1894 0.4637 | 0

 DOMA | 0.4226 -0.3638 -0.0954 | 0

 marriagemo~t | 0.3978 0.4948 0.3838 | 0

 symbolismo~e | 0.3709 -0.6062 0.5172 | 0

 ----------------------------------------------------------

Rights, Not Marriage

. pca civilizationatstake emotionallycharged

rightsnotmarriage samesexmarriage

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 civilizati~e | -0.4748 0.8779 0.0625 | 0

 emotionall~d | -0.5097 -0.3031 0.3852 | 0

 rightsnotm~e | 0.5097 0.3031 -0.3852 | 0

 samesexmar~e | 0.5050 0.2136 0.8363 | 0

 ----------------------------------------------------------

Resistance to Marriage Equality

pca childrenbestraisedtwohetero notaboutequalaccess notlikeblackCR

resistancetoGM slipperyslope stabilityandmonogamy

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 childrenbe~o | 0.4238 0.3114 0.2118 | 0

 notabouteq~s | 0.4429 -0.0794 -0.3450 | 0

 notlikebla~R | 0.4238 0.3114 0.2118 | 0

 resistance~M | -0.4230 0.3131 0.6613 | 0

 slipperysl~e | 0.4238 0.3114 0.2118 | 0

 stabilitya~y | -0.2936 0.7776 -0.5560 | 0

 ----------------------------------------------------------

Frames in “All Kinds of Families” category:

Right to Marry

. pca economicaspects equalaccessargument freedomtomarry legalGMcountingstates litigationdetails lovemakesafamily popculture righttomarry

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 economicas~s | -0.3722 0.1382 -0.0555 | 0

 equalacces~t | -0.3171 0.3453 0.7998 | 0

 freedomtom~y | 0.3580 -0.1282 0.4712 | 0

 legalGMcou~s | 0.3683 0.1369 0.2517 | 0

 litigation~s | 0.3597 0.3762 -0.0996 | 0

 lovemakesa~y | 0.3730 0.1113 -0.0195 | 0

 popculture | 0.3326 -0.6181 0.1982 | 0

 righttomarry | 0.3436 0.5390 -0.1491 | 0

 ----------------------------------------------------------

Progress is American

. pca blacksandGM discrimination divorceseparation gaymarriage legislativeaction progressisAmerican takethestateoutofmarriage

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 blacksandGM | 0.3931 0.2932 0.3332 | 0

 discrimina~n | -0.3942 -0.1985 0.6805 | 0

 divorcesep~n | -0.3838 0.3569 -0.2824 | 0

 gaymarriage | 0.3728 -0.4165 0.2374 | 0

 legislativ~n | 0.3931 0.2932 0.3332 | 0

 progressis~n | 0.3662 0.4498 -0.1566 | 0

 takethesta~e | 0.3393 -0.5343 -0.3927 | 0

 ----------------------------------------------------------

**Table 5: Public opinion on same sex marriage 1996 – 2014**

Use data in excel tab—P -Public Opinion, polling data from Gallup time series

http://www.gallup.com/poll/117328/marriage.aspx

Use excel charts to create a stacked bar chart

**Table 6: Frames in the Marriage Equality Discourse, *New York Times* & *USA Today* 1994 – 2014**

Use data in excel tabs– M, N 10 Year Frame 1994-2004 and 2005-2014, respectively.

Calculate frequency for every frame

Manually create chart displaying data (word).

**Table 7: Trends in marriage equality discourse in NYT & USA Today, 1994 - 2004**

Use excel tab O- Pro Anti Neither 1994-2014

Create area charts to display selected data (excel)

**Table 8: Trends in marriage equality discourse in NYT & USA Today 2005 – 2014**

Use excel tab O- Pro Anti Neither 1994-2014

Create area charts to display selected data (excel)

**Table 9: Frame detail Marriage Equality Debate in *New York Times* and *USA Today* 1994 - 2004**

Use excel tabs—H, I NYT and USA T 1994-2004

Each set of data must be examined separately.

Import to STATA. Follow steps below (results included).

**NEW YORK TIMES**

PCA – all variables (62 substantive total excluding “article” variable)

Principal components/correlation Number of obs = 11

 Number of comp. = 10

 Trace = 56

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 34.6804 24.2033 0.6193 0.6193

 Comp2 | 10.477 3.72812 0.1871 0.8064

 Comp3 | 6.74893 5.0152 0.1205 0.9269

 Comp4 | 1.73373 .965402 0.0310 0.9579

 Comp5 | .768331 .118917 0.0137 0.9716

 Comp6 | .649414 .295141 0.0116 0.9832

 Comp7 | .354274 .0801896 0.0063 0.9895

 Comp8 | .274084 .100355 0.0049 0.9944

 Comp9 | .173729 .0336256 0.0031 0.9975

 Comp10 | .140103 .140103 0.0025 1.0000

Principal components (eigenvectors)

 --------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 Comp6

 -------------+------------------------------------------------------------

 americaisn~y | 0.1003 0.1341 0.2095 0.2719 -0.1248 -0.1712

 hypocrisyb~y | 0.1337 0.1432 -0.1406 -0.0060 0.1530 -0.1226

 marriagemo~t | 0.1377 -0.1648 -0.0842 -0.0691 0.0182 -0.0444

 inappropri~n | 0.1641 0.0574 0.0407 0.0022 -0.0601 0.1462

 abortionan~e | 0.1592 0.0284 -0.1116 -0.1215 0.0025 -0.0288

 backlash | 0.1109 0.1621 -0.1593 0.2385 0.1481 -0.0473

 battleforp~n | 0.1526 0.0826 -0.1306 -0.0512 -0.0109 -0.0446

 benefitsof~s | 0.1014 0.0125 0.2946 0.0115 -0.0223 -0.0698

 biography | 0.1652 -0.0216 0.0547 -0.0370 -0.0334 0.0341

 campaignis~e | 0.1546 0.0253 -0.1363 0.1028 -0.0561 0.1672

 challengin~r | 0.0865 0.1857 0.2032 -0.0727 0.1900 0.0166

 Childrenbe~e | 0.1507 -0.0211 0.1669 -0.0720 0.0232 -0.0036

 civilstate~h | 0.1570 -0.0668 -0.1156 -0.0298 -0.0204 -0.0805

 civilright~n | 0.1456 -0.1553 -0.0334 0.0132 0.0047 -0.0634

 civilizati~e | 0.1207 -0.2082 -0.0760 -0.0142 0.0131 -0.0009

 clergyopin~s | 0.1424 -0.0511 -0.0225 0.1034 0.5061 -0.1519

 constituti~M | 0.1292 -0.1887 -0.0768 -0.0584 0.0200 -0.0451

 courtsnott~G | 0.1378 -0.1769 -0.0408 -0.0194 0.0307 -0.0194

 culturewar | 0.1685 -0.0102 0.0118 0.0115 -0.0518 -0.1197

 definition~t | 0.1334 -0.1904 -0.0089 -0.0090 0.0428 0.0009

 demonstrat~s | 0.1074 -0.2337 -0.0589 -0.0340 0.0231 -0.0454

 divideddev~e | 0.1112 -0.1400 -0.1228 0.3283 -0.1083 0.3087

 economicas~e | 0.1567 0.0474 -0.0063 -0.1739 -0.1784 0.0969

 emotionall~d | 0.1369 -0.1418 -0.0812 0.1771 -0.0315 0.2306

 equalacces~t | 0.1459 -0.1546 -0.0325 -0.0181 -0.0279 -0.0482

 fairminded~s | 0.0977 0.1205 0.2691 0.0794 0.0271 -0.1283

 fullfaitha~A | 0.0802 -0.0807 0.3083 0.0763 -0.0761 0.1151

 disputeamo~s | 0.1610 0.0531 0.0486 -0.1489 0.0276 0.0540

 gayrights | 0.1488 -0.1352 -0.0625 -0.0641 -0.0165 -0.0972

 GMidentifi~e | 0.0786 0.2292 -0.0381 -0.0241 0.4257 0.2247

 GMinhistory | 0.0907 0.2255 -0.0029 -0.2103 0.2166 0.1582

 GMsinevita~y | 0.1615 0.0517 0.0280 -0.0727 0.0669 -0.0491

 homosexual~a | 0.1406 0.1312 -0.1116 -0.1551 -0.0423 -0.0026

 humanrights | 0.1359 0.1408 -0.1134 -0.1427 -0.0307 -0.0537

 interracia~y | 0.1473 -0.1472 -0.0217 -0.0896 0.0070 -0.0056

 justacoupl~e | 0.1661 0.0268 0.0125 -0.1226 -0.0226 0.0039

 legalopini~n | 0.0924 -0.0940 0.2855 0.1251 0.2080 0.0216

 lovemakesa~y | 0.1381 0.1497 0.0770 -0.0695 -0.1180 0.0443

 marriagevc~s | 0.1071 0.1730 -0.1348 0.2305 -0.1230 0.3048

 nationalde~e | 0.1074 -0.2337 -0.0589 -0.0340 0.0231 -0.0454

 naturallaw | 0.1486 0.0273 0.0372 0.3160 0.0557 0.2423

 nondiscrim~n | 0.0554 0.2018 -0.1438 0.2409 -0.2969 -0.4516

 notathreat~y | 0.1599 0.0674 0.0592 0.0254 -0.0857 0.1108

 notabouteq~s | 0.1331 -0.1223 0.1652 0.0241 -0.0112 -0.1005

 overreacti~M | 0.1458 0.0487 0.1379 0.2012 0.0386 -0.2150

 politicsof~s | 0.1262 -0.1923 -0.0847 -0.0360 -0.0195 0.0017

 preserving~e | 0.1477 -0.1470 0.0143 0.0858 -0.0203 0.0210

 problemswi~e | 0.1515 0.1312 -0.0070 -0.1053 -0.0057 -0.0177

 progressis~n | 0.1423 0.1344 -0.1215 -0.0140 -0.0377 0.0877

 questionso~y | 0.1338 0.0466 0.2183 0.1319 0.0041 -0.0369

 redefiniti~y | 0.0515 -0.0261 0.3358 -0.1054 -0.0872 0.2076

 rightsforg~s | 0.1134 0.0571 0.1725 -0.2665 -0.3642 0.0783

 rightsnotm~e | 0.1586 0.0623 0.0421 0.0419 0.0380 -0.2620

 sexualperv~n | 0.1133 0.1645 -0.1460 0.2259 -0.1526 0.0176

 shiftingat~s | 0.1142 0.2058 -0.0982 -0.1399 -0.0369 -0.0098

 slipperysl~t | 0.1572 0.0516 -0.1118 -0.1245 0.0005 -0.0261

 --------------------------------------------------------------------------

 --------------------------------------------------------------------

 Variable | Comp7 Comp8 Comp9 Comp10 | Unexplained

 -------------+----------------------------------------+-------------

 americaisn~y | 0.1109 0.0794 0.0580 0.0834 | 0

 hypocrisyb~y | 0.0423 -0.0739 -0.1027 -0.0424 | 0

 marriagemo~t | -0.0004 -0.0014 0.0404 0.0138 | 0

 inappropri~n | 0.0523 -0.0090 0.0293 0.1295 | 0

 abortionan~e | 0.0151 -0.0737 0.0821 0.0135 | 0

 backlash | 0.1363 0.0554 -0.0782 -0.0784 | 0

 battleforp~n | 0.0032 -0.0233 0.0263 0.0089 | 0

 benefitsof~s | -0.2188 -0.2149 -0.3452 0.1095 | 0

 biography | -0.2114 -0.0042 -0.1235 0.2104 | 0

 campaignis~e | 0.0261 -0.0351 0.0134 0.0061 | 0

 challengin~r | -0.3183 0.3046 0.0232 -0.1303 | 0

 Childrenbe~e | -0.1186 0.1309 -0.0072 -0.0634 | 0

 civilstate~h | 0.0586 -0.0002 0.0786 0.0257 | 0

 civilright~n | 0.0280 0.0412 0.0275 0.0634 | 0

 civilizati~e | 0.0069 0.0196 0.0352 0.0836 | 0

 clergyopin~s | 0.1600 0.1312 -0.1510 -0.3560 | 0

 constituti~M | -0.0028 0.0099 0.0324 0.0134 | 0

 courtsnott~G | 0.0212 0.0146 -0.0320 -0.0230 | 0

 culturewar | 0.0043 -0.0143 0.0779 0.0255 | 0

 definition~t | -0.0073 0.0080 0.0342 0.0540 | 0

 demonstrat~s | -0.0078 0.0336 0.0144 0.0120 | 0

 divideddev~e | -0.0439 0.0820 -0.1507 0.0062 | 0

 economicas~e | -0.1325 0.2083 -0.3271 -0.1850 | 0

 emotionall~d | -0.0094 0.0780 0.0093 -0.1620 | 0

 equalacces~t | -0.0024 0.0552 0.0752 -0.0126 | 0

 fairminded~s | -0.0370 -0.0721 0.1423 -0.0625 | 0

 fullfaitha~A | -0.0353 -0.2558 0.2815 -0.2892 | 0

 disputeamo~s | 0.1963 -0.0462 -0.0274 -0.0409 | 0

 gayrights | -0.0296 0.0206 -0.0415 0.0047 | 0

 GMidentifi~e | -0.1731 0.3110 0.1539 0.2843 | 0

 GMinhistory | 0.3547 -0.0599 0.0430 0.2165 | 0

 GMsinevita~y | 0.1841 -0.1038 -0.3914 -0.2066 | 0

 homosexual~a | -0.0944 0.0616 0.1116 -0.0073 | 0

 humanrights | -0.0768 -0.2534 -0.1913 0.0646 | 0

 interracia~y | 0.0700 -0.0123 0.0387 0.1024 | 0

 justacoupl~e | -0.0891 -0.1347 -0.0314 -0.0324 | 0

 legalopini~n | 0.0160 0.0145 0.0474 -0.0536 | 0

 lovemakesa~y | -0.3442 -0.0197 0.0503 -0.0905 | 0

 marriagevc~s | -0.0215 -0.0270 -0.0867 0.0034 | 0

 nationalde~e | -0.0078 0.0336 0.0144 0.0120 | 0

 naturallaw | 0.0296 0.0413 -0.0188 0.1245 | 0

 nondiscrim~n | 0.0517 0.2747 -0.1304 0.1279 | 0

 notathreat~y | -0.0458 -0.2738 0.0614 -0.1876 | 0

 notabouteq~s | 0.0102 -0.0544 0.0498 0.5049 | 0

 overreacti~M | 0.0038 -0.0312 -0.2134 0.0542 | 0

 politicsof~s | -0.0938 0.1490 0.0354 -0.0027 | 0

 preserving~e | -0.0685 -0.0227 -0.0094 -0.0181 | 0

 problemswi~e | -0.0103 -0.1025 0.0751 0.0222 | 0

 progressis~n | 0.0273 -0.0831 0.0565 0.0072 | 0

 questionso~y | -0.0472 0.0554 0.0825 0.1002 | 0

 redefiniti~y | 0.4734 0.0237 -0.1755 0.1163 | 0

 rightsforg~s | 0.2244 0.4949 0.0825 -0.1594 | 0

 rightsnotm~e | 0.1031 -0.0201 0.3436 -0.1202 | 0

 sexualperv~n | 0.1263 -0.0908 0.2554 -0.1039 | 0

 shiftingat~s | -0.0582 -0.0927 0.0075 0.0174 | 0

 slipperysl~t | 0.0166 -0.0806 0.0849 0.0131 | 0

 --------------------------------------------------------------------

**TESTING FRAMES**

1. **ABOUT EQUALITY**

. pca civilrights interracial equalacce writingdisc gayrights [(var “rights,not marriage” fits with this frame above the .80 level, but when you take it out, the frame coheres above the .90 level. Also, var “rights, not marriage” fits better with the argument “hypocrisy, bigotry!” under the frame Civil Unions Not Enough)]

Principal components/correlation Number of obs = 11

 Number of comp. = 5

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.86489 4.75575 0.9730 0.9730

 Comp2 | .109145 .0959959 0.0218 0.9948

 Comp3 | .0131488 .00203785 0.0026 0.9974

 Comp4 | .011111 .00940846 0.0022 0.9997

 Comp5 | .00170252 . 0.0003 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5

 -------------+--------------------------------------------------

 civilright~n | 0.4516 -0.1400 -0.4286 -0.4975 0.5876

 interracia~y | 0.4500 -0.2177 0.8479 -0.1486 0.0949

 equalacces~t | 0.4522 -0.1497 -0.2388 -0.2834 -0.7974

 writingdis~s | 0.4333 0.8885 0.0218 0.1479 0.0199

 gayrights | 0.4487 -0.3481 -0.1995 0.7926 0.0978

 ----------------------------------------------------------------

 ---------------------------

 Variable | Unexplained

 -------------+-------------

 civilright~n | 0

 interracia~y | 0

 equalacces~t | 0

 writingdis~s | 0

 gayrights | 0

 ---------------------------

1. **ALL KINDS OF FAMILIES**

. pca bio notathreat lovemakes stability symbolism justacouple emotionallycharged [(var “challenging gender” loaded well, but brought down coherence of frame – mostly because there were too few observations. Argument was not made much)]

Principal components/correlation Number of obs = 11

 Number of comp. = 7

 Trace = 7

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 5.8294 4.94756 0.8328 0.8328

 Comp2 | .88184 .724179 0.1260 0.9587

 Comp3 | .157661 .0920346 0.0225 0.9813

 Comp4 | .0656268 .0276232 0.0094 0.9906

 Comp5 | .0380035 .0160231 0.0054 0.9961

 Comp6 | .0219804 .016494 0.0031 0.9992

 Comp7 | .00548646 . 0.0008 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 Comp6

 -------------+------------------------------------------------------------

 biography | 0.4072 0.0172 -0.0287 -0.5838 0.4973 -0.0837

 notathreat~y | 0.3997 -0.2260 0.0914 0.4155 -0.4330 -0.3219

 lovemakesa~y | 0.3504 -0.5372 -0.2484 0.3827 0.3878 0.4566

 stabilitya~y | 0.3883 -0.1832 0.7213 -0.2827 -0.2492 0.2240

 symbolismo~e | 0.3598 0.4848 -0.3943 -0.0988 -0.4197 0.5388

 justacoupl~e | 0.4047 -0.0866 -0.4168 -0.1751 -0.1222 -0.5629

 emotionall~d | 0.3281 0.6197 0.2823 0.4687 0.4021 -0.1533

 --------------------------------------------------------------------------

 --------------------------------------

 Variable | Comp7 | Unexplained

 -------------+----------+-------------

 biography | -0.4878 | 0

 notathreat~y | -0.5632 | 0

 lovemakesa~y | 0.1471 | 0

 stabilitya~y | 0.3212 | 0

 symbolismo~e | -0.0614 | 0

 justacoupl~e | 0.5408 | 0

 emotionall~d | 0.1543 | 0

 --------------------------------------

1. **ARGUMENTS AGAINST GM I – Religious/Social Conservative/Family Values**

. pca preserving civilization Childrenbest definitional naturallaw clergyopinions [(variable “problems w/ hetero” loaded well, above .30, but brought the frame coherence down below .80)] [( var “notaboutequality” fit here with both a high eigenvector and frame coherence above .80, but it made a bigger difference in the politically conservative argument, making that frame much stronger, while this one retained the same level of frame coherence with or without the variable, which means the argument was important to the politically conservative frame, but not very important to the religious conservative frame)]

Principal components/correlation Number of obs = 11

 Number of comp. = 6

 Trace = 6

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.85706 4.18713 0.8095 0.8095

 Comp2 | .669927 .397051 0.1117 0.9212

 Comp3 | .272876 .0815802 0.0455 0.9666

 Comp4 | .191296 .184656 0.0319 0.9985

 Comp5 | .00664046 .00444147 0.0011 0.9996

 Comp6 | .00219898 . 0.0004 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 Comp6

 -------------+------------------------------------------------------------

 preserving~e | 0.4466 -0.1428 -0.1367 0.2045 -0.7906 0.3076

 civilizati~e | 0.4035 -0.5493 0.0566 0.1384 0.5375 0.4735

 Childrenbe~e | 0.3884 0.4018 -0.6750 -0.4238 0.1985 0.1143

 definition~t | 0.4305 -0.3758 -0.1150 0.0106 0.0177 -0.8123

 naturallaw | 0.3735 0.5854 0.1982 0.6545 0.2060 -0.0880

 clergyopin~s | 0.4024 0.1802 0.6856 -0.5753 -0.0632 0.0240

 --------------------------------------------------------------------------

 ---------------------------

 Variable | Unexplained

 -------------+-------------

 preserving~e | 0

 civilizati~e | 0

 Childrenbe~e | 0

 definition~t | 0

 naturallaw | 0

 clergyopin~s | 0

 ---------------------------

1. **ARGUMENTS AGAINST GM II -- Politically Conservative/States Rights**

. pca statesrights courtsnot culturewar divided notabout inappr [(variable “backlash” loads above .30, but brings frame coherence down below .80, fits better in “backlash” frame, which is otherwise all about how supposedly yucky gay sex is)]

Principal components/correlation Number of obs = 11

 Number of comp. = 6

 Trace = 6

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.81819 4.09593 0.8030 0.8030

 Comp2 | .722252 .387318 0.1204 0.9234

 Comp3 | .334934 .230439 0.0558 0.9792

 Comp4 | .104495 .0859732 0.0174 0.9966

 Comp5 | .0185223 .0169113 0.0031 0.9997

 Comp6 | .00161098 . 0.0003 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 Comp6

 -------------+------------------------------------------------------------

 statesrights | 0.4313 -0.3722 -0.0465 -0.1259 0.1514 -0.7966

 courtsnott~G | 0.4320 -0.2173 -0.2847 -0.6022 0.2714 0.4987

 culturewar | 0.4244 0.3685 0.2088 -0.3005 -0.7402 -0.0478

 divideddev~e | 0.3789 -0.5641 0.3967 0.4885 -0.1716 0.3357

 notabouteq~s | 0.3959 0.2667 -0.7010 0.5257 -0.0539 0.0373

 inappropri~n | 0.3834 0.5377 0.4736 0.1271 0.5684 0.0167

 --------------------------------------------------------------------------

 ---------------------------

 Variable | Unexplained

 -------------+-------------

 statesrights | 0

 courtsnott~G | 0

 culturewar | 0

 divideddev~e | 0

 notabouteq~s | 0

 inappropri~n | 0

1. **PROBLEMS WITH HETERO SEX/MARRIAGE**

. pca problems marriagemov abortion

Principal components/correlation Number of obs = 11

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.48566 1.99284 0.8286 0.8286

 Comp2 | .492819 .471297 0.1643 0.9928

 Comp3 | .0215221 . 0.0072 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 problemswi~e | 0.5676 -0.6257 0.5351 | 0

 marriagemo~t | 0.5313 0.7749 0.3425 | 0

 abortionan~e | 0.6289 -0.0899 -0.7723 | 0

 ----------------------------------------------------------

1. **GM IS INEVITABLE (PROGRESS IS AMERICAN)**

. pca progress GMsinevit shifting battle

Principal components/correlation Number of obs = 11

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.63896 3.37147 0.9097 0.9097

 Comp2 | .267488 .186017 0.0669 0.9766

 Comp3 | .0814705 .0693868 0.0204 0.9970

 Comp4 | .0120837 . 0.0030 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 progressis~n | 0.5173 -0.2042 -0.3092 -0.7714 | 0

 GMsinevita~y | 0.4761 0.7773 0.4083 -0.0501 | 0

 shiftingat~s | 0.4910 -0.5929 0.5870 0.2509 | 0

 battleforp~n | 0.5145 0.0518 -0.6270 0.5827 | 0

 --------------------------------------------------------------------

1. **POLITICAL IMPCAT (HORSERACE STORIES, NEUTRAL ON SUBSTANCE)**

. pca campaign politics nationaldebate demonstrations constitutionalban

Principal components/correlation Number of obs = 11

 Number of comp. = 4

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.41408 3.84018 0.8828 0.8828

 Comp2 | .573895 .566728 0.1148 0.9976

 Comp3 | .0071665 .00230411 0.0014 0.9990

 Comp4 | .00486239 .00486239 0.0010 1.0000

 Comp5 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 campaignis~e | 0.3447 0.9100 0.1394 0.1833 | 0

 politicsof~s | 0.4743 -0.0480 -0.8789 0.0147 | 0

 nationalde~e | 0.4641 -0.2892 0.2722 0.3561 | 0

 demonstrat~s | 0.4641 -0.2892 0.2722 0.3561 | 0

 constituti~M | 0.4747 -0.0472 0.2447 -0.8441 | 0

 --------------------------------------------------------------------

1. **GAY ACTIVIST STRATEGIES (QUEER ARGUMENTS)**

. pca questions dispute spectre benefits challenging

Principal components/correlation Number of obs = 11

 Number of comp. = 5

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.04036 3.52255 0.8081 0.8081

 Comp2 | .517805 .153737 0.1036 0.9116

 Comp3 | .364068 .300938 0.0728 0.9844

 Comp4 | .0631299 .0484899 0.0126 0.9971

 Comp5 | .01464 . 0.0029 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5

 -------------+--------------------------------------------------

 questionso~y | 0.4898 -0.0482 0.0652 -0.5874 -0.6391

 disputeamo~s | 0.4091 0.5223 0.7018 0.2091 0.1536

 spectreofA~S | 0.4497 -0.5721 0.1008 -0.2521 0.6299

 benefitsof~s | 0.4711 -0.3271 -0.1828 0.7361 -0.3095

 challengin~r | 0.4105 0.5391 -0.6780 -0.0761 0.2747

 ----------------------------------------------------------------

 Variable | Unexplained

 -------------+-------------

 questionso~y | 0

 disputeamo~s | 0

 spectreofA~S | 0

 benefitsof~s | 0

 challengin~r | 0

 ---------------------------

1. **CULTURAL BACKLASH AGAINST GM**

. pca sexual backlash homosexualagenda slippery [(var “America is not ready” almost fits, but brings frame down to .77 coherence, results included below)] [(weirdly, this frame is all about sex)]

Principal components/correlation Number of obs = 11

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.54186 3.17267 0.8855 0.8855

 Comp2 | .369188 .317474 0.0923 0.9778

 Comp3 | .0517136 .0144727 0.0129 0.9907

 Comp4 | .0372409 . 0.0093 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 sexualperv~n | 0.5022 -0.4691 -0.6285 0.3643 | 0

 backlash | 0.4971 -0.5229 0.6516 -0.2344 | 0

 homosexual~a | 0.5080 0.4142 -0.3039 -0.6914 | 0

 slipperysl~t | 0.4926 0.5788 0.2967 0.5782 | 0

 --------------------------------------------------------------------

. pca backlash sexual homosexual slippery americais

Principal components/correlation Number of obs = 11

 Number of comp. = 5

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.8551 3.14289 0.7710 0.7710

 Comp2 | .712208 .366822 0.1424 0.9135

 Comp3 | .345386 .295231 0.0691 0.9825

 Comp4 | .050155 .0130036 0.0100 0.9926

 Comp5 | .0371515 . 0.0074 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5

 -------------+--------------------------------------------------

 backlash | 0.4744 -0.0511 -0.5601 0.6301 -0.2484

 sexualperv~n | 0.4826 -0.0029 -0.4708 -0.6307 0.3843

 homosexual~a | 0.4791 -0.2539 0.3682 -0.3231 -0.6827

 slipperysl~t | 0.4621 -0.3051 0.5199 0.3140 0.5696

 americaisn~y | 0.3146 0.9164 0.2424 0.0482 -0.0121

 ----------------------------------------------------------------

 ---------------------------

 Variable | Unexplained

 -------------+-------------

 backlash | 0

 sexualperv~n | 0

 homosexual~a | 0

 slipperysl~t | 0

 americaisn~y | 0

 ---------------------------

1. **LEGAL ARGUMENTS**

. pca legal fullfaith

Principal components/correlation Number of obs = 11

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.93971 1.87942 0.9699 0.9699

 Comp2 | .0602889 . 0.0301 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 legalopini~n | 0.7071 0.7071 | 0

 fullfaitha~A | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **UPHOLDING THE LAW**

. pca upholding civilstate

Principal components/correlation Number of obs = 11

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.79812 1.59625 0.8991 0.8991

 Comp2 | .201877 . 0.1009 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 upholdingt~w | 0.7071 0.7071 | 0

 civilstate~h | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **NONDISCRIMINATION**

. pca nondiscrim marriagev

Principal components/correlation Number of obs = 11

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.73674 1.47347 0.8684 0.8684

 Comp2 | .263263 . 0.1316 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 nondiscrim~n | 0.7071 0.7071 | 0

 marriagevc~s | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **ECON OF GM**

. pca rightsfor econ

Principal components/correlation Number of obs = 11

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.78995 1.5799 0.8950 0.8950

 Comp2 | .210051 . 0.1050 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 rightsforg~s | 0.7071 0.7071 | 0

 economicas~e | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **CIVIL UNIONS NOT ENOUGH**

**. pca hypocrisy rightsnot**

Principal components/correlation Number of obs = 11

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.81192 1.62383 0.9060 0.9060

 Comp2 | .188084 . 0.0940 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 hypocrisyb~y | 0.7071 0.7071 | 0

 rightsnotm~e | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **Fairminded Americans**

 [(This frame is made of two arguments – “redefinition of marriage” and “fair-minded Americans are not bigots” However, a third argument almost fits, “overreaction on GM,” with a coherence level of .79 – I include both PCA results below)]

. pca fairminded redef

Principal components/correlation Number of obs = 11

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.70583 1.41166 0.8529 0.8529

 Comp2 | .29417 . 0.1471 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 fairminded~s | 0.7071 0.7071 | 0

 redefiniti~y | 0.7071 -0.7071 | 0

 ------------------------------------------------

**. pca redefinition fairminded overreact**

Principal components/correlation Number of obs = 11

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.37777 1.86346 0.7926 0.7926

 Comp2 | .514318 .406409 0.1714 0.9640

 Comp3 | .107909 . 0.0360 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 redefiniti~y | 0.5283 0.7975 0.2912 | 0

 fairminded~s | 0.6244 -0.1326 -0.7698 | 0

 overreacti~M | 0.5753 -0.5885 0.5680 | 0

 ----------------------------------------------------------

**USA TODAY**

. pca americaisnot hypocr marriagemov abortion adoption backlash battleforpublic

> opinion benefitsofalternati biography campaignissue childrenbest civilstate ci

> vilrights civilization clergy constitutionalban courtsnot culturewar definitio

> n emotionallycharged equalaccess fullfaith gayrights GMsinevit homosexualagend

> a inappropriate interrac justacouple legalopin lovemakes marriagev nationaldeb

> ate naturallaw nondiscrim notathreat notaboutequal overreact politicsofstate p

> olls preserving problemswith progressis questionsof redefinition rightsnot sex

> ualperv shiftingatt slipperyslope stability statesrights symbolismof tolerance

> writing

Principal components/correlation Number of obs = 10

 Number of comp. = 9

 Trace = 53

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 32.2706 23.8067 0.6089 0.6089

 Comp2 | 8.46395 2.49552 0.1597 0.7686

 Comp3 | 5.96842 3.20515 0.1126 0.8812

 Comp4 | 2.76327 1.23607 0.0521 0.9333

 Comp5 | 1.52721 .239217 0.0288 0.9621

 Comp6 | 1.28799 .775181 0.0243 0.9864

 Comp7 | .512808 .329923 0.0097 0.9961

 Comp8 | .182885 .160054 0.0035 0.9996

 Comp9 | .0228317 .0228317 0.0004 1.0000

**TESTING FRAMES**

1. **ABOUT EQUALITY**

**.** pca civilrights equalaccess interrac writing [(NYT frame also includes var “gayrights”)]

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.56986 3.30593 0.8925 0.8925

 Comp2 | .263926 .157936 0.0660 0.9584

 Comp3 | .10599 .0457613 0.0265 0.9849

 Comp4 | .0602283 . 0.0151 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 civilright~n | 0.4763 0.8395 0.0306 0.2597 | 0

 equalacces~t | 0.5044 -0.2883 0.8091 -0.0885 | 0

 interracia~y | 0.5151 -0.0461 -0.4192 -0.7462 | 0

 writingdis~e | 0.5034 -0.4583 -0.4107 0.6065 | 0

 --------------------------------------------------------------------

1. **ALL KINDS OF FAMILIES I (biography, symbolism of marriage)**

. pca biography symbol

Principal components/correlation Number of obs = 10

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.60441 1.20883 0.8022 0.8022

 Comp2 | .395586 . 0.1978 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 biography | 0.7071 0.7071 | 0

 symbolismo~e | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **ALL KINDS OF FAMILIES II (LOVE MAKES A FAMILY)**

. pca adopt lovemakes notathrea

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.68377 2.42251 0.8946 0.8946

 Comp2 | .261259 .206286 0.0871 0.9817

 Comp3 | .0549727 . 0.0183 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 adoptionan~e | 0.5993 -0.0647 -0.7979 | 0

 lovemakesa~y | 0.5622 0.7436 0.3620 | 0

 notathreat~y | 0.5699 -0.6655 0.4820 | 0

 ----------------------------------------------------------

1. **SOCIAL/RELIGIOUS CONSERVATIVE ARGUMENTS AGAINST GM**

. pca preserving children definition natural civilization clergyopinion

Principal components/correlation Number of obs = 10

 Number of comp. = 6

 Trace = 6

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.94035 4.20552 0.8234 0.8234

 Comp2 | .73483 .470499 0.1225 0.9459

 Comp3 | .264331 .225615 0.0441 0.9899

 Comp4 | .0387165 .0207805 0.0065 0.9964

 Comp5 | .017936 .0141003 0.0030 0.9994

 Comp6 | .00383567 . 0.0006 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 Comp6

 -------------+------------------------------------------------------------

 preserving~e | 0.4067 -0.4857 0.1346 0.1630 0.3500 -0.6570

 childrenbe~e | 0.4446 0.0028 0.0652 -0.6451 -0.5889 -0.1873

 definition~t | 0.3978 -0.5394 0.0866 -0.0540 0.1368 0.7222

 naturallaw | 0.4345 0.1174 -0.3688 0.6717 -0.4575 0.0295

 civilizati~e | 0.3979 0.4176 -0.5553 -0.2756 0.5306 0.0382

 clergyopin~s | 0.3628 0.5338 0.7251 0.1648 0.1453 0.0968

 --------------------------------------------------------------------------

 ---------------------------

 Variable | Unexplained

 -------------+-------------

 preserving~e | 0

 childrenbe~e | 0

 definition~t | 0

 naturallaw | 0

 civilizati~e | 0

 clergyopin~s | 0

 ---------------------------

1. **POLITICALLY CONSERVATIVE ARGUMENTS AGAINST GM**

. pca statesrights culturewar courtsnot notabout [(NYT frame also includes var “divided/divisive” and “inappropriaterecognition”)]

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.58465 3.28732 0.8962 0.8962

 Comp2 | .297323 .185108 0.0743 0.9705

 Comp3 | .112215 .106399 0.0281 0.9985

 Comp4 | .00581638 . 0.0015 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 statesrights | 0.5079 -0.0780 -0.8072 0.2905 | 0

 culturewar | 0.5172 -0.3515 0.0801 -0.7762 | 0

 courtsnott~e | 0.5084 -0.3537 0.5542 0.5561 | 0

 notabouteq~s | 0.4648 0.8633 0.1867 -0.0620 | 0

 --------------------------------------------------------------------

1. **PROBLEMS WITH HETERO MARRIAGE**

. pca problems abortion [(NYT frame includes var “marriage movement”)]

Principal components/correlation Number of obs = 10

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.91353 1.82705 0.9568 0.9568

 Comp2 | .0864728 . 0.0432 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 problemswi~i | 0.7071 0.7071 | 0

 abortionan~e | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **SHIFTING ATTITUDES**

. pca shifting progress battlefor [(NYT frame called “GM IS INEVITABLE” but that var does not fit with the below three in USA Today)]

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.54725 2.15227 0.8491 0.8491

 Comp2 | .394973 .337192 0.1317 0.9807

 Comp3 | .0577805 . 0.0193 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 shiftingat~s | 0.5772 -0.5786 0.5763 | 0

 progressis~n | 0.6124 -0.1602 -0.7742 | 0

 battleforp~n | 0.5402 0.7997 0.2619 | 0

 ----------------------------------------------------------

1. **POLITICAL IMPACT**

. pca national campaign constitution politicsof [(NYT frame also includes var “demonstrations”)]

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.28442 2.67571 0.8211 0.8211

 Comp2 | .608707 .541014 0.1522 0.9733

 Comp3 | .067693 .0285154 0.0169 0.9902

 Comp4 | .0391776 . 0.0098 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 nationalde~e | 0.4330 0.7807 0.4330 0.1247 | 0

 campaignis~e | 0.5356 0.1368 -0.8219 0.1378 | 0

 constituti~a | 0.5325 -0.2648 0.1712 -0.7855 | 0

 politicsof~n | 0.4921 -0.5493 0.3282 0.5902 | 0

 --------------------------------------------------------------------

1. **BACKLASH**

. pca sexualperv backlash [(NYT frame includes var “homosexualagenda” and “slipperyslope.” “slippery slope” almost fits here, but brings coherence down to .77, below the .80 threshold).

Principal components/correlation Number of obs = 10

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.83658 1.67316 0.9183 0.9183

 Comp2 | .163418 . 0.0817 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 sexualperv~n | 0.7071 0.7071 | 0

 backlash | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **LEGAL ARGUMENTS**

. pca civilstate legal fullfaith

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.50081 2.12406 0.8336 0.8336

 Comp2 | .376749 .254312 0.1256 0.9592

 Comp3 | .122437 . 0.0408 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 civilstate~h | 0.5820 -0.5317 0.6153 | 0

 legalopino~n | 0.5456 0.8164 0.1893 | 0

 fullfaitha~A | 0.6029 -0.2255 -0.7652 | 0

 ----------------------------------------------------------

1. **CIVIL UNIONS [completely different frame than in NYT. In NYT arguments clustered to make the case that Civil Unions are not enough. In USA today, the argument presents Civil Unions as a legitimate alternative status.]**

. pca divided inapp marriagev rightsnot

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.24932 2.85027 0.8123 0.8123

 Comp2 | .39905 .177483 0.0998 0.9121

 Comp3 | .221566 .0915076 0.0554 0.9675

 Comp4 | .130059 . 0.0325 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 divideddev~e | 0.4787 0.7218 0.4038 0.2946 | 0

 inappropri~n | 0.5152 -0.3056 0.4288 -0.6762 | 0

 marriagevc~s | 0.5060 0.2062 -0.8081 -0.2200 | 0

 rightsnotm~e | 0.4993 -0.5858 -0.0106 0.6383 | 0

 --------------------------------------------------------------------

1. **BENEFITS OF ALT FAM**

**Note: GAY ACTIVIST STRATEGIES [NOT A FRAME IN USA TODAY – BELOW COHERENCE LEVEL, INSTEAD SEE: BENEFITS OF ALTERNATIVE FAMILIES]**

. pca gayrights benefits

Principal components/correlation Number of obs = 10

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.91331 1.82663 0.9567 0.9567

 Comp2 | .0866861 . 0.0433 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 gayrights | 0.7071 0.7071 | 0

 benefitsof~s | 0.7071 -0.7071 | 0

 ------------------------------------------------

1. **TOLERANCE (NOT APPROVAL)**

. pca tolerance redef slippery [(Frame not present in NYT]]

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.62952 2.28615 0.8765 0.8765

 Comp2 | .343366 .316249 0.1145 0.9910

 Comp3 | .0271171 . 0.0090 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 tolerance | 0.5887 -0.4742 0.6547 | 0

 redefiniti~y | 0.5378 0.8344 0.1208 | 0

 slipperysl~e | 0.6035 -0.2810 -0.7462 | 0

 ----------------------------------------------------------

**XIV. OVERREACTION TO GM [NOT IN NYT]**

. pca nondiscrim overre

Principal components/correlation Number of obs = 10

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.96942 1.93883 0.9847 0.9847

 Comp2 | .0305834 . 0.0153 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 nondiscrim~n | 0.7071 0.7071 | 0

 overreacti~M | 0.7071 -0.7071 | 0

 ------------------------------------------------

**XV. HYPOCRISY/BIGOTRY ALL THAT STAND IN THE WAY OF GM**

. pca hypoc GMsinevit

Principal components/correlation Number of obs = 10

 Number of comp. = 2

 Trace = 2

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 1.77639 1.55277 0.8882 0.8882

 Comp2 | .223614 . 0.1118 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------

 Variable | Comp1 Comp2 | Unexplained

 -------------+--------------------+-------------

 hypocrisyb~y | 0.7071 0.7071 | 0

 GMsinevita~y | 0.7071 -0.7071 | 0

 ------------------------------------------------

**Table 10: Frame detail Marriage Equality Debate *New York Times* and *USA Today* 2005-2014**

Use excel tabs—J, K NYT and USA T 2005-2014

Each set of data must be examined separately.

Import to STATA. Follow steps below (results included).

New York Times

. pca evolutionofopinion gaybaiting hypocrisybigotry itsnotright linguisticrightstomarriag normalpeopleconventional theskydoesnotfall wrongsideofhistory abortionandgaymarriage adoptionandGM AIDS apolitical backlash ballotinitiativeslegislation battleforpublicopinion benefitsofalternativefamilies biography campaignissue challenginggender childrenbestraisedbyheterop civilrightsinvocation civilunions civilizationatstake clergyreligiousopinions constitutionalban courtsnottheplacejudiciala culturewar definitionalargument democrats differencesfromCRmovement discrimination divideddivisive divorceseparation DOMA domesticpartnerships economicaspectsofGM emotionallycharged equalaccessargument fairmindedAmericans freedomtomarry fullfaithandcredit gayconservativerepublican gayfriendly gaymarriage gayparentsfamilies gayreluctancetomarry gayrights gayweddings genderraceandmarriage GMforthechildren GMinevitability GMisconservative GMlosses humanrights interracialmarriageanalogy legalGMcountingstates legislativeaction litigationdetails litmustest lovemakesafamily makinghistory marriageequality marriagemovement marriagevcivilunions nocompellingstateinterest normalizationofcivilunions notaboutequalaccess notconservativeboonanymore personalrelationships plessyvferguson politicalstrategy politicsofstateGMbans popculture problemswithheteromarriage progressisAmerican protest queercritique redefinitionofmarriage religiousfreedom republicans resistingGMnoncompliancewith righttomarry rightsnotmarriage samesexmarriage samesexmarriageworldwide sanctityofmarriage sexualityischosen shiftingattitudes slipperyslopeargument stabilityandmonogamy stalkinghorseforGM symbolismofmarriage tolerance traditionalmarriagefamily upholdingthelaw

Principal components/correlation Number of obs = 10

 Number of comp. = 9

 Trace = 95

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 22.6096 7.12861 0.2380 0.2380

 Comp2 | 15.481 2.89571 0.1630 0.4010

 Comp3 | 12.5853 1.93186 0.1325 0.5334

 Comp4 | 10.6534 .72472 0.1121 0.6456

 Comp5 | 9.92872 3.13412 0.1045 0.7501

 Comp6 | 6.79461 .475472 0.0715 0.8216

 Comp7 | 6.31913 .505938 0.0665 0.8881

 Comp8 | 5.8132 .998249 0.0612 0.9493

 Comp9 | 4.81495 4.81495 0.0507 1.0000

**Testing Frames**

1. For the children

. pca upholdingthelaw symbolismofmarriage childrenbestraisedbyheteroparent gmforthech

> ildren

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.25132 2.84808 0.8128 0.8128

 Comp2 | .403243 .201281 0.1008 0.9136

 Comp3 | .201962 .058485 0.0505 0.9641

 Comp4 | .143477 . 0.0359 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 upholdingt~w | 0.4785 0.7185 0.4334 0.2590 | 0

 symbolismo~e | 0.5134 0.2314 -0.6327 -0.5315 | 0

 childrenbe~t | 0.4971 -0.5199 0.5593 -0.4120 | 0

 gmforthech~n | 0.5103 -0.4000 -0.3146 0.6933 | 0

 --------------------------------------------------------------------

1. Backlash

pca inappropriaterecognition backlash civilizationatstake

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.61375 2.33039 0.8712 0.8712

 Comp2 | .283359 .180468 0.0945 0.9657

 Comp3 | .102891 . 0.0343 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 inappropri~n | 0.5677 -0.6976 0.4370 | 0

 backlash | 0.5661 0.7163 0.4081 | 0

 civilizati~e | 0.5977 -0.0157 -0.8015 | 0

 ----------------------------------------------------------

1. Marriage movement

pca gayrights righttomarry marriagemovement

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.34476 1.98472 0.7816 0.7816

 Comp2 | .360039 .064841 0.1200 0.9016

 Comp3 | .295198 . 0.0984 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 gayrights | 0.5857 -0.1674 -0.7931 | 0

 righttomarry | 0.5697 0.7810 0.2558 | 0

 marriagemo~t | 0.5766 -0.6017 0.5528 | 0

 ----------------------------------------------------------

1. Gay Friendly

. pca wrongsideofhistory economicaspectsofgm gayfriendly

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.69044 2.47454 0.8968 0.8968

 Comp2 | .215903 .122246 0.0720 0.9688

 Comp3 | .093657 . 0.0312 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 wrongsideo~y | 0.5907 -0.0348 -0.8061 | 0

 economicas~m | 0.5694 0.7258 0.3859 | 0

 gayfriendly | 0.5717 -0.6870 0.4486 | 0

 ----------------------------------------------------------

Another Alternative 4 🡪 [Use this one]

pca wrongsideofhistory gayfriendly economicaspectsofgm notathreattothefamily

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.6525 3.43579 0.9131 0.9131

 Comp2 | .21671 .108057 0.0542 0.9673

 Comp3 | .108654 .0865151 0.0272 0.9945

 Comp4 | .0221385 . 0.0055 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 wrongsideo~y | 0.5106 -0.0272 -0.6010 0.6143 | 0

 gayfriendly | 0.4886 -0.6555 0.5639 0.1166 | 0

 economicas~m | 0.4841 0.7524 0.4421 0.0635 | 0

 notathreat~y | 0.5159 -0.0583 -0.3540 -0.7779 | 0

 --------------------------------------------------------------------

1. Love Wins

pca gaybaiting challenginggender lovemakesafamily normalizationofcivilunions equala

> ccessargument

Principal components/correlation Number of obs = 10

 Number of comp. = 5

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.18354 3.64715 0.8367 0.8367

 Comp2 | .536383 .262619 0.1073 0.9440

 Comp3 | .273764 .269697 0.0548 0.9987

 Comp4 | .004067 .00181713 0.0008 0.9996

 Comp5 | .00224986 . 0.0004 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 | Unexplained

 -------------+--------------------------------------------------+-------------

 gaybaiting | 0.4701 0.1994 -0.4386 0.3646 0.6434 | 0

 challengin~r | 0.4782 0.2344 -0.2004 -0.8167 -0.0959 | 0

 lovemakesa~y | 0.4346 0.0842 0.8671 0.0395 0.2250 | 0

 normalizat~s | 0.4833 0.1859 -0.0923 0.4442 -0.7253 | 0

 equalacces~t | -0.3575 0.9293 0.0845 0.0354 0.0108 | 0

 ------------------------------------------------------------------------------

1. Hypocrisy

. pca hypocrisybigotry civilrightsinvocation gayconservativerepublican

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.41092 1.8859 0.8036 0.8036

 Comp2 | .525016 .460948 0.1750 0.9786

 Comp3 | .0640686 . 0.0214 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 hypocrisyb~y | 0.6021 -0.4301 0.6727 | 0

 civilright~n | 0.5042 0.8581 0.0974 | 0

 gayconserv~n | 0.6192 -0.2805 -0.7335 | 0

 ----------------------------------------------------------

1. Rights, not marriage

pca constitutionalban republicans rightsnotmarriage stalkinghorseforgm fairm

> indedamericans domesticpartnerships

Principal components/correlation Number of obs = 10

 Number of comp. = 6

 Trace = 6

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.88797 4.34241 0.8147 0.8147

 Comp2 | .545565 .192535 0.0909 0.9056

 Comp3 | .35303 .173468 0.0588 0.9644

 Comp4 | .179562 .147816 0.0299 0.9944

 Comp5 | .0317464 .029622 0.0053 0.9996

 Comp6 | .00212436 . 0.0004 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 Comp6

 -------------+------------------------------------------------------------

 constituti~n | 0.3853 -0.5511 0.3572 0.5846 0.2643 0.0931

 republicans | 0.4337 0.0520 0.3790 -0.3900 0.0777 -0.7124

 rightsnotm~e | 0.4144 -0.0371 -0.6105 0.3374 -0.4920 -0.3136

 stalkingho~m | 0.4220 -0.0671 -0.5153 -0.3425 0.6168 0.2327

 fairminded~s | 0.4371 -0.1229 0.2395 -0.3944 -0.5358 0.5420

 domesticpa~s | 0.3502 0.8201 0.1821 0.3457 0.1206 0.1939

 --------------------------------------------------------------------------

 ---------------------------

 Variable | Unexplained

 -------------+-------------

 constituti~n | 0

 republicans | 0

 rightsnotm~e | 0

 stalkingho~m | 0

 fairminded~s | 0

 domesticpa~s | 0

 ---------------------------

1. Regular People

pca biography civilrightsinvocation gayweddings normalpeopleconventional benefitsof

> alternativefamilies

Principal components/correlation Number of obs = 10

 Number of comp. = 5

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.00875 3.53062 0.8018 0.8018

 Comp2 | .478133 .152378 0.0956 0.8974

 Comp3 | .325755 .159716 0.0652 0.9625

 Comp4 | .166039 .144716 0.0332 0.9957

 Comp5 | .0213229 . 0.0043 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 | Unexplained

 -------------+--------------------------------------------------+-------------

 biography | 0.4438 -0.4987 0.3792 0.4993 -0.4016 | 0

 civilright~n | 0.4067 0.7548 0.4069 0.2441 0.1996 | 0

 gayweddings | 0.4567 -0.2418 0.3501 -0.7565 0.1951 | 0

 normalpeop~l | 0.4651 -0.2187 -0.5254 0.2682 0.6229 | 0

 benefitsof~s | 0.4613 0.2743 -0.5405 -0.2168 -0.6106 | 0

 ------------------------------------------------------------------------------

1. Marriage v Civil Union

. pca civilunions marriagevcivilunions discrimination

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.54697 2.26535 0.8490 0.8490

 Comp2 | .281624 .110223 0.0939 0.9429

 Comp3 | .171401 . 0.0571 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 civilunions | 0.5672 0.7638 0.3081 | 0

 marriagevc~s | 0.5745 -0.6350 0.5164 | 0

 discrimina~n | 0.5901 -0.1159 -0.7990 | 0

 ----------------------------------------------------------

1. Marriage Equality

. pca makinghistory evolutionofopinion marriageequality religiousfreedom battleforpub

> licopinion

Principal components/correlation Number of obs = 10

 Number of comp. = 5

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.09847 3.48778 0.8197 0.8197

 Comp2 | .610695 .399626 0.1221 0.9418

 Comp3 | .21107 .144743 0.0422 0.9840

 Comp4 | .0663262 .0528908 0.0133 0.9973

 Comp5 | .0134355 . 0.0027 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ------------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 | Unexplained

 -------------+--------------------------------------------------+-------------

 makinghist~y | 0.4825 -0.2312 -0.1116 -0.1361 -0.8263 | 0

 evolutiono~n | 0.4525 0.4509 0.0691 -0.7250 0.2482 | 0

 marriageeq~y | 0.4222 0.6264 0.0990 0.6459 -0.0484 | 0

 religiousf~m | 0.4497 -0.3224 -0.7009 0.1577 0.4215 | 0

 battleforp~n | 0.4265 -0.4970 0.6940 0.1174 0.2750 | 0

 ------------------------------------------------------------------------------

1. Inevitable

. pca shiftingattitudes nocompellingstateinterest freedomtomarry

> gminevitability humanrights

Principal components/correlation Number of obs = 10

 Number of comp. = 5

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.23249 3.67809 0.8465 0.8465

 Comp2 | .554404 .372182 0.1109 0.9574

 Comp3 | .182222 .156052 0.0364 0.9938

 Comp4 | .0261706 .0214595 0.0052 0.9991

 Comp5 | .00471106 . 0.0009 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5

 -------------+--------------------------------------------------

 shiftingat~s | 0.4755 -0.2223 0.0457 -0.7387 -0.4204

 nocompelli~t | 0.4798 -0.0905 -0.2239 0.6369 -0.5530

 freedomtom~y | 0.3628 0.8750 0.3195 -0.0206 0.0186

 gminevitab~y | 0.4653 0.0364 -0.6668 -0.0801 0.5754

 humanrights | 0.4422 -0.4190 0.6334 0.2045 0.4313

 ----------------------------------------------------------------

 ---------------------------

 Variable | Unexplained

 -------------+-------------

 shiftingat~s | 0

 nocompelli~t | 0

 freedomtom~y | 0

 gminevitab~y | 0

 humanrights | 0

 ---------------------------

1. Queer Critique

. pca aids divorceseparation queercritique

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.63561 2.42484 0.8785 0.8785

 Comp2 | .210766 .0571367 0.0703 0.9488

 Comp3 | .153629 . 0.0512 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 aids | 0.5819 -0.3246 -0.7457 | 0

 divorcesep~n | 0.5707 0.8162 0.0901 | 0

 queercriti~e | 0.5794 -0.4780 0.6602 | 0

 ----------------------------------------------------------

Alternative 🡪 . pca aids divorceseparation gayreluctancetomarry queercritique

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.14397 2.64597 0.7860 0.7860

 Comp2 | .498004 .291597 0.1245 0.9105

 Comp3 | .206407 .0547914 0.0516 0.9621

 Comp4 | .151616 . 0.0379 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 aids | 0.5281 -0.1594 -0.3062 -0.7759 | 0

 divorcesep~n | 0.5079 -0.3544 0.7772 0.1118 | 0

 gayrelucta~y | 0.4379 0.8895 0.1091 0.0722 | 0

 queercriti~e | 0.5211 -0.2404 -0.5389 0.6167 | 0

 --------------------------------------------------------------------

1. Religious/Social Conservative (almost a frame – significant drop since 1994-2004)

. pca emotionallycharged redefinitionofmarriage sanctityofmarriage

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.37069 1.95154 0.7902 0.7902

 Comp2 | .419158 .209009 0.1397 0.9300

 Comp3 | .210149 . 0.0700 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 emotionall~d | 0.6029 -0.1481 -0.7840 | 0

 redefiniti~e | 0.5530 0.7858 0.2769 | 0

 sanctityof~e | 0.5751 -0.6005 0.5556 | 0

 ----------------------------------------------------------

1. Culture War

. pca legislativeaction culturewar stabilityandmonogamy tolerance

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.32208 2.87493 0.8305 0.8305

 Comp2 | .447151 .329327 0.1118 0.9423

 Comp3 | .117824 .00487917 0.0295 0.9718

 Comp4 | .112944 . 0.0282 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 legislativ~n | 0.4865 -0.6129 0.6164 -0.0877 | 0

 culturewar | 0.5228 0.1682 -0.3531 -0.7575 | 0

 stabilitya~y | 0.4700 0.7288 0.3966 0.3013 | 0

 tolerance | 0.5188 -0.2548 -0.5815 0.5725 | 0

 --------------------------------------------------------------------

1. **Divisive**

. pca adoptionandgm divideddivisive plessyvferguson popculture

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.21114 2.78067 0.8028 0.8028

 Comp2 | .430475 .237373 0.1076 0.9104

 Comp3 | .193102 .0278225 0.0483 0.9587

 Comp4 | .16528 . 0.0413 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 adoptionan~m | 0.5116 0.3761 -0.0734 0.7691 | 0

 divideddiv~e | -0.5119 0.2763 0.7643 0.2783 | 0

 plessyvfer~n | -0.4802 0.6844 -0.5446 -0.0672 | 0

 popculture | 0.4957 0.5602 0.3375 -0.5714 | 0

 --------------------------------------------------------------------

USA Today

**TESTING FRAMES**

1. Inevitable

. pca legalwin supremecourt willofthepeople interracialmarriageanalogy gminevitability

Principal components/correlation Number of obs = 10

 Number of comp. = 5

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.03492 3.54042 0.8070 0.8070

 Comp2 | .494499 .234978 0.0989 0.9059

 Comp3 | .259521 .0980739 0.0519 0.9578

 Comp4 | .161447 .111835 0.0323 0.9901

 Comp5 | .0496118 . 0.0099 1.0000

 --------------------------------------------------------------------------

1. Queer Critique

. pca challenginggender doma gayrights genderracemarriage queercritique

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 5

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 4.32571 3.81361 0.8651 0.8651

 Comp2 | .512091 .417236 0.1024 0.9676

 Comp3 | .0948548 .0275065 0.0190 0.9865

 Comp4 | .0673484 .0673484 0.0135 1.0000

 Comp5 | 0 . 0.0000 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 challengin~r | 0.4632 0.0645 -0.7897 -0.3971 | 0

 doma | 0.3683 0.8912 0.2572 0.0630 | 0

 gayrights | 0.4632 -0.2021 -0.1702 0.8460 | 0

 genderrace~e | 0.4665 -0.2835 0.3750 -0.2477 | 0

 queercriti~e | 0.4665 -0.2835 0.3750 -0.2477 | 0

 --------------------------------------------------------------------

1. Social Conservative

. pca gayconservative leviticus slipperyslope takethestateoutofmarriage

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.68732 3.43602 0.9218 0.9218

 Comp2 | .251294 .20227 0.0628 0.9847

 Comp3 | .0490238 .0366601 0.0123 0.9969

 Comp4 | .0123638 . 0.0031 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 gayconserv~e | 0.5051 -0.3784 0.6593 0.4087 | 0

 leviticus | 0.5079 -0.2836 -0.7488 0.3178 | 0

 slipperysl~e | 0.5172 -0.1401 0.0460 -0.8431 | 0

 takethesta~e | 0.4685 0.8699 0.0501 0.1456 | 0

 --------------------------------------------------------------------

1. Gay friendly

. pca adoptionandgaymarriage democrats gayfriendly

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.48574 2.06656 0.8286 0.8286

 Comp2 | .419181 .324103 0.1397 0.9683

 Comp3 | .0950787 . 0.0317 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 adoptionan~e | 0.5898 -0.4757 0.6526 | 0

 democrats | 0.5326 0.8366 0.1285 | 0

 gayfriendly | 0.6071 -0.2718 -0.7468 | 0

 ----------------------------------------------------------

1. Wrong side of history

. pca willofthepeople wrongsideofhistory gmforchildren legalgmcountingstates litigationdetails samesexmarriage

Principal components/correlation Number of obs = 10

 Number of comp. = 6

 Trace = 6

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 5.00772 4.56887 0.8346 0.8346

 Comp2 | .438845 .141129 0.0731 0.9078

 Comp3 | .297716 .111293 0.0496 0.9574

 Comp4 | .186423 .12433 0.0311 0.9885

 Comp5 | .0620936 .0548897 0.0103 0.9988

 Comp6 | .00720392 . 0.0012 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 Comp5 Comp6

 -------------+------------------------------------------------------------

 willofthep~e | 0.3855 0.3663 0.8035 -0.0688 0.2415 -0.0923

 wrongsideo~y | 0.4358 -0.2121 -0.2067 -0.2469 -0.0666 -0.8105

 gmforchild~n | 0.4305 0.1452 -0.0576 -0.4124 -0.6842 0.3899

 legalgmcou~s | 0.4062 -0.3235 0.1097 0.8002 -0.2740 0.0539

 litigation~s | 0.4091 -0.5397 -0.0873 -0.2563 0.5424 0.4170

 samesexmar~e | 0.3791 0.6355 -0.5373 0.2412 0.3161 0.0752

 --------------------------------------------------------------------------

 ---------------------------

 Variable | Unexplained

 -------------+-------------

 willofthep~e | 0

 wrongsideo~y | 0

 gmforchild~n | 0

 legalgmcou~s | 0

 litigation~s | 0

 samesexmar~e | 0

 ---------------------------

1. Political Strategy

pca homosexualagenda humanrights politicalstrategy

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.5566 2.28029 0.8522 0.8522

 Comp2 | .276305 .109206 0.0921 0.9443

 Comp3 | .167099 . 0.0557 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 homosexual~a | 0.5872 -0.2880 -0.7565 | 0

 humanrights | 0.5806 -0.5014 0.6415 | 0

 politicals~y | 0.5640 0.8159 0.1272 | 0

 ----------------------------------------------------------

7. Equality

 pca emotionallycharged equalaccessargument marriagevcivilunions symbolismofm

> arriage

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.03162 2.61283 0.7579 0.7579

 Comp2 | .418787 .11683 0.1047 0.8626

 Comp3 | .301957 .0543184 0.0755 0.9381

 Comp4 | .247639 . 0.0619 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 emotionall~d | 0.5016 -0.5447 0.1475 0.6557 | 0

 equalacces~t | 0.5085 -0.4355 -0.0397 -0.7418 | 0

 marriagevc~s | 0.4912 0.5809 0.6478 -0.0390 | 0

 symbolismo~e | 0.4985 0.4198 -0.7463 0.1352 | 0

 --------------------------------------------------------------------

1. Marriage by definition

. pca definitionalargument litmustest stalkinghorse

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.51936 2.10288 0.8398 0.8398

 Comp2 | .416479 .352318 0.1388 0.9786

 Comp3 | .0641611 . 0.0214 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 ----------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 definition~t | 0.6009 -0.3746 0.7062 | 0

 litmustest | 0.5268 0.8500 0.0026 | 0

 stalkingho~e | 0.6012 -0.3704 -0.7080 | 0

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1. Defending traditional marriage

. pca civilizationatstake fullfaithandcredit problemswithcohabitation stabilityandmonogamy

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.38446 2.99806 0.8461 0.8461

 Comp2 | .386395 .256727 0.0966 0.9427

 Comp3 | .129668 .0301899 0.0324 0.9751

 Comp4 | .0994782 . 0.0249 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 civilizati~e | 0.4837 -0.6729 0.2613 0.4950 | 0

 fullfaitha~t | 0.5181 0.1691 0.5952 -0.5906 | 0

 problemswi~n | 0.5156 -0.1879 -0.7539 -0.3613 | 0

 stabilitya~y | 0.4815 0.6952 -0.0956 0.5251 | 0

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1. Courts not the place

. pca courtsnottheplace naturallaw shiftingattitudes supremecourt

Principal components/correlation Number of obs = 10

 Number of comp. = 4

 Trace = 4

 Rotation: (unrotated = principal) Rho = 1.0000

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 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 3.24829 2.84126 0.8121 0.8121

 Comp2 | .407034 .124329 0.1018 0.9138

 Comp3 | .282706 .220739 0.0707 0.9845

 Comp4 | .0619663 . 0.0155 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

 --------------------------------------------------------------------

 Variable | Comp1 Comp2 Comp3 Comp4 | Unexplained

 -------------+----------------------------------------+-------------

 courtsnott~e | 0.4894 0.6345 -0.4035 0.4417 | 0

 naturallaw | 0.4911 0.2541 0.8172 -0.1626 | 0

 shiftingat~s | 0.4895 -0.7111 0.0273 0.5040 | 0

 supremecourt | 0.5289 -0.1650 -0.4106 -0.7242 | 0

 --------------------------------------------------------------------

1. Backlash

. pca backlash clergyreligiousopinions marriagemovement

Principal components/correlation Number of obs = 10

 Number of comp. = 3

 Trace = 3

 Rotation: (unrotated = principal) Rho = 1.0000

 --------------------------------------------------------------------------

 Component | Eigenvalue Difference Proportion Cumulative

 -------------+------------------------------------------------------------

 Comp1 | 2.51257 2.12222 0.8375 0.8375

 Comp2 | .390348 .293267 0.1301 0.9676

 Comp3 | .0970815 . 0.0324 1.0000

 --------------------------------------------------------------------------

Principal components (eigenvectors)

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 Variable | Comp1 Comp2 Comp3 | Unexplained

 -------------+------------------------------+-------------

 backlash | 0.6025 -0.2988 -0.7401 | 0

 clergyreli~s | 0.5372 0.8376 0.0991 | 0

 marriagemo~t | 0.5903 -0.4573 0.6652 | 0

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