**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

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

**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

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

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

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

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

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

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)

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

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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