

YOUTH MEDIA CAMPAIGN LONGITUDINAL SURVEY
CROSS-SECTIONAL AND LONGITUDINAL DATA FILES, 2002–2004
FREQUENTLY ASKED QUESTIONS

What is the Youth Media Campaign? Why were the data collected?

The Youth Media Campaign was a national, media campaign based on social marketing principles. The campaign's name and tagline was VERB™ *It's what you do*. It was designed to encourage physical activity among children aged 9–13. The data were collected to evaluate the outcomes of the campaign. Please see Chapter 1 of the Youth Media Campaign Data File Users Manual for more details.

How was the sample of respondents drawn?

Respondents in 2002 were children aged 9–13 and one resident parent, a nationally representative sample drawn through random-digit-dialing (Panel 1). In 2004, another random sample of children aged 9–13 and one resident parent was drawn using the same method (Panel 2). Please see Chapter 2 of the Data File Users Manual for more details. Also see Chapter 2 for an account of the process of creating cross-sectional and longitudinal weights.

What questions were asked of respondents?

The questions focused on attitudes and behavior regarding children's physical activity. Parents were also asked for demographic information. Chapters 1 and 3 of the Data File Users Manual provide an overview, and Chapter 4 contains more detail about the content and organization of the data files, including the derived variables that are included for the convenience of analysts. In addition, the master questionnaire (Screener, Parent Interview and Child Interview) is included as an appendix to the Data File User's Manual.

How many cases are in the data files? What were the response rates each year?

Panel 1 included 3,114 child-parent dyads in 2002; retention in 2003 and 2004 was high. Panel 2 was composed of 5,177 child-parent dyads in 2004. Please see Chapter 2 of the Youth Media Campaign Data File Users Manual for additional details about the number of cases each year in the cross-sectional file and the number of cases in the longitudinal file. Chapter 3 contains information about response rates and their calculation.

Why do the variables contain no missing data?

Full item imputation was conducted to facilitate analysis. Imputation methods are described in Chapter 2 of the Youth Media Campaign Data File Users Manual. Each variable that contains imputed data has a corresponding imputation flag variable in the data file, so the values can be returned to missing if desired.

How do I open the files in SAS?

The files on the CD are in SAS and text formats. For example, the cross-sectional files are:

- ymcls_cs_020304.sas7bdat – Cross-sectional stacked file SAS data set
- ymcls_cs_020304.sas7bcat - Cross-sectional stacked file SAS formats
- ymcls_cs_020304.txt - Cross-sectional stacked file text version
- ymcls_cs_020304 layout.txt - Cross-sectional stacked file text summary

The SAS file with the extension **.sas7bdat** contains the data set; the file with the extension **.sas7bcat** contains the format file. To use the data set, which contains references to user-defined value-label formats, the formats must be associated with the data; therefore, the data set should be accessed through SAS code.

To open the data set with the value labels attached, submit the following statement:

```
OPTIONS FMTSEARCH = (libref.ymcls_cs_020304) ;  
where libref is the name of the SAS library that contains the data.
```

To simply view the file, one can double-click it in SAS Viewer (available at www.sas.com), which provides a way to inspect the data set in a row/column grid. SAS Viewer does not use the formats, so there are no errors when the file is opened in this way. However, to use the file in any way (e.g., to run frequencies or crosstabs), one must open the file in SAS with the value labels attached and write SAS code for the procedure.

How do I open the files in SPSS?

A text file containing the file layout accompanies each SAS data set (e.g., ymcls_p1_cs_020304 layout.txt shows the layout for the Panel 1 cross-sectional file). The text files (those ending in **.txt** and **layout.txt**) can be used to create an SPSS data set. Please consult the SPSS manual for the syntax needed to create the SPSS data set.

Why are the data from 2002, 2003, and 2004 combined in a stacked file?

The cross-sectional file contains a separate record for each completed dyad interview between 2002 and 2004; parent and child interview data are on the same record. The file includes data for both Panel 1 and Panel 2 in 2004. Records for the three different years are “stacked” on top of each other so that, for example, there will be separate records for 2002, 2003, and 2004 for a child who completed interviews in all three years. These records are easily distinguished by the value of the variable YEAR. With the file constructed in this way, there is no need to reference the year of interview in any of the variable names.

Three sets of cross-sectional weights are included in the cross-sectional file: one set of weights for Panel 1; one set of weights for Panel 2; and one set of weights for the two panels combined. Please see Chapter 5 of the Youth Media Campaign Data File Users Manual for more information on the cross-sectional files and how to select data for a specific panel or year for analysis.

What kinds of analyses are appropriate for the YMCLS data files?

The cross-sectional file is suitable for producing cross-sectional profiles of America's youth, in terms of means and percentages. Analysts can produce cross-sectional estimates for youth aged 9–13 in the spring of 2002, youth aged 10–14 in the spring of 2003, and youth aged 9–15 in the spring of 2004. Analysis of temporal trends from 2002 to 2004 can be produced from the data files; however, such analysis needs to be restricted to children aged 10–13 in each year to remove any confounding developmental effects. Further information is provided in Chapter 5 of the Data File User's Manual.

The longitudinal file is in a format suited to producing estimates of change at the individual level for America's youth between 2002 and 2004. The longitudinal file contains one record for each Panel 1 youth with data for 2002, 2003, and 2004. Specifically, data users can analyze two years of the maturation process for youth aged 9–13 in the spring of 2002. Information about the layout and use of the longitudinal file can be found in Chapter 6 of the Data File User's Manual.