**Appendix**

Table A1. Descriptive Statistics for Likes and Retweets

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Variable** | **N** | **Mean** | **SD** |
| **Original** | *Likes* | 4,542 | 5,892.23 | 12,371.99 |
| *Retweets* | 5,542 | 1,420.28 | 2,764.06 |
| **Retweets** | *Likes* |  |  |  |
| *Retweets* | 2,883 | 1,376.19 | 2,492.36 |
| **Total** | *Likes* | 4,542 | 5,892.23 | 12,370.99 |
| *Retweets* | 7,425 | 1,403.16 | 2,661.78 |

Table A2. Descriptive Statistics for Likes and Retweets

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | **Variable** | **N** | **Mean** | **SD** |
| **Original** | **Petro** | *Likes* | 1,432 | 12,959.45 | 18,883.97 |
| *Retweets* | 1,432 | 3,085.44 | 4,147.99 |
| **Hernández** | *Likes* | 829 | 3,322.86 | 7,408.02 |
| *Retweets* | 829 | 701.47 | 1,333.18 |
| **Gutiérrez** | *Likes* | 849 | 4,998.60 | 4,867.36 |
| *Retweets* | 849 | 1,402.57 | 1,431.80 |
| **Fajardo** | *Likes* | 1,432 | 842.28 | 1,878.79 |
| *Retweets* | 1,432 | 181.73 | 431.06 |
| **Retweets** | **Petro** | *Likes* |  |  |  |
| *Retweets* | 1,586.00 | 2,314.68 | 2,989.42 |
| **Hernández** | *Likes* |  |  |  |
| *Retweets* | 74 | 278.05 | 556.59 |
| **Gutiérrez** | *Likes* |  |  |  |
| *Retweets* | 246 | 659.89 | 1,309.03 |
| **Fajardo** | *Likes* |  |  |  |
| *Retweets* | 977 | 116.23 | 368.20 |

Figure A1. Distribution of Original Tweets by Rhetoric

*INSERT FIGURE A1*

Figure A2. Distribution of Original Tweets by Topic

*INSERT FIGURE A2*

Table A3. Descriptive Statistics for Topics and Groups of Topics

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Groups of Topics** | **Topic Original** | **Freq** | **%** | **Freq** | **%** |
| Campaign | Campaign | 2,236 | 50.89% |  | |
| Economy | Economy | 494 | 11.24% |
| Corruption | Corruption | 265 | 6.03% |
| Social Security, Education, Health | Education | 212 | 4.82% | 323 | 7.46% |
| Health | 49 | 1.12% |
| Pensions | 67 | 1.52% |
| Other Candidates | Petro | 127 | 2.89% | 292 | 6.65% |
| Gutiérrez | 72 | 1.64% |
| Fajardo | 12 | 0.27% |
| Gutiérrez & Petro | 8 | 0.18% |
| Hernández | 72 | 1.64% |
| Petro, Hernández, & Fajardo | 1 | 0.02% |
| Personal | Personal | 103 | 2.34% |  | |
| Armed Conflict Peace and Security | Conflict | 102 | 2.32% | 255 | 5.80% |
| Bacrim | 52 | 1.18% |
| Armed forces | 51 | 1.16% |
| Peace | 42 | 0.96% |
| JEP | 8 | 0.18% |
| Gender | Women | 110 | 2.50% | 128 | 2.91% |
| Gender | 2 | 0.05% |
| LGBTI+ | 18 | 0.39% |
| Rural Politics | Rural politics | 110 | 2.40% | 111 | 2.42% |
| Land | 1 | 0.02% |
| Other | Environment | 92 | 2.01% | 182 | 4.14% |
| Penitentiaries | 29 | 0.63% |
| Drugs | 21 | 0.46% |
| Race | 15 | 0.33% |
| Venezuela | 15 | 0.33% |
| Protests | 14 | 0.31% |
| COVID | 1 | 0.02% |

Figure A3. Topic by Rhetoric and Tone

*INSERT FIGURE A3*

Figure A4. Percentage of Tweets by Candidates

*INSERT FIGURE A4*

Figure A5. Rhetoric by Candidates

*INSERT FIGURE A5*

Figure A6. Tone by Candidates

*INSERT FIGURE A6*

Figure A7. Candidates over Tone

*INSERT FIGURE A7*

Figure A8. Topics by Candidate

INSERT FIGURE A8.1–A8.4

Table A4: Followers by Candidate

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Mean Followers by Month** | | | | **Mean, Min, Max Followers** | | |
|  | ***March*** | ***April*** | ***May*** | ***June*** | ***Mean*** | ***Min*** | ***Max*** |
| **Petro** | 5,592,714 | 5,592,691 | 5,592,676 | 5,592,688 | 5,592,691 | 5,591,967 | 5,592,716 |
| **Hernández** | 406,120 | | | | | | |
| **Gutiérrez** | 965,293.50 | 965,291.10 | 965,292 |  | 965,292.10 | 965,277 | 965,313 |
| **Fajardo** | 1,716,031 | 1,716,032 | 1,716,035 |  | 1,716,033 | 1,715,961 | 1,716,037 |

Table A5. Difference in Proportions Polarizing/Depolarizing by Candidate

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **N** | **Polarizing** | **SE** | **N** | **Depolarizing** | **SE** | **N** | **Difference** | **SE** |
| **Petro** | 103 | 85.12% | 0.04 | 18 | 14.88% | 0.08 | 85 | 70.24% | 0.09 |
| **Hernández** | 79 | 84.95% | 0.04 | 14 | 15.05% | 0.1 | 65 | 69.90% | 0.1 |
| **Gutiérrez** | 41 | 43.62% | 0.08 | 53 | 56.38% | 0.07 | -12 | 12.76% | 0.1 |
| **Fajardo** | 29 | 60.42% | 0.09 | 19 | 39.58% | 0.11 | 10 | 20.84% | 0.14 |

Table A6. Mean Likes and Retweets over Rhetoric

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Mean Depolarizing** | **SE** | **Mean Polarizing** | **SE** | **Mean Neither** | **SE** |
| **Likes** | 9,018.7 | 1,070.3 | 8,995.77 | 722.4 | 5,627.73 | 192 |
| **Retweets** | 2,063.41 | 1,818.6 | 2,635.47 | 193.1 | 1,331.14 | 42.43 |
| **LN\_Likes** | 8.47 | 0.13 | 8.2 | 0.1 | 7.29 | 0.03 |
| **LN\_Retweets** | 7.05 | 0.13 | 6.91 | 0.11 | 5.89 | 0.03 |

Table A7. Mean Likes and Retweets over Tone

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Mean Positive** | **SE** | **Mean Negative** | **SE** | **Mean Neutral** | **SE** |
| **Likes** | 5,713.82 | 245 | 7,463.03 | 328.9 | 2,396.37 | 386.9 |
| **Retweets** | 1,255.48 | 51.92 | 2,093.98 | 84.45 | 506.44 | 45.68 |
| **LN\_Likes** | 7.39 | 0.03 | 7.88 | 0.05 | 5.69 | 0.12 |
| **LN\_Retweets** | 5.92 | 0.03 | 6.54 | 0.05 | 4.4 | 0.13 |

Table A8. OLS Rhetoric on Retweets and Likes

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | ***Likes*** | | ***Retweets*** | | |
|  | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** | |
|  |  |  |  |  | |
| Depolarizing | 0.615\*\*\* |  | 0.619\*\*\* |  | |
| (0.116) |  | (0.115) |  | |
| Polarizing | 0.136\* | -0.479\*\*\* | 0.283\*\*\* | -0.336\*\* | |
| (0.078) | (0.137) | (0.077) | (0.135) | |
| Candidate Hernández | −2.051\*\*\* | | −2.441\*\*\* | | |
| (0.058) | | (0.057) | | |
| Candidate Gutiérrez | −0.508\*\*\* | | −0.528\*\*\* | | |
| (0.058) | | (0.057) | | |
| Candidate Fajardo | −2.536\*\*\* | | −2.661\*\*\* | | |
| (0.052) | | (0.051) | | |
| Topic: Economy | −0.633\*\*\* | | −0.482\*\*\* | | |
| (0.059) | | (0.058) | | |
| Topic: Corruption | −0.139\* | | 0.066 | | |
| (0.077) | | (0.076) | | |
| Topic: Social Security, Education, & Health | −0.563\*\*\* | | −0.358\*\*\* | | |
| (0.069) | | (0.069) | | |
| Topic: Other Candidates | 0.854\*\*\* | | 0.983\*\*\* | | |
| (0.074) | | (0.073) | | |
| Topic: Personal | 0.325\*\*\* | | −0.007 | | |
| (0.117) | | (0.116) | | |
| Topic: Conflict, Peace, & Security | −0.203\*\*\* | | 0.011 | | |
| (0.077) | | (0.076) | | |
| Topic: Gender & LGTBQ+ | −0.613\*\*\* | | −0.425\*\*\* | | |
| (0.106) | | (0.104) | | |
| Topic: Rural Politics | −0.592\*\*\* | | −0.411\*\*\* | | |
| (0.113) | | (0.111) | | |
| Topic: Other | −0.558\*\*\* | | −0.352\*\*\* | | |
| (0.090) | | (0.089) | | |
| Stage: First Round | 0.556\*\*\* | | 0.573\*\*\* | | |
| (0.065) | | (0.065) | | |
| Stage: Runoff | 1.591\*\*\* | | 1.721\*\*\* | | |
| (0.082) | | (0.082) | | |
| Hashtag | 0.083\* | | 0.192\*\*\* | | |
| (0.043) | | (0.042) | | |
| Tagging | −0.954\*\*\* | | −0.976\*\*\* | | |
| (0.048) | | (0.048) | | |
| Constant | 8.301\*\*\* | 8.916\*\*\* | 6.825\*\*\* | 7.443\*\*\* | |
| (0.069) | (0.135) | (0.068) | (0.134) | |
|  |  |  |  |  | |
| Observations | 4,393 | 4,393 | 4,357 | 4,357 | |
| R-squared | 0.623 | 0.623 | 0.653 | 0.653 | |
| Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | | | |

Table A9. OLS Tone on Retweets and Likes

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | ***Likes*** | | ***Retweets*** | | |
|  | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** | |
|  |  |  |  |  | |
| Negative | 1.216\*\*\* |  | 1.351\*\*\* |  | |
| (0.079) |  | (0.078) |  | |
| Positive | 0.967\*\*\* | −0.249\*\*\* | 0.943\*\*\* | −0.409\*\*\* | |
| (0.067) | (0.047) | (0.068) | (0.046) | |
| Candidate Hernández | −2.061\*\*\* | | -2.469\*\*\* | -2.469\*\*\* | |
| (0.057) | | (0.056) | (0.056) | |
| Candidate Gutiérrez | −0.347\*\*\* | | -0.344\*\*\* | −0.344\*\*\* | |
| (0.057) | | (0.056) | (0.056) | |
| Candidate Fajardo | −2.480\*\*\* | | -2.595\*\*\* | −2.595\*\*\* | |
| (0.051) | | (0.050) | (0.050) | |
| Topic: Economy | −0.809\*\*\* | | -0.670\*\*\* | −0.670\*\*\* | |
| (0.058) | | (0.057) | (0.057) | |
| Topic: Corruption | −0.403\*\*\* | | -0.267\*\*\* | −0.267\*\*\* | |
| (0.080) | | (0.078) | (0.078) | |
| Topic: Social Security, Education, & Health | −0.724\*\*\* | | -0.519\*\*\* | −0.519\*\*\* | |
| (0.068) | | (0.067) | (0.067) | |
| Topic: Other Candidates | 0.559\*\*\* | | 0.604\*\*\* | 0.604\*\*\* | |
| (0.079) | | (0.078) | (0.078) | |
| Topic: Personal | 0.203\* | | −0.123 | −0.123 | |
| (0.114) | | (0.113) | (0.113) | |
| Topic: Conflict, Peace, & Security | −0.409\*\*\* | | -0.245\*\*\* | −0.245\*\*\* | |
| (0.078) | | (0.076) | (0.076) | |
| Topic: Gender & LGBTQ+ | −0.730\*\*\* | | -0.528\*\*\* | −0.528\*\*\* | |
| (0.104) | | (0.102) | (0.102) | |
| Topic: Rural Politics | −0.751\*\*\* | | -0.578\*\*\* | −0.578\*\*\* | |
| (0.110) | | (0.109) | (0.109) | |
| Topic: Other | −0.768\*\*\* | | -0.596\*\*\* | −0.596\*\*\* | |
| (0.088) | | (0.087) | (0.087) | |
| Stage: First Round | 0.563\*\*\* | | 0.589\*\*\* | 0.589\*\*\* | |
| (0.064) | | (0.063) | (0.063) | |
| Stage: Runoff | 1.654\*\*\* | | 1.806\*\*\* | 1.806\*\*\* | |
| (0.081) | | (0.079) | (0.079) | |
| Hashtag | 0.087\*\* | | 0.208\*\*\* | 0.208\*\*\* | |
| (0.042) | | (0.041) | (0.041) | |
| Tagging | −0.797\*\*\* | | -0.829\*\*\* | -0.829\*\*\* | |
| (0.048) | | (0.047) | (0.047) | |
| Constant | 7.370\*\*\* | 8.586\*\*\* | 5.875\*\*\* | 7.226\*\*\* | |
| (0.091) | (0.076) | (0.091) | (0.075) | |
|  |  |  |  |  | |
| Observations | 4,393 | 4,393 | 4,357 | 4,357 | |
| R-squared | 0.641 | 0.641 | 0.672 | 0.672 | |
| Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | | | |

Table A10. OLS Rhetoric and Tone on Likes and Retweets

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | ***Likes*** | | ***Retweets*** | | |
|  | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** | |
|  |  |  |  |  | |
| Depolarizing | 0.524\*\*\* |  | 0.541\*\*\* |  | |
| (0.114) |  | (0.112) |  | |
| Polarizing | −0.010 | -0.534\*\*\* | 0.082 | -0.459\*\*\* | |
| (0.079) | (0.135) | (0.077) | (0.133) | |
| Negative | 1.206\*\*\* |  | 1.325\*\*\* | 0.406\*\*\* | |
| (0.080) |  | (0.079) | (0.048) | |
| Positive | 0.946\*\*\* | -0.260\*\*\* | 0.919\*\*\* |  | |
| (0.067) | (0.048) | (0.068) |  | |
| Candidate Hernández | −2.068\*\*\* | | −2.475\*\*\* | | |
| (0.057) | | (0.056) | | |
| Candidate Gutiérrez | −0.378\*\*\* | | −0.378\*\*\* | | |
| (0.057) | | (0.056) | | |
| Candidate Fajardo | −2.485\*\*\* | | −2.598\*\*\* | | |
| (0.051) | | (0.050) | | |
| Topic: Economy | −0.791\*\*\* | | −0.647\*\*\* | | |
| (0.058) | | (0.057) | | |
| Topic: Corruption | −0.394\*\*\* | | −0.263\*\*\* | | |
| (0.080) | | (0.078) | | |
| Topic: Social Security, Education, & Health | −0.705\*\*\* | | −0.497\*\*\* | | |
| (0.068) | | (0.067) | | |
| Topic: Other Candidates | 0.553\*\*\* | | 0.592\*\*\* | | |
| (0.079) | | (0.078) | | |
| Topic: Personal | 0.225\*\* | | -0.097 | | |
| (0.114) | | (0.113) | | |
| Topic: Conflict, Peace, & Security | −0.413\*\*\* | | −0.247\*\*\* | | |
| (0.077) | | (0.076) | | |
| Topic: Gender & LGBTQ+ | −0.727\*\*\* | | −0.523\*\*\* | | |
| (0.103) | | (0.102) | | |
| Topic: Rural Politics | −0.732\*\*\* | | −0.557\*\*\* | | |
| (0.110) | | (0.108) | | |
| Topic: Other | −0.754\*\*\* | | −0.577\*\*\* | | |
| (0.088) | | (0.087) | | |
| Stage: First Round | 0.550\*\*\* | | 0.573\*\*\* | | |
| (0.063) | | (0.063) | | |
| Stage: Runoff | 1.643\*\*\* | | 1.792\*\*\* | | |
| (0.080) | | (0.079) | | |
| Hashtag | 0.088\*\* | | 0.209\*\*\* | | |
| (0.042) | | (0.041) | | |
| Tagging | −0.792\*\*\* | | −0.823\*\*\* | | |
| (0.048) | | (0.047) | | |
| Constant | 7.388\*\*\* | 9.118\*\*\* | 5.895\*\*\* | 7.355\*\*\* | |
| (0.091) | (0.138) | (0.091) | (0.130) | |
|  |  |  |  |  | |
| Observations | 4,393 | 4,393 | 4,357 | 4,357 | |
| R-squared | 0.643 | 0.643 | 0.674 | 0.674 | |
| Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | | | |

Table A11. OLS Polarizing by Tone

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ***Negative*** | | | | ***Positive*** | | | | |
|  | ***Likes*** | | ***Retweets*** | | ***Likes*** | | ***Retweets*** | | |
|  | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** | |
|  |  |  |  |  |  |  |  |  | |
| Depolarizing | −0.017 |  | −0.099 |  | 0.641\*\*\* |  | 0.685\*\*\* |  | |
| (0.278) |  | (0.271) |  | (0.119) |  | (0.116) |  | |
| Polarizing | 0.047 | 0.065 | 0.080 | 0.179 | 0.253 | −0.388\* | 0.512\*\*\* | −0.173 | |
| (0.086) | (0.284) | (0.084) | (0.277) | (0.202) | (0.232) | (0.197) | (0.226) | |
| Candidate Hernández | −1.856\*\*\* | | −2.308\*\*\* | | −2.095\*\*\* | | −2.463\*\*\* | | |
| (0.096) | | (0.093) | | (0.072) | | (0.071) | | |
| Candidate Gutiérrez | 0.023 | | 0.102 | | −0.568\*\*\* | | −0.536\*\*\* | | |
| (0.126) | | (0.123) | | (0.067) | | (0.066) | | |
| Candidate Fajardo | −1.731\*\*\* | | −1.954\*\*\* | | −2.605\*\*\* | | −2.707\*\*\* | | |
| (0.101) | | (0.099) | | (0.060) | | (0.058) | | |
| Topic: Economy | −0.709\*\*\* | | −0.676\*\*\* | | −0.771\*\*\* | | −0.600\*\*\* | | |
| (0.128) | | (0.125) | | (0.062) | | (0.061) | | |
| Topic: Corruption | −0.429\*\*\* | | −0.312\*\*\* | | −0.161 | | −0.006 | | |
| (0.100) | | (0.097) | | (0.156) | | (0.152) | | |
| Topic: Social Security, Education, & Health | −0.718\*\*\* | | −0.587\*\*\* | | −0.644\*\*\* | | −0.422\*\*\* | | |
| (0.168) | | (0.164) | | (0.071) | | (0.069) | | |
| Topic: Other Candidates | 0.322\*\*\* | | 0.348\*\*\* | | 1.270\*\*\* | | 1.081\*\*\* | | |
| (0.096) | | (0.093) | | (0.202) | | (0.197) | | |
| Topic: Personal | −0.923\*\*\* | | −1.262\*\*\* | | 0.292\*\* | | −0.048 | | |
| (0.311) | | (0.304) | | (0.120) | | (0.118) | | |
| Topic: Conflict, Peace, & Security | −0.314\*\*\* | | −0.215\* | | −0.660\*\*\* | | −0.470\*\*\* | | |
| (0.114) | | (0.112) | | (0.104) | | (0.101) | | |
| Topic: Gender & LGBTQ+ | 0.370 | | 0.232 | | −0.805\*\*\* | | −0.566\*\*\* | | |
| (0.361) | | (0.352) | | (0.102) | | (0.100) | | |
| Topic: Rural Politics | −1.053\*\*\* | | −0.961\*\*\* | | −0.582\*\*\* | | −0.385\*\*\* | | |
| (0.234) | | (0.228) | | (0.120) | | (0.117) | | |
| Topic: Other | −0.825\*\*\* | | −0.749\*\*\* | | −0.691\*\*\* | | −0.471\*\*\* | | |
| (0.147) | | (0.143) | | (0.105) | | (0.103) | | |
| Stage: First Round | 0.603\*\*\* | | 0.638\*\*\* | | 0.400\*\*\* | | 0.456\*\*\* | | |
| (0.145) | | (0.142) | | (0.071) | | (0.070) | | |
| Stage: Runoff | 1.644\*\*\* | | 1.793\*\*\* | | 1.478\*\*\* | | 1.610\*\*\* | | |
| (0.167) | | (0.163) | | (0.094) | | (0.091) | | |
| Hashtag | −0.294\*\*\* | | −0.262\*\*\* | | 0.164\*\*\* | | 0.278\*\*\* | | |
| (0.088) | | (0.085) | | (0.049) | | (0.047) | | |
| Tagging | −0.497\*\*\* | | −0.510\*\*\* | | −0.730\*\*\* | | −0.725\*\*\* | | |
| (0.098) | | (0.095) | | (0.057) | | (0.056) | | |
| Constant | 8.441\*\*\* | 8.424\*\*\* | 7.160\*\*\* | 7.062\*\*\* | 8.496\*\*\* | 9.138\*\*\* | 6.922\*\*\* | 7.607\*\*\* | |
| (0.153) | (0.316) | (0.149) | (0.308) | (0.076) | (0.141) | (0.074) | (0.138) | |
|  |  |  |  |  |  |  |  |  | |
| Observations | 1,234 | 1,234 | 1,234 | 1,234 | 2,804 | 2,804 | 2,788 | 2,788 | |
| R-squared | 0.571 | 0.571 | 0.642 | 0.642 | 0.657 | 0.657 | 0.681 | 0.681 | |
| Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | | | | | | | |

Table A11. OLS Polarizing by Tone (Interaction Model)

|  |  |  |
| --- | --- | --- |
|  | Retweets | Likes |
|  |  |  |
| Depolarizing | 0.010 | 0.063 |
| (0.262) | (0.269) |
| Polarizing | 0.037 | −0.023 |
| (0.080) | (0.082) |
| Positive | −0.457\*\*\* | −0.296\*\*\* |
| (0.047) | (0.048) |
| Depolarizing (vs. Neither) X Positive | 0.661\*\* | 0.597\*\* |
| (0.287) | (0.294) |
| Polarizing (vs. Neither) X Positive | 0.449\*\* | 0.249 |
| (0.219) | (0.224) |
| Hernández | −2.474\*\*\* | −2.055\*\*\* |
| (0.056) | (0.057) |
| Gutiérrez | −0.330\*\*\* | −0.380\*\*\* |
| (0.058) | (0.059) |
| Fajardo | −2.511\*\*\* | −2.388\*\*\* |
| (0.050) | (0.051) |
| Topic: Economy | −0.629\*\*\* | −0.768\*\*\* |
| (0.056) | (0.057) |
| Topic: Corruption | −0.259\*\*\* | −0.399\*\*\* |
| (0.076) | (0.078) |
| Topic: Social Security | −0.488\*\*\* | −0.697\*\*\* |
| (0.065) | (0.067) |
| Topic: Other Candidates | 0.580\*\*\* | 0.542\*\*\* |
| (0.076) | (0.078) |
| Topic: Personal | −0.179 | 0.168 |
| (0.112) | (0.115) |
| Topic: Conflict, Peace, & Security | −0.256\*\*\* | −0.408\*\*\* |
| (0.074) | (0.076) |
| Topic: Gender & LGBTQ+ | −0.522\*\*\* | −0.731\*\*\* |
| (0.099) | (0.101) |
| Topic: Rural Politics | −0.556\*\*\* | −0.723\*\*\* |
| (0.106) | (0.109) |
| Topic: Other Candidates | −0.572\*\*\* | −0.745\*\*\* |
| (0.084) | (0.086) |
| Stage: First Round | 0.500\*\*\* | 0.443\*\*\* |
| (0.064) | (0.065) |
| Stage: Runoff | 1.670\*\*\* | 1.516\*\*\* |
| (0.080) | (0.082) |
| Hashtag | 0.110\*\*\* | 0.020 |
| (0.042) | (0.043) |
| Tagging | −0.681\*\*\* | −0.682\*\*\* |
| (0.049) | (0.050) |
| Constant | 7.306\*\*\* | 8.692\*\*\* |
| (0.076) | (0.078) |
|  |  |  |
| Observations | 4,022 | 4,038 |
| R-squared | 0.666 | 0.626 |
| Standard errors in parentheses | | |
| \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | |

Table A13. OLS Rhetoric and Tone (Petro)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***Likes*** | | ***Retweets*** | |
|  | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** |
|  |  |  |  |  |
| Depolarizing | 0.527\*\*\* |  | 0.423\*\* |  |
| (0.202) |  | (0.185) |  |
| Polarizing | −0.024 | −0.552\*\* | 0.020 | −0.403\*\* |
| (0.093) | (0.220) | (0.085) | (0.201) |
| Negative | 0.755\*\*\* | 0.140\*\* | 0.942\*\*\* | 0.342\*\*\* |
| (0.120) | (0.057) | (0.110) | (0.052) |
| Positive | 0.615\*\*\* |  | 0.600\*\*\* |  |
| (0.112) |  | (0.102) |  |
| Topic: Economy | −0.690\*\*\* | | −0.512\*\*\* | |
| (0.084) | | (0.077) | |
| Topic: Corruption | −0.141 | | 0.109 | |
| (0.100) | | (0.092) | |
| Topic: Social Security, Education, & Health | −0.410\*\*\* | | −0.229\*\* | |
| (0.107) | | (0.098) | |
| Topic: Other Candidates | 0.014 | | 0.064 | |
| (0.103) | | (0.094) | |
| Topic: Personal | 0.628\*\*\* | | 0.171 | |
| (0.192) | | (0.175) | |
| Topic: Conflict, Peace, & Security | −0.595\*\*\* | | −0.382\*\*\* | |
| (0.090) | | (0.083) | |
| Topic: Gender & LGBTQ+ | −0.203 | | −0.130 | |
| (0.163) | | (0.149) | |
| Topic: Rural Politics | −0.536\*\*\* | | −0.336\*\* | |
| (0.169) | | (0.155) | |
| Topic: Other | −0.624\*\*\* | | −0.474\*\*\* | |
| (0.124) | | (0.114) | |
| Stage: First Round | 0.329\*\*\* | | 0.337\*\*\* | |
| (0.087) | | (0.080) | |
| Stage: Runoff | 0.919\*\*\* | | 0.839\*\*\* | |
| (0.096) | | (0.087) | |
| Hashtag | −0.372\*\*\* | | −0.246\*\*\* | |
| (0.092) | | (0.084) | |
| Tagging | −0.040 | | 0.017 | |
| (0.107) | | (0.098) | |
| Constant | 8.063\*\*\* | 9.206\*\*\* | 6.602\*\*\* | 7.625\*\*\* |
| (0.132) | (0.216) | (0.121) | (0.198) |
|  |  |  |  |  |
| Observations | 1,418 | 1,418 | 1,418 | 1,418 |
| R-squared | 0.239 | 0.239 | 0.231 | 0.231 |
| Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | | | |

Table A14. OLS Rhetoric and Tone (Hernández)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***Likes*** | | ***Retweets*** | |
|  | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** |
|  |  |  |  |  |
| Depolarizing | 0.604\* |  | 0.547\* |  |
| (0.331) |  | (0.302) |  |
| Polarizing | −0.056 | −0.660\* | −0.014 | −0.560\* |
| (0.154) | (0.360) | (0.141) | (0.329) |
| Negative | 0.754\*\*\* | −0.028 | 0.632\*\*\* | 0.124 |
| (0.210) | (0.108) | (0.192) | (0.099) |
| Positive | 0.782\*\*\* |  | 0.507\*\*\* |  |
| (0.196) |  | (0.179) |  |
| Topic: Economy | −0.636\*\*\* | | −0.476\*\*\* | |
| (0.151) | | (0.138) | |
| Topic: Corruption | −0.497\*\*\* | | −0.415\*\*\* | |
| (0.153) | | (0.140) | |
| Topic: Social Security, Education, & Health | −1.163\*\*\* | | −0.859\*\*\* | |
| (0.188) | | (0.172) | |
| Topic: Other Candidates | 0.945\*\*\* | | 0.996\*\*\* | |
| (0.163) | | (0.149) | |
| Topic: Personal | −0.104 | | −0.314 | |
| (0.262) | | (0.240) | |
| Topic: Conflict, Peace, & Security | 0.173 | | 0.315 | |
| (0.230) | | (0.210) | |
| Topic: Gender & LGTBQ+ | −1.062\*\*\* | | −0.848\*\*\* | |
| (0.247) | | (0.226) | |
| Topic: Rural Politics | −0.924\*\*\* | | −0.716\*\*\* | |
| (0.258) | | (0.236) | |
| Topic: Other | −1.122\*\*\* | | −0.994\*\*\* | |
| (0.231) | | (0.211) | |
| Stage: First Round | 0.274 | | 0.061 | |
| (0.389) | | (0.356) | |
| Stage: Runoff | 2.366\*\*\* | | 2.649\*\*\* | |
| (0.396) | | (0.362) | |
| Hashtag | 0.216\*\* | | 0.362\*\*\* | |
| (0.094) | | (0.086) | |
| Tagging | −0.952\*\*\* | | −0.894\*\*\* | |
| (0.108) | | (0.100) | |
| Constant | 5.574\*\*\* | 6.960\*\*\* | 4.005\*\*\* | 5.059\*\*\* |
| (0.437) | (0.510) | (0.400) | (0.466) |
|  |  |  |  |  |
| Observations | 823 | 823 | 818 | 818 |
| R-squared | 0.490 | 0.490 | 0.595 | 0.595 |
| Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | | | |

Table A15. OLS Rhetoric and Tone (Gutiérrez)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***Likes*** | | ***Retweets*** | |
|  | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** |
|  |  |  |  |  |
| Depolarizing | 0.346\*\*\* |  | 0.343\*\*\* |  |
| (0.119) |  | (0.129) |  |
| Polarizing | 0.213 | −0.133 | 0.275 | −0.068 |
| (0.156) | (0.189) | (0.168) | (0.204) |
| Negative | 0.934\*\*\* | 0.316\*\*\* | 1.362\*\*\* | 0.468\*\*\* |
| (0.143) | (0.110) | (0.154) | (0.118) |
| Positive | 0.619\*\*\* |  | 0.894\*\*\* |  |
| (0.106) |  | (0.114) |  |
| Topic: Economy | −1.037\*\*\* | | −1.016\*\*\* | |
| (0.083) | | (0.089) | |
| Topic: Corruption | −0.197 | | −0.211 | |
| (0.575) | | (0.620) | |
| Topic: Social Security, Education, & Health | −0.771\*\*\* | | −0.783\*\*\* | |
| (0.107) | | (0.116) | |
| Topic: Other Candidates | 0.175 | | 0.326\* | |
| (0.168) | | (0.181) | |
| Topic: Personal | 0.055 | | −0.156 | |
| (0.164) | | (0.177) | |
| Topic: Conflict, Peace, & Security | −0.665\*\*\* | | −0.628\*\*\* | |
| (0.119) | | (0.129) | |
| Topic: Gender & LGBTQ+ | −1.121\*\*\* | | −1.122\*\*\* | |
| (0.176) | | (0.190) | |
| Topic: Rural Politics | −0.862\*\*\* | | −0.785\*\*\* | |
| (0.146) | | (0.157) | |
| Topic: Other | −0.837\*\*\* | | −0.846\*\*\* | |
| (0.140) | | (0.151) | |
| Stage: First Round | 0.779\*\*\* | | 1.051\*\*\* | |
| (0.086) | | (0.092) | |
| Hashtag | −0.261\*\*\* | | −0.170\*\* | |
| (0.067) | | (0.072) | |
| Tagging | −0.916\*\*\* | | −1.143\*\*\* | |
| (0.106) | | (0.114) | |
| Constant | 7.436\*\*\* | 8.401\*\*\* | 5.561\*\*\* | 6.799\*\*\* |
| (0.129) | (0.143) | (0.139) | (0.155) |
|  |  |  |  |  |
| Observations | 832 | 832 | 832 | 832 |
| R-squared | 0.406 | 0.406 | 0.451 | 0.451 |
| Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | | | |

Table A16. OLS Rhetoric and Tone (Fajardo)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***Likes*** | | ***Retweets*** | |
|  | ***Model 1*** | ***Model 2*** | ***Model 1*** | ***Model 2*** |
|  |  |  |  |  |
| Depolarizing | 0.421 |  | 0.281 |  |
| (0.295) |  | (0.282) |  |
| Polarizing | 0.337 | −0.084 | 0.507\*\* | 0.226 |
| (0.246) | (0.378) | (0.235) | (0.361) |
| Negative | 2.218\*\*\* | 0.655\*\*\* | 2.336\*\*\* | 0.726\*\*\* |
| (0.162) | (0.119) | (0.159) | (0.114) |
| Positive | 1.563\*\*\* |  | 1.610\*\*\* |  |
| (0.121) |  | (0.122) |  |
| Topic: Economy | −0.555\*\*\* | | −0.391\*\*\* | |
| (0.127) | | (0.121) | |
| Topic: Corruption | −0.144 | | 0.011 | |
| (0.178) | | (0.170) | |
| Topic: Social Security, Education, & Health | −0.547\*\*\* | | −0.278\*\* | |
| (0.123) | | (0.119) | |
| Topic: Other Candidates | 1.057\*\*\* | | 1.133\*\*\* | |
| (0.188) | | (0.179) | |
| Topic: Personal | 0.204 | | −0.110 | |
| (0.229) | | (0.222) | |
| Topic: Conflict, Peace, & Security | −0.195 | | −0.043 | |
| (0.185) | | (0.176) | |
| Topic: Gender, & LGTBQ+ | −0.929\*\*\* | | −0.682\*\*\* | |
| (0.190) | | (0.181) | |
| Topic: Rural Politics | −0.231 | | −0.041 | |
| (0.254) | | (0.243) | |
| Topic: Other | −0.554\*\*\* | | −0.262 | |
| (0.174) | | (0.167) | |
| Stage: First Round | 0.645\*\*\* | | 0.565\*\*\* | |
| (0.119) | | (0.116) | |
| Hashtag | 0.418\*\*\* | | 0.580\*\*\* | |
| (0.076) | | (0.073) | |
| Tagging | −0.717\*\*\* | | −0.731\*\*\* | |
| (0.076) | | (0.073) | |
| Constant | 3.957\*\*\* | 5.941\*\*\* | 2.340\*\*\* | 4.231\*\*\* |
| (0.158) | (0.316) | (0.158) | (0.302) |
|  |  |  |  |  |
| Observations | 1,320 | 1,320 | 1,289 | 1,289 |
| R-squared | 0.355 | 0.355 | 0.389 | 0.389 |
| Standard errors in parentheses \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 | | | | |