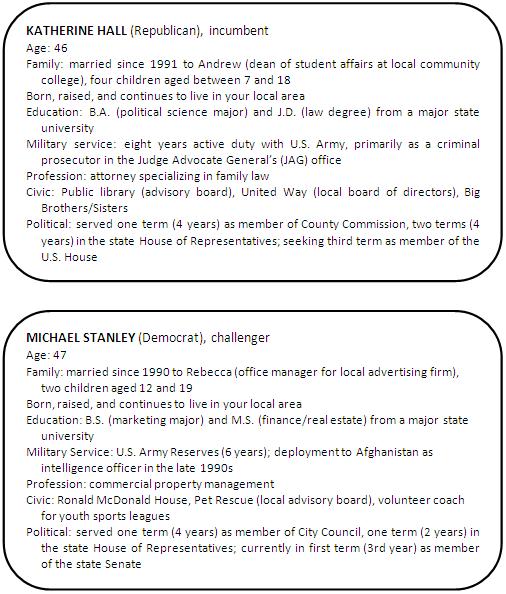
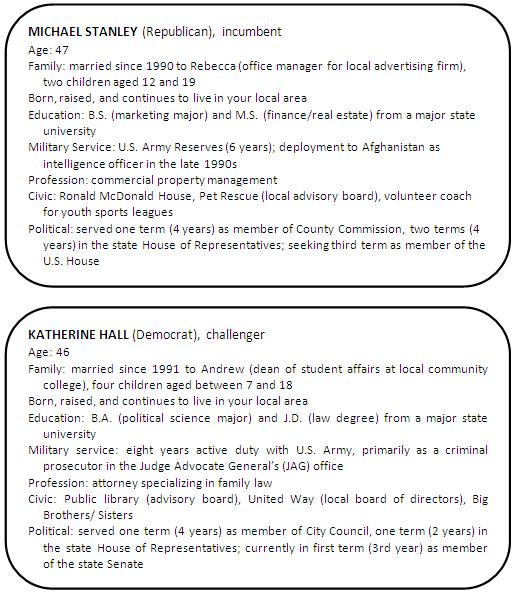
**Online Appendix B: Experimental Manipulations**

**Candidate Biographies: Female Republican Incumbent**



**Candidate Biographies: Male Republican Incumbent**

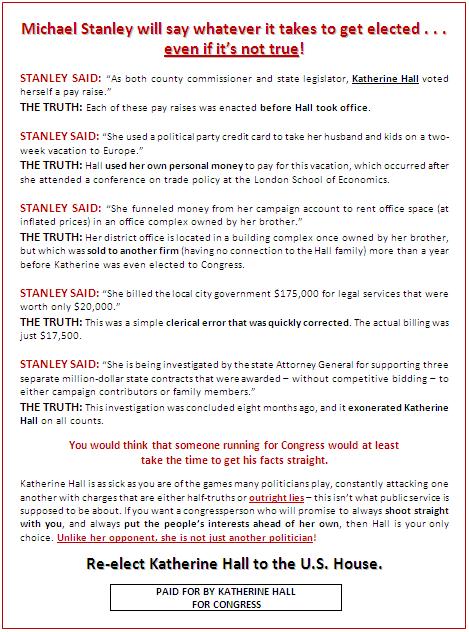
Imagine that it is the **fall of 2012**, and the general election campaign is under way. One of the races on your ballot is for U.S. House of Representatives, where **incumbent Michael Stanley (R)** is being challenged by **state senator Katherine Hall (D)**. Please read the following short biographical sketches of these candidates, and then answer the questions that immediately follow.



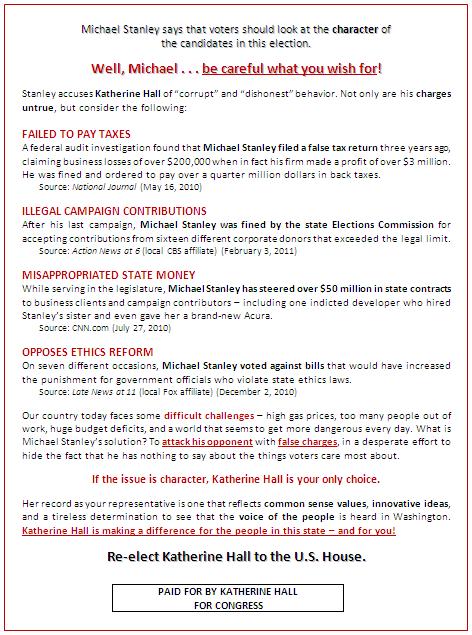
**Attack (*Taking Advantage*): Female Republican Incumbent**



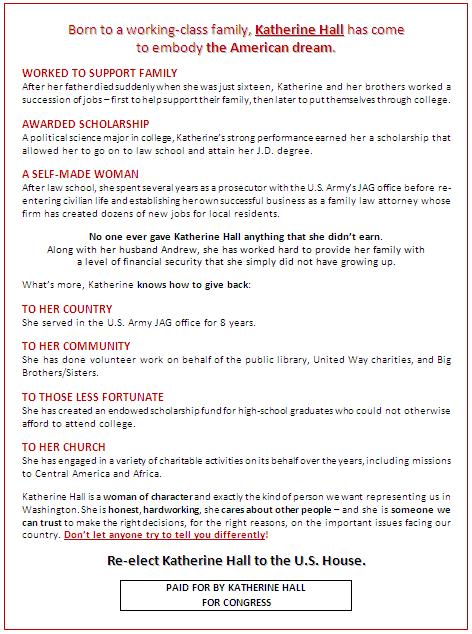
**Response (*Denial*): Female Republican Incumbent**



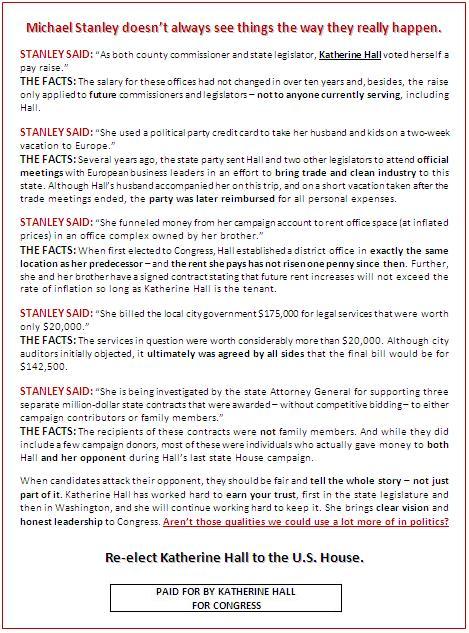
**Response (*Counterattack*): Female Republican Incumbent**



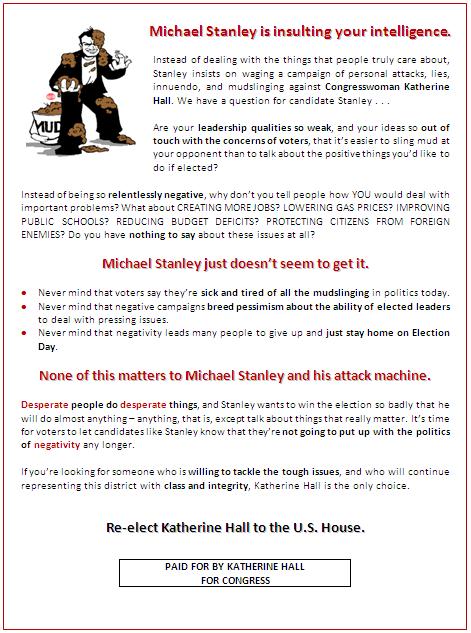
**Response (*Counterimaging*): Female Republican Incumbent**



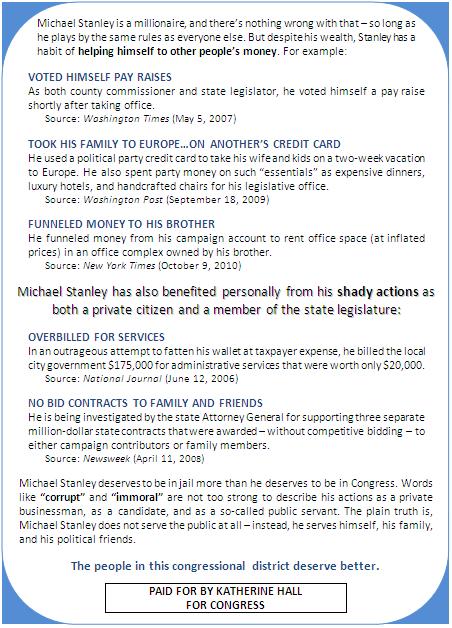
**Response (*Justification*): Female Republican Incumbent**

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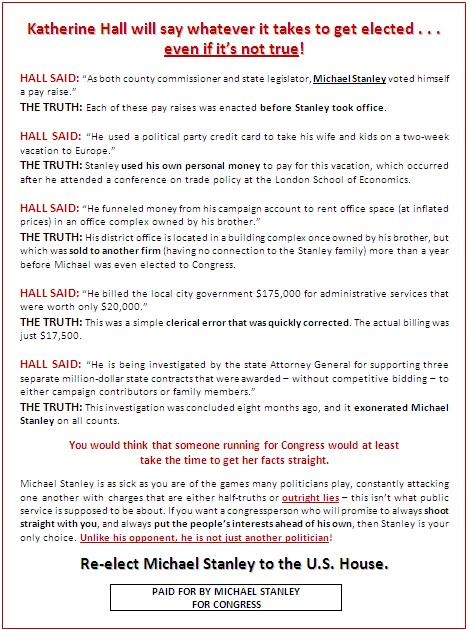
**Response (*Mudslinging*): Female Republican Incumbent**



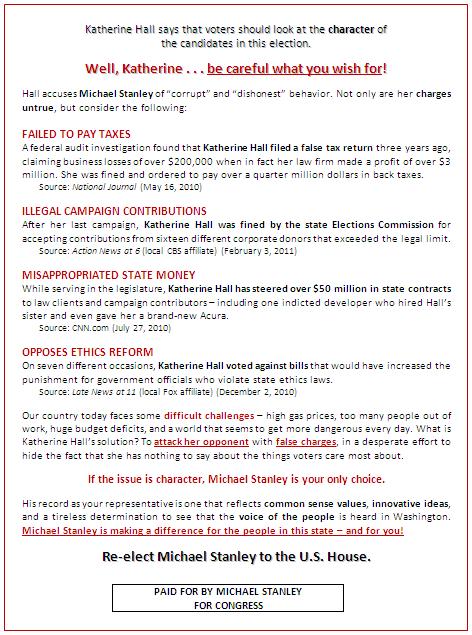
**Attack (*Taking Advantage*): Male Republican Incumbent**



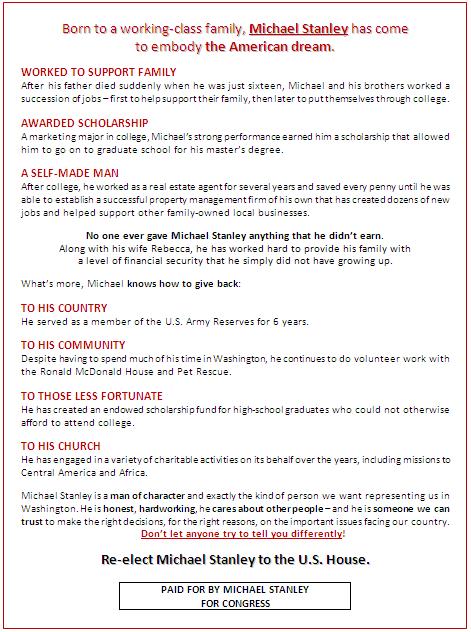
**Response (*Denial*): Male Republican Incumbent**



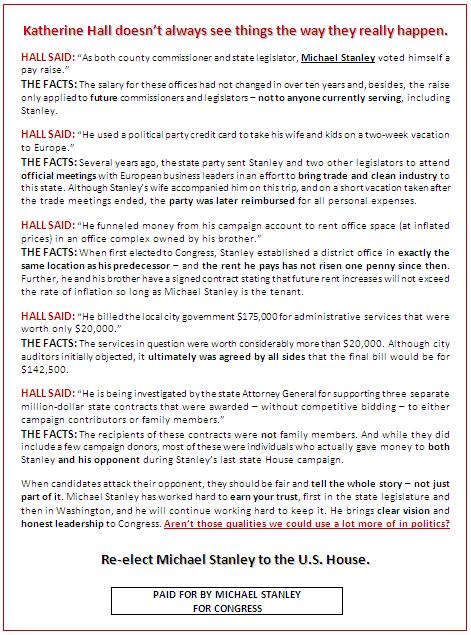
**Response (*Counterattack*): Male Republican Incumbent**



**Response (*Counterimaging*): Male Republican Incumbent**



**Response (*Justification*): Male Republican Incumbent**



**Response (*Mudslinging*): Male Republican Incumbent**

