**Supplementary Material**

**Table 5: Model Specification Survey of Negative Campaigning and Voter Gender**

|  | Publication | Model controls for voter gender | Model specifies voter gender conditional relationship | Publication offers voter gender conditional hypothesis |
| --- | --- | --- | --- | --- |
| 1 | Ansolabehere et al. 1994 | 1 | 0 | 0 |
| 2 | Ansolabehere and Iyengar 1995 | 1 | 0 | 0 |
| 3 | Ansolabehere, Iyengar, and Simon 1999 | 1 | 1 | 0 |
| 4 | Arceneaux and Nickerson 2010 | 1 | 0 | 0 |
| 5 | Banda 2014 | 0 | 0 | 0 |
| 6 | Banda and Windett 2016 | 0 | 0 | 0 |
| 7 | Bartels and Vavreck 2000 | 1 | 0 | 0 |
| 8 | Bartels 2014 | 0 | 0 | 0 |
| 9 | Barton, Castillo, and Petrie 2016 | 1 | 0 | 0 |
| 10 | Basil, Schooler, and Reeves 1991 | 0 | 0 | 0 |
| 11 | Blackwell 2013 | 0 | 0 | 0 |
| 12 | Box-Steffensmeier, Darmofal, and Farrell 2009 | 0 | 0 | 0 |
| 13 | Brader 2005 | 0 | 0 | 0 |
| 14 | Brader 2006 | 1 | 0 | 0 |
| 15 | Brians and Wattenberg 1996 | 1 | 0 | 0 |
| 16 | Brooks 2006 | 0 | 0 | 0 |
| 17 | Brooks and Geer 2007 | 0 | 0 | 0 |
| 18 | Brooks 2010 | 1 | 1 | 1 |
| 19 | Brooks and Murov 2012 | 0 | 0 | 0 |
| 20 | Capella and Taylor 1992 | 0 | 0 | 0 |
| 21 | Carraro and Castelli 2010 | 0 | 0 | 0 |
| 22 | Cassese and Holman 2018 | 1 | 0 | 0 |
| 23 | Chang 2001 | 0 | 0 | 0 |
| 24 | Chang 2003 | 0 | 0 | 0 |
| 25 | Cheng and Riffe 2008 | 1 | 0 | 0 |
| 26 | Cho 2013 | 1 | 0 | 0 |
| 27 | Clinton and Lapinski 2004 | 1 | 1 | 0 |
| 28 | Cohen and Davis 1991 | 0 | 0 | 0 |
| 29 | Craig, Kane, and Gainous 2005 | 1 | 0 | 0 |
| 30 | Craig, Rippere, and Grayson 2014 | 0 | 0 | 0 |
| 31 | Craig and Rippere 2014 | 1 | 1 | 0 |
| 32 | Craig and Rippere 2016 | 1 | 1 | 1 |
| 33 | Crigler, Just, and Belt 2006 | 1 | 0 | 0 |
| 34 | Dardis, Shen, and Edwards 2008 | 0 | 0 | 0 |
| 35 | Dermody and Scullion 2000 | 0 | 0 | 0 |
| 36 | Djupe and Peterson 2002 | 0 | 0 | 0 |
| 37 | Dowling and Wichowsky 2013 | 1 | 0 | 0 |
| 38 | Dowling and Wichowsky 2015 | 0 | 0 | 0 |
| 39 | Fernandes 2013 | 1 | 0 | 0 |
| 40 | Finkel and Geer 1998 | 1 | 0 | 0 |
| 41 | Freedman and Goldstein 1999 | 1 | 0 | 0 |
| 42 | Freedman, Wood, and Lawton 1999 | 0 | 0 | 0 |
| 43 | Fridkin and Kenney 2004 | 0 | 0 | 0 |
| 44 | Fridkin and Kenney 2008 | 1 | 1 | 0 |
| 45 | Fridkin, Kenney, and Woodall 2009 | 1 | 1 | 0 |
| 46 | Fridkin and Kenney 2011 | 1 | 1 | 1 |
| 47 | Fridkin and Kenney 2019 | 1 | 1 | 1 |
| 48 | Garramone 1984 | 1 | 1 | 0 |
| 49 | Garramone and Smith 1984 | 0 | 0 | 0 |
| 50 | Garramone 1985 | 0 | 0 | 0 |
| 51 | Garramone et al. 1990 | 0 | 0 | 0 |
| 52 | Geer and Geer 2003 | 0 | 0 | 0 |
| 53 | Geer 2006 | 0 | 0 | 0 |
| 54 | Geer and Lau 2006 | 0 | 0 | 0 |
| 55 | Goldstein and Freedman 2002 | 1 | 1 | 0 |
| 56 | Groenendyk and Valentino 2002 | 0 | 0 | 0 |
| 57 | Haddock and Zanna 1997 | 0 | 0 | 0 |
| 58 | Hassell and Oeltjenbruns 2016 | 0 | 0 | 0 |
| 59 | Henderson and Theodoridis 2018 | 0 | 0 | 0 |
| 60 | Hill 1989 | 0 | 0 | 0 |
| 61 | Hill, Capella, and Cho 2015 | 0 | 0 | 0 |
| 62 | Hitchon and Chang 1995 | 0 | 0 | 0 |
| 63 | Hitchon, Chang, and Harris 1997 | 0 | 0 | 0 |
| 64 | Houston, Doan, and Roskos-Ewoldsen 1999 | 0 | 0 | 0 |
| 65 | Houston and Doan 1999 | 0 | 0 | 0 |
| 66 | Jackson and Sides 2006 | 0 | 0 | 0 |
| 67 | Jackson and Carsey 2007 | 1 | 0 | 0 |
| 68 | Jackson, Mondak, and Huckfeldt 2009 | 1 | 0 | 0 |
| 69 | Jasperson and Fan 2002 | 0 | 0 | 0 |
| 70 | Johnson, Dunaway, and Weber 2011 | 1 | 0 | 0 |
| 71 | Just and Crigler 1990 | 0 | 0 | 0 |
| 72 | Kahn and Geer 1994 | 1 | 0 | 0 |
| 73 | Kahn and Kenney 1999 | 0 | 0 | 0 |
| 74 | Kahn and Kenney 2004 | 1 | 1 | 0 |
| 75 | Kaid and Boydston 1987 | 0 | 0 | 0 |
| 76 | Kaid, Chanslor, and Hovind 1992 | 0 | 0 | 0 |
| 77 | Kaid, Leland, and Whitney 1992 | 0 | 0 | 0 |
| 78 | Kaid 1997 | 1 | 0 | 0 |
| 79 | Kaid, Fernandes, and Painter 2011 | 1 | 0 | 0 |
| 80 | Kern and Just 1997 | 1 | 1 | 1 |
| 81 | King and McConnell 2003 | 1 | 1 | 1 |
| 82 | Krasno and Green 2008 | 0 | 0 | 0 |
| 83 | Krupnikov 2012 | 1 | 0 | 0 |
| 84 | Krupnikov 2014 | 1 | 0 | 0 |
| 85 | Krupnikov and Bauer 2014 | 1 | 1 | 0 |
| 86 | Krupnikov and Piston 2015 | 1 | 0 | 0 |
| 87 | Lang 1991 | 0 | 0 | 0 |
| 88 | Lau and Pomper 2002 | 1 | 0 | 0 |
| 89 | Lau and Pomper 2004 | 1 | 0 | 0 |
| 90 | Lariscy and Tinkham 1999 | 0 | 0 | 0 |
| 91 | Lemert, Wanta, and Lee 1999 | 0 | 0 | 0 |
| 92 | Leshner and Thorson 2000 | 0 | 0 | 0 |
| 93 | Lipsitz and Geer 2017 | 0 | 0 | 0 |
| 94 | Llaudet 2018 | 1 | 0 | 0 |
| 95 | Lovejoy, Riffe, and Cheng 2012 | 1 | 0 | 0 |
| 96 | Ma et al. 2018 | 0 | 0 | 0 |
| 97 | Malloy and Pearson-Merkowitz 2016 | 0 | 0 | 0 |
| 98 | Martin 2004 | 1 | 0 | 0 |
| 99 | Mattes and Redlawsk 2014 | 1 | 1 | 0 |
| 100 | Matthews and Dietz-Uhler 1998 | 0 | 0 | 0 |
| 101 | Meirick 2002 | 0 | 0 | 0 |
| 102 | Meirick 2005 | 1 | 1 | 0 |
| 103 | Meirick and Nisbett 2011 | 0 | 0 | 0 |
| 104 | Meirick et al. 2011 | 0 | 0 | 0 |
| 105 | Merritt 1984 | 0 | 0 | 0 |
| 106 | Min 2004 | 0 | 0 | 0 |
| 107 | Morey 2017 | 1 | 0 | 0 |
| 108 | Newhagen and Reeves 1991 | 0 | 0 | 0 |
| 109 | Niven 2006 | 1 | 0 | 0 |
| 110 | Peng and Hackley 2009 | 0 | 0 | 0 |
| 111 | Pfau and Burgoon 1989 | 0 | 0 | 0 |
| 112 | Pinkleton 1997 | 0 | 0 | 0 |
| 113 | Pinkleton 1998 | 0 | 0 | 0 |
| 114 | Pinkleton 2002 | 0 | 0 | 0 |
| 115 | Rahn and Hirshorn 1999 | 0 | 0 | 0 |
| 116 | Ridout and Franz 2011 | 0 | 0 | 0 |
| 117 | Ridout, Franz, and Fowler 2015 | 0 | 0 | 0 |
| 118 | Ridout et al. 2018 | 1 | 0 | 0 |
| 119 | Roberts 1995 | 0 | 0 | 0 |
| 120 | Roddy and Garramone 1988 | 0 | 0 | 0 |
| 121 | Sanders, Norris, and Cambridge 2002 | 1 | 0 | 0 |
| 122 | Schultz and Pancer 1997 | 0 | 0 | 0 |
| 123 | Scullion and Dermody 2000 | 0 | 0 | 0 |
| 124 | Searles et al. 2017 | 1 | 1 | 0 |
| 125 | Shapiro and Rieger 1992 | 0 | 0 | 0 |
| 126 | Shen and Wu 2002 | 0 | 0 | 0 |
| 127 | Shen, Dardis, and Edwards 2011 | 0 | 0 | 0 |
| 128 | Sides, Lipsitz, and Grossmann 2010 | 1 | 0 | 0 |
| 129 | Sonner 1998 | 0 | 0 | 0 |
| 130 | Stevens et al. 2008 | 1 | 0 | 0 |
| 131 | Stevens 2008 | 0 | 0 | 0 |
| 132 | Stevens 2009 | 1 | 0 | 0 |
| 133 | Stevens 2012 | 1 | 0 | 0 |
| 134 | Stevens et al. 2015 | 1 | 0 | 0 |
| 135 | Stone et al. 2013 | 1 | 1 | 0 |
| 136 | Strach et al. 2015 | 1 | 0 | 0 |
| 137 | Thorson, Christ, and Caywood 1991b | 0 | 0 | 0 |
| 138 | Thorson, Christ, and Caywood 1991a | 0 | 0 | 0 |
| 139 | Thorson et al. 2000 | 1 | 0 | 0 |
| 140 | Tinkham and Weaver-Lariscy 1990 | 0 | 0 | 0 |
| 141 | Tinkham and Weaver-Lariscy 1991 | 0 | 0 | 0 |
| 142 | Tinkham and Weaver-Lariscy 1993 | 0 | 0 | 0 |
| 143 | Wadsworth et al. 1987 | 0 | 0 | 0 |
| 144 | Wanta, Lemert, and Lee 1998 | 0 | 0 | 0 |
| 145 | Wattenberg and Brians 1999 | 1 | 0 | 0 |
| 146 | Weaver-Lariscy and Tinkham 1996 | 0 | 0 | 0 |
| 147 | Weber 2012 | 1 | 0 | 0 |
| 148 | Weber, Dunaway, and Johnson 2012 | 1 | 0 | 0 |

Table 6: Coding Tabulation Data

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Candidate | Positive Total | Negative  Total | Attack Rate | Negative Dem | Negative Rep |
| Obama | 125 | 21 | 14.39 | - | 21 |
| Romney | 245 | 72 | 22.93 | 72 | - |
| Clinton | 194 | 118 | 37.82 | - | 118 |
| Trump | 140 | 82 | 36.94 | 82 | - |
| Clinton (Primary) | 2693 | 370 | 12.08 | 18 | 353 |
| Sanders (Primary) | 1596 | 175 | 9.88 | 111 | 84 |
| Cruz (Primary) | 2266 | 304 | 11.83 | 86 | 241 |
| Kasich (Primary) | 1358 | 157 | 10.36 | 71 | 109 |
| Rubio (Primary) | 1228 | 123 | 9.10 | 92 | 34 |
| Trump (Primary) | 1764 | 568 | 24.36 | 313 | 267 |

Table 7: Analysis of Deviance Logistic Model Fit Diagnostics

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Variable | Df | Deviance | Resid. Df | Resid. Dev | p value |
| Null |  |  | 38380604 | 56236976 |  |
| Voter Gender | 1 | 2830178 | 38380603 | 53406798 | 0.000 |
| Candidate Rate of Negativity | 1 | 404445 | 38380602 | 53002354 | 0.000 |
| Voter Gender \* Candidate Rate of Negativity | 1 | 918090 | 38380601 | 52084264 | 0.000 |
| Incumbent Candidate | 1 | 5272 | 38380600 | 52078992 | 0.000 |
| General Election | 1 | 252 | 38380599 | 52078740 | 0.000 |

Figure 2: Obama General Election Total Reactions for Negative vs. Positive Posts over Time

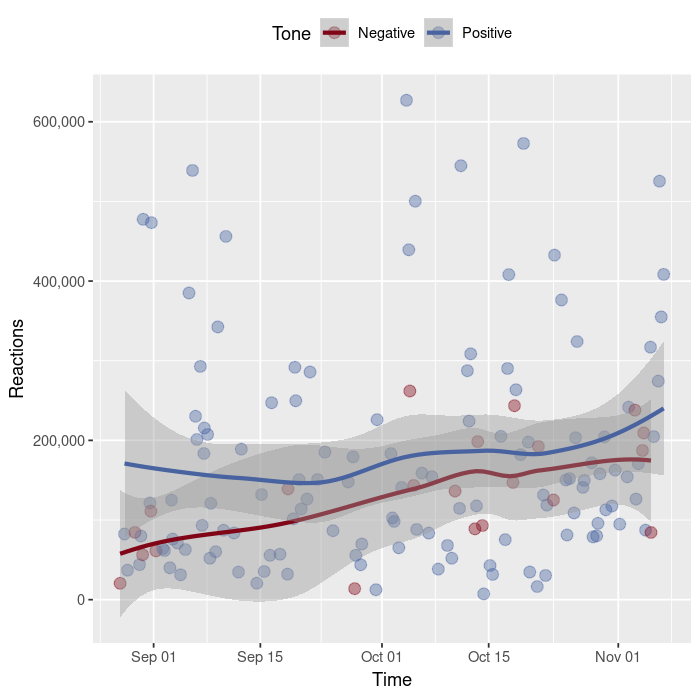


Figure 3: Romney General Election Total Reactions for Negative vs. Positive Posts over Time

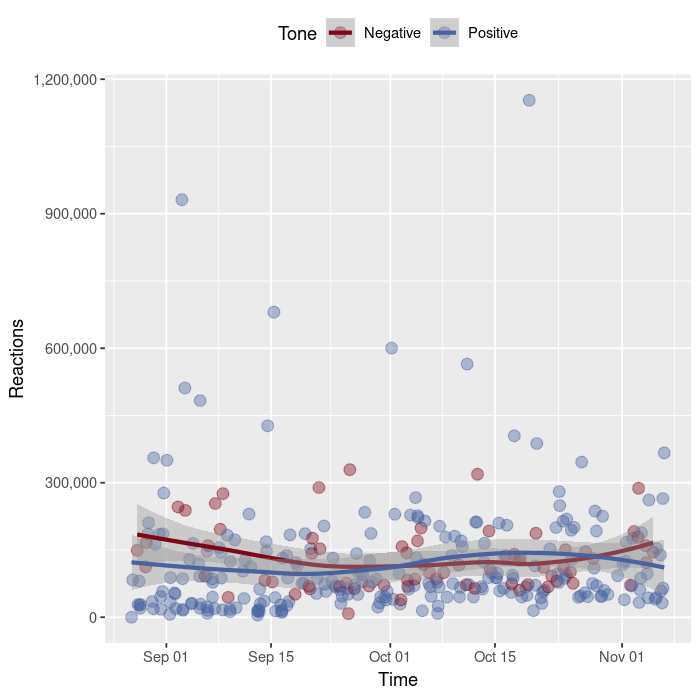


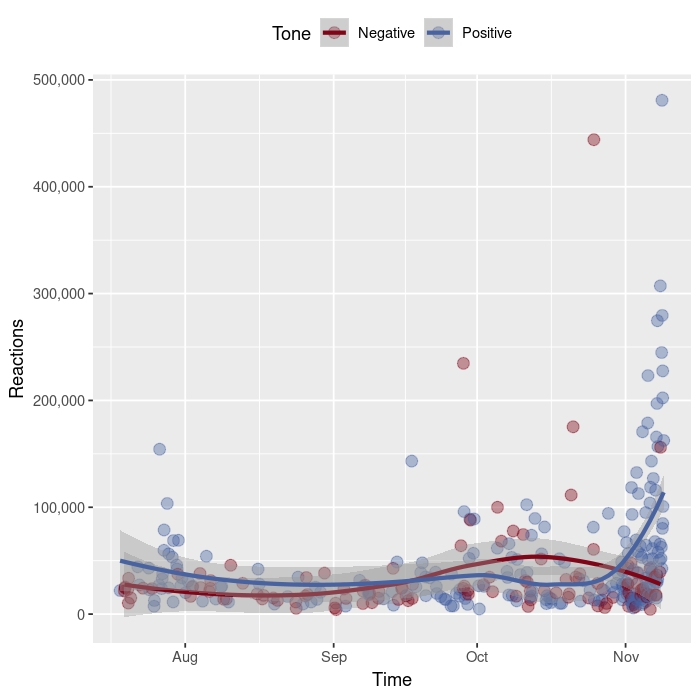
Figure 4: Clinton General Election Total Reactions for Negative vs. Positive Posts over Time 

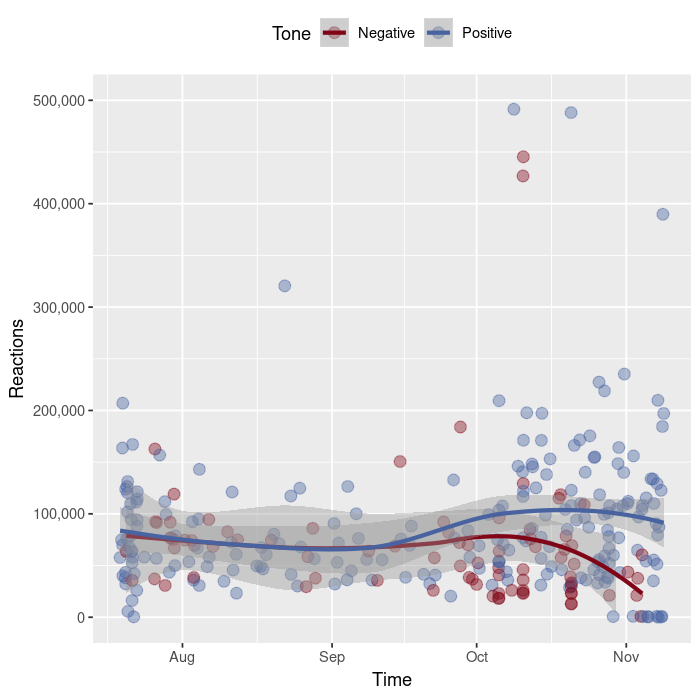
Figure 5: Trump General Election Total Reactions for Negative vs. Positive Posts over Time 

Figure 6: Clinton 2016 Primaries Total Reactions for Negative vs. Positive Posts over Time

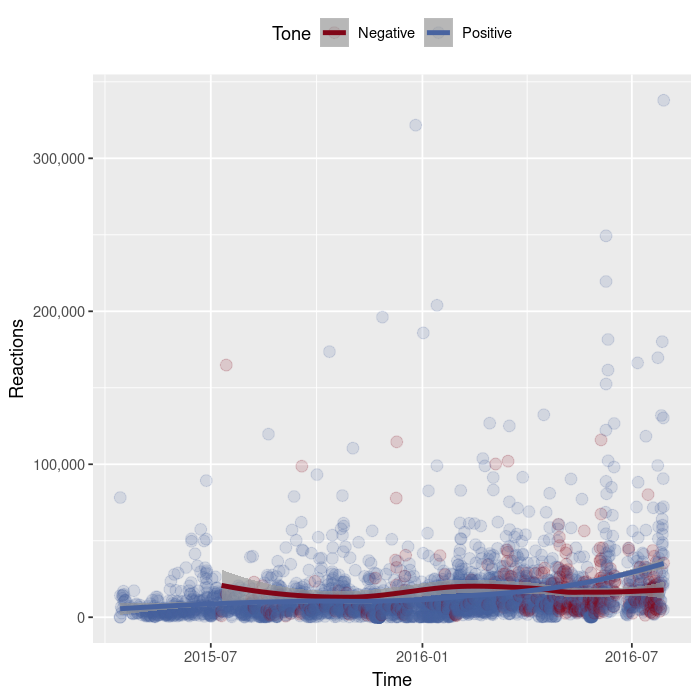


Figure 7: Sanders 2016 Primaries Total Reactions for Negative vs. Positive Posts over Time

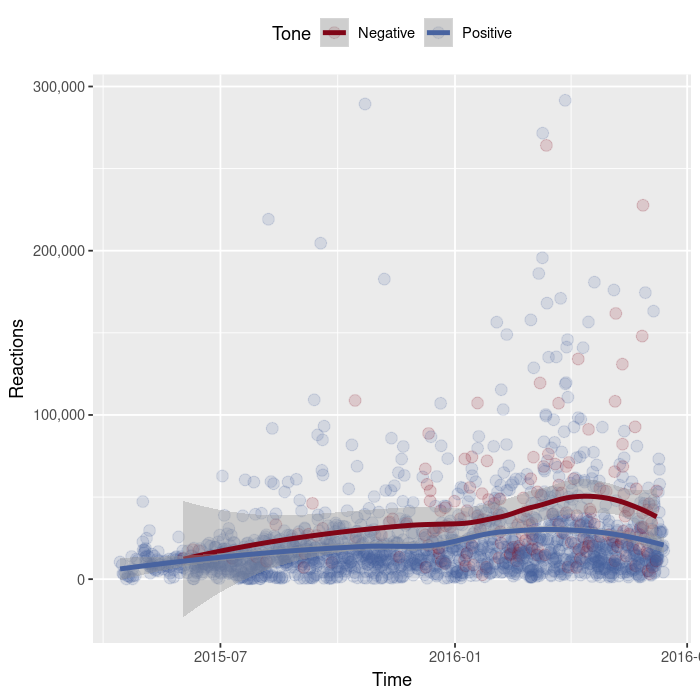


Figure 8: Cruz 2016 Primaries Total Reactions for Negative vs. Positive Posts over Time

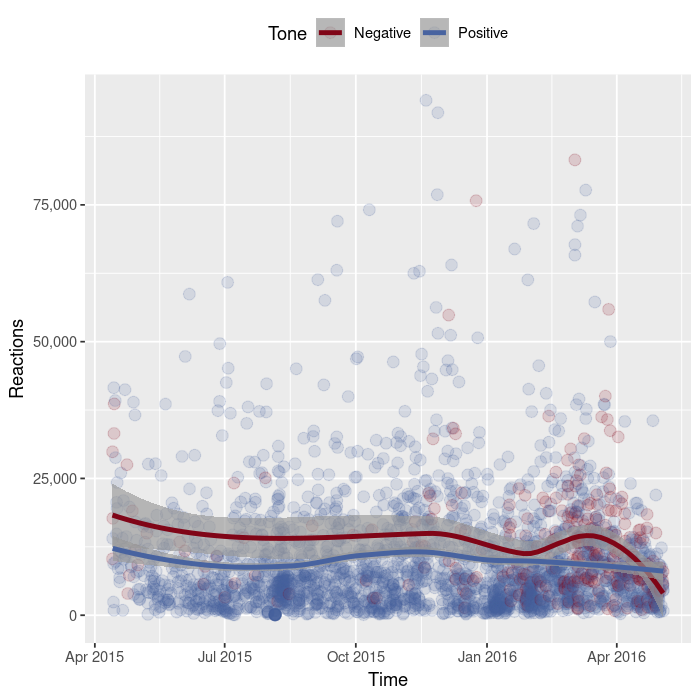


Figure 9: Kasich 2016 Primaries Total Reactions for Negative vs. Positive Posts over Time

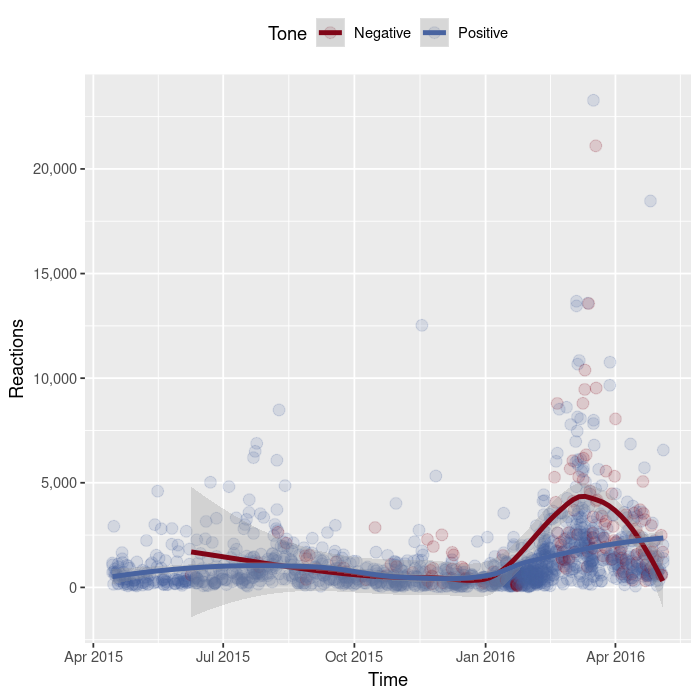


Figure 10: Rubio 2016 Primaries Total Reactions for Negative vs. Positive Posts over Time

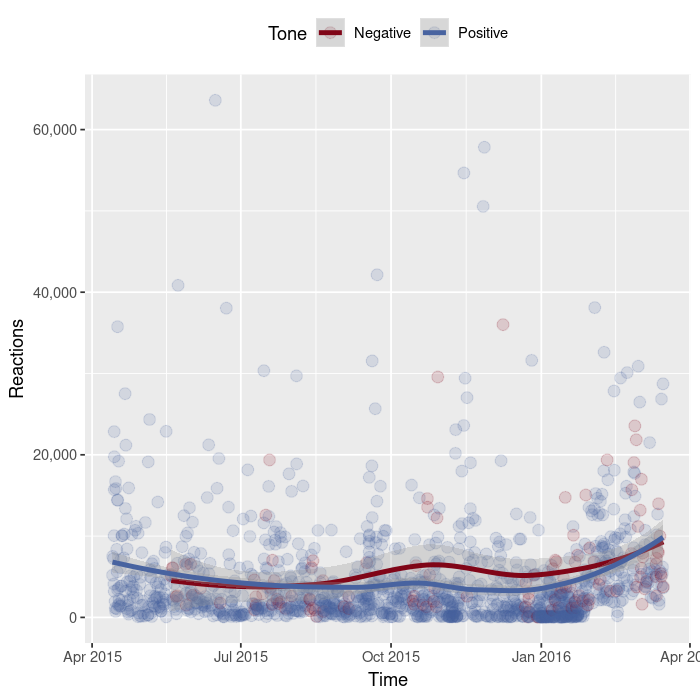


Figure 11: Trump 2016 Primaries Total Reactions for Negative vs. Positive Posts over Time

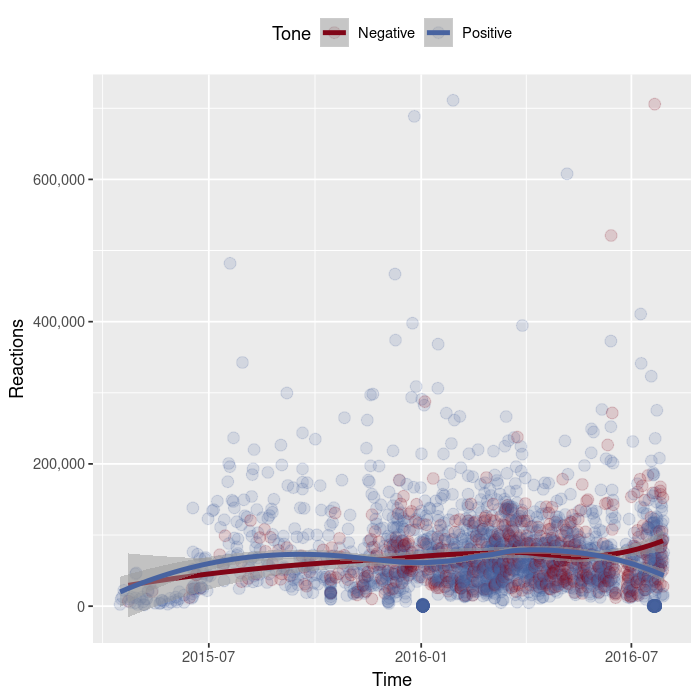


Figure 12: Logistic Regression Model Marginal Effects Plots

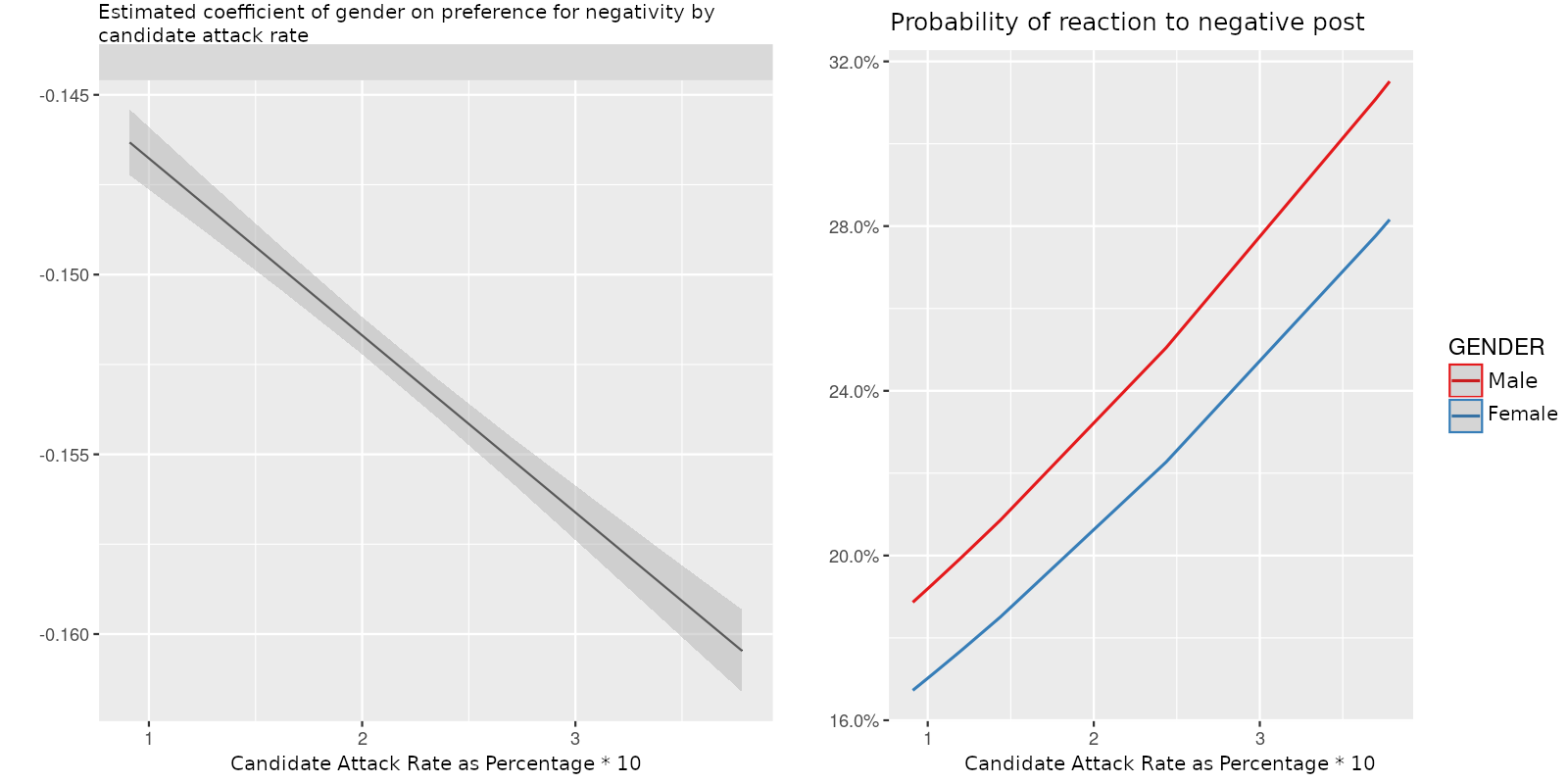


Figure 13: Box Plot Example of Obama’s (GE) Negative Post Reactions and Positive Post Reactions

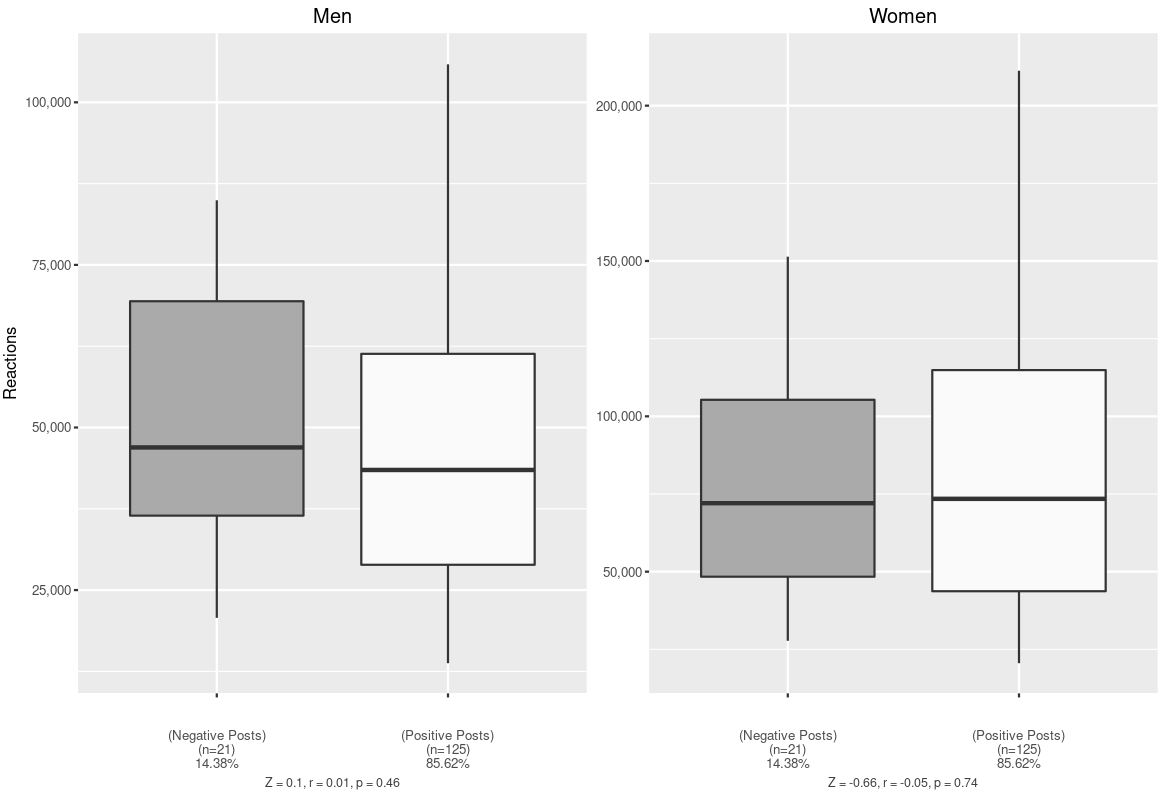
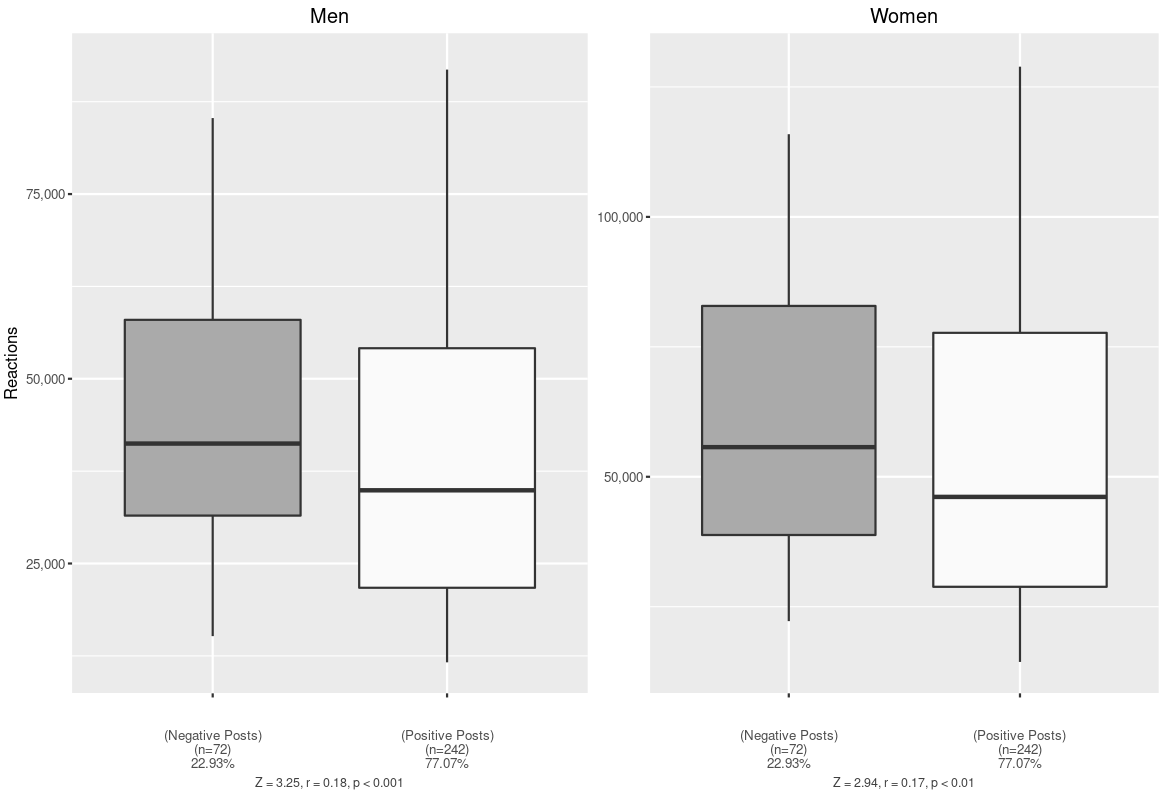
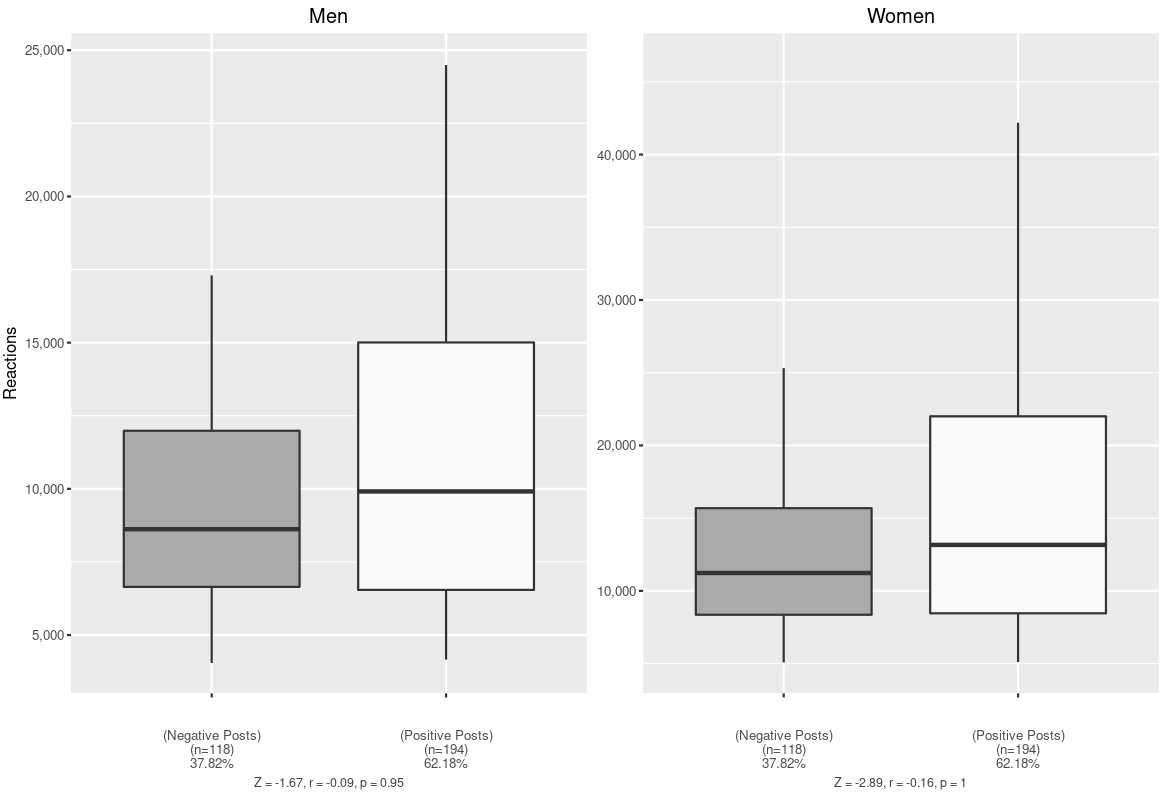
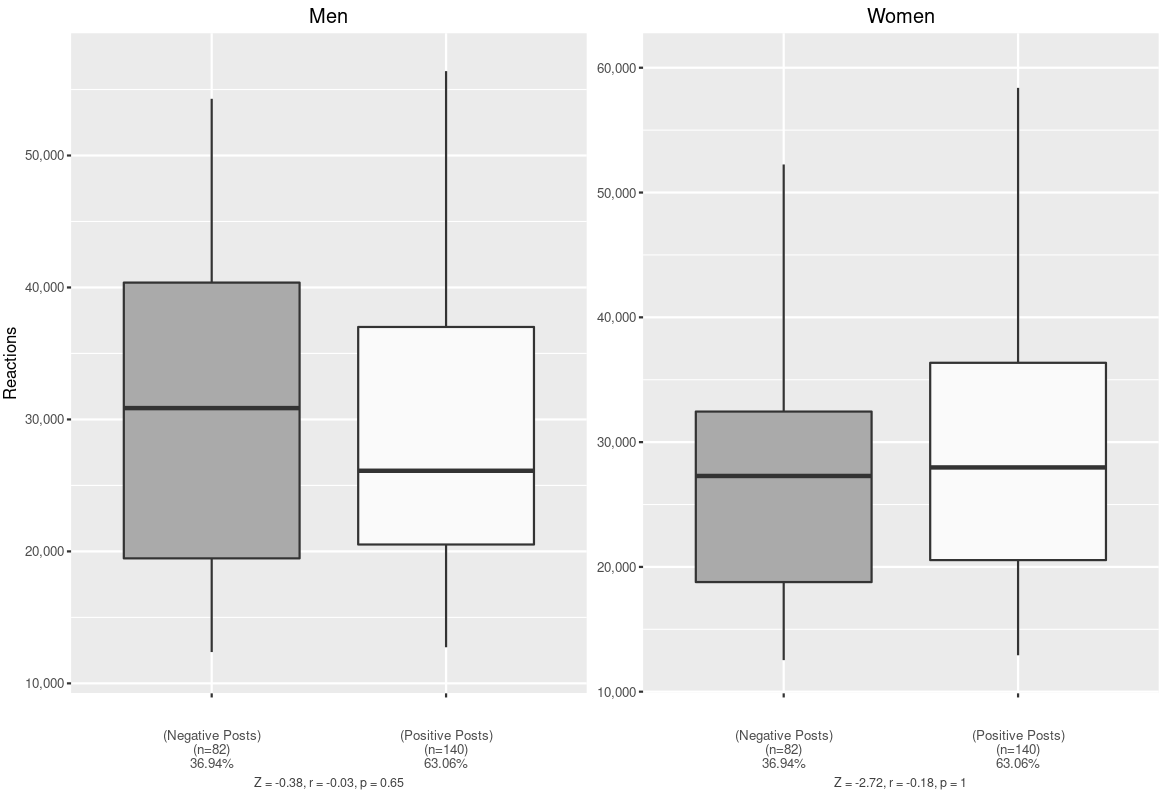


Figure 14: Box Plot Example of Romney’s (GE) Negative Post Reactions and Positive Post Reactions

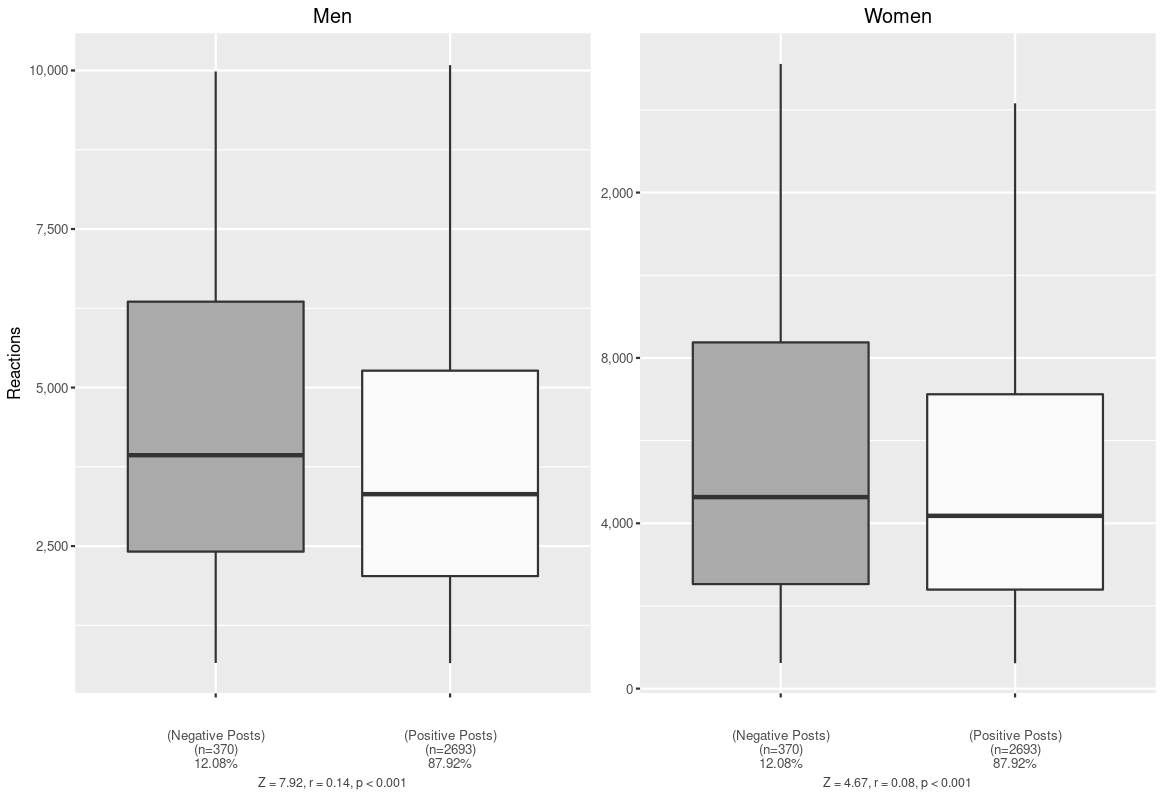
 Figure 15: Box Plot Example of Clinton’s (GE) Negative Post Reactions and Positive Post Reactions



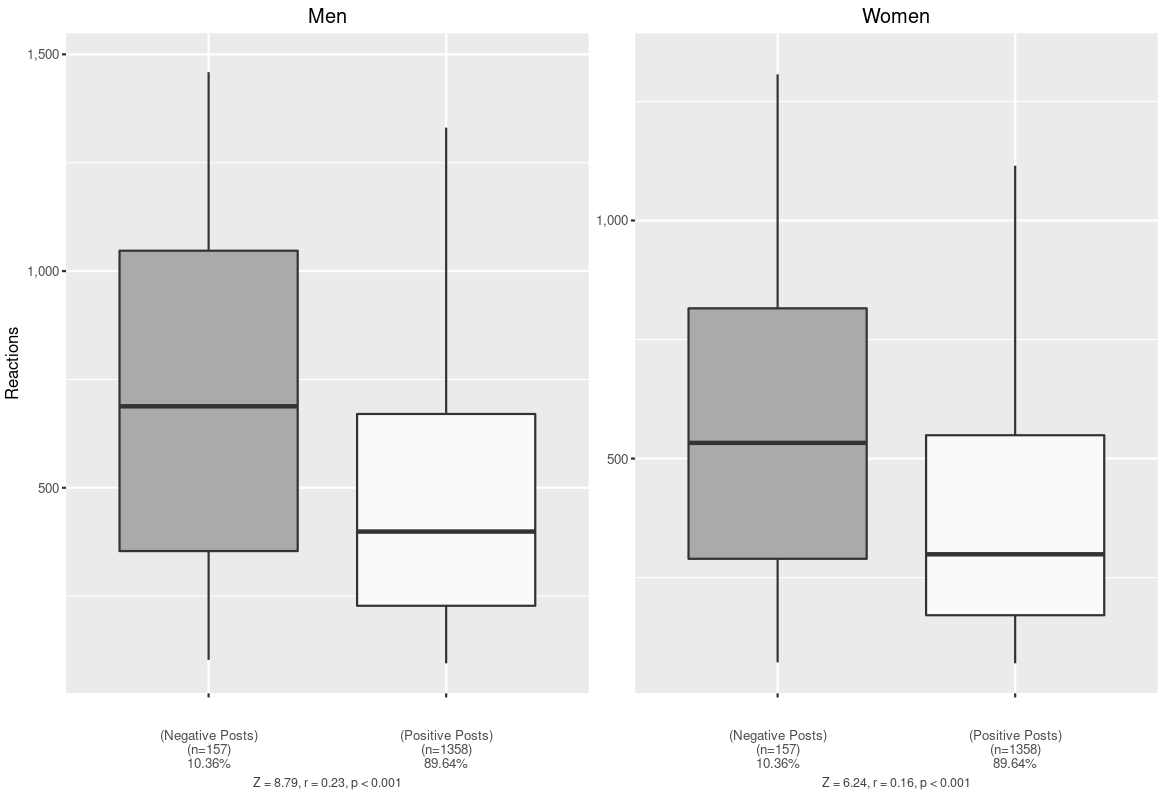
**Figure 16: Box Plot Example of Trump’s (GE) Negative Post Reactions and Positive Post Reactions**



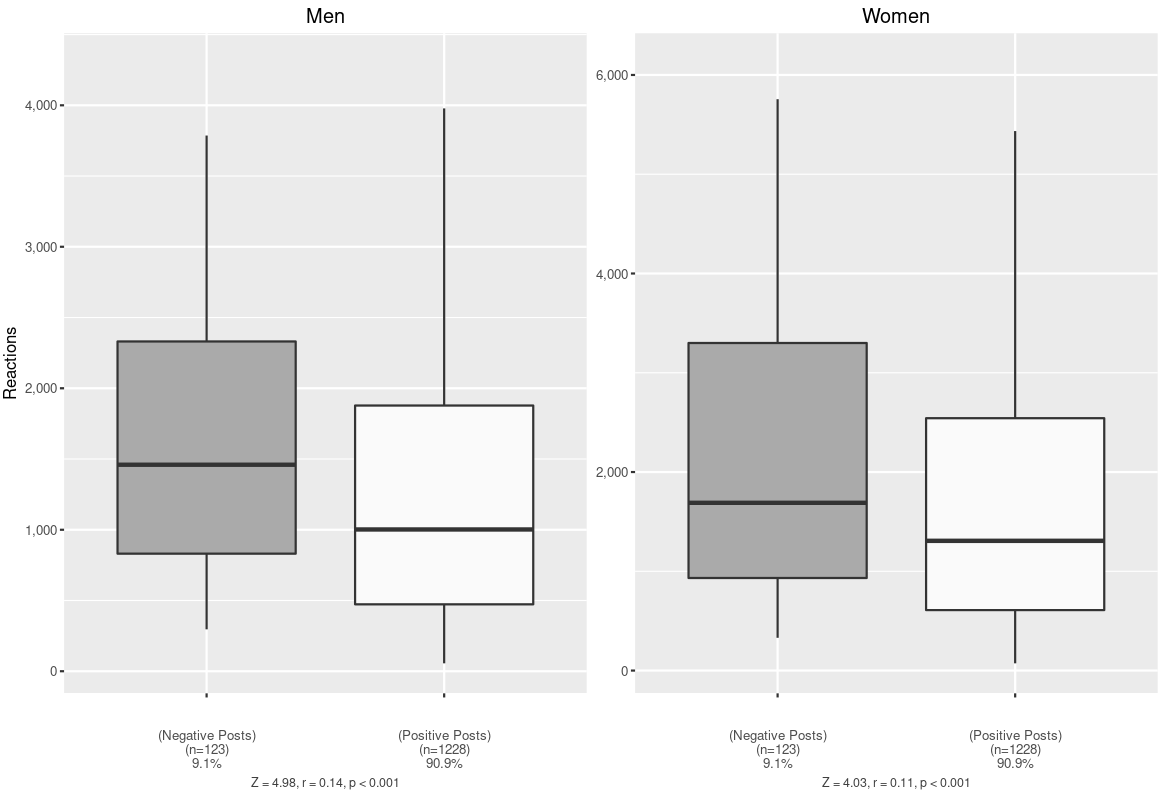
**Figure 17: Box Plot Example of Clinton’s (Primary) Negative Post Reactions and Positive Post Reactions**



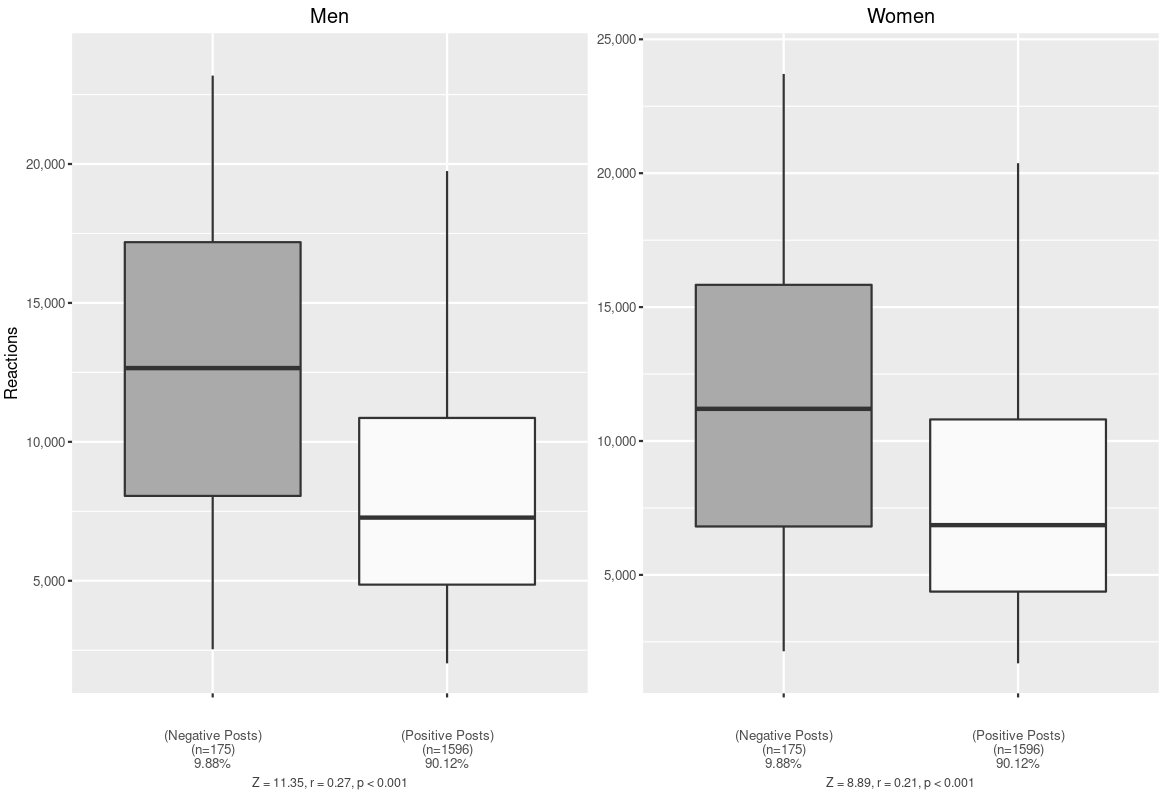
**Figure 18: Box Plot Example of Kasich’s Negative Post Reactions and Positive Post Reactions**

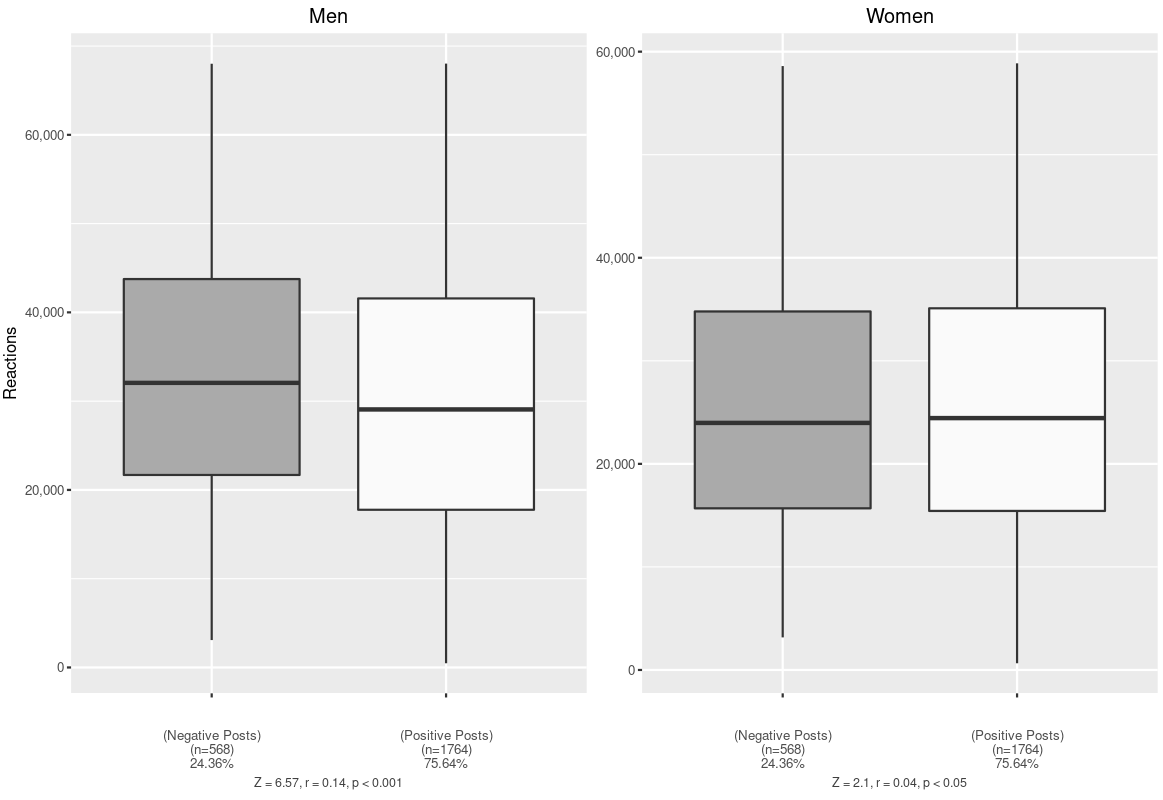


**Figure 19: Box Plot Example of Rubio’s Negative Post Reactions and Positive Post Reactions**



**Figure 20: Box Plot Example of Sanders’ Negative Post Reactions and Positive Post Reactions**



**Figure 21: Box Plot Example of Trump’s (Primary) Negative Post Reactions and Positive Post Reactions** 

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