Dataverse Appendix

DA 1 Summary of all studies

Table DA1: All 2018 studies

Date	N	N treatments	N per treatment	States targeted	Vote choice	Favorability	Age	Gender	Education	Ethnicity	Ideology	Partisanship	Trump approval	Excluding respondents
2018-04-09	176	4	34	1		•								after added/removed
2018-04-21	4557	5	723	50	•									
2018-06-30	801	1	400	1		•								
2018-07-24	1816	2	544	1		•								
2018-09-02	1306	3	274	1	•	•								
2018-09-20	419	3	87	1		•								
2018-09-23	1155	3	245	1	•	•								
2018-09-25	8854	6	938	50	•	•								
2018-09-30	462	3	99	1		•								
2018-10-06	433	3	92	1		•								
2018-10-06	530	3	112	1	•	•								
2018-10-06	12732	8	1113	50	•	•								
2018-10-10	2292	5	315	1	•	•								
2018-10-17	11773	10	871	50	•	•								
2018-10-20	11094	9	914	50	•	•								
2018-10-21	2571	3	547	1	•	•								
2018-10-22	712	2	206	1	•	•								
2018-10-22	4610	9	383	1		•								
2018-10-21	722	2	216	1		•								
2018-10-24	12031	11	832	50	•	•								after treatment added
2018-10-24	472	2	139	1		•								
2018-10-25	370	2	108	1		•								
2018-10-24	749	2	223	1	•	•								after treatment added
2018-10-30	1631	3	344	1	•	•								
2018-11-02	540	2	158	1	•	•								
2018-11-01	761	2	225	1	•	•								
2018-11-01	528	1	226	1	•	•								
2018-11-01	537	2	155	1	•	•								
2018-11-01	1585	3	315	4	•	•								after added/removed
2018-11-02	2603	12	169	1	•	•								
2018-11-01	2060	3	439	50	•	•								
2018-11-03	1598	4	263	1	•	•								
2019-03-15	1489	4	247	1		•								

Table DA2: All 2020 Presidential studies

Date	N	N treatments	N per treatment	States targeted	Vote choice	Favorability	Age	Gender	Education	Ethnicity	Ideology	Partisanship	Trump approval	Excluding respondents
2020-02-13	8086	8	745	9	•	•		•	•		•	•	•	
2020-02-27	6774	7	692	11	•	•	•	•			•	•	•	
2020-03-19	3846	4	640	1	•	•	•	•			•	•	•	
2020-04-11	3911	4	653	1	•	•	•	•			•	•	•	
2020-05-03	15008	2	3557	8	•	•	•	•			•	•	•	
2020-05-20	4436	6	513	5	•		•	•	•		•	•	•	
2020-05-27	11401	7	1182	50	•	•	•	•	•		•	•	•	
2020-05-28	3952	3	835	3	•	•	•	•			•	•	•	
2020-06-24	4067	2	881	50	•	•	•	•	•		•	•	•	
2020-07-01	4735	8	435	6	•		•	•	•	•	•	•	•	
2020-07-01	6981	6	791	50	•	•	•	•	•		•	•	•	
2020-07-03	3115	3	656	1	•	•	•	•			•	•	•	
2020-07-10	12846	11	899	50	•	•	•	•	•		•	•	•	
2020-07-15	4324	8	402	6	•		•	•	•	•	•	•	•	
2020-07-22	6393	4	938	50	•	•	•	•	•		•	•	•	
2020-07-28	4579	5	635	3	•	•	•	•			•	•	•	
2020-07-29	3795	5	528	8	•	•	•	•	•	•	•	•	•	
2020-07-28	6850	5	942	50	•	•	•	•	•		•	•	•	
2020-08-01	4992	5	687	3	•	•	•	•			•	•	•	
2020-08-04	6757	4	1014	50	•	•	•	•	•		•	•	•	
2020-08-08	4826	8	481	6	•		•	•	•	•	•	•	•	
2020-08-11	4432	3	885	50	•	•	•	•	•		•	•	•	
2020-08-13	2675	3	568	3	•	•	•	•			•	•	•	
2020-08-16	3144	3	626	2	•	•	•	•	•		•	•	•	
2020-08-19	5391	6	672	50	•	•	•	•	•		•	•	•	
2020-08-28	4776	8	476	6	•		•	•	•	•	•	•	•	
2020-09-13	3712	3	745	50	•		•	•	•		•	•	•	
2020-09-16	5471	8	545	6	•		•	•	•	•	•	•	•	
2020-09-24	1776	1	592	2	•	•		•	•	•	•	•	•	
2020-09-19	1838	3	368	50	•		•	•	•		•	•	•	after treatment added
2020-09-18	636	1	263	50	•		•	•	•	•	•	•	•	
2020-09-20	5393	8	539	6	•		•	•	•	•	•	•	•	
2020-09-20	2466	4	410	6	•			•	•	•	•	•	•	
2020-09-23	6692	5	953	50	•	•	•	•	•	•	•	•	•	
2020-09-24	4876	5	699	50	•		•	•	•		•	•	•	
2020-09-25	1201	1	600	6	•		•	•	•	•	•	•	•	
2020-09-29	5059	4	842	50	•		•	•	•		•	•	•	
2020-10-07	2301	3	484	50	•				•	•	•	•	•	
2020-10-06	2662	3	563	50	•				•	•	•	•	•	
2020-10-02	5835	3	1233	50	•	•	•	•	•	•	•	•	•	
2020-10-08	3040	5	431	4	•		•	•	•	•	•	•	•	
2020-10-08	7808	6	972	50	•	•	•	•	•	•	•	•	•	
2020-10-14	5059	3	1070	50	•		•	•	•	•	•	•	•	
2020-10-10	6789	10	566	6	•				•	•	•	•	•	
2020-10-15	4860	4	804	50	•	•	•	•	•	•	•	•	•	
2020-10-14	7385	6	922	50	•		•	•	•		•	•	•	
2020-10-15	3061	4	505	10	•			•	•		•	•	•	
2020-10-16	4908	5	703	3	•	•		•	•	•	•	•	•	
2020-10-16	2903	2	773	50	•	•	•	•	•	•	•	•	•	
2020-10-16	6699	7	747	8	•			•	•	•	•	•	•	
2020-10-18	8307	9	752	50	•	•	•	•	•	•	•	•	•	
2020-10-21	3961	6	494	10	•			•	•		•	•	•	
2020-10-20	6378	7	707	50	•	•	•	•	•	•	•	•	•	
2020-10-20	5631	6	701	50	•	•	•	•	•	•	•	•	•	
2020-10-21	5982	6	748	50	•	•	•	•	•	•	•	•	•	
2020-10-22	7060	6	879	50	•	•	•	•	•	•	•	•	•	
2020-10-22	5445	5	775	50	•	•	•	•	•	•	•	•	•	
2020-10-24	5303	5	759	50	•	•	•	•	•	•	•	•	•	

Table DA3: All 2020 downballot studies

Date	N	N treatments	N per treatment	States targeted	Vote choice	Favorability	Age	Gender	Education	Ethnicity	Ideology	Partisanship	Trump approval	Excluding respondents
2019-12-07	4654	3	970	14		•								
2020-01-16	4732	3	988	14		•		•	•		•	•	•	
2020-02-06	4371	3	675	50	•		•	•			•	•	•	
2020-02-14	1354	3	292	1	•	•	•	•	•		•	•	•	
2020-02-16	1196	3	252	1	•	•	•	•	•		•	•	•	
2020-03-05	5673	5	782	11	•		•	•	•		•	•	•	
2020-07-27	1344	4	226	1	•	•	•	•	•	•	•	•	•	after treatment removed
2020-08-02	698	2	209	1	•	•	•	•	•	•	•	•	•	
2020-08-26	1797	3	377	8	•	•	•	•	•	•	•	•	•	
2020-08-16	1686	4	280	1	•		•	•	•	•	•	•	•	
2020-08-17	775	3	159	50	•	•	•	•	•	•	•	•	•	
2020-08-20	754	3	161	1	•	•	•	•	•	•	•	•	•	
2020-08-25	742	3	158	50	•	•	•	•	•	•	•	•	•	
2020-08-29	1691	5	241	1	•	•	•	•	•	•	•	•	•	
2020-09-21	807	3	168	1	•	•	•		•	•	•	•	•	
2020-09-05	966	3	204	50	•	•	•	•	•	•	•	•	•	
2020-09-06	835	4	138	50	•	•	•	•	•	•	•	•	•	
2020-09-07	1988	3	419	1	•	•	•	•			•	•	•	
2020-09-10	811	2	237	50	•	•	•	•	•	•	•	•	•	
2020-09-25	675	3	142	50	•	•		•	•	•	•	•	•	
2020-09-18	820	4	137	1	•	•	•	•	•		•	•	•	
2020-09-12	1739	4	292	1	•	•	•	•	•	•	•	•	•	
2020-09-27	2204	3	465	1	•	•			•	•	•	•	•	
2020-09-12	3223	5	462	3	•	•	•	•	•	•	•	•	•	
2020-09-19	639	3	138	1	•	•	•	•	•	•	•	•	•	
2020-09-19	2068	3	438	1	•	•	•	•			•	•	•	
2020-09-20	1116	2	323	1	•	•	•	•	•	•	•	•	•	
2020-09-26	4949	4	827	1	•	•	•	•	•	•	•	•	•	
2020-09-26	2878	4	479	1	•	•	•	•	•	•	•	•	•	
2020-09-30	3913	8	391	10	•	•			•	•	•	•	•	after treatment added
2020-10-06	2355	4	391	1	•		•	•	•	•	•	•	•	
2020-10-03	564	3	118	1	•	•	•	•	•	•	•	•	•	
2020-10-05	614	5	87	1	•	•	•	•	•	•	•	•	•	after treatment added
2020-10-05	203	2	59	1		•	•	•	•	•	•	•	•	after treatment added
2020-10-04	1388	2	413	1	•	•	•	•	•	•	•	•	•	
2020-10-03	560	1	279	1	•	•	•	•	•	•	•	•	•	
2020-10-04	667	4	110	1	•	•	•	•	•	•	•	•	•	
2020-10-05	233	1	113	1	•	•	•	•	•	•	•	•	•	after treatment added
2020-10-08	523	2	147	1	•	•	•	•	•	•	•	•	•	
2020-10-14	1680	3	353	1	•	•			•	•	•	•	•	
2020-10-14	1674	3	357	1	•	•			•	•	•	•	•	
2020-10-18	1642	5	233	1	•	•		•	•		•	•	•	
2020-10-19	253	3	49	50	•	•			•	•	•	•	•	after treatment added
2020-10-24	1850	4	307	1	•	•		•	•		•	•	•	
2020-11-18	2876	4	481	1	•			•	•	•	•			
2020-11-27	2785	4	464	1	•			•	•	•	•			
2020-12-02	2440	8	241	1	•			•	•	•	•			
2020-12-03	2855	6	357	1	•			•	•	•	•			
2020-12-06	3338	4	561	1	•			•	•	•	•			
2020-12-08	1972	2	573	1	•			•	•	•	•			
2020-12-09	2027	4	332	1	•			•	•	•	•			
2020-12-10	2058	2	503	1	•			•	•	•	•			
2020-12-16	2785	4	467	1	•			•	•	•	•			
2020-12-25	1521	2	384	1	•			•	•	•	•			
2020-12-22	1821	2	460	1	•			•	•	•	•			

DA 2 Metaregression tables

This section contains the full results of all (pre-registered) metaregressions. Independent variables of interest are above mid line, and control variables below the mid line. $\hat{\sigma}$ is the estimated residual variance in effect sizes, after accounting for all regressors. $\hat{R}^2$ (all vs. control) is the variance explained by variables of interest, after accounting for the control variables (estimated as the simple ratio between $\hat{\sigma}$s when all variables are included vs. when only control variables are included). $\hat{R}^2$ (all predictors) is the variance explained by all variables, including control variables (ratio between $\hat{\sigma}$ with all variables included vs. intercept-only). Finally, to substantiate the claim of variability between elections, each table contains the p value that coefficients of interest (those above the mid line) are equal across all three datasets (a second-order metaregression).

Table DA4: Metaregressions table "Overall, without race fixed-effects". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Intercept	**2.6 (0.3)**	**1.4 (0.2)**	**1.0 (0.1)**	**1.2 (0.1)**	**-1.2 (0.3)**	**-1.7 (0.3)**	**-0.5 (0.2)**
$\hat{\sigma}$	1.67	0.85	0.44				$p = 0.000$
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Intercept	**2.3 (0.3)**	**1.2 (0.2)**	**0.8 (0.1)**	**1.0 (0.1)**	**-1.1 (0.4)**	**-1.4 (0.3)**	-0.3 (0.2)
$\hat{\sigma}$	1.42	0.47	0.34				$p = 0.000$
$N_{treatments}$	101	181	292				

Table DA5: Metaregressions table "Overall". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Intercept	**2.2 (0.3)**	**1.8 (0.2)**	**1.0 (0.1)**	**1.1 (0.1)**	-0.4 (0.4)	**-1.3 (0.3)**	**-0.8 (0.2)**
Race: Other		**-1.2 (0.6)**					
Race: Gov	**2.3 (0.7)**						
Race: StateLeg	0.2 (1.0)	**-0.9 (0.4)**					
$\hat{R}^2$ (all predictors)	0.27	0.04	0.00				$p = 0.000$
$\hat{\sigma}$	1.42	0.83	0.44				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Intercept	**2.3 (0.4)**	**1.7 (0.3)**	**0.8 (0.1)**	**1.0 (0.1)**	-0.6 (0.4)	**-1.5 (0.4)**	**-0.9 (0.3)**
Race: Other		-0.4 (0.5)					
Race: Gov	-0.3 (1.2)						
Race: GA Runoff		-0.7 (0.4)					
Race: StateLeg	-0.2 (2.2)	**-1.8 (0.5)**					
$\hat{R}^2$ (all predictors)	< 0	0.20	0.00				$p = 0.000$
$\hat{\sigma}$	1.43	0.42	0.34				
$N_{treatments}$	101	181	292				

Table DA6: Metaregressions table "Overall, with study fixed effects". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
(Studies)	...	...	...				
$\hat{R}^2$ (all predictors)	0.59	0.25	0.10				
$\hat{\sigma}$	1.07	0.74	0.42				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
(Studies)	...	...	...				
$\hat{R}^2$ (all predictors)	0.21	0.38	0.10				
$\hat{\sigma}$	1.26	0.37	0.33				
$N_{treatments}$	101	181	292				

Table DA7: Metaregressions table "Primary focus". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Primary focus: Candidate	**1.9 (0.7)**	0.4 (0.5)	-0.1 (0.2)	0.1 (0.2)	-1.5 (0.9)	**-2.0 (0.8)**	-0.5 (0.5)
Primary focus: Issues	**2.5 (0.7)**	-1.0 (0.6)	**0.5 (0.2)**	**0.5 (0.2)**	**-3.5 (0.9)**	**-2.0 (0.7)**	**1.4 (0.6)**
Intercept	-0.0 (0.7)	**2.4 (0.7)**	**0.8 (0.2)**				
Race: Other		**-1.2 (0.5)**					
Race: Gov	**1.6 (0.7)**						
Race: StateLeg	0.2 (1.0)	**-1.2 (0.4)**					
$\hat{R}^2$ (all vs. control)	0.13	0.08	0.22				$p = 0.000$
$\hat{R}^2$ (all predictors)	0.37	0.11	0.22				
$\hat{\sigma}$	1.33	0.80	0.39				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Primary focus: Candidate	0.5 (0.9)	0.0 (0.4)	-0.2 (0.2)	-0.1 (0.1)	-0.4 (1.0)	-0.6 (0.9)	-0.2 (0.4)
Primary focus: Issues	**2.2 (0.9)**	-0.5 (0.4)	-0.1 (0.2)	-0.1 (0.1)	**-2.7 (1.0)**	**-2.3 (0.9)**	0.4 (0.5)
Intercept	0.8 (0.9)	**2.1 (0.5)**	**1.0 (0.2)**				
Race: Other		-0.5 (0.5)					
Race: Gov	-0.7 (1.2)						
Race: GA Runoff		**-0.9 (0.4)**					
Race: StateLeg	-0.1 (2.2)	**-1.9 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.17	< 0	< 0				$p = 0.015$
$\hat{R}^2$ (all predictors)	0.15	0.12	< 0				
$\hat{\sigma}$	1.31	0.44	0.35				
$N_{treatments}$	101	181	292				

Table DA8: Metaregressions table "New fact (where fact present)". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
New fact (where fact present)	-1.2 (0.6)	**1.0 (0.4)**	0.1 (0.1)	0.1 (0.1)	**2.1 (0.8)**	1.2 (0.6)	**-0.9 (0.5)**
Intercept	0.7 (0.8)	**2.3 (0.7)**	**0.7 (0.2)**				
Race: Other		-0.7 (0.6)					
Race: Gov	1.4 (0.7)						
Race: StateLeg	-0.4 (1.0)	**-1.5 (0.5)**					
Primary focus: Candidate	**2.1 (0.8)**	0.3 (0.5)	-0.2 (0.2)				
Primary focus: Issues	**2.6 (0.8)**	**-1.5 (0.6)**	**0.5 (0.2)**				
$\hat{R}^2$ (all vs. control)	0.09	< 0	< 0				$p = 0.015$
$\hat{R}^2$ (all predictors)	0.38	0.10	0.50				
$\hat{\sigma}$	1.32	0.79	0.26				
$N_{treatments}$	125	127	142				

Metaregressions with "Vote choice" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
New fact (where fact present)	-1.0 (0.8)	0.3 (0.4)	-0.0 (0.1)	-0.0 (0.1)	1.2 (0.8)	0.9 (0.8)	-0.3 (0.4)
Intercept	2.1 (1.1)	**2.3 (0.6)**	**0.8 (0.2)**				
Race: Other		-0.6 (0.6)					
Race: Gov	-0.9 (1.2)						
Race: GA Runoff		**-0.9 (0.4)**					
Race: StateLeg	-0.3 (2.2)	**-2.0 (0.5)**					
Primary focus: Candidate	-0.0 (1.1)	-0.0 (0.4)	-0.1 (0.2)				
Primary focus: Issues	1.8 (1.0)	-0.9 (0.5)	0.2 (0.2)				
$\hat{R}^2$ (all vs. control)	0.06	< 0	< 0				$p = 0.325$
$\hat{R}^2$ (all predictors)	0.08	0.17	0.07				
$\hat{\sigma}$	1.33	0.49	0.30				
$N_{treatments}$	94	170	236				

Table DA9: Metaregressions table "Fact type". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Candidate facts	**2.0 (0.8)**	**1.3 (0.5)**	-0.1 (0.2)	0.2 (0.2)	-0.6 (0.9)	**-2.1 (0.8)**	**-1.4 (0.5)**
Policy facts	-0.3 (0.7)	-0.0 (0.6)	0.3 (0.2)	0.2 (0.2)	0.3 (0.9)	0.6 (0.7)	0.3 (0.6)
Intercept	-0.7 (0.7)	**2.3 (0.7)**	**0.8 (0.2)**				
Race: Other		**-1.2 (0.6)**					
Race: Gov	**1.6 (0.7)**						
Race: StateLeg	0.4 (1.0)	**-1.4 (0.5)**					
Primary focus: Candidate	1.5 (0.8)	-0.3 (0.6)	-0.0 (0.2)				
Primary focus: Issues	**3.1 (0.9)**	-0.8 (0.8)	0.3 (0.2)				
$\hat{R}^2$ (all vs. control)	0.05	0.02	< 0				$p = 0.007$
$\hat{R}^2$ (all predictors)	0.40	0.13	0.21				
$\hat{\sigma}$	1.29	0.79	0.39				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Candidate facts	1.4 (0.9)	**1.0 (0.4)**	-0.2 (0.2)	0.1 (0.2)	-0.4 (1.0)	-1.6 (1.0)	**-1.2 (0.4)**
Policy facts	0.2 (0.9)	-0.2 (0.4)	**0.5 (0.2)**	**0.3 (0.2)**	-0.4 (1.0)	0.3 (0.9)	0.7 (0.5)
Intercept	0.4 (0.9)	**1.8 (0.5)**	**1.0 (0.2)**				
Race: Other		-0.6 (0.5)					
Race: Gov	-0.5 (1.2)						
Race: GA Runoff		**-0.9 (0.4)**					
Race: StateLeg	0.3 (2.2)	**-2.0 (0.5)**					
Primary focus: Candidate	0.1 (1.1)	-0.4 (0.4)	-0.1 (0.2)				
Primary focus: Issues	**2.3 (1.1)**	-0.1 (0.6)	**-0.4 (0.2)**				
$\hat{R}^2$ (all vs. control)	< 0	0.28	0.10				$p = 0.028$
$\hat{R}^2$ (all predictors)	0.13	0.37	0.08				
$\hat{\sigma}$	1.32	0.37	0.33				
$N_{treatments}$	101	181	292				

Table DA10: Metaregressions table "Persuasive techniques". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Neg. name-calling	0.7 (0.8)	0.4 (0.5)	-0.0 (0.3)	0.1 (0.2)	-0.3 (1.0)	-0.7 (0.9)	-0.4 (0.5)
Neg. testimonial	1.1 (0.7)	0.6 (0.4)	-0.0 (0.2)	0.1 (0.2)	-0.5 (0.8)	-1.1 (0.7)	-0.6 (0.5)
Neg. transfer of association	0.1 (0.7)	0.4 (0.4)	-0.0 (0.2)	0.1 (0.2)	0.3 (0.8)	-0.1 (0.7)	-0.4 (0.5)
Plain folks	-0.2 (0.7)	0.2 (0.6)	0.2 (0.2)	0.2 (0.2)	0.4 (0.9)	0.4 (0.8)	0.1 (0.6)
Pos. name-calling	0.6 (1.8)	-0.7 (0.7)	-0.2 (0.3)	-0.3 (0.2)	-1.3 (2.0)	-0.8 (1.9)	0.5 (0.8)
Pos. testimonial	0.7 (1.0)	-0.4 (0.6)	0.2 (0.2)	0.2 (0.2)	-1.2 (1.1)	-0.5 (1.0)	0.6 (0.6)
Pos. transfer of association	-0.2 (0.8)	-0.5 (0.6)	0.0 (0.2)	-0.0 (0.2)	-0.2 (1.0)	0.3 (0.8)	0.5 (0.7)
Intercept	**1.8 (0.7)**	**1.4 (0.4)**	**0.9 (0.1)**				
Race: Other		-0.9 (0.6)					
Race: Gov	**2.3 (0.7)**						
Race: StateLeg	0.3 (1.0)	-0.7 (0.5)					
$\hat{R}^2$ (all vs. control)	< 0	< 0	< 0				$p = 0.477$
$\hat{R}^2$ (all predictors)	0.22	< 0	< 0				
$\hat{\sigma}$	1.47	0.86	0.46				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Neg. name-calling	0.8 (1.1)	-0.2 (0.4)	0.1 (0.2)	0.1 (0.2)	-1.1 (1.1)	-0.7 (1.1)	0.4 (0.4)
Neg. testimonial	1.0 (0.8)	0.6 (0.3)	-0.0 (0.2)	0.1 (0.1)	-0.4 (0.9)	-1.1 (0.8)	-0.7 (0.4)
Neg. transfer of association	-0.2 (0.8)	0.0 (0.4)	0.1 (0.2)	0.1 (0.2)	0.2 (0.9)	0.3 (0.9)	0.0 (0.4)
Plain folks	1.2 (0.8)	**0.9 (0.4)**	0.3 (0.2)	**0.4 (0.2)**	-0.3 (0.9)	-0.9 (0.9)	-0.6 (0.5)
Pos. name-calling	-2.0 (2.8)	-0.4 (0.6)	0.1 (0.2)	-0.0 (0.2)	1.6 (2.8)	2.1 (2.8)	0.5 (0.7)
Pos. testimonial	-1.8 (1.3)	-0.3 (0.4)	0.2 (0.2)	0.1 (0.1)	1.5 (1.4)	1.9 (1.3)	0.4 (0.5)
Pos. transfer of association	0.9 (1.1)	**1.0 (0.5)**	0.0 (0.2)	0.2 (0.2)	0.1 (1.1)	-0.8 (1.1)	-0.9 (0.5)
Intercept	1.4 (0.8)	**1.3 (0.4)**	**0.7 (0.1)**				
Race: Other		-1.0 (0.6)					
Race: Gov	-0.6 (1.2)						
Race: GA Runoff		**-0.9 (0.4)**					
Race: StateLeg	-0.9 (2.3)	**-1.5 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.00	0.40	< 0				$p = 0.212$
$\hat{R}^2$ (all predictors)	< 0	0.52	< 0				
$\hat{\sigma}$	1.43	0.33	0.37				
$N_{treatments}$	101	181	292				

Table DA11: Metaregressions table "Specificity: Candidate attribute". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Specificity: Candidate facts	-0.1 (0.8)	**1.7 (0.5)**	-0.2 (0.2)	-0.0 (0.2)	1.8 (1.0)	-0.1 (0.8)	**-2.0 (0.5)**
Intercept	**2.5 (0.6)**	**1.6 (0.5)**	**0.9 (0.1)**				
Race: Other		-1.7 (0.9)					
Race: Gov	**4.9 (1.1)**						
Race: StateLeg		**-1.7 (0.7)**					
$\hat{R}^2$ (all vs. control)	< 0	0.34	0.08				$p = 0.001$
$\hat{R}^2$ (all predictors)	0.59	0.39	0.08				
$\hat{\sigma}$	1.49	0.80	0.31				
$N_{treatments}$	30	45	66				

Metaregressions with "Vote choice" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Specificity: Candidate facts	1.3 (1.0)	0.4 (0.5)	-0.3 (0.2)	-0.2 (0.2)	-0.9 (1.1)	-1.7 (1.0)	-0.8 (0.5)
Intercept	1.3 (0.8)	**1.7 (0.6)**	**0.9 (0.1)**				
Race: Other		-1.2 (0.9)					
Race: GA Runoff		-0.4 (0.7)					
Race: StateLeg		**-2.2 (0.8)**					
$\hat{R}^2$ (all vs. control)	< 0	0.02	0.02				$p = 0.107$
$\hat{R}^2$ (all predictors)	< 0	0.20	0.02				
$\hat{\sigma}$	1.92	0.82	0.47				
$N_{treatments}$	22	66	118				

Table DA12: Metaregressions table "Specificity: Issue fact". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Specificity: Policy facts	-0.2 (0.6)	0.5 (0.4)	**0.4 (0.2)**	**0.4 (0.1)**	0.7 (0.7)	0.6 (0.7)	-0.1 (0.4)
Intercept	**2.8 (0.5)**	**1.4 (0.3)**	**1.1 (0.1)**				
Race: Other		-0.9 (0.7)					
Race: Gov	1.5 (0.8)						
Race: StateLeg	-1.3 (1.9)	**-1.5 (0.5)**					
$\hat{R}^2$ (all vs. control)	< 0	< 0	0.24				$p = 0.632$
$\hat{R}^2$ (all predictors)	0.17	0.11	0.24				
$\hat{\sigma}$	1.77	0.78	0.30				
$N_{treatments}$	63	88	69				

Metaregressions with "Vote choice" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Specificity: Policy facts	-0.2 (0.8)	-0.0 (0.3)	0.2 (0.1)	0.1 (0.1)	0.1 (0.9)	0.4 (0.8)	0.2 (0.3)
Intercept	**3.1 (0.7)**	**1.8 (0.3)**	**0.8 (0.1)**				
Race: Other		-0.3 (0.6)					
Race: Gov	-2.1 (1.4)						
Race: GA Runoff		**-1.4 (0.5)**					
Race: StateLeg	-1.4 (3.3)	**-2.2 (0.5)**					
$\hat{R}^2$ (all vs. control)	< 0	< 0	0.10				$p = 0.747$
$\hat{R}^2$ (all predictors)	< 0	0.56	0.10				
$\hat{\sigma}$	1.95	0.27	0.26				
$N_{treatments}$	44	106	120				

Table DA13: Metaregressions table "Production value". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Production value: High	0.6 (0.6)	**1.4 (0.5)**	-0.1 (0.2)	0.1 (0.2)	0.8 (0.8)	-0.7 (0.6)	**-1.5 (0.6)**
Intercept	**1.8 (0.5)**	0.6 (0.5)	**1.0 (0.1)**				
Race: Other		-1.0 (0.5)					
Race: Gov	**2.2 (0.7)**						
Race: StateLeg	0.3 (1.0)	-0.7 (0.4)					
$\hat{R}^2$ (all vs. control)	< 0	0.10	< 0				$p = 0.027$
$\hat{R}^2$ (all predictors)	0.27	0.13	< 0				
$\hat{\sigma}$	1.43	0.79	0.44				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Production value: High	0.4 (0.8)	**0.8 (0.4)**	-0.0 (0.1)	0.1 (0.1)	0.4 (0.9)	-0.4 (0.8)	**-0.9 (0.4)**
Intercept	**2.0 (0.6)**	**1.0 (0.4)**	**0.9 (0.1)**				
Race: Other		-0.3 (0.5)					
Race: Gov	-0.3 (1.2)						
Race: GA Runoff		-0.5 (0.4)					
Race: StateLeg	-0.3 (2.2)	**-1.6 (0.5)**					
$\hat{R}^2$ (all vs. control)	< 0	0.14	< 0				$p = 0.132$
$\hat{R}^2$ (all predictors)	< 0	0.31	< 0				
$\hat{\sigma}$	1.45	0.39	0.35				
$N_{treatments}$	101	181	292				

Table DA14: Metaregressions table "Messenger: politician". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Messenger: Politician	**2.1 (0.8)**	0.7 (0.6)	-0.3 (0.2)	-0.1 (0.2)	-1.4 (1.0)	**-2.4 (0.8)**	-1.0 (0.6)
Intercept	**2.1 (0.3)**	**1.7 (0.2)**	**1.0 (0.1)**				
Race: Other		**-1.1 (0.6)**					
Race: Gov	**1.8 (0.7)**						
Race: StateLeg	0.3 (1.0)	-0.9 (0.4)					
$\hat{R}^2$ (all vs. control)	0.05	0.03	0.05				$p = 0.005$
$\hat{R}^2$ (all predictors)	0.31	0.07	0.05				
$\hat{\sigma}$	1.39	0.82	0.43				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Messenger: Politician	-0.3 (1.4)	0.7 (0.5)	-0.1 (0.2)	0.0 (0.2)	0.9 (1.5)	0.2 (1.4)	-0.7 (0.5)
Intercept	**2.3 (0.4)**	**1.7 (0.3)**	**0.9 (0.1)**				
Race: Other		-0.3 (0.5)					
Race: Gov	-0.4 (1.2)						
Race: GA Runoff		-0.7 (0.4)					
Race: StateLeg	-0.2 (2.2)	**-1.7 (0.5)**					
$\hat{R}^2$ (all vs. control)	< 0	0.00	< 0				$p = 0.362$
$\hat{R}^2$ (all predictors)	< 0	0.20	< 0				
$\hat{\sigma}$	1.44	0.42	0.35				
$N_{treatments}$	101	181	292				

Table DA15: Metaregressions table "Messenger: female". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Messenger: Female	0.1 (0.4)	0.2 (0.3)	**0.3 (0.1)**	**0.3 (0.1)**	0.1 (0.6)	0.2 (0.5)	0.1 (0.4)
Intercept	**2.2 (0.3)**	**1.6 (0.3)**	**0.8 (0.1)**				
Race: Other		-1.1 (0.6)					
Race: Gov	**2.3 (0.7)**						
Race: StateLeg	0.2 (1.0)	**-0.9 (0.4)**					
$\hat{R}^2$ (all vs. control)	< 0	< 0	0.10				$p = 0.876$
$\hat{R}^2$ (all predictors)	0.26	0.04	0.10				
$\hat{\sigma}$	1.44	0.83	0.42				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Messenger: Female	1.1 (0.6)	-0.3 (0.3)	**0.2 (0.1)**	0.2 (0.1)	**-1.4 (0.6)**	-0.8 (0.6)	**0.6 (0.3)**
Intercept	**2.0 (0.4)**	**2.0 (0.3)**	**0.8 (0.1)**				
Race: Other		-0.5 (0.5)					
Race: Gov	-0.7 (1.2)						
Race: GA Runoff		**-0.8 (0.4)**					
Race: StateLeg	-0.8 (2.2)	**-1.8 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.03	0.03	0.09				$p = 0.048$
$\hat{R}^2$ (all predictors)	0.01	0.22	0.09				
$\hat{\sigma}$	1.41	0.42	0.33				
$N_{treatments}$	101	181	292				

Table DA16: Metaregressions table "Explicit vote for". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Explicit vote for	**1.1 (0.6)**	**-1.1 (0.4)**	0.3 (0.2)	0.1 (0.2)	**-2.2 (0.7)**	-0.8 (0.6)	**1.4 (0.5)**
Intercept	**1.9 (0.3)**	**2.5 (0.3)**	**0.8 (0.1)**				
Race: Other		**-1.6 (0.6)**					
Race: Gov	**2.0 (0.7)**						
Race: StateLeg	-0.2 (1.0)	**-1.2 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.07	0.02	0.01				$p = 0.001$
$\hat{R}^2$ (all predictors)	0.33	0.06	0.01				
$\hat{\sigma}$	1.37	0.82	0.44				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Explicit vote for	**1.9 (0.7)**	0.2 (0.4)	0.3 (0.2)	**0.3 (0.1)**	**-1.8 (0.8)**	**-1.7 (0.7)**	0.1 (0.4)
Intercept	**1.8 (0.4)**	**1.6 (0.4)**	**0.7 (0.1)**				
Race: Other		-0.4 (0.5)					
Race: Gov	-0.8 (1.2)						
Race: GA Runoff		-0.7 (0.4)					
Race: StateLeg	-0.6 (2.2)	**-1.7 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.24	< 0	0.01				$p = 0.056$
$\hat{R}^2$ (all predictors)	0.22	0.17	0.01				
$\hat{\sigma}$	1.25	0.43	0.34				
$N_{treatments}$	101	181	292				

Table DA17: Metaregressions table "Emotion: enthusiasm". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Emotion: Enthusiasm	0.9 (0.7)	-0.7 (0.4)	-0.1 (0.1)	-0.1 (0.1)	-1.6 (0.8)	-1.0 (0.8)	0.6 (0.4)
Intercept	**2.1 (0.3)**	**1.9 (0.2)**	**1.0 (0.1)**				
Race: Other		-0.9 (0.6)					
Race: Gov	**2.0 (0.7)**						
Race: StateLeg	-0.0 (1.0)	-0.8 (0.4)					
$\hat{R}^2$ (all vs. control)	< 0	< 0	< 0				$p = 0.140$
$\hat{R}^2$ (all predictors)	0.26	0.04	< 0				
$\hat{\sigma}$	1.44	0.83	0.44				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Emotion: Enthusiasm	-0.3 (1.2)	0.0 (0.3)	0.1 (0.1)	0.1 (0.1)	0.3 (1.2)	0.4 (1.2)	0.1 (0.4)
Intercept	**2.3 (0.4)**	**1.7 (0.3)**	**0.8 (0.1)**				
Race: Other		-0.4 (0.5)					
Race: Gov	-0.3 (1.2)						
Race: GA Runoff		-0.7 (0.4)					
Race: StateLeg	-0.2 (2.2)	**-1.8 (0.5)**					
$\hat{R}^2$ (all vs. control)	< 0	< 0	< 0				$p = 0.924$
$\hat{R}^2$ (all predictors)	< 0	0.15	< 0				
$\hat{\sigma}$	1.44	0.43	0.35				
$N_{treatments}$	101	181	292				

Table DA18: Metaregressions table "Emotion: anger". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Emotion: Anger	0.8 (0.8)	**1.0 (0.5)**	-0.1 (0.2)	0.1 (0.2)	0.2 (1.0)	-0.9 (0.9)	**-1.1 (0.5)**
Intercept	**2.0 (0.3)**	**1.5 (0.2)**	**1.0 (0.1)**				
Race: Other		-1.1 (0.6)					
Race: Gov	**2.4 (0.7)**						
Race: StateLeg	0.1 (1.0)	**-0.9 (0.4)**					
$\hat{R}^2$ (all vs. control)	< 0	0.05	< 0				$p = 0.056$
$\hat{R}^2$ (all predictors)	0.27	0.08	< 0				
$\hat{\sigma}$	1.43	0.81	0.44				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	**2018**	**2020D**	**2020P**	**Combined**	**2020D-2018**	**2020P-2018**	**2020P-2020D**
Emotion: Anger	**3.0 (1.0)**	0.4 (0.4)	0.2 (0.2)	0.3 (0.2)	**-2.6 (1.0)**	**-2.8 (1.0)**	-0.2 (0.4)
Intercept	**1.7 (0.4)**	**1.6 (0.3)**	**0.8 (0.1)**				
Race: Other		-0.4 (0.5)					
Race: Gov	0.1 (1.2)						
Race: GA Runoff		-0.7 (0.4)					
Race: StateLeg	-0.7 (2.2)	**-1.7 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.18	0.03	< 0				$p = 0.018$
$\hat{R}^2$ (all predictors)	0.17	0.22	< 0				
$\hat{\sigma}$	1.29	0.42	0.34				
$N_{treatments}$	101	181	292				

Table DA19: Metaregressions table "Primary tone". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Primary tone: Contrast	0.4 (0.7)	-0.2 (0.4)	0.2 (0.2)	0.1 (0.2)	-0.6 (0.8)	-0.2 (0.8)	0.4 (0.5)
Primary tone: Positive	0.1 (0.7)	**-1.2 (0.4)**	0.0 (0.2)	-0.1 (0.2)	-1.3 (0.8)	-0.1 (0.7)	**1.2 (0.5)**
Intercept	**2.2 (0.3)**	**2.0 (0.2)**	**0.9 (0.1)**				
Race: Other		**-1.2 (0.6)**					
Race: Gov	**2.3 (0.7)**						
Race: StateLeg	0.1 (1.0)	**-0.9 (0.4)**					
$\hat{R}^2$ (all vs. control)	< 0	0.12	< 0				$p = 0.136$
$\hat{R}^2$ (all predictors)	0.24	0.16	< 0				
$\hat{\sigma}$	1.45	0.78	0.44				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Primary tone: Contrast	0.6 (1.0)	-0.5 (0.4)	**0.7 (0.2)**	**0.5 (0.2)**	-1.1 (1.1)	0.1 (1.0)	**1.1 (0.4)**
Primary tone: Positive	-1.4 (0.9)	0.2 (0.3)	0.3 (0.1)	0.2 (0.1)	1.6 (1.0)	1.7 (1.0)	0.1 (0.4)
Intercept	**2.4 (0.4)**	**1.7 (0.3)**	**0.6 (0.1)**				
Race: Other		-0.4 (0.5)					
Race: Gov	0.0 (1.2)						
Race: GA Runoff		-0.8 (0.4)					
Race: StateLeg	-0.3 (2.2)	**-1.8 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.06	0.02	0.12				$p = 0.033$
$\hat{R}^2$ (all predictors)	0.04	0.21	0.12				
$\hat{\sigma}$	1.39	0.42	0.32				
$N_{treatments}$	101	181	292				

Table DA20: Metaregressions table "Cited fact (where fact present)". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Cited fact (where fact present)	**-1.1 (0.5)**	0.5 (0.4)	-0.1 (0.1)	-0.1 (0.1)	**1.6 (0.6)**	1.0 (0.5)	-0.5 (0.4)
Intercept	0.6 (0.8)	**2.8 (0.7)**	**0.8 (0.2)**				
Race: Other		-1.0 (0.6)					
Race: Gov	**1.5 (0.7)**						
Race: StateLeg	0.1 (1.0)	**-1.4 (0.5)**					
Primary focus: Candidate	**1.8 (0.8)**	0.2 (0.5)	-0.2 (0.2)				
Primary focus: Issues	**2.2 (0.8)**	**-1.6 (0.6)**	**0.4 (0.2)**				
$\hat{R}^2$ (all vs. control)	0.08	< 0	< 0				$p = 0.047$
$\hat{R}^2$ (all predictors)	0.37	0.11	0.22				
$\hat{\sigma}$	1.34	0.80	0.37				
$N_{treatments}$	125	127	155				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Cited fact (where fact present)	-0.5 (0.7)	0.1 (0.3)	-0.2 (0.1)	-0.1 (0.1)	0.6 (0.7)	0.4 (0.7)	-0.3 (0.3)
Intercept	1.8 (1.0)	**2.2 (0.6)**	**0.9 (0.2)**				
Race: Other		-0.6 (0.6)					
Race: Gov	-0.8 (1.2)						
Race: GA Runoff		**-1.0 (0.4)**					
Race: StateLeg	0.0 (2.2)	**-1.9 (0.5)**					
Primary focus: Candidate	-0.2 (1.0)	-0.0 (0.4)	-0.1 (0.2)				
Primary focus: Issues	1.5 (1.0)	-0.6 (0.5)	0.1 (0.2)				
$\hat{R}^2$ (all vs. control)	0.02	< 0	0.00				$p = 0.631$
$\hat{R}^2$ (all predictors)	0.05	0.06	0.00				
$\hat{\sigma}$	1.35	0.52	0.34				
$N_{treatments}$	94	172	261				

Table DA21: Metaregressions table "Pushiness". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
How pushy	**0.9 (0.3)**	**0.3 (0.1)**	**0.3 (0.1)**	-0.6 (0.3)
Intercept	**1.2 (0.3)**	**0.8 (0.1)**		
Race: Other	-0.8 (0.6)			
Race: StateLeg	**-0.9 (0.4)**			
$\hat{R}^2$ (all vs. control)	0.07	0.06		$p = 0.079$
$\hat{R}^2$ (all predictors)	0.11	0.06		
$\hat{\sigma}$	0.80	0.43		
$N_{treatments}$	131	170		

Metaregressions with "Vote choice" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
How pushy	0.2 (0.2)	**0.2 (0.1)**	**0.2 (0.1)**	0.0 (0.3)
Intercept	**1.6 (0.3)**	**0.7 (0.1)**		
Race: Other	-0.4 (0.5)			
Race: GA Runoff	-0.7 (0.4)			
Race: StateLeg	**-1.7 (0.5)**			
$\hat{R}^2$ (all vs. control)	< 0	0.11		$p = 0.902$
$\hat{R}^2$ (all predictors)	0.12	0.11		
$\hat{\sigma}$	0.44	0.32		
$N_{treatments}$	181	292		

Table DA22: Metaregressions table "Messenger: Republican". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Messenger: Republican	2.6 (1.3)	-0.1 (0.2)	-0.0 (0.2)	-2.7 (1.4)
Intercept	**1.7 (0.2)**	**1.0 (0.1)**		
Race: Other	**-1.1 (0.5)**			
Race: StateLeg	**-0.9 (0.4)**			
$\hat{R}^2$ (all vs. control)	0.05	< 0		$p = 0.051$
$\hat{R}^2$ (all predictors)	0.08	< 0		
$\hat{\sigma}$	0.81	0.44		
$N_{treatments}$	131	170		

Metaregressions with "Vote choice" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Messenger: Republican	**1.7 (0.6)**	0.2 (0.2)	0.3 (0.2)	**-1.4 (0.7)**
Intercept	**1.7 (0.3)**	**0.8 (0.1)**		
Race: Other	-0.4 (0.5)			
Race: GA Runoff	**-0.9 (0.4)**			
Race: StateLeg	**-1.7 (0.5)**			
$\hat{R}^2$ (all vs. control)	0.20	< 0		$p = 0.031$
$\hat{R}^2$ (all predictors)	0.36	< 0		
$\hat{\sigma}$	0.38	0.35		
$N_{treatments}$	181	292		

Table DA23: Metaregressions table "Messenger: Healthcare worker". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Messenger: Healthcare worker	-1.0 (0.7)	0.2 (0.4)	-0.1 (0.3)	1.2 (0.8)
Intercept	**1.8 (0.2)**	**1.0 (0.1)**		
Race: Other	-1.0 (0.6)			
Race: StateLeg	**-1.0 (0.4)**			
$\hat{R}^2$ (all vs. control)	< 0	< 0		$p = 0.129$
$\hat{R}^2$ (all predictors)	0.02	< 0		
$\hat{\sigma}$	0.84	0.44		
$N_{treatments}$	131	170		

Metaregressions with "Vote choice" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Messenger: Healthcare worker	0.0 (0.5)	0.5 (0.4)	0.3 (0.3)	0.5 (0.6)
Intercept	**1.7 (0.3)**	**0.8 (0.1)**		
Race: Other	-0.4 (0.5)			
Race: GA Runoff	-0.7 (0.4)			
Race: StateLeg	**-1.8 (0.5)**			
$\hat{R}^2$ (all vs. control)	< 0	0.01		$p = 0.442$
$\hat{R}^2$ (all predictors)	0.16	0.01		
$\hat{\sigma}$	0.43	0.34		
$N_{treatments}$	181	292		

Table DA24: Metaregressions table "Messenger: Everyday people". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Messenger: Everyday people	0.4 (0.4)	0.2 (0.1)	0.2 (0.1)	-0.1 (0.4)
Intercept	**1.6 (0.3)**	**0.9 (0.1)**		
Race: Other	**-1.2 (0.6)**			
Race: StateLeg	**-0.9 (0.4)**			
$\hat{R}^2$ (all vs. control)	< 0	0.04		$p = 0.732$
$\hat{R}^2$ (all predictors)	0.03	0.04		
$\hat{\sigma}$	0.84	0.43		
$N_{treatments}$	131	170		

Metaregressions with "Vote choice" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Messenger: Everyday people	-0.1 (0.3)	0.1 (0.1)	0.1 (0.1)	0.2 (0.3)
Intercept	**1.8 (0.3)**	**0.8 (0.1)**		
Race: Other	-0.3 (0.5)			
Race: GA Runoff	-0.7 (0.4)			
Race: StateLeg	**-1.7 (0.5)**			
$\hat{R}^2$ (all vs. control)	< 0	< 0		$p = 0.505$
$\hat{R}^2$ (all predictors)	0.18	< 0		
$\hat{\sigma}$	0.43	0.34		
$N_{treatments}$	181	292		

Table DA25: Metaregressions table "Issue: Decency". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Issue: Decency	**1.9 (0.5)**	**-0.3 (0.1)**	-0.2 (0.1)	**-2.2 (0.5)**
Intercept	**1.6 (0.2)**	**1.1 (0.1)**		
Race: Other	**-1.4 (0.5)**			
Race: StateLeg	**-1.3 (0.4)**			
$\hat{R}^2$ (all vs. control)	0.25	0.06		$p = 0.000$
$\hat{R}^2$ (all predictors)	0.28	0.06		
$\hat{\sigma}$	0.72	0.43		
$N_{treatments}$	131	170		

Metaregressions with "Vote choice" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Issue: Decency	0.6 (0.4)	0.1 (0.1)	0.1 (0.1)	-0.5 (0.5)
Intercept	**1.7 (0.3)**	**0.8 (0.1)**		
Race: Other	-0.5 (0.5)			
Race: GA Runoff	-0.7 (0.4)			
Race: StateLeg	**-1.9 (0.5)**			
$\hat{R}^2$ (all vs. control)	0.07	< 0		$p = 0.240$
$\hat{R}^2$ (all predictors)	0.26	< 0		
$\hat{\sigma}$	0.41	0.35		
$N_{treatments}$	181	292		

Table DA26: Metaregressions table "Issue: COVID-19". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Issue: COVID-19	**-0.8 (0.4)**	0.2 (0.1)	0.0 (0.1)	**1.0 (0.4)**
Intercept	**2.0 (0.2)**	**0.9 (0.1)**		
Race: Other	**-1.2 (0.6)**			
Race: StateLeg	**-0.9 (0.4)**			
$\hat{R}^2$ (all vs. control)	0.02	0.03		$p = 0.009$
$\hat{R}^2$ (all predictors)	0.06	0.03		
$\hat{\sigma}$	0.82	0.43		
$N_{treatments}$	131	170		

Metaregressions with "Vote choice" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Issue: COVID-19	-0.1 (0.3)	-0.1 (0.1)	-0.1 (0.1)	-0.0 (0.3)
Intercept	**1.7 (0.3)**	**0.9 (0.1)**		
Race: Other	-0.4 (0.5)			
Race: GA Runoff	-0.7 (0.4)			
Race: StateLeg	**-1.7 (0.5)**			
$\hat{R}^2$ (all vs. control)	< 0	< 0		$p = 0.998$
$\hat{R}^2$ (all predictors)	0.15	< 0		
$\hat{\sigma}$	0.43	0.35		
$N_{treatments}$	181	292		

Table DA27: Metaregressions table "Issue: BLM/Race". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Issue: BLM/Race	0.0 (1.3)	-0.3 (0.2)	-0.3 (0.2)	-0.3 (1.3)
Intercept	**1.8 (0.2)**	**1.0 (0.1)**		
Race: Other	**-1.2 (0.6)**			
Race: StateLeg	**-0.9 (0.4)**			
$\hat{R}^2$ (all vs. control)	< 0	0.07		$p = 0.791$
$\hat{R}^2$ (all predictors)	0.01	0.07		
$\hat{\sigma}$	0.85	0.42		
$N_{treatments}$	131	170		

Metaregressions with "Vote choice" outcome

Predictor	**2020D**	**2020P**	**Combined**	**2020P-2020D**
Issue: BLM/Race	0.1 (0.6)	-0.1 (0.1)	-0.1 (0.1)	-0.2 (0.6)
Intercept	**1.7 (0.3)**	**0.9 (0.1)**		
Race: Other	-0.4 (0.5)			
Race: GA Runoff	-0.7 (0.4)			
Race: StateLeg	**-1.8 (0.5)**			
$\hat{R}^2$ (all vs. control)	< 0	< 0		$p = 0.746$
$\hat{R}^2$ (all predictors)	0.14	< 0		
$\hat{\sigma}$	0.44	0.34		
$N_{treatments}$	181	292		

Table DA28: Metaregressions table "All primary". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Candidate facts	**2.0 (0.8)**	**1.2 (0.6)**	-0.2 (0.2)	0.2 (0.2)	-0.8 (0.9)	**-2.1 (0.8)**	**-1.4 (0.6)**
Emotion: Anger	-0.8 (0.9)	0.6 (0.5)	-0.1 (0.2)	-0.0 (0.2)	1.4 (1.0)	0.7 (0.9)	-0.7 (0.5)
Explicit vote for	1.2 (0.6)	**-1.3 (0.4)**	0.2 (0.2)	0.0 (0.2)	**-2.5 (0.8)**	-1.1 (0.7)	**1.4 (0.5)**
New fact	-0.6 (0.6)	**1.1 (0.5)**	0.2 (0.2)	0.2 (0.2)	**1.7 (0.8)**	0.7 (0.7)	-0.9 (0.5)
Messenger: Politician	**2.9 (0.9)**	-0.0 (0.6)	-0.1 (0.2)	0.0 (0.2)	**-2.9 (1.1)**	**-3.0 (0.9)**	-0.1 (0.7)
Policy facts	-0.1 (0.7)	0.0 (0.6)	0.2 (0.2)	0.1 (0.2)	0.1 (0.9)	0.3 (0.8)	0.2 (0.6)
Primary focus: Candidate	0.8 (0.9)	0.1 (0.6)	-0.0 (0.2)	0.0 (0.2)	-0.7 (1.1)	-0.8 (0.9)	-0.1 (0.7)
Primary focus: Issues	**3.1 (0.9)**	-1.0 (0.8)	0.2 (0.2)	0.3 (0.2)	**-4.1 (1.2)**	**-2.9 (0.9)**	1.3 (0.8)
Neg. name-calling	0.7 (0.8)	-0.4 (0.5)	0.1 (0.3)	0.1 (0.2)	-1.1 (0.9)	-0.6 (0.8)	0.5 (0.6)
Neg. testimonial	1.3 (0.7)	0.4 (0.4)	0.1 (0.2)	0.2 (0.2)	-0.9 (0.8)	-1.2 (0.7)	-0.3 (0.5)
Neg. transfer of association	0.5 (0.7)	0.3 (0.4)	-0.1 (0.2)	0.0 (0.2)	-0.2 (0.8)	-0.6 (0.7)	-0.4 (0.5)
Plain folks	0.5 (0.7)	0.3 (0.6)	0.2 (0.2)	0.2 (0.2)	-0.2 (0.9)	-0.3 (0.8)	-0.1 (0.6)
Pos. name-calling	1.6 (1.7)	-0.7 (0.7)	-0.1 (0.3)	-0.1 (0.3)	-2.3 (1.9)	-1.7 (1.7)	0.6 (0.8)
Pos. testimonial	1.0 (0.9)	-0.0 (0.6)	0.2 (0.2)	0.2 (0.2)	-1.0 (1.1)	-0.8 (0.9)	0.2 (0.7)
Pos. transfer of association	-0.8 (0.7)	-0.7 (0.6)	0.1 (0.2)	-0.0 (0.2)	0.1 (1.0)	0.9 (0.8)	0.8 (0.7)
Intercept	-1.3 (1.0)	**2.1 (0.8)**	**0.6 (0.2)**				
Race: Other		-0.9 (0.7)					
Race: Gov	0.6 (0.8)						
Race: StateLeg	0.2 (1.0)	**-1.6 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.34	0.16	0.12				$p = 0.000$
$\hat{R}^2$ (all predictors)	0.52	0.19	0.12				
$\hat{\sigma}$	1.15	0.76	0.41				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Candidate facts	0.8 (1.0)	0.8 (0.4)	-0.1 (0.2)	0.0 (0.2)	0.1 (1.1)	-0.9 (1.0)	**-1.0 (0.5)**
Emotion: Anger	1.0 (1.2)	0.3 (0.4)	0.3 (0.2)	0.3 (0.2)	-0.7 (1.3)	-0.7 (1.2)	-0.0 (0.5)
Explicit vote for	**2.0 (0.8)**	-0.1 (0.4)	0.3 (0.2)	0.3 (0.1)	**-2.1 (0.9)**	**-1.7 (0.8)**	0.4 (0.4)
New fact	0.4 (0.8)	0.2 (0.4)	-0.0 (0.2)	0.0 (0.1)	-0.3 (0.8)	-0.5 (0.8)	-0.2 (0.4)
Messenger: Politician	1.6 (1.5)	0.8 (0.5)	0.0 (0.2)	0.1 (0.2)	-0.8 (1.6)	-1.6 (1.5)	-0.8 (0.6)
Policy facts	-0.5 (0.9)	-0.2 (0.5)	**0.5 (0.2)**	0.3 (0.2)	0.3 (1.0)	1.0 (1.0)	0.7 (0.5)
Primary focus: Candidate	-0.5 (1.1)	-0.4 (0.5)	-0.2 (0.2)	-0.2 (0.2)	0.1 (1.2)	0.4 (1.1)	0.2 (0.5)
Primary focus: Issues	**2.3 (1.1)**	-0.2 (0.6)	**-0.5 (0.2)**	-0.3 (0.2)	-2.5 (1.3)	**-2.8 (1.2)**	-0.3 (0.6)
Neg. name-calling	0.9 (1.1)	-0.3 (0.4)	0.1 (0.2)	0.1 (0.2)	-1.2 (1.1)	-0.8 (1.1)	0.4 (0.5)
Neg. testimonial	0.9 (0.8)	0.5 (0.4)	-0.0 (0.2)	0.1 (0.1)	-0.3 (0.9)	-0.9 (0.9)	-0.6 (0.4)
Neg. transfer of association	0.4 (0.8)	-0.0 (0.4)	0.1 (0.2)	0.1 (0.2)	-0.5 (0.9)	-0.3 (0.9)	0.1 (0.4)
Plain folks	0.9 (0.9)	**0.9 (0.4)**	0.3 (0.2)	**0.4 (0.2)**	-0.0 (1.0)	-0.6 (0.9)	-0.6 (0.5)
Pos. name-calling	-1.0 (2.7)	-0.4 (0.7)	0.1 (0.2)	0.1 (0.2)	0.6 (2.8)	1.1 (2.7)	0.5 (0.7)
Pos. testimonial	-1.2 (1.3)	-0.0 (0.5)	0.2 (0.2)	0.1 (0.1)	1.2 (1.4)	1.4 (1.3)	0.2 (0.5)
Pos. transfer of association	0.4 (1.0)	0.8 (0.5)	0.0 (0.2)	0.1 (0.2)	0.4 (1.1)	-0.3 (1.1)	-0.8 (0.5)
Intercept	-0.9 (1.2)	**1.4 (0.6)**	**0.7 (0.2)**				
Race: Other		-1.0 (0.6)					
Race: Gov	-0.7 (1.2)						
Race: GA Runoff		**-1.1 (0.4)**					
Race: StateLeg	-0.9 (2.3)	**-1.8 (0.6)**					
$\hat{R}^2$ (all vs. control)	0.32	0.39	< 0				$p = 0.023$
$\hat{R}^2$ (all predictors)	0.30	0.51	< 0				
$\hat{\sigma}$	1.18	0.33	0.36				
$N_{treatments}$	101	181	292				

Table DA29: Metaregressions table "All primary and secondary". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Candidate facts	1.1 (1.2)	1.0 (0.7)	-0.0 (0.3)	0.2 (0.3)	-0.1 (1.4)	-1.1 (1.2)	-1.0 (0.8)
Emotion: Anger	-1.1 (1.0)	0.6 (0.5)	-0.1 (0.2)	-0.0 (0.2)	1.6 (1.1)	1.0 (1.0)	-0.6 (0.6)
Explicit vote for	1.3 (0.7)	**-1.2 (0.5)**	0.2 (0.2)	0.1 (0.2)	**-2.4 (0.8)**	-1.1 (0.7)	**1.3 (0.5)**
Cited fact	-0.3 (0.6)	0.2 (0.4)	-0.1 (0.2)	-0.1 (0.2)	0.5 (0.7)	0.2 (0.6)	-0.3 (0.5)
New fact	-0.8 (0.8)	0.7 (0.5)	0.2 (0.2)	0.2 (0.2)	1.6 (0.9)	1.0 (0.8)	-0.5 (0.6)
Specificity: Candidate facts	0.5 (0.6)	0.2 (0.5)	-0.1 (0.2)	-0.0 (0.2)	-0.3 (0.8)	-0.7 (0.6)	-0.3 (0.6)
Specificity: Policy facts	-0.1 (0.6)	0.6 (0.5)	0.4 (0.2)	**0.4 (0.2)**	0.7 (0.8)	0.5 (0.7)	-0.2 (0.5)
Messenger: Politician	**2.5 (1.0)**	0.0 (0.6)	-0.1 (0.2)	0.0 (0.2)	**-2.5 (1.1)**	**-2.6 (1.0)**	-0.1 (0.7)
Policy facts	0.1 (0.9)	-0.5 (0.7)	-0.1 (0.3)	-0.2 (0.3)	-0.6 (1.2)	-0.3 (1.0)	0.4 (0.8)
Primary focus: Candidate	0.9 (0.9)	0.1 (0.6)	0.0 (0.3)	0.1 (0.2)	-0.7 (1.1)	-0.8 (0.9)	-0.1 (0.7)
Primary focus: Issues	**3.2 (0.9)**	-0.8 (0.8)	0.2 (0.3)	0.3 (0.2)	**-4.0 (1.2)**	**-3.0 (0.9)**	1.0 (0.9)
Production value: High	0.9 (0.7)	0.8 (0.6)	0.1 (0.2)	0.2 (0.2)	-0.1 (0.9)	-0.9 (0.7)	-0.7 (0.6)
Neg. name-calling	0.9 (0.8)	-0.5 (0.5)	0.1 (0.3)	0.1 (0.2)	-1.4 (1.0)	-0.8 (0.9)	0.6 (0.6)
Neg. testimonial	**1.4 (0.7)**	0.6 (0.4)	0.1 (0.2)	0.2 (0.2)	-0.8 (0.8)	-1.3 (0.7)	-0.5 (0.5)
Neg. transfer of association	0.2 (0.7)	0.1 (0.4)	-0.1 (0.2)	-0.0 (0.2)	-0.1 (0.8)	-0.3 (0.7)	-0.2 (0.5)
Plain folks	0.4 (0.8)	0.5 (0.6)	0.2 (0.2)	0.2 (0.2)	0.1 (1.0)	-0.2 (0.8)	-0.3 (0.6)
Pos. name-calling	1.2 (1.8)	-0.7 (0.7)	-0.1 (0.3)	-0.2 (0.3)	-1.9 (2.0)	-1.4 (1.8)	0.6 (0.8)
Pos. testimonial	1.2 (0.9)	-0.0 (0.7)	0.2 (0.2)	0.2 (0.2)	-1.2 (1.2)	-1.0 (1.0)	0.2 (0.7)
Pos. transfer of association	-0.7 (0.8)	-0.6 (0.6)	0.1 (0.2)	-0.0 (0.2)	0.0 (1.0)	0.7 (0.8)	0.7 (0.7)
Intercept	-1.8 (1.1)	1.1 (1.0)	0.5 (0.3)				
Race: Other		-0.9 (0.7)					
Race: Gov	0.2 (0.8)						
Race: StateLeg	0.2 (1.0)	**-1.4 (0.5)**					
$\hat{R}^2$ (all vs. control)	0.28	0.15	0.11				$p = 0.000$
$\hat{R}^2$ (all predictors)	0.48	0.19	0.11				
$\hat{\sigma}$	1.20	0.76	0.41				
$N_{treatments}$	131	131	170				

Metaregressions with "Vote choice" outcome

Predictor	2018	2020D	2020P	Combined	2020D-2018	2020P-2018	2020P-2020D
Candidate facts	0.2 (1.5)	1.2 (0.6)	-0.1 (0.2)	0.1 (0.2)	1.0 (1.6)	-0.3 (1.5)	-1.3 (0.6)
Emotion: Anger	0.9 (1.3)	0.2 (0.4)	0.3 (0.2)	0.3 (0.2)	-0.7 (1.3)	-0.7 (1.3)	0.0 (0.5)
Explicit vote for	**2.1 (0.9)**	-0.3 (0.4)	0.3 (0.2)	0.3 (0.2)	**-2.4 (0.9)**	**-1.8 (0.9)**	0.6 (0.4)
Cited fact	0.5 (0.8)	0.1 (0.4)	-0.2 (0.2)	-0.2 (0.2)	-0.4 (0.9)	-0.7 (0.8)	-0.3 (0.4)
New fact	-0.2 (1.0)	0.3 (0.5)	0.1 (0.2)	0.1 (0.2)	0.5 (1.1)	0.2 (1.0)	-0.3 (0.5)
Specificity: Candidate facts	0.3 (0.8)	-0.4 (0.4)	-0.1 (0.2)	-0.1 (0.2)	-0.7 (0.9)	-0.4 (0.8)	0.3 (0.5)
Specificity: Policy facts	0.5 (0.8)	-0.2 (0.4)	0.1 (0.2)	0.1 (0.2)	-0.7 (0.9)	-0.5 (0.9)	0.3 (0.5)
Messenger: Politician	1.6 (1.6)	0.6 (0.5)	0.0 (0.2)	0.1 (0.2)	-1.0 (1.7)	-1.6 (1.6)	-0.6 (0.6)
Policy facts	-1.0 (1.2)	-0.1 (0.6)	0.4 (0.3)	0.2 (0.2)	0.9 (1.4)	1.4 (1.3)	0.4 (0.6)
Primary focus: Candidate	-0.5 (1.1)	-0.4 (0.5)	-0.1 (0.2)	-0.2 (0.2)	0.1 (1.2)	0.4 (1.2)	0.3 (0.5)
Primary focus: Issues	**2.6 (1.2)**	-0.2 (0.6)	-0.4 (0.2)	-0.3 (0.2)	**-2.8 (1.3)**	**-3.0 (1.2)**	-0.2 (0.6)
Production value: High	0.5 (1.0)	**1.0 (0.5)**	0.1 (0.2)	0.2 (0.2)	0.5 (1.1)	-0.4 (1.0)	-0.9 (0.5)
Neg. name-calling	1.1 (1.1)	-0.2 (0.4)	0.1 (0.2)	0.1 (0.2)	-1.3 (1.2)	-1.0 (1.2)	0.3 (0.5)
Neg. testimonial	1.0 (0.9)	0.6 (0.4)	-0.0 (0.2)	0.1 (0.2)	-0.4 (1.0)	-1.1 (0.9)	-0.7 (0.4)
Neg. transfer of association	0.4 (0.9)	-0.1 (0.4)	0.2 (0.2)	0.1 (0.2)	-0.5 (1.0)	-0.3 (0.9)	0.2 (0.5)
Plain folks	1.0 (0.9)	**0.9 (0.5)**	0.3 (0.2)	**0.4 (0.2)**	-0.0 (1.0)	-0.6 (0.9)	-0.6 (0.5)
Pos. name-calling	-0.5 (2.9)	-0.6 (0.7)	0.1 (0.2)	0.0 (0.2)	-0.0 (3.0)	0.6 (2.9)	0.7 (0.7)
Pos. testimonial	-1.0 (1.5)	0.4 (0.5)	0.1 (0.2)	0.1 (0.2)	1.4 (1.5)	1.1 (1.5)	-0.3 (0.5)
Pos. transfer of association	0.4 (1.1)	0.8 (0.5)	-0.0 (0.2)	0.1 (0.2)	0.4 (1.2)	-0.4 (1.1)	-0.8 (0.5)
Intercept	-1.4 (1.4)	0.7 (0.7)	**0.7 (0.2)**				
Race: Other		-1.0 (0.6)					
Race: Gov	-0.8 (1.3)						
Race: GA Runoff		-0.9 (0.4)					
Race: StateLeg	-1.2 (2.4)	**-1.8 (0.6)**					
$\hat{R}^2$ (all vs. control)	0.17	0.22	< 0				$p = 0.081$
$\hat{R}^2$ (all predictors)	0.15	0.38	< 0				
$\hat{\sigma}$	1.31	0.37	0.36				
$N_{treatments}$	101	181	292				

Table DA30: Metaregressions table "All primary, secondary and new". See DA 2 for details.

Metaregressions with "Favorability" outcome

Predictor	2020D	2020P	Combined	2020P-2020D
Issue: BLM/Race	0.4 (1.4)	-0.3 (0.2)	-0.3 (0.2)	-0.7 (1.4)
Candidate facts	0.8 (0.7)	-0.1 (0.3)	0.1 (0.3)	-0.9 (0.8)
Emotion: Anger	0.6 (0.5)	-0.1 (0.2)	0.0 (0.2)	-0.7 (0.6)
Explicit vote for	**-1.2 (0.5)**	0.0 (0.2)	-0.2 (0.2)	**1.2 (0.5)**
Cited fact	0.3 (0.4)	-0.2 (0.2)	-0.1 (0.2)	-0.5 (0.5)
New fact	0.6 (0.5)	0.2 (0.2)	0.3 (0.2)	-0.4 (0.6)
How pushy	0.1 (0.4)	**0.3 (0.1)**	**0.3 (0.1)**	0.3 (0.4)
Specificity: Candidate facts	0.2 (0.5)	-0.0 (0.2)	0.0 (0.2)	-0.2 (0.6)
Specificity: Policy facts	0.8 (0.5)	0.3 (0.2)	0.4 (0.2)	-0.4 (0.6)
Issue: COVID-19	-0.1 (0.4)	0.0 (0.2)	0.0 (0.2)	0.1 (0.5)
Issue: Decency	1.2 (0.8)	-0.0 (0.2)	0.0 (0.2)	-1.3 (0.8)
Messenger: Everyday people	0.8 (0.5)	0.3 (0.2)	0.4 (0.2)	-0.5 (0.6)
Messenger: Healthcare worker	-0.3 (0.9)	0.1 (0.4)	0.0 (0.4)	0.4 (1.0)
Messenger: Politician	0.4 (0.7)	0.1 (0.2)	0.1 (0.2)	-0.3 (0.7)
Messenger: Republican	0.7 (1.4)	-0.2 (0.3)	-0.2 (0.3)	-0.9 (1.5)
Policy facts	-0.7 (0.8)	0.0 (0.3)	-0.1 (0.3)	0.7 (0.8)
Primary focus: Candidate	0.0 (0.7)	0.1 (0.3)	0.1 (0.2)	0.0 (0.7)
Primary focus: Issues	-0.3 (0.9)	0.2 (0.3)	0.2 (0.3)	0.5 (0.9)
Production value: High	0.8 (0.6)	0.1 (0.2)	0.2 (0.2)	-0.7 (0.6)
Neg. name-calling	-0.3 (0.6)	0.1 (0.3)	0.0 (0.2)	0.4 (0.6)
Neg. testimonial	0.5 (0.5)	-0.0 (0.2)	0.1 (0.2)	-0.5 (0.5)
Neg. transfer of association	0.1 (0.5)	-0.2 (0.2)	-0.1 (0.2)	-0.3 (0.5)
Plain folks	-0.0 (0.6)	0.2 (0.2)	0.2 (0.2)	0.3 (0.7)
Pos. name-calling	-0.8 (0.8)	-0.2 (0.3)	-0.2 (0.3)	0.6 (0.8)
Pos. testimonial	-0.1 (0.7)	0.0 (0.2)	0.0 (0.2)	0.1 (0.7)
Pos. transfer of association	-0.4 (0.7)	0.2 (0.2)	0.1 (0.2)	0.6 (0.7)
Intercept	0.4 (1.1)	0.4 (0.3)		
Race: Other	-1.0 (0.7)			
Race: StateLeg	**-1.6 (0.5)**			
$\hat{R}^2$ (all vs. control)	0.16	0.17		$p = 0.002$
$\hat{R}^2$ (all predictors)	0.20	0.17		
$\hat{\sigma}$	0.76	0.40		
$N_{treatments}$	131	170		

Metaregressions with "Vote choice" outcome

Predictor	2020D	2020P	Combined	2020P-2020D
Issue: BLM/Race	0.8 (0.6)	-0.1 (0.2)	-0.1 (0.2)	-0.9 (0.7)
Candidate facts	**1.2 (0.6)**	-0.2 (0.2)	0.0 (0.2)	**-1.4 (0.7)**
Emotion: Anger	0.1 (0.4)	0.2 (0.2)	0.2 (0.2)	0.1 (0.5)
Explicit vote for	-0.3 (0.4)	0.1 (0.2)	0.1 (0.2)	0.4 (0.5)
Cited fact	0.0 (0.4)	-0.3 (0.2)	-0.3 (0.2)	-0.3 (0.4)
New fact	0.2 (0.5)	0.1 (0.2)	0.1 (0.2)	-0.2 (0.5)
How pushy	-0.0 (0.3)	**0.3 (0.1)**	**0.2 (0.1)**	0.3 (0.3)
Specificity: Candidate facts	-0.3 (0.5)	-0.0 (0.2)	-0.1 (0.2)	0.3 (0.5)
Specificity: Policy facts	-0.1 (0.4)	0.0 (0.2)	0.0 (0.2)	0.1 (0.5)
Issue: COVID-19	0.0 (0.3)	-0.1 (0.2)	-0.0 (0.1)	-0.1 (0.4)
Issue: Decency	-0.1 (0.5)	0.2 (0.2)	0.2 (0.2)	0.3 (0.6)
Messenger: Everyday people	-0.3 (0.4)	0.1 (0.2)	0.0 (0.2)	0.3 (0.5)
Messenger: Healthcare worker	-0.3 (0.6)	0.3 (0.4)	0.2 (0.3)	0.7 (0.7)
Messenger: Politician	0.7 (0.6)	0.1 (0.2)	0.1 (0.2)	-0.6 (0.6)
Messenger: Republican	1.4 (0.7)	0.3 (0.3)	0.4 (0.2)	-1.1 (0.8)
Policy facts	-0.2 (0.6)	0.5 (0.3)	0.4 (0.2)	0.7 (0.6)
Primary focus: Candidate	-0.4 (0.5)	-0.2 (0.2)	-0.2 (0.2)	0.3 (0.5)
Primary focus: Issues	-0.2 (0.6)	-0.4 (0.2)	-0.4 (0.2)	-0.2 (0.7)
Production value: High	0.8 (0.5)	0.1 (0.2)	0.2 (0.2)	-0.7 (0.5)
Neg. name-calling	-0.3 (0.5)	-0.1 (0.2)	-0.1 (0.2)	0.3 (0.5)
Neg. testimonial	0.7 (0.4)	-0.2 (0.2)	-0.0 (0.2)	-0.9 (0.5)
Neg. transfer of association	0.1 (0.5)	0.2 (0.2)	0.2 (0.2)	0.0 (0.5)
Plain folks	**1.0 (0.5)**	0.3 (0.2)	**0.4 (0.2)**	-0.7 (0.6)
Pos. name-calling	-0.5 (0.7)	0.0 (0.2)	-0.0 (0.2)	0.6 (0.8)
Pos. testimonial	0.5 (0.5)	0.1 (0.2)	0.2 (0.2)	-0.3 (0.6)
Pos. transfer of association	0.8 (0.5)	0.0 (0.2)	0.1 (0.2)	-0.8 (0.5)
Intercept	1.0 (0.8)	**0.6 (0.3)**		
Race: Other	-1.0 (0.6)			
Race: GA Runoff	**-1.1 (0.5)**			
Race: StateLeg	**-1.7 (0.6)**			
$\hat{R}^2$ (all vs. control)	0.13	< 0		$p = 0.259$
$\hat{R}^2$ (all predictors)	0.30	< 0		
$\hat{\sigma}$	0.39	0.35		
$N_{treatments}$	181	292		

DA 2.1 Feature descriptives

Figure DA1: Histograms of coded ad features for 2018.

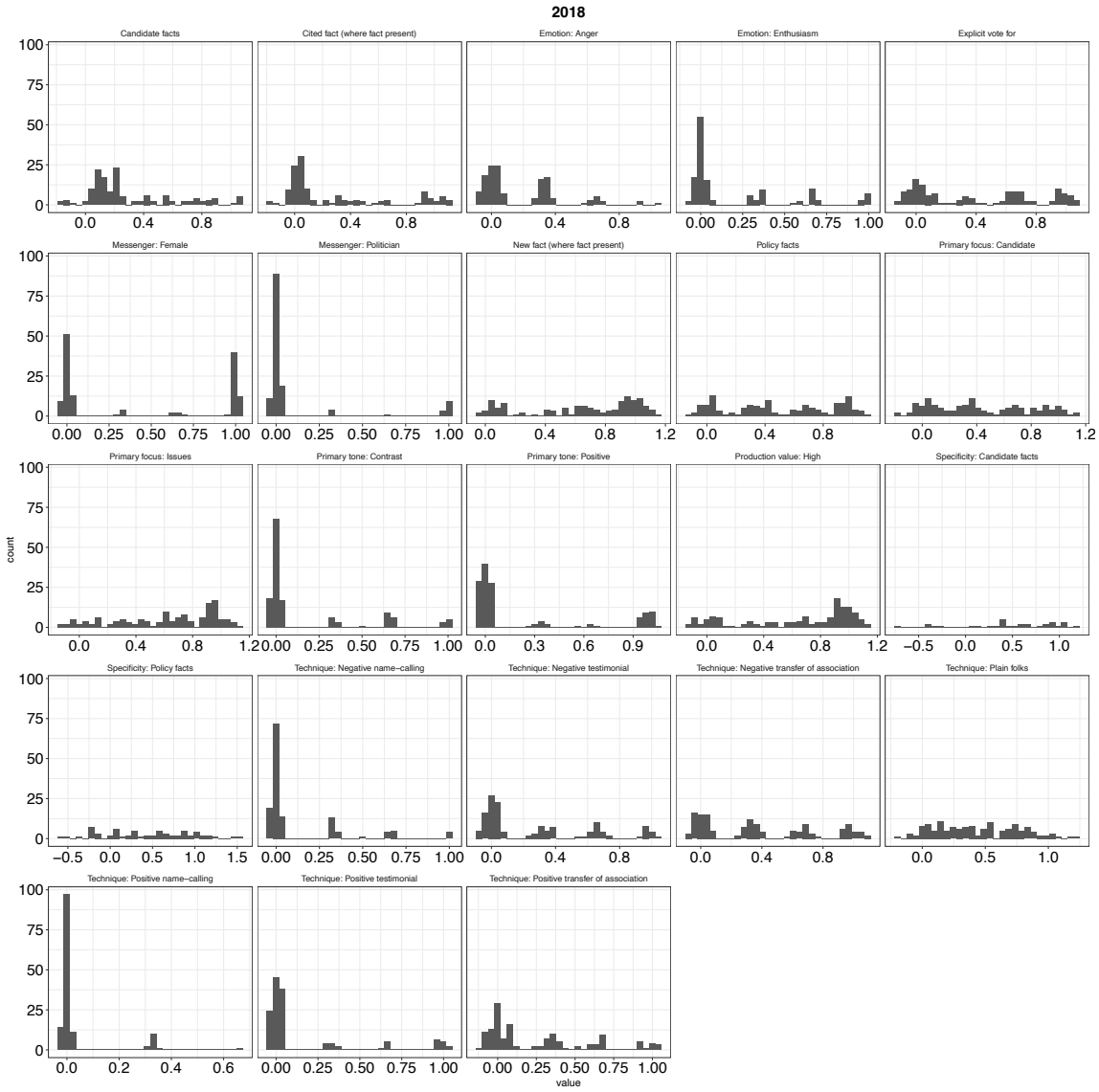


Figure DA2: Histograms of coded ad features for 2020 downballot.

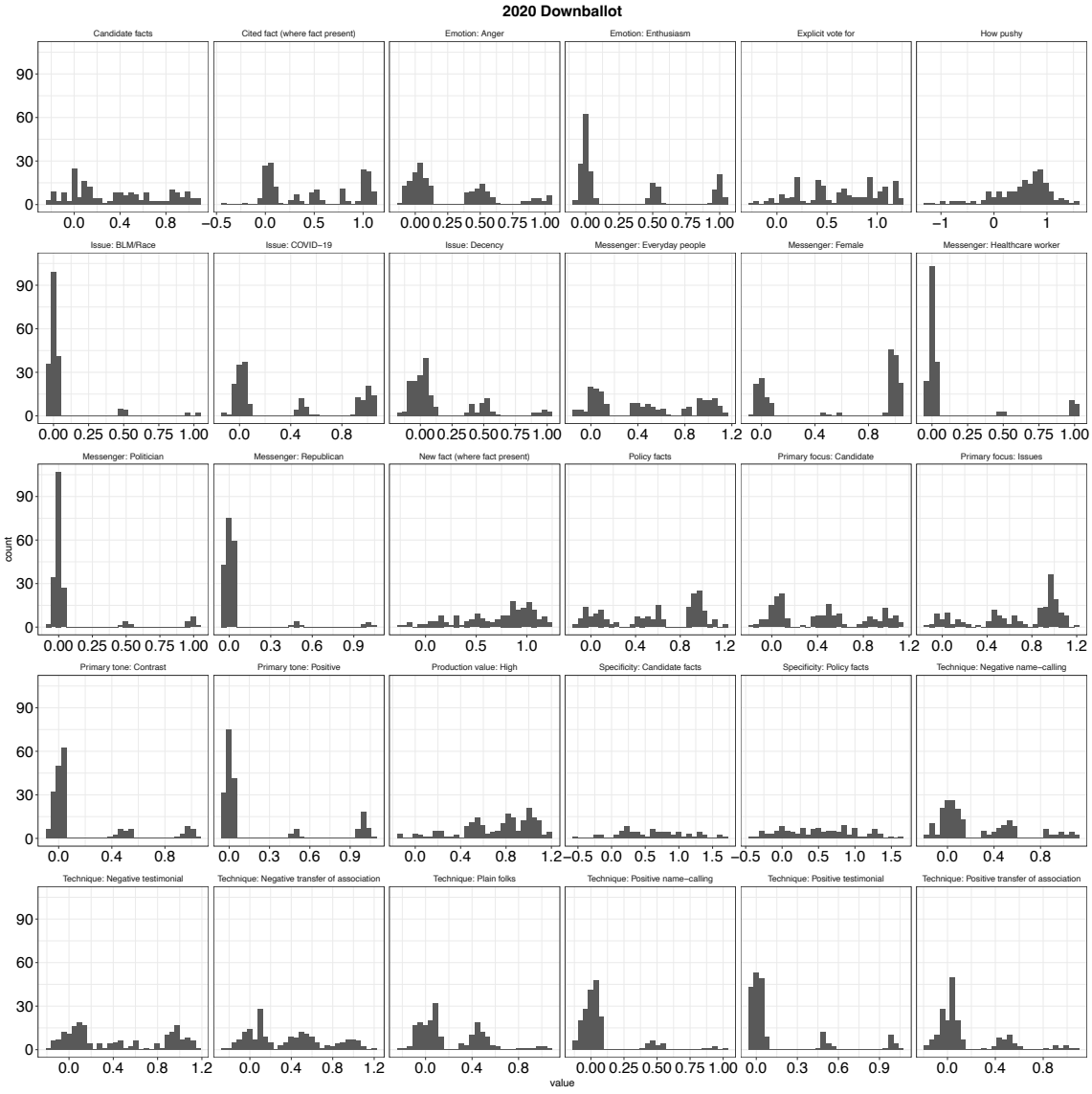


Figure DA3: Histograms of coded ad features for 2020 presidential.

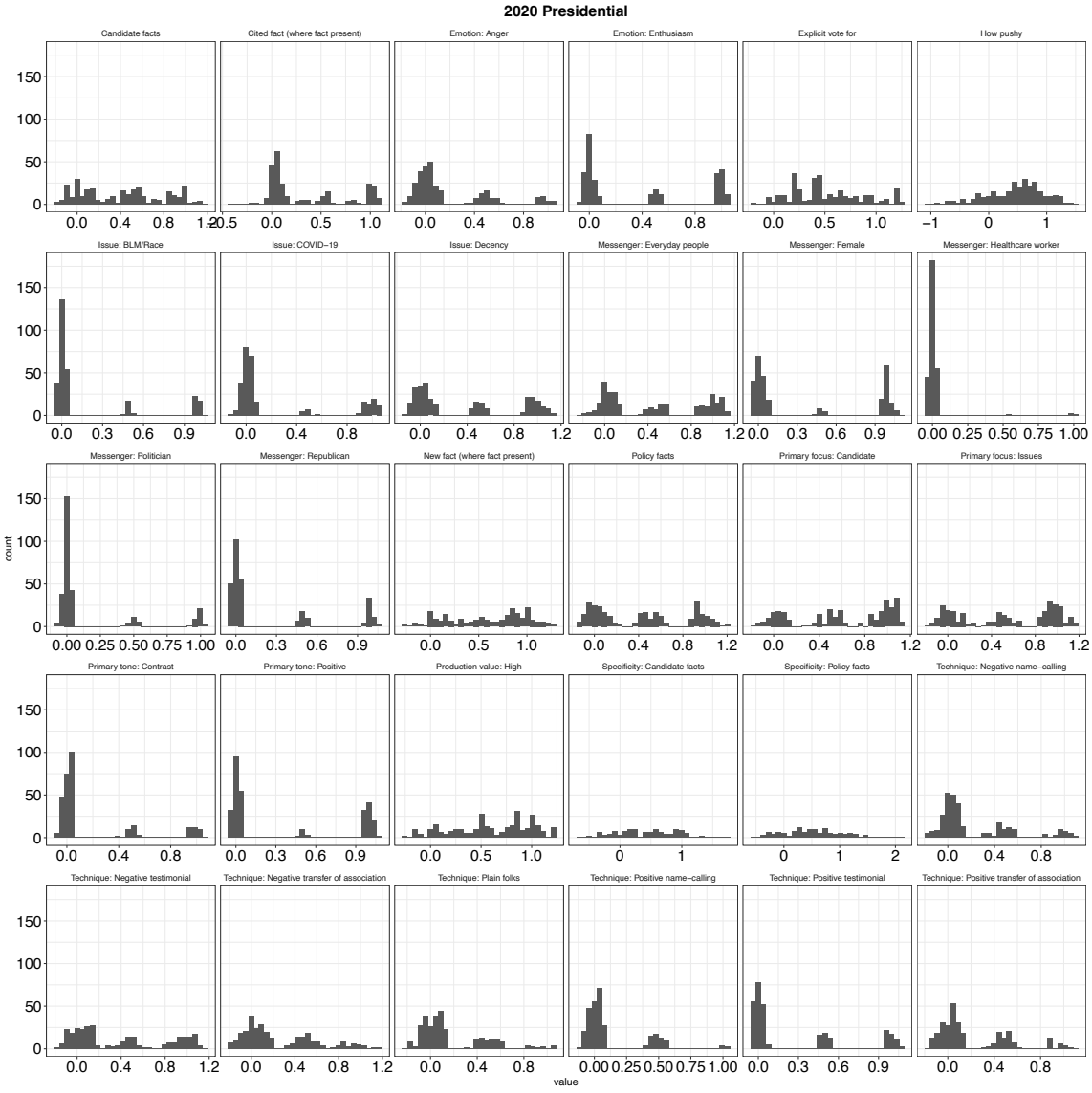


Figure DA4: Correlations between coded ad features for 2018.

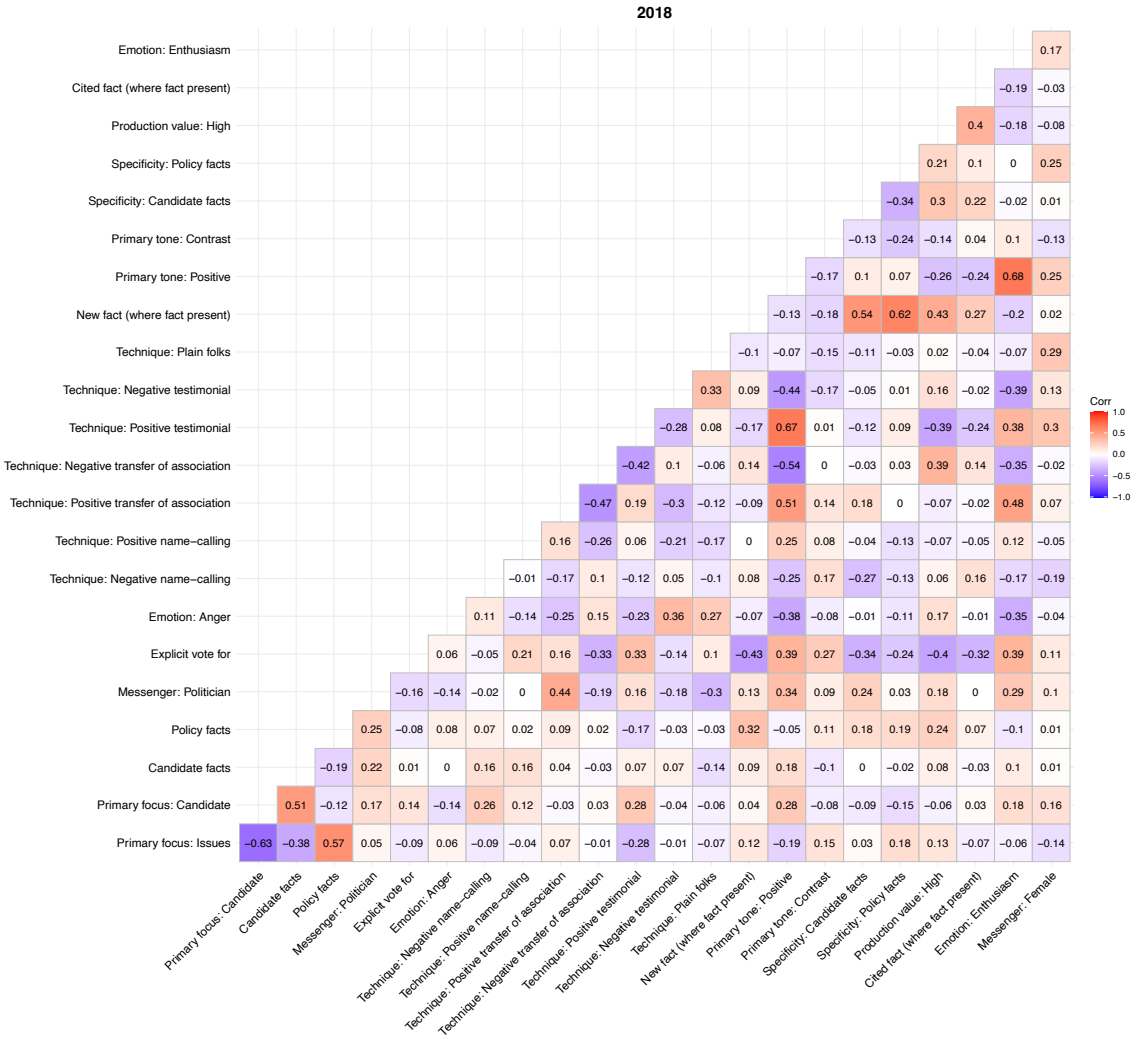


Figure DA5: Correlations between coded ad features for 2020 downballot.

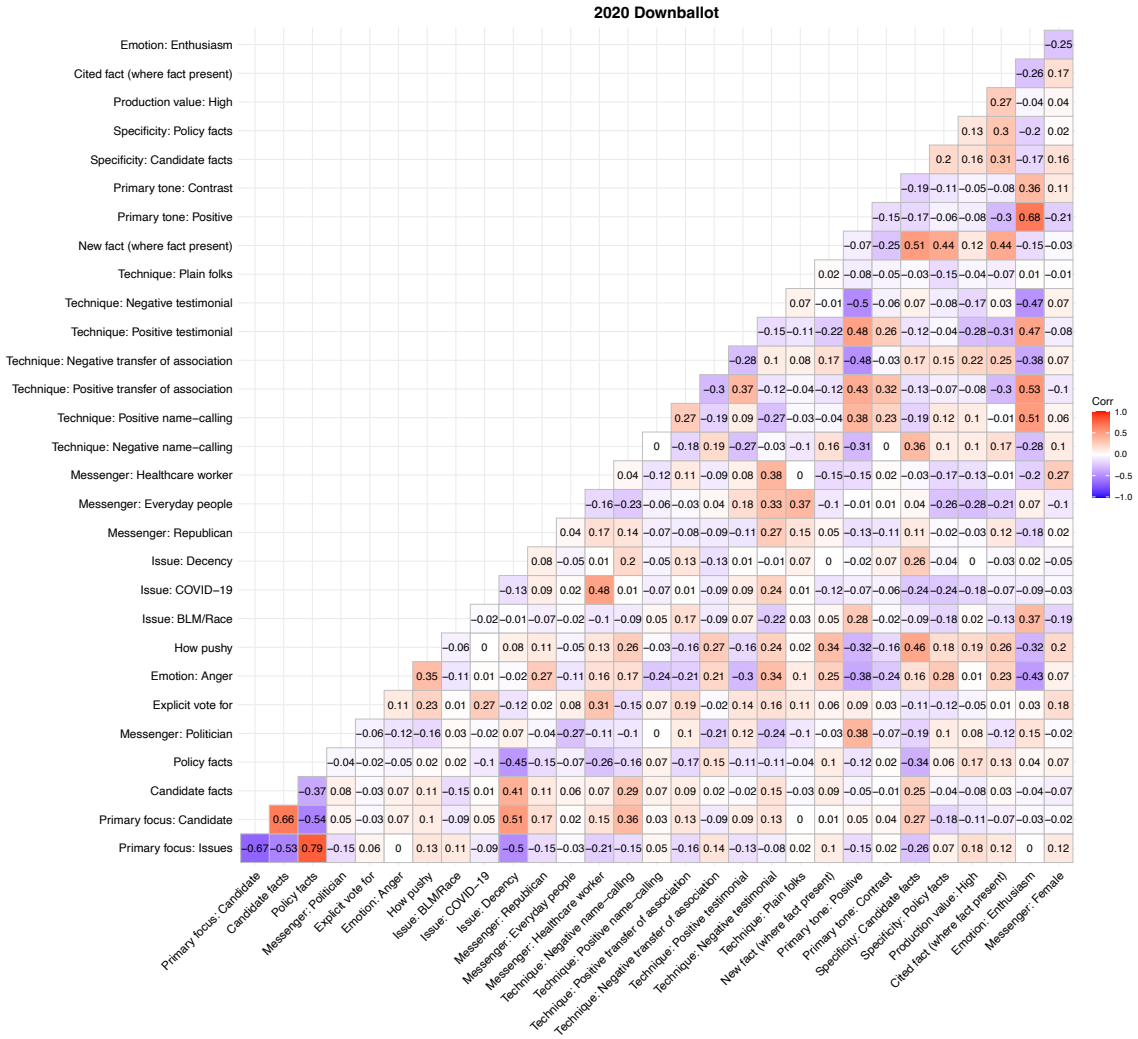
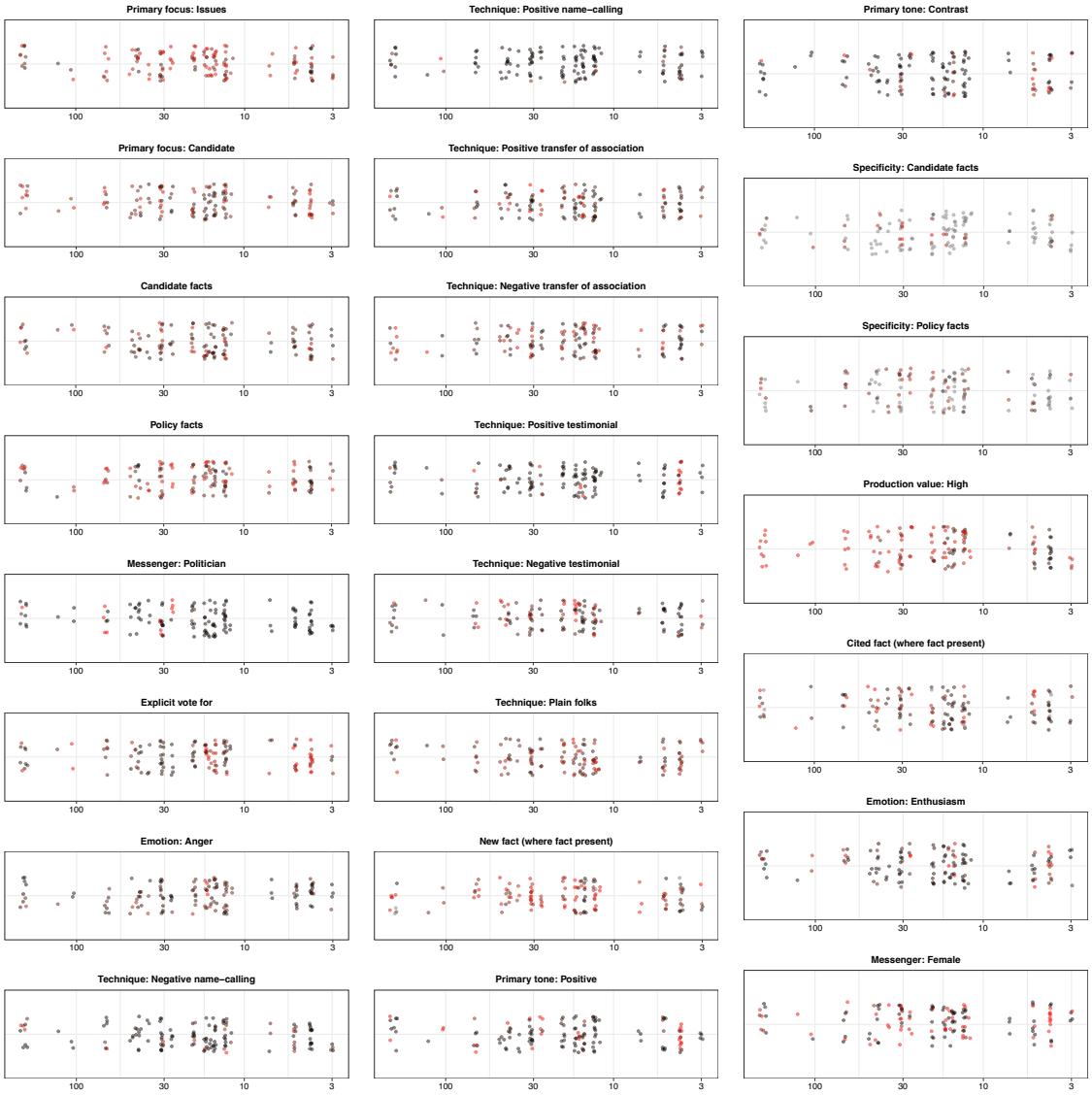


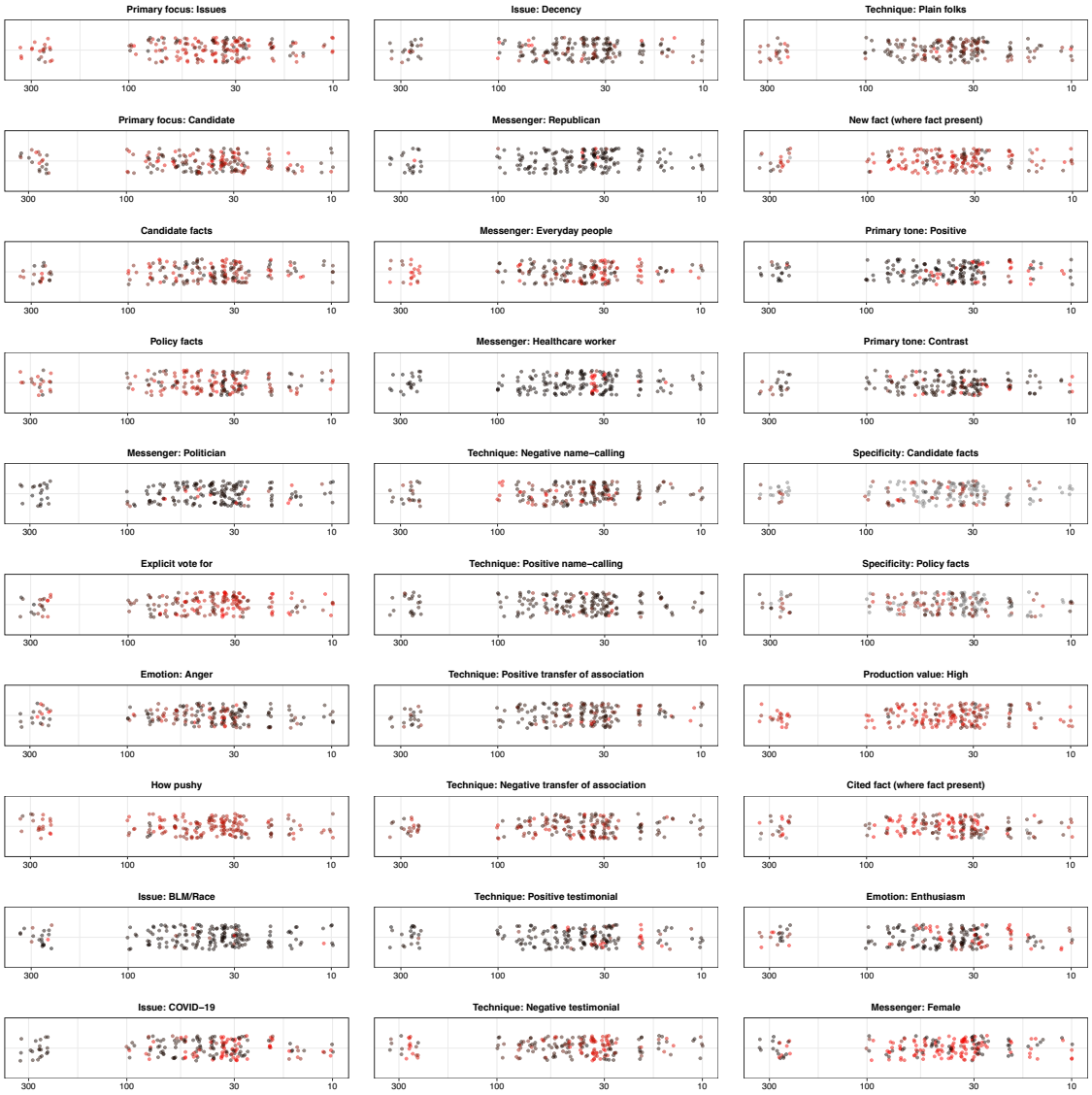
Figure DA6: Correlations between coded ad features for 2020 presidential.

Figure DA7: Ad features over time for 2018.



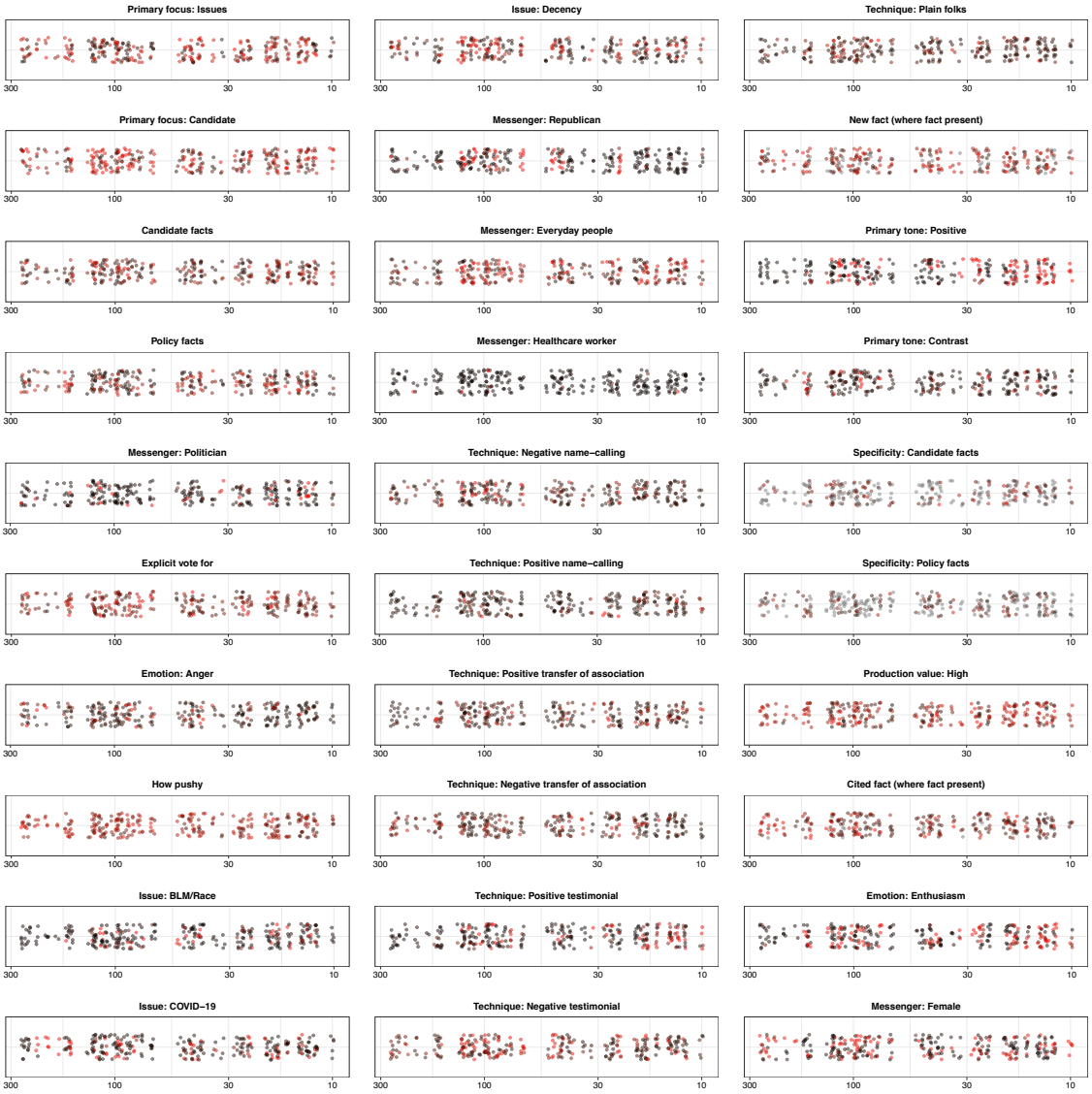
Notes: The x axis shows days to election on the log scale. Red points indicate the presence of the ad feature labelled in the facet title (black dots indicate its absence). The colors are gradients, to reflect the non-binary values of the feature variables.

Figure DA8: Ad features over time for 2020 downballot.



Notes: The x axis shows days to election on the log scale. Red points indicate the presence of the ad feature labelled in the facet title (black dots indicate its absence). The colors are gradients, to reflect the non-binary values of the feature variables.

Figure DA9: Ad features over time for 2020 presidential.



Notes: The x axis shows days to election on the log scale. Red points indicate the presence of the ad feature labelled in the facet title (black dots indicate its absence). The colors are gradients, to reflect the non-binary values of the feature variables.

DA 3 External validity within an election cycle

Our analysis of the returns to survey experimentation assumes that ad testing is generalizable across time *within the same election cycle*—in other words, ads that perform better at time 1 also perform better at time 2 within the same election cycle. If this were not the case, then identifying better ads via survey experimentation would not increase that campaign's impact.

As we highlight in the main text, this is an important question for future research to address. However, in this section we provide some initial evidence consistent with this assumption. In particular, one way to test this assumption is to perform a test-retest on the same set of ads; that is, estimate their effects at time 1 and then again at time 2 and examine whether the treatment effects are correlated across time. If they are positively correlated, then the best performing ad at time 1 should tend to perform better than the average ad when all ads are tested again at time 2.

Since we lack a test-retest design in the current data, we turn to data from other research. In particular, we re-analyze the data from three recent papers (Hewitt and Tappin 2022; Tappin et al. 2022; Wittenberg et al. 2021). Two of these papers (Hewitt and Tappin 2022; Wittenberg et al. 2021) report a total of three survey experiments conducted in 2021 which included dozens of persuasive video treatments about contemporary U.S. policy issues. The third paper (Tappin et al. 2022) conducted a partial replication of these three experiments in 2022, providing for a test-retest design. The minimum duration between the original survey experiments and the replication was 6 months; plausibly much longer than the time between a campaign's initial ad test and their dissemination of the ad in the field. This makes our test-retest analysis particularly stringent.

Hewitt and Tappin (2022) conducted two survey experiments in which U.S. adults were randomly exposed to a persuasive video treatment or a placebo. The first experiment was focused on attitudes towards the U.S. Citizenship Act of 2021, a bill presenting a series of immigration reforms; the second experiment was focused on attitudes towards a universal basic income. Not all the persuasive video treatments were retested in the replication experiment conducted by Tappin et al. (2022). A total of 26 treatment videos arguing in favor of the U.S. Citizenship Act were retested, as were 10 treatment videos arguing against a universal basic income. In both the original and replication experiments, post-treatment attitudes were measured in the same way: a seven-point Likert scale running from 1 (strong opposition to the policy) to 7 (strong support).

Wittenberg et al. (2021) also conducted two survey experiments, however only the first of these was retested in the replication experiment conducted by Tappin et al. (2022). All 48 treatment videos from the first experiment were retested in the replication. The 48 videos argued in favor of the progressive position on a variety of different U.S. policy

topics (e.g., climate change, gun control, income redistribution), and thus different videos could have different outcome variables (there were 36 different outcome variables in total). In the original experiment, U.S. adults were randomly assigned to give their attitudes about 3 different topics, and, for each topic, were randomly assigned to receive either a relevant video treatment or nothing (control) before giving their attitudes. In both the original and replication experiments, post-treatment attitudes were measured in the same way: a five-point Likert scale running from 1 (strong opposition to the main persuasive claim made in the video) to 5 (strong support).

In the replication experiment conducted by Tappin et al. (2022), U.S. adults completed three survey "modules." Each module was a self-contained experiment, where the relevant treatments and outcomes corresponded to those from each of the original experiments described above (i.e., module 1 = U.S. Citizenship Act; module 2 = universal basic income (UBI); module 3 = various policy issues). The order in which modules were completed was randomized. In the U.S. Citizenship Act and UBI modules, respondents were randomly assigned to one of four conditions, named: control, naive, single-best, and targeting. The control and targeting conditions are not relevant here and will not be discussed further. In the naive condition, respondents were randomly assigned to one of 26 (U.S. Citizenship Act) or 10 (UBI) treatment videos. In the single-best condition, all respondents were shown the same treatment video: that which performed best (had the largest treatment effect) in the original survey experiment. Outcomes were then measured.

In the module that contained various policy issues, respondents were first randomly assigned to either a treatment or control group, determining whether they would see a video or no video. They were then further randomized to one of three conditions, named: naive, single-best, and targeting (as above we do not use/discuss the targeting condition here). In the naive condition, respondents were first randomized to one of the 48 videos. Subsequently, respondents who were in the treatment group actually saw their assigned video and answered the outcome variable, whereas those in the control group saw no video but answered the outcome variable corresponding to the video they would have seen had they been in the treatment group. In the single-best condition, respondents in the treatment group all saw the same video: that which performed best (had the largest treatment effect) in the original survey experiment; while those in the control group saw no video but simply answered the outcome variable corresponding to the best performing video.

We first produce scatter plots of the treatment effects estimated in each of the original experiments (for brevity labelled T1) and those estimated in the replication experiment (T2). For simplicity, for the U.S. Citizenship Act and UBI experiments, we simply estimate the mean value of the outcome variable for each treatment video. However, for the experiment with various policy issues, we must estimate treatment effects given that the outcome variable is not the same for all treatment videos and thus a direct comparison

between means is incoherent.

Figure DA10 shows the scatter plot for the U.S. Citizenship Act ads; Figure DA11 for the UBI ads; and Figure DA12 for the ads that advocate the progressive line on various issues.

We also compute the correlation between the true treatment effects at T1 and T2. Because the treatment effects are estimated with error at both time points, the sampling error in the treatment effect estimates will attenuate the correlation between the two sets of estimates towards zero. We correct for this attenuation using a random effects model and report estimates of the correlation between the true, unobserved treatment effects. The model assumes that the *true* treatment effects are distributed according to a bivariate normal distribution with some mean and covariance (one dimension per time point). Given our *estimated* treatment effects and their sampling variances, the model estimates the mean and covariance of this bivariate normal distribution, thereby providing an estimate of the correlation between the true, unobserved treatment effects. We implement the model in the R package `metafor` (Viechtbauer 2010). In all three instances we estimate a positive correlation that cannot be distinguished from a strong or perfect positive correlation, although all three correlations are also estimated with considerable sampling error.

Figure DA10: Dataset 1: Ads in favor of US Citizenship Act

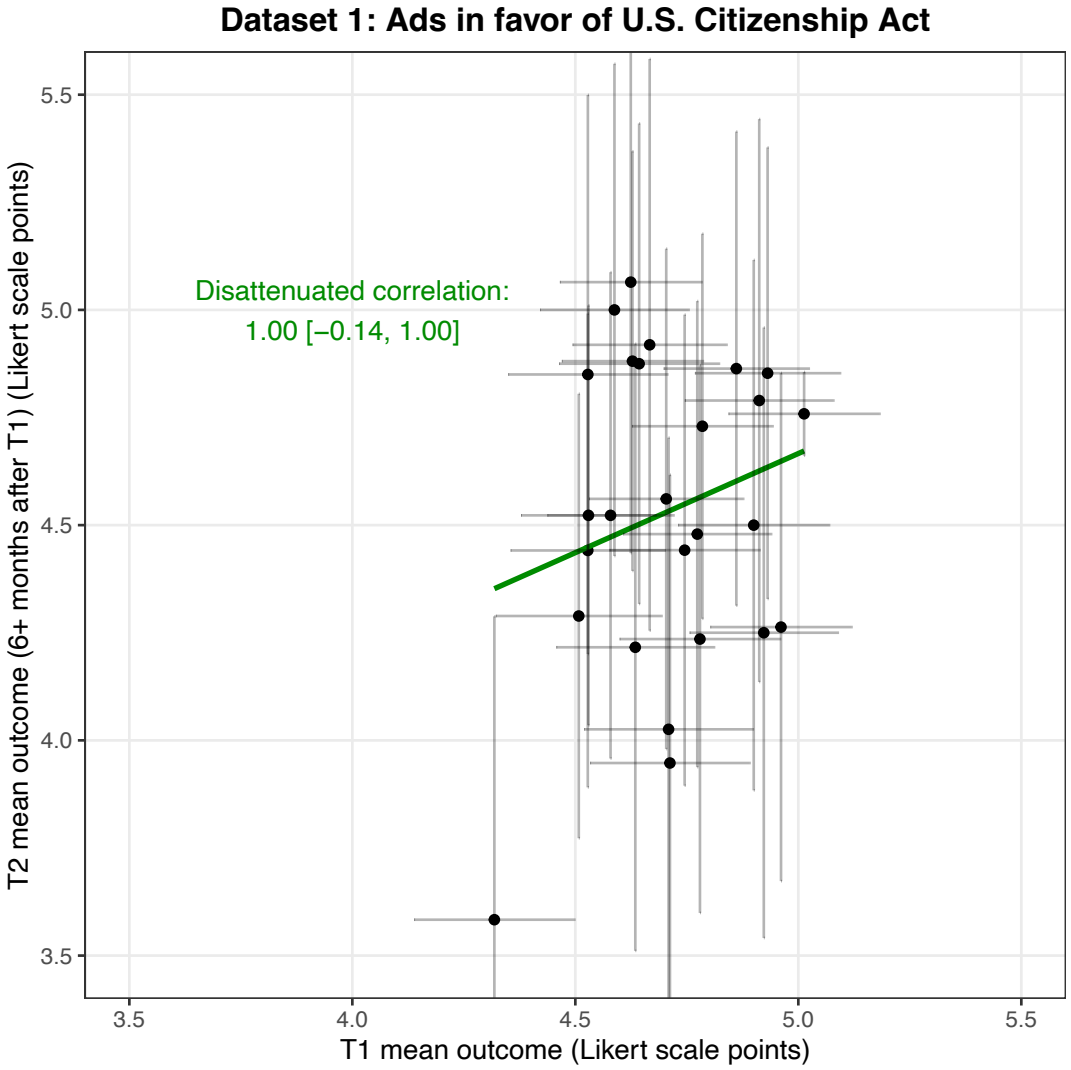


Figure DA11: Dataset 2: Ads against universal basic income

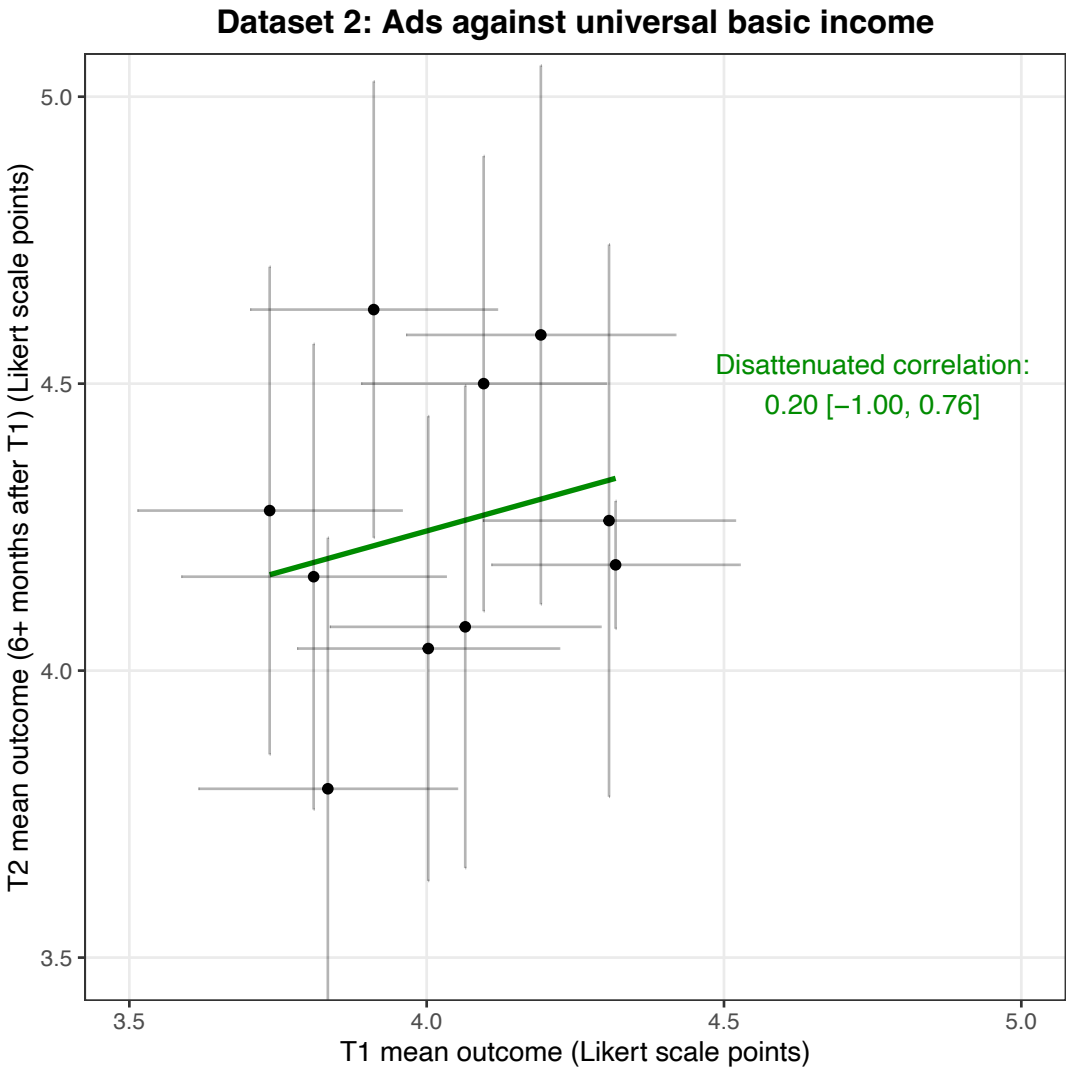
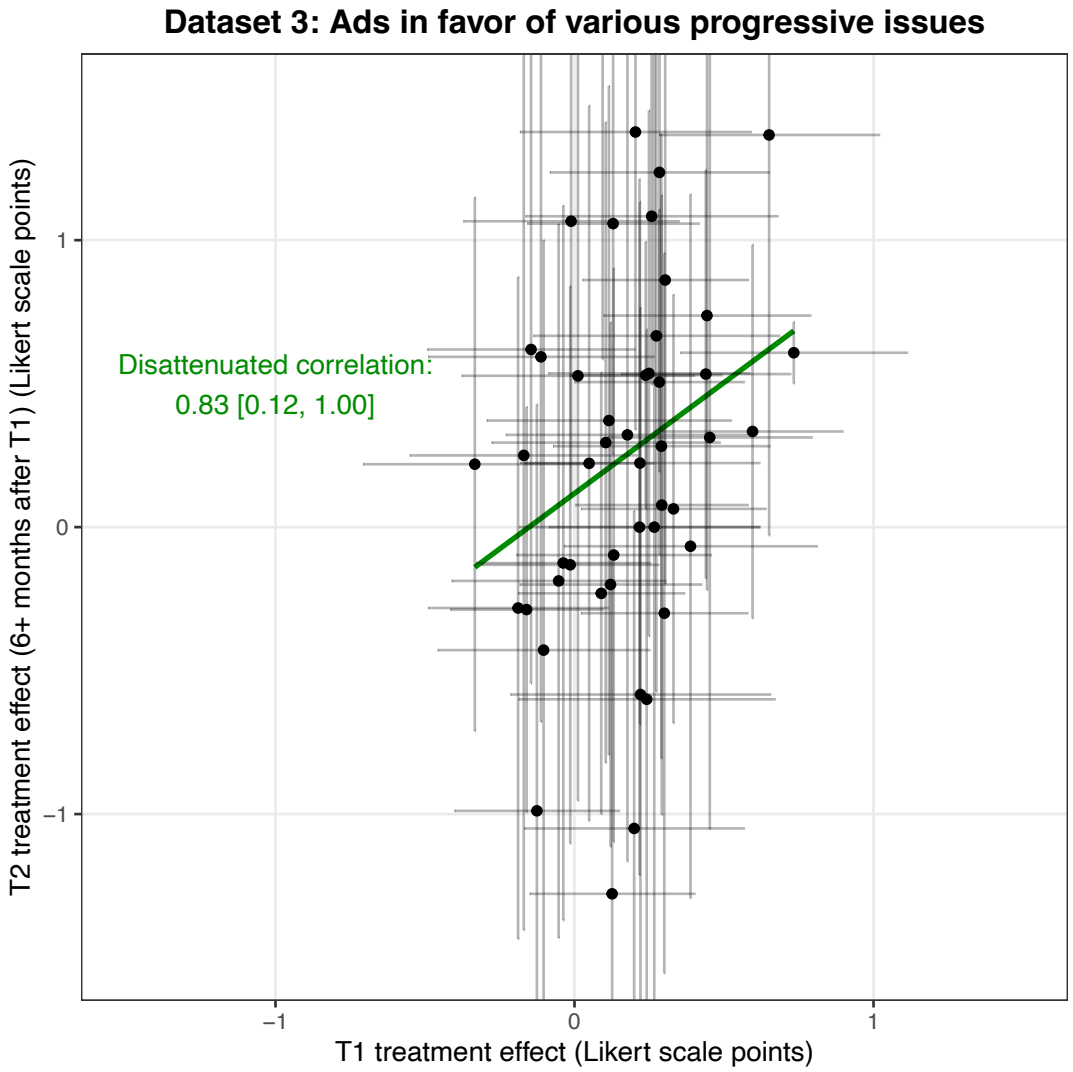


Figure DA12: Dataset 3: Ads in favor of various progressive issues

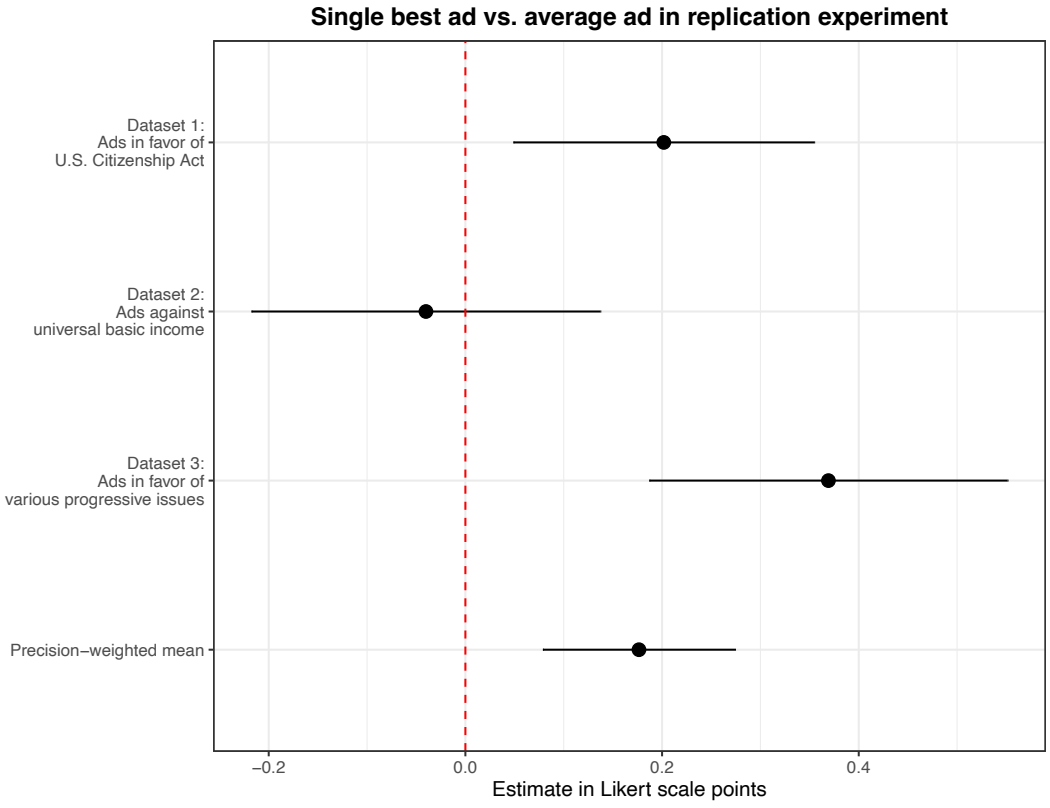


We conduct a second test to help underscore the implications of these findings for experimentation in campaigns. In particular, the positive correlation in ad effects we observe across time in these experiments implies that the best performing ad at T1 (original experiment) should perform better than the average ad when all the ads are tested again at T2 (replication experiment). To test this implication, we compare attitudes in the single-best condition vs. naive condition of the replication experiment. Recall that respondents in the single-best condition saw the video that performed best at T1, while those in the naive condition saw a video sampled randomly from the full set of videos. Figure DA13 shows the difference in means (single-best – naive) for each of the three modules, as well as the precision-weighted mean across modules (note: for the module with various progressive issue ads, the estimate is a difference-in-difference estimate which tests whether the treatment effect of video vs. control is larger in the single-best vs. naive condition).

As Figure DA13 shows, in two of three cases and on average, the best performing ad at T1 outperforms the average ad when all the ads are retested at T2.

In sum, while the analyses in this section focus on issue (not candidate) ads, they provide some evidence that ad testing is generalizable within the time frame of a single election election cycle.

Figure DA13: Single best ad vs. average ad in replication experiment

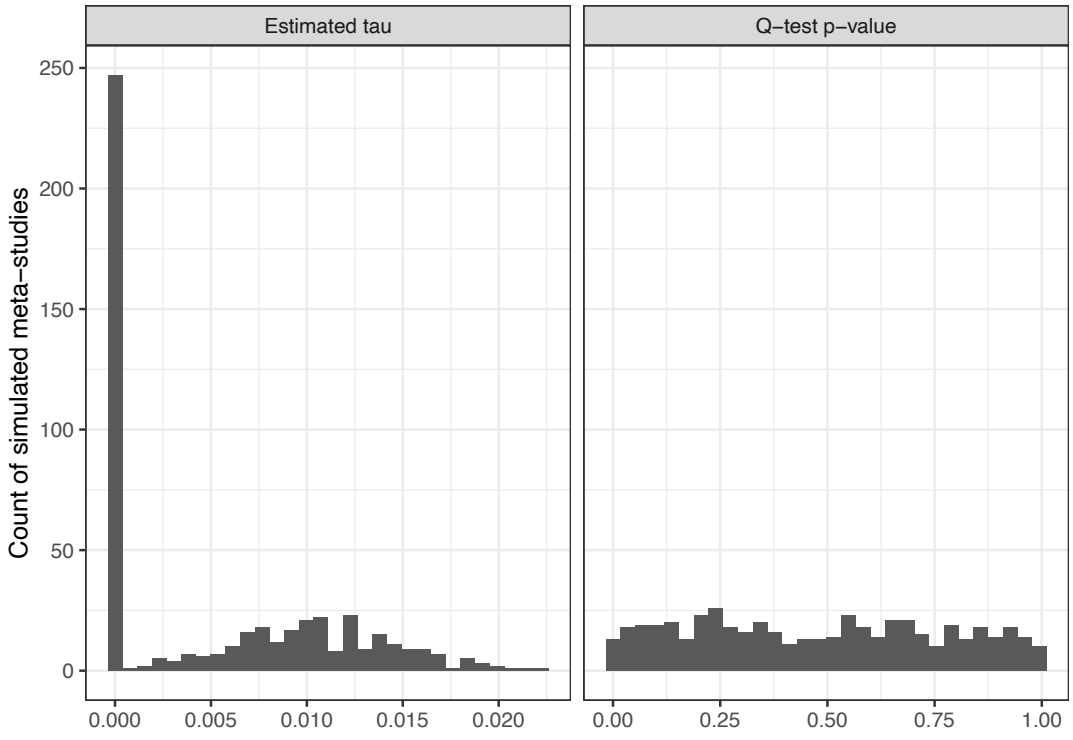


DA 4 Appendix: Meta-regression under the null of effect homogeneity

In this appendix, we explore the properties of our meta-analytic design under the null of effect heterogeneity. We ask, what would our study have produced if applied to 100 identical experiments whose results only differ due to sampling variability? To do so, we set up a simulation in `DeclareDesign` (Blair, Coppock, and Humphreys 2023) to run a 1,000 unit, two arm trial with a binary outcome 100 times. We then meta-analyze the resulting 100 experiment estimates and report the p-value from the Q-test for heterogeneity and the estimate of τ, the standard deviation of effects. We repeat this process 500 times. Because we are simulating under the null of no effect heterogeneity (the true effect for all 100 experiments is the same), the Q-test should come back significant only 5% of the time and the estimate of τ should be zero or close to zero.

Figure DA14 shows that these expectations are met. In these 500 simulated meta-studies of 100 experiments each, we falsely reject the null of effect homogeneity in only 30 simulations (6%). Tau is estimated to be exactly zero in 247 simulations (49%) and is otherwise estimated to be lower than 0.02.

Figure DA14: Results of 500 simulated meta-studies of 100 identical experiments



DA 5 Appendix: Analyses by subgroup

Figure DA15: Estimated distribution of ATEs for men

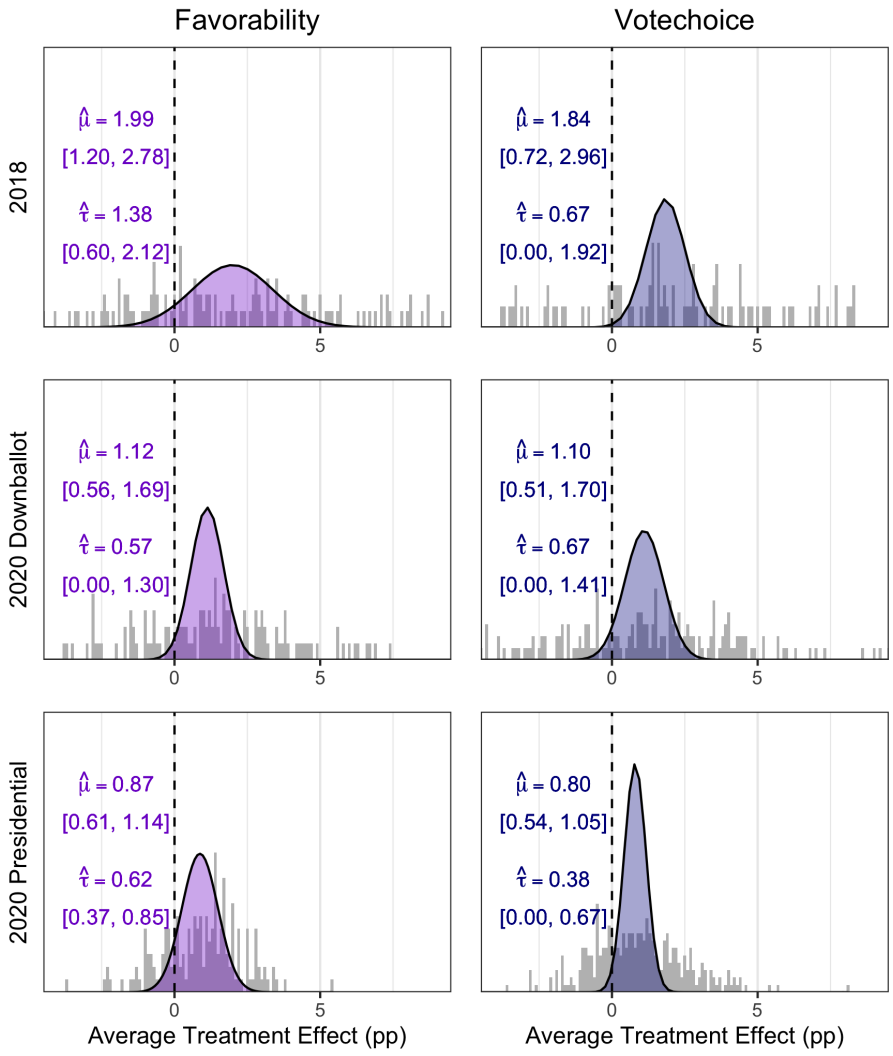


Figure DA16: t-statistics for all pre-registered meta-regressions, for men

Figure DA17: Estimated distribution of ATEs for women

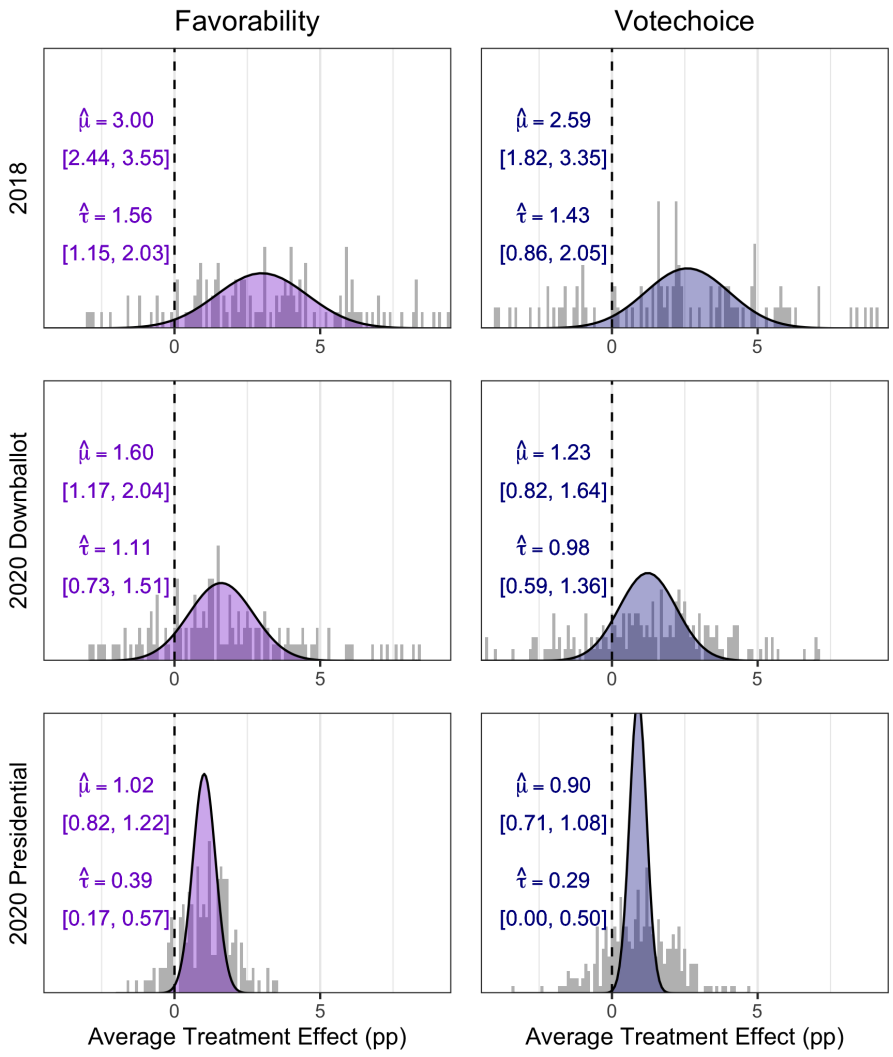


Figure DA18: t-statistics for all pre-registered meta-regressions, for women

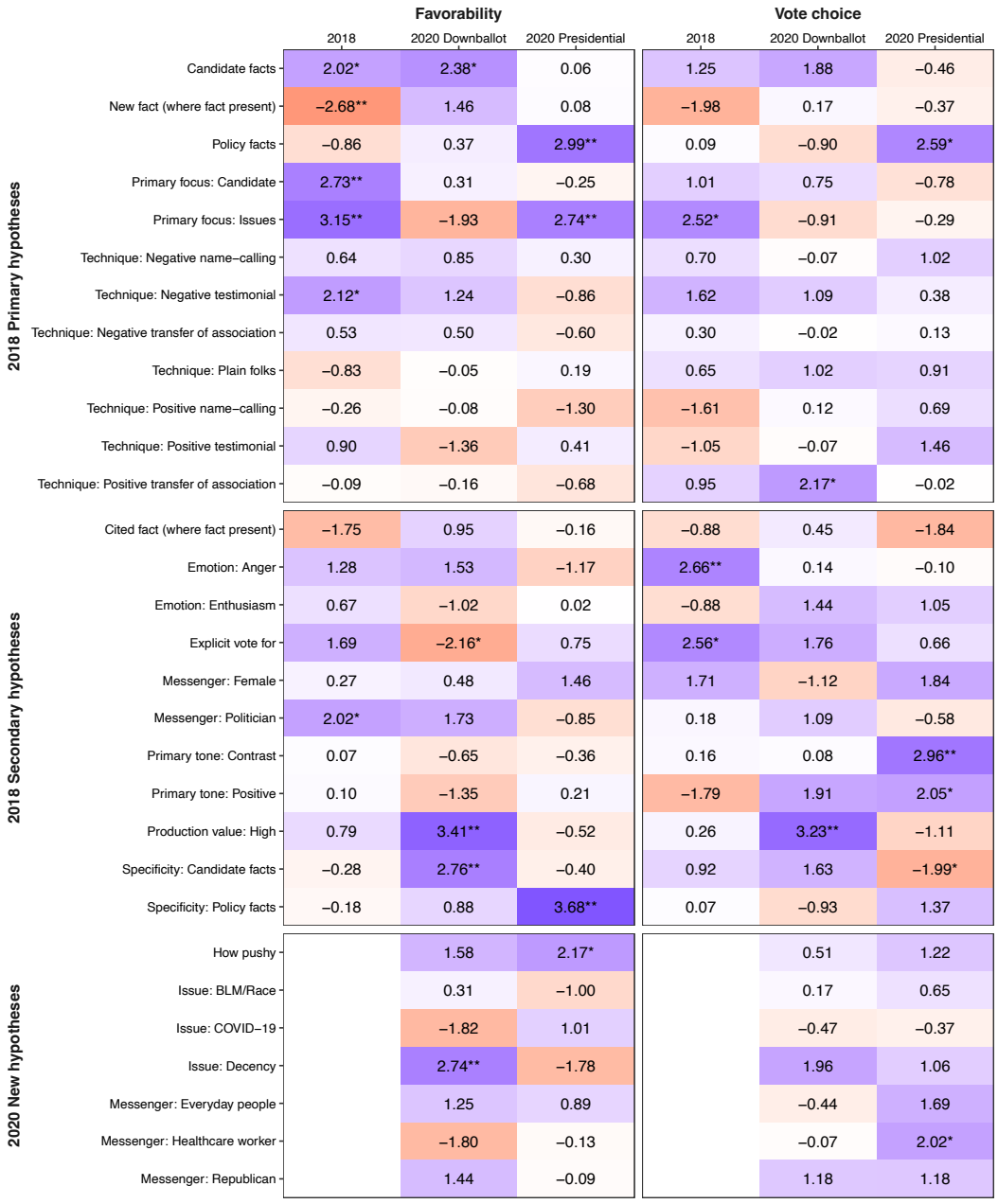


Figure DA19: Estimated distribution of ATEs for Democratic respondents

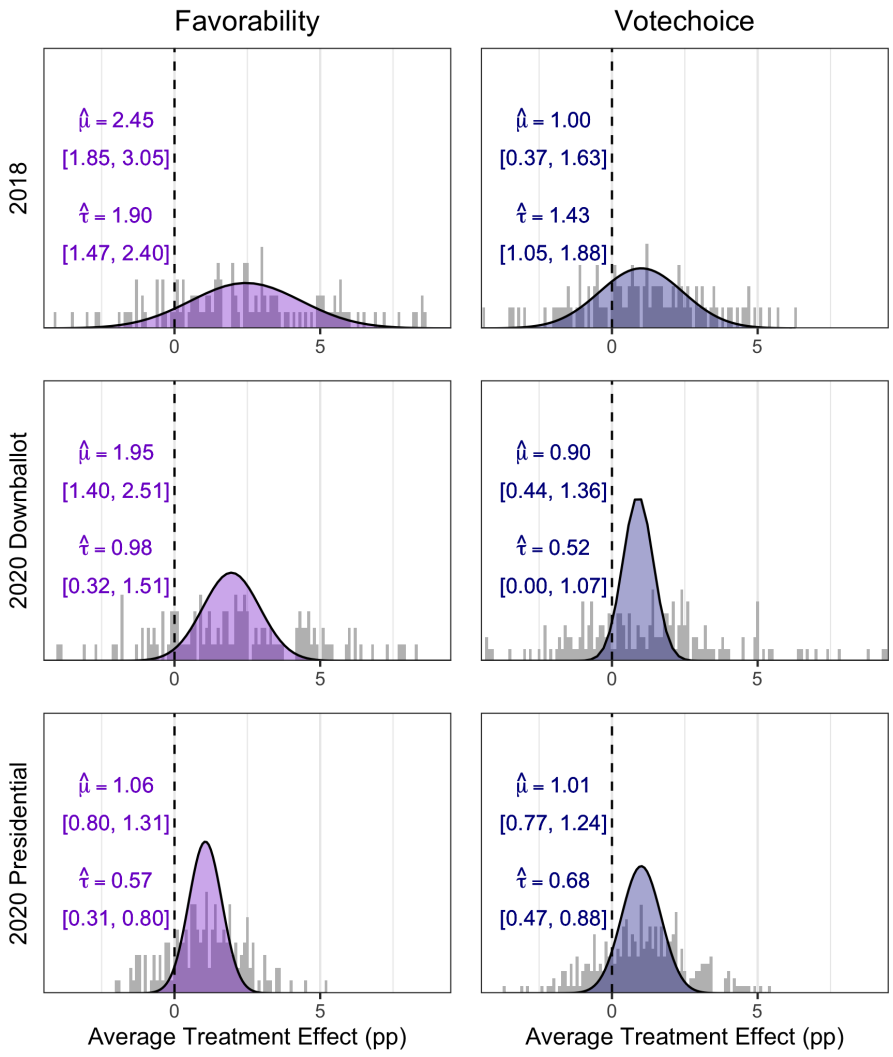


Figure DA20: t-statistics for all pre-registered meta-regressions, for Democratic respondents

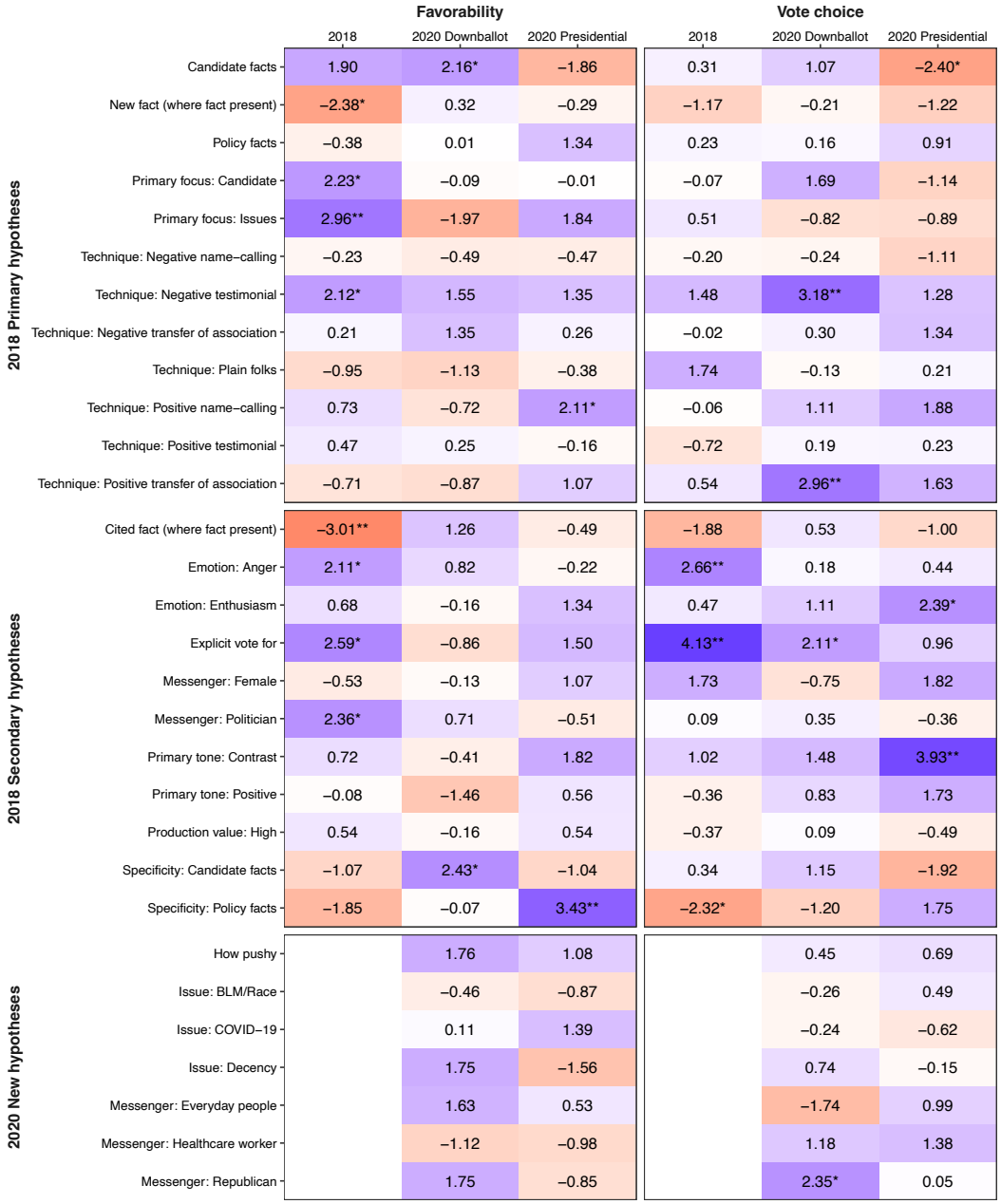


Figure DA21: Estimated distribution of ATEs for Independent respondents

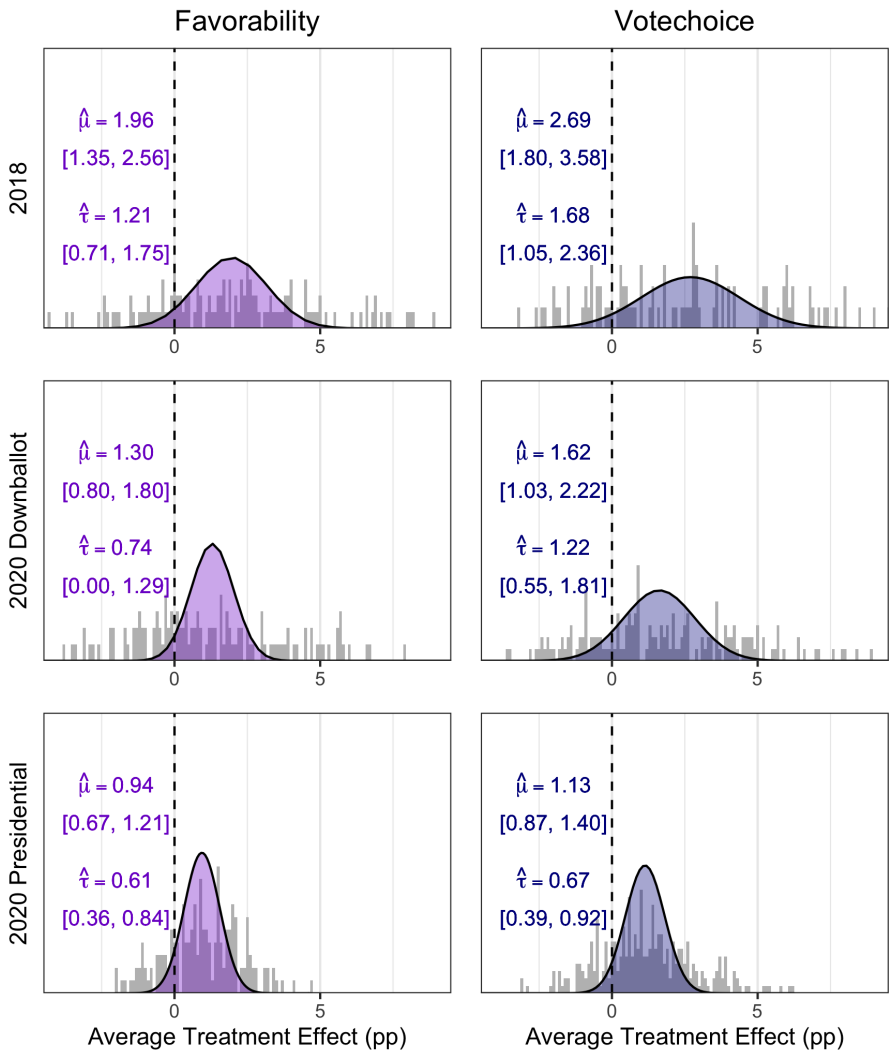


Figure DA22: t-statistics for all pre-registered meta-regressions, for Independent respondents

Figure DA23: Estimated distribution of ATEs for Republican respondents

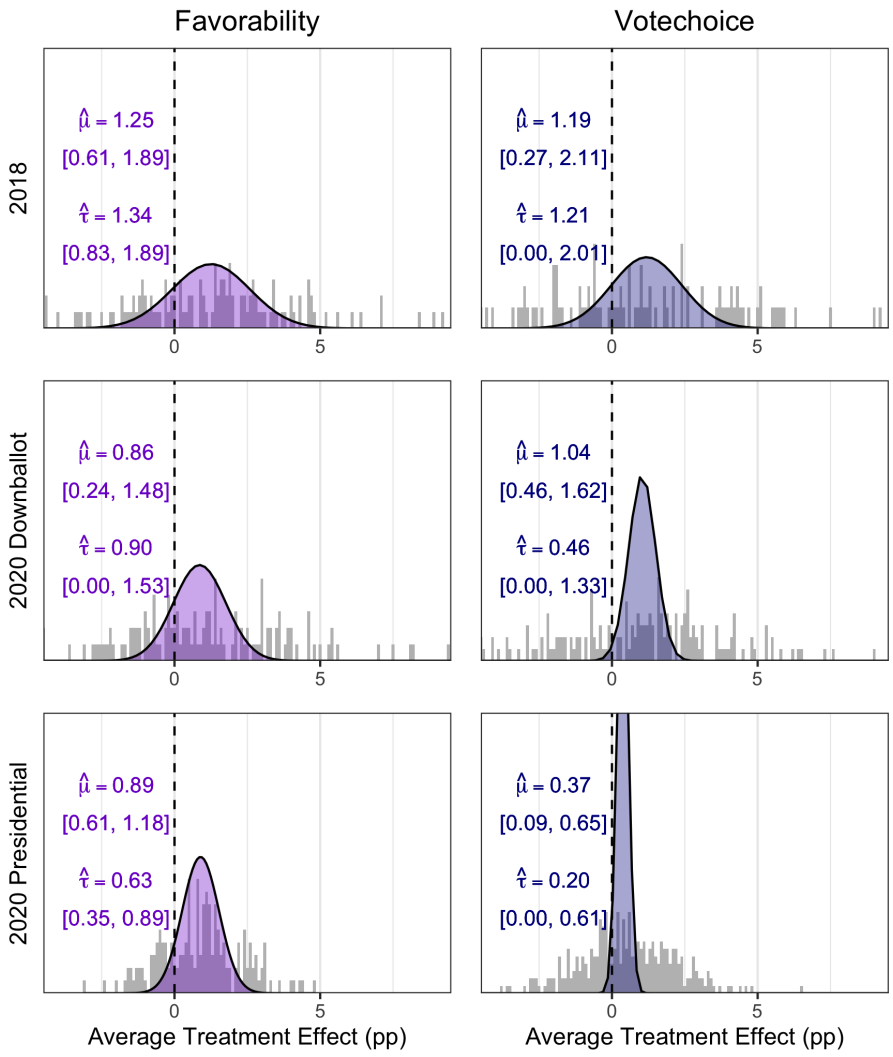


Figure DA24: t-statistics for all pre-registered meta-regressions, for Republican respondents

DA 6 Balance check tables

Wald test	StartTime	Age	Male	HighSchool	SomeCollege	College	White	Black	Hispanic
0.012	0.029	0.061	0.755	0.228	0.237	0.065	0.044		
0.292	1.000	0.875	0.046	0.265	0.676	0.812	0.045	0.234	0.153
0.668	0.982	0.960	0.753	0.501	0.097	0.362	0.148	0.918	0.091
0.918	0.994	0.913	0.720	0.206	0.629	0.501	0.859	0.979	0.954
0.957	0.987	0.952	0.920	0.705	0.772	0.841	0.714	0.179	0.414
0.248	0.999	0.848	0.239	0.744	0.192	0.104	0.929	0.375	0.237
0.117	0.999	0.435	0.012	0.511	0.682	0.162	0.155	0.149	
$<.001$	0.993	0.033	0.987	$<.001$	0.023	0.476	0.639	0.373	0.451
0.772	0.978	0.692		0.562	0.904	0.628	0.466	0.406	0.997
0.448	0.983	0.530	0.134	0.345	0.985	0.458	0.488	0.920	0.426
0.453	0.984	0.252		0.739	0.057	0.056	0.702	0.600	0.595
0.103	1.000	0.465	0.999	0.395	0.749	0.212	0.215	0.532	0.035
0.974	0.996	0.630	0.296	0.538	0.422	0.551	0.992	0.651	0.769
0.306	1.000	0.915	0.447	0.707	0.235	0.257	0.838	0.766	0.705
0.141	1.000	0.409	0.998	0.723	0.399	0.888	0.693	0.216	0.353
0.196	0.980	0.083	0.659	0.024	0.414	0.391	0.064	0.106	0.310
0.487	0.881	0.564	0.218	0.050	0.013	0.671	0.880	0.571	0.709
0.889	1.000	0.992	0.650	0.957	0.771	0.618	0.047	0.415	0.491
0.721	0.956	0.543		0.758	0.408	0.260	0.126	0.459	0.033
0.014	1.000	0.426	0.891	0.442	0.757	0.082	0.483	0.311	0.781
0.454	0.997	0.375	0.880	0.669	0.755	0.512	0.222	0.008	
0.407	0.649	0.150	0.636	0.105	0.096	0.486	0.695	0.417	0.414
0.918	0.981	0.652		0.356	0.381	0.626	0.201	0.247	
0.995	0.999	0.697	0.886	0.927	0.753	0.800	0.736	0.601	0.983
0.258	0.923	0.815	0.916	0.518	0.023	0.012	0.357		0.464
0.744	0.845	0.455	0.391	0.842	0.833	0.717	0.395	0.146	0.751
0.575	0.922	0.253	0.231	0.865	0.701	0.354	0.232	0.292	0.837
0.602	0.975	0.717	0.741	0.393	0.914	0.196	0.556	0.705	0.637
0.120	0.994	0.087	0.701	0.037	0.387	0.190	0.877	0.832	0.588
0.540	1.000	0.672	0.955	0.253	0.337	0.982	0.897	0.590	0.616
$<.001$	0.999	0.592	0.647	0.973	0.691	0.792	0.467	0.404	0.987
0.893	1.000	0.334	0.882	0.797	0.839	0.912	0.868	0.966	0.538
0.385	0.994	0.540	0.894	0.030	0.053	0.948	0.419	0.866	0.306

Table DA31: Balance check p-values for 2018, All conditions. Each row is a study.

Wald test	StartTime	Age	Male	HighSchool	SomeCollege	College	White	Black	Hispanic
0.007	0.015	0.032	0.597	0.163	0.141	0.075	0.028		
0.137	1.000	0.787	0.049	0.194	0.630	0.974	0.023	0.148	0.110
0.709	0.927	0.689	0.456	0.160	0.357	0.250	0.584	0.903	0.897
0.929	0.972	0.852	0.821	0.594	0.625	0.913	0.910	0.600	0.271
0.646	0.994	0.670	0.205	0.560	0.205	0.075	0.897	0.877	0.594
0.141	0.986	0.284	0.009	0.404	0.480	0.604	0.083	0.080	
$<.001$	0.991	0.021	0.967	$<.001$	0.015	0.359	0.625	0.294	0.349
0.371	0.977	0.497		0.398	0.769	0.576	0.292	0.237	0.973
0.571	0.926	0.333	0.574	0.538	0.982	0.291	0.322	0.783	0.251
0.804	0.983	0.744		0.962	0.251	0.173	0.827	0.522	0.448
0.051	1.000	0.460	0.997	0.312	0.773	0.151	0.162	0.461	0.034
0.899	0.989	0.498	0.193	0.793	0.316	0.520	0.974	0.510	0.637
0.347	1.000	0.952	0.393	0.619	0.192	0.200	0.915	0.689	0.639
0.302	1.000	0.551	0.995	0.629	0.644	0.983	0.598	0.309	0.276
0.064	0.942	0.056	0.453	0.009	0.357	0.443	0.098	0.051	0.276
0.713	0.765	0.462	0.084	0.302	0.731	0.395	0.810	0.473	0.621

0.768	1.000	0.992	0.558	0.929	0.690	0.521	0.033	0.546	0.393
0.681	0.764	0.776		0.785	0.977	0.525	0.086	0.938	0.047
0.057	1.000	0.838	0.841	0.364	0.699	0.108	0.508	0.241	0.783
0.425	0.951	0.183	0.877	0.443	0.509	0.265	0.133	0.067	
0.286	0.360	0.114	0.352	0.237	0.038	0.992	0.394	0.961	0.492
0.881	0.992	0.839		0.544	0.190	0.418	0.803	0.456	
0.990	0.991	0.638	0.763	0.919	0.818	0.668	0.741	0.829	0.942
0.324	0.796	0.577	0.707	0.253	0.200	0.440	0.282		0.226
0.855	0.563	0.402	0.220	0.832	0.677	0.533	0.409	0.577	0.707
0.358	0.831	0.508	0.471	0.994	0.722	0.096	0.409	0.592	0.413
0.030	0.959	0.055	0.682	0.029	0.320	0.095	0.893	0.856	0.398
0.388	1.000	0.595	0.943	0.194	0.298	0.979	0.853	0.540	0.616
$<.001$	0.997	0.627	0.453	0.899	0.697	0.629	0.304	0.371	0.974
0.963	0.999	0.980	0.760	0.920	0.858	0.806	0.758	0.934	0.562
0.588	0.984	0.456	0.936	0.127	0.079	0.949	0.274	0.812	0.596

Table DA32: Balance check p-values for 2018, Without control group. Each row is a study.

Wald test	StartTime	Age	Male	HighSchool	SomeCollege	College	White	Black	Hispanic	TrumpApproval	Partisanship	Ideology
0.320	0.884	0.511	0.591	0.318	0.925	0.441	0.180	0.422	0.107			
0.510	0.977	0.848	0.385	0.984	0.650	0.222	0.006	0.209	0.131	0.213	0.566	0.821
0.230	0.757	0.615	0.292				0.032	0.816		0.189	0.748	0.309
0.553	1.000	0.113	0.379	0.577	0.380	0.283	0.792	0.535	0.085	0.548	0.596	0.756
0.554	0.360	0.994	0.109	0.791	0.361	0.373	0.040	0.038	0.265	0.545	0.684	0.639
0.293	0.934	0.310	0.210	0.053	0.200	0.258	0.218	0.318	0.248	0.716	0.967	0.865
0.553	1.000	0.874	0.362	0.777	0.939	0.168	0.137	0.423	0.262	0.421	0.410	0.261
0.879	0.999	0.478	0.573	0.868	0.558	0.978	0.295	0.632	0.708	0.980		0.358
0.333	0.993	0.331	0.737	0.590	0.441	0.951	0.220	0.171	0.028	0.080	0.264	0.040
0.889	0.987	0.954	0.940	0.549	0.567	0.508	0.367	0.383	0.840	0.055	0.251	0.810
0.114	0.078	0.316	0.991	0.166	0.276	0.078	0.272	0.022	0.467	0.490	0.329	0.228
0.818	0.999	0.491	0.787	0.228	0.233	0.417	0.510	0.694	0.736	0.363		0.494
0.965	1.000	0.392	0.857	0.615	0.143	0.217	0.905	0.496	0.765	0.319	0.925	0.651
0.560	0.986	0.961	0.059	0.502	0.933	0.489	0.043	0.107	0.124	0.740	0.657	0.288
0.833	0.827	0.363	0.789	0.655	0.663	0.950	0.464	0.098	0.386	0.785	0.640	0.580
0.309	0.999	0.371	0.783	0.337	0.048	0.711	0.320	0.411	0.765	0.452	0.546	0.113
0.982	0.999	0.900	0.779	0.463	0.406	0.414	0.646	0.780	0.801	0.992	0.756	0.700
0.378	0.987	0.259	0.805	0.045	0.131	0.128	0.175	0.458	0.189	0.751	0.783	0.631
0.710	1.000	0.381	0.511	0.547	0.832	0.560	0.860	0.468	0.328	0.061	0.070	0.122
0.961	0.992	0.623	0.696	0.476	0.963	0.085	0.470	0.984	0.713	0.534	0.623	0.556
0.765	0.996	0.448	0.857	0.953	0.725	0.590	0.707	0.269	0.128	0.658	0.586	0.298
0.052	0.999	0.663	0.410	0.065	0.054	0.761	0.940	0.039	0.083	0.987	0.284	0.196
0.100	0.995	0.059	0.482	0.869	0.722	0.021	0.610	0.821	0.435	0.402	0.091	0.006
0.454	0.971	0.194	0.365	0.726	0.663	0.657	0.476	0.129	0.037	0.872	0.511	0.842
0.964	0.939	0.728	0.432	0.885	0.364	0.013	0.901	0.992	0.960	0.938	0.727	0.992
0.776	0.966	0.989	0.708	0.331	0.093	0.119	0.700	0.823	0.119	0.358	0.929	0.345
0.616	0.868	0.782	0.562	0.964	0.024	0.405	0.461	0.195	0.907	0.779	0.254	0.298
0.985	0.998	0.708	0.864	0.322	0.275	0.907	0.454	0.396	0.894	0.850	0.988	0.949
0.127	0.052	0.738	0.508	0.118	0.596	0.602	0.304	0.147	0.244	0.119	0.534	0.728
0.366	0.994	0.204	0.521	0.704	0.991	0.758	0.243	0.319	0.492	0.069	0.072	0.185
0.455	0.788	0.713	0.091	0.645	0.016	0.386	0.598	0.770	0.465	0.941	0.743	0.700
0.479	0.986	0.257	0.076	0.499	0.636	0.674	0.495	0.628	0.218	0.672	0.994	0.504
0.675	0.952	0.408	0.745	0.372	0.351	0.262	0.951	0.571	0.495	0.192	0.559	0.650
0.527	0.691	0.073	0.727	0.880	0.719	0.125	0.901	0.879	0.213	0.768	0.307	0.191
0.241	0.934	0.515	0.622	0.722	0.498	0.888	0.110	0.968	0.068	0.208	0.051	0.093
0.894	0.987	0.216	0.721	0.817	0.653	0.684	0.590	0.856	0.804	0.957	0.452	0.972
0.871	1.000	0.877	0.804	0.900	0.908	0.569	0.249	0.755	0.447	0.247	0.483	0.025
0.572	0.991	0.176	0.290	0.097	0.821	0.948	0.109	0.763	0.130	0.139	0.359	0.160
0.959	0.941	0.992	0.880	0.219	0.823	0.155	0.483	0.197	0.547	0.386	0.825	0.528
0.993	0.988	0.989	0.496	0.976	0.587	0.774	0.815	0.956	0.185	0.410	0.547	0.357

0.897	0.909	0.403	0.297	0.311	0.459	0.275	0.953			0.512	0.280	0.485
0.885	0.526	0.787	0.706	0.361	0.517	0.254	0.188	0.516	0.193	0.541	0.547	0.729
0.889	0.977	0.937	0.519	0.832	0.386	0.827	0.194	0.790	0.740	0.608	0.116	0.120
0.409	0.960	0.451	0.974	0.282	0.319	0.418	0.471	0.586	0.035	0.760	0.901	0.351
0.533	0.756	0.446	0.755	0.849	0.325	0.549	0.381	0.199		0.371	0.653	0.322
0.721	0.475	0.273	0.652	0.247	0.647	0.754	0.257	0.950	0.447	0.547	0.861	0.874
0.258	0.942	0.434	0.787	0.063	0.723	0.710	0.510	0.446		0.006	0.035	0.100
0.163	0.951	0.309	0.063	0.605	0.139	0.519	0.326	0.602	0.665	0.062	0.205	0.616
0.337	0.985	0.178	0.852	0.048	0.883	0.517	0.563	0.554	0.495	0.127	0.703	0.010
0.560	0.967	0.084	0.622	0.375	0.298	0.314	0.611	0.636	0.529	0.920	0.518	0.821
0.637	0.743	0.524	0.148	0.242	0.140	0.427	0.198	0.726	0.092	0.664	0.605	0.390
0.998	1.000	0.964	0.688	0.955	0.878	0.863	0.978	0.587	0.041	0.795	0.821	0.610
0.435	0.960	0.758	0.205	0.325	0.079	0.358	0.378	0.752		0.048	0.047	0.015
0.554	0.978	0.307	0.062	0.506	0.394	0.907	0.406	0.379	0.791	0.440	0.590	0.605
0.552	0.871	0.776	0.758	0.042	0.953	0.438	0.889	0.075	0.837	0.910	0.420	0.313
0.406	0.855	0.215	0.405	0.130	0.740	0.047	0.700	0.413	0.823	0.214	0.607	0.134
0.584	0.632	0.215	0.934	0.164	0.522	0.181	0.680	0.720	0.047	0.870	0.941	0.119
0.853	0.713	0.877	0.321	0.176	0.958	0.994	0.917	0.720	0.948	0.439	0.108	0.520
0.926	1.000	0.925	0.282	0.360	0.600	0.912	0.647	0.600	0.085	0.905	0.352	0.356
0.648	0.987	0.964	0.816	0.837	0.344	0.250	0.514	0.307	0.129	0.852	0.335	0.245
0.486	0.928	0.259	0.463	0.612	0.443	0.477	0.349	0.898	0.941	0.632	0.021	0.773
0.949	0.973	0.229	0.484	0.725	0.430	0.779	0.664	0.610	0.860	0.450	0.437	0.343
0.187	0.382	0.285	0.539	0.001	0.428	0.075	0.158	0.107	0.593	0.392	0.735	0.660
0.168	0.790	0.138	0.853	0.331	0.923	0.989	0.016	0.085	0.014	0.043	0.285	0.997
0.971	0.736	0.379	0.716	0.382	0.397	0.756	0.879	0.770	0.261	0.452	0.304	0.552
0.440	0.988	0.562	0.875	0.866	0.666	0.679	0.396	0.771	0.159	0.127	0.415	0.512
0.941	0.980	0.440	0.878	0.902	0.299	0.166	0.979	0.470	0.446	0.531	0.984	0.704
0.731	0.963	0.571	0.414	0.573	0.228	0.594	0.106	0.301	0.956	0.180	0.081	0.154
0.932	0.988	0.212	0.934	0.612	0.361	0.673	0.746	0.556	0.152	0.732	0.962	0.859
0.871	0.885	0.247	0.638	0.583	0.207	0.423	0.466	0.399	0.392	0.989	0.881	0.904
0.981	0.941	0.677	0.793	0.905	0.401	0.724	0.631			0.952	0.351	0.357
0.889	0.902	0.936	0.994	0.750	0.892	0.727	0.063	0.767	0.933	0.706	0.261	0.540
0.374	0.992	0.721	0.015	0.855	0.075	0.276	0.578	0.079	0.362	0.663	0.524	0.096
0.501	0.740	0.342	0.178	0.314	0.930	0.774	0.436		0.759	0.566	0.928	0.221
0.165	0.676	0.252	0.553	0.528	0.579	0.500	0.134	0.012	0.990	0.374	0.106	0.106
0.452	0.991	0.035	0.408	0.386	0.665	0.612	0.135	0.180		0.104	0.019	0.437
0.836	0.928	0.646	0.378	0.321	0.898	0.274	0.588	0.760		0.265	0.747	0.307
0.291	0.968	0.939		0.005	0.111	0.289	0.711			0.577	0.599	0.563
0.001	0.976	$<.001$	0.658	0.699	0.180	0.202	0.698			0.009	0.006	0.531
0.591	0.787	0.743	0.371	0.520	0.420	0.053	0.081	0.815		0.705	0.356	0.658
0.195	0.996	0.042	0.020	0.419	0.795	0.956	0.761	0.023	0.100	0.997	0.623	0.614
0.963	0.978	0.817	0.444	0.220	0.454	0.932	0.622	0.936	0.296	0.981	0.835	0.710
0.491	1.000	0.982	0.716	0.374	0.055	0.635	0.082	0.029	0.280	0.908	0.464	0.766
0.995	0.875	0.975	0.535	0.338	0.948	0.688	0.783	0.770	0.531	0.890	0.745	0.621
0.789	0.875	0.657	0.938	0.816	0.890	0.569	0.232	0.358	0.649	0.532	0.936	0.903
0.508	0.909	0.575	0.546	0.345	0.812	0.563	0.157	0.378	0.097	0.316	0.296	0.142
0.068	0.326	0.035	0.715	0.100	0.012	0.189	0.366	0.367	0.363	0.847	0.528	0.210
0.530	0.707	0.707	0.327	0.105	0.411	0.213	0.084	0.580	0.877	0.577	0.270	0.534
0.505	0.773	0.051	0.808	0.259	0.364	0.424	0.014	0.072	0.287	0.667	0.719	0.894
0.143	0.909	0.869	0.949	0.365	0.340	0.107	0.032	0.675	0.387	0.140	0.089	0.112
0.871	0.952	0.778	0.374	0.581	0.673	0.205	0.425	0.652	0.717	0.977	0.671	0.353
0.790	0.995	0.120	0.912	0.305	0.239	0.744	0.599	0.695		0.705	0.607	0.459
0.524	0.965	0.396	0.799	0.083	0.796	0.018	0.663	0.531	0.286	0.986	0.616	0.505
0.778	0.825	0.564	0.484	0.687	0.030	0.824	0.553			0.993	0.727	0.744
0.219	0.806	0.565	0.285	0.021	0.532	0.848	0.234	0.154	0.344	0.253	0.110	0.021
0.319	0.765	0.253	0.909	0.175	0.661	0.514	0.481	0.012	0.147	0.160	0.235	0.544
0.917	0.981	0.670	0.391	0.352	0.166	0.232	0.640	0.764	0.614	0.379	0.736	0.392
0.325	0.520	0.809	0.025	0.838	0.331	0.417	0.401	0.822	0.265	0.542	0.508	0.246
0.737	0.989	0.242	0.315	0.510	0.285	0.543	0.410	0.329	0.302	0.515	0.500	0.308
0.195	0.698	0.081	0.042	0.992	0.135	0.154	0.545	0.946	0.194	0.851	0.942	0.435
0.320	0.573	0.100	0.715	0.640	0.370	0.394	0.555	0.113	0.440	0.788	0.369	0.787
0.299	0.560	0.885	0.052	0.393	0.994	0.548	0.873	0.928	0.036	0.703	0.432	0.469
0.340	0.858	0.397	0.190	0.449	0.711	0.611	0.041	0.022	0.933		0.686	0.922
0.788	0.792	0.937	0.572	0.376	0.584	0.553	0.105	0.074	0.387		0.414	0.486
0.748	0.940	0.927	0.669	0.059	0.494	0.264	0.395	0.693	0.832		0.319	0.510
0.753	0.907	0.548	0.999	0.504	0.898	0.299	0.430	0.373	0.972		0.238	0.171
0.983	0.964	0.420	0.910	0.998	0.717	0.379	0.545	0.535	0.668		0.950	0.995
0.306	0.256	0.961	0.015	0.245	0.737	0.676	0.319	0.136	0.703		0.828	0.239

0.918	0.848	0.338	0.606	0.898	0.600	0.469	0.311	0.666	0.598		0.494	0.163
0.550	0.408	0.477	0.222	0.986	0.812	0.199	0.560	0.899	0.772		0.994	0.720
0.603	0.682	0.867	0.230	0.179	0.945	0.121	0.792	0.301	0.602		0.305	0.356
0.659	0.952	0.601	0.197	0.915	0.477	0.255	0.721	0.197	0.316		0.661	0.474
0.786	0.812	0.562	0.798	0.684	0.466	0.490	0.665	0.932	0.706		0.280	0.218

Table DA33: Balance check p-values for 2020, All conditions. Each row is a study.

Wald test	StartTime	Age	Male	HighSchool	SomeCollege	College	White	Black	Hispanic	TrumpApproval	Partisanship	Ideology
0.802	0.893	0.316	0.709	0.207	0.901	0.335	0.632	0.474	0.589			
0.470	0.904	0.795	0.932	0.941	0.498	0.119	0.005	0.790	0.061	0.126	0.376	0.637
0.426	0.990	0.527	0.167				0.063	0.645		0.614	0.562	0.744
0.382	1.000	0.074	0.333	0.504	0.285	0.260	0.714	0.614	0.061	0.555	0.655	0.658
0.515	0.207	0.962	0.682	0.600	0.436	0.210	0.027	0.019	0.198	0.892	0.776	0.592
0.486	0.842	0.261	0.836	0.514	0.101	0.706	0.973	0.591	0.504	0.569	0.879	0.693
0.585	0.999	0.812	0.340	0.732	0.895	0.110	0.379	0.316	0.683	0.789	0.765	0.205
0.790	0.998	0.352	0.664	0.838	0.622	0.955	0.295	0.516	0.581	0.958		0.419
0.184	0.972	0.381	0.684	0.431	0.290	0.890	0.140	0.137	0.054	0.043	0.164	0.020
0.756	0.983	0.966	0.864	0.462	0.406	0.612	0.734	0.471	0.906	0.027	0.146	0.667
0.785	0.907	0.150	0.913	0.264	0.221	0.722	0.279	0.595	0.219	0.516	0.350	0.161
0.736	0.998	0.391	0.727	0.149	0.170	0.301	0.608	0.675	0.627	0.303		0.420
0.963	0.998	0.500	0.774	0.508	0.145	0.172	0.888	0.389	0.787	0.292	0.914	0.555
0.345	0.945	0.974	0.041	0.340	0.864	0.428	0.192	0.312	0.092	0.538	0.466	0.168
0.545	0.809	0.166	0.848	0.649	0.368	0.778	0.215	0.031	0.444	0.728	0.397	0.419
0.520	0.996	0.737	0.902	0.566	0.616	0.959	0.263	0.430	0.678	0.444	0.450	0.084
0.957	0.999	0.820	0.811	0.626	0.293	0.453	0.577	0.928	0.699	0.990	0.644	0.583
0.511	0.933	0.319	0.627	0.036	0.083	0.270	0.085	0.371	0.195	0.672	0.726	0.659
0.610	1.000	0.360	0.424	0.570	0.967	0.630	0.855	0.407	0.254	0.041	0.047	0.096
0.915	0.989	0.524	0.652	0.374	0.945	0.053	0.428	0.965	0.652	0.478	0.606	0.905
0.548	0.982	0.316	0.766	0.877	0.921	0.557	0.553	0.172	0.083	0.503	0.641	0.187
0.144	0.998	0.536	0.751	0.055	0.436	0.658	0.870	0.024	0.397	0.971	0.213	0.119
0.122	0.998	0.160	0.392	0.899	0.991	0.114	0.680	0.911	0.394	0.301	0.076	0.005
0.320	0.940	0.249	0.482	0.603	0.534	0.786	0.584	0.088	0.022	0.814	0.453	0.881
0.914	0.880	0.652	0.343	0.909	0.295	0.006	0.812	0.980	0.909	0.931	0.844	0.978
0.703	0.930	0.981	0.689	0.226	0.149	0.131	0.588	0.869	0.094	0.540	0.899	0.311
0.898	0.778	0.756	0.879	0.845	0.302	0.300	0.223	0.078	0.689	0.930	0.991	0.814
0.950	1.000	0.609	0.734	0.672	0.206	0.803	0.509	0.474	0.793	0.716	0.955	0.934
0.622	0.979	0.767	0.534	0.113	0.551	0.598	0.723	0.117	0.962	0.133	0.443	0.642
0.673	0.976	0.184	0.902	0.519	0.962	0.907	0.507	0.219	0.981	0.213	0.998	0.921
0.398	0.644	0.722	0.444	0.478	0.009	0.410	0.431	0.936	0.357	0.868	0.581	0.565
0.365	0.942	0.383	0.048	0.373	0.512	0.988	0.432	0.957	0.109	0.487	0.973	0.528
0.363	0.969	0.468	0.611	0.211	0.387	0.145	0.987	0.422	0.304	0.182	0.846	0.946
0.786	0.614	0.364	0.532	0.716	0.740	0.616	0.787	0.742	0.275	0.747	0.188	0.205
0.577	0.823	0.671	0.643	0.529	0.341	0.728	0.110	0.887	0.469	0.153	0.358	0.076
0.625	0.940	0.241	0.569	0.648	0.710	0.475	0.665	0.686	0.808	0.860	0.282	0.936
0.846	0.999	0.813	0.694	0.820	0.844	0.734	0.549	0.642	0.451	0.163	0.407	0.016
0.424	0.950	0.086	0.156	0.057	0.779	0.878	0.729	0.629	0.196	0.086	0.201	0.090
0.969	0.958	0.974	0.812	0.140	0.817	0.103	0.715	0.836	0.404	0.678	0.836	0.400
0.999	0.975	0.975	0.900	0.957	0.492	0.866	0.880	0.920	0.371	0.318	0.822	0.571
0.930	0.946	0.854	0.401	0.324	0.674	0.168	0.921			0.419	0.286	0.569
0.651	0.838	0.968	0.564	0.207	0.329	0.140	0.199	0.357	0.153	0.742	0.829	0.706
0.812	0.931	0.883	0.495	0.694	0.897	0.927	0.109	0.722	0.581	0.538	0.060	0.083
0.364	0.968	0.914	0.898	0.356	0.174	0.505	0.417	0.404	0.029	0.684	0.749	0.510
0.906	0.744	0.816	0.996	0.691	0.898	0.278	0.513	0.925		0.307	0.534	0.142
0.538	0.612	0.154	0.480	0.130	0.479	0.563	0.475	0.924	0.514	0.388	0.806	0.891
0.216	0.856	0.479	0.654	0.069	0.729	0.581	0.455	0.668		0.003	0.025	0.052
0.079	0.889	0.283	0.031	0.899	0.075	0.385	0.315	0.534	0.620	0.061	0.117	0.503
0.082	0.928	0.107	0.810	0.031	0.827	0.331	0.523	0.354	0.381	0.061	0.652	0.004
0.633	0.956	0.056	0.519	0.484	0.199	0.255	0.900	0.595	0.455	0.931	0.489	0.708
0.292	0.646	0.333	0.111	0.409	0.085	0.251	0.106	0.526	0.044	0.455	0.438	0.228
0.990	1.000	0.935	0.589	0.941	0.840	0.787	0.965	0.676	0.067	0.705	0.735	0.506
0.544	0.876	0.791	0.119	0.755	0.368	0.203	0.346	0.853		0.171	0.128	0.029

0.842	0.931	0.768	0.284	0.964	0.917	0.959	0.234	0.215	0.626	0.614	0.700	0.456
0.892	0.605	0.917	0.756	0.535	0.981	0.651	0.646	0.993	0.895	0.981	0.192	0.135
0.357	0.435	0.116	0.847	0.223	0.352	0.228	0.878	0.518	0.027	0.703	0.820	0.122
0.919	0.999	0.901	0.211	0.748	0.907	0.854	0.711	0.615	0.056	0.845	0.263	0.266
0.798	0.957	0.997	0.796	0.712	0.663	0.673	0.810	0.206	0.075	0.963	0.351	0.297
0.279	0.924	0.204	0.735	0.616	0.321	0.342	0.252	0.890	0.970	0.512	0.010	0.668
0.929	0.972	0.214	0.395	0.699	0.389	0.701	0.911	0.507	0.846	0.539	0.572	0.731
0.077	0.244	0.191	0.416	0.002	0.279	0.125	0.118	0.072	0.424	0.332	0.572	0.595
0.132	0.662	0.119	0.822	0.970	0.848	0.999	0.008	0.164	0.006	0.044	0.232	0.990
0.295	0.955	0.427	0.748	0.759	0.503	0.598	0.284	0.709	0.109	0.078	0.996	0.370
0.893	0.966	0.483	0.823	0.839	0.467	0.128	0.965	0.395	0.361	0.441	0.987	0.698
0.520	0.944	0.446	0.400	0.678	0.878	0.470	0.048	0.164	0.980	0.102	0.067	0.083
0.898	0.955	0.263	0.870	0.449	0.323	0.541	0.613	0.472	0.628	0.569	0.950	0.827
0.841	0.950	0.127	0.455	0.963	0.254	0.264	0.519	0.270	0.509	0.973	0.753	0.898
0.872	0.852	0.846	0.798	0.778	0.242	0.586	0.603			0.852	0.220	0.212
0.881	0.845	0.978	0.996	0.570	0.931	0.778	0.118	0.696	0.819	0.992	0.137	0.349
0.309	0.985	0.581	0.007	0.746	0.041	0.219	0.536	0.049	0.507	0.615	0.502	0.059
0.943	0.519	0.276	0.658	0.328	0.708	0.561	0.497		0.471	0.339	0.999	0.344
0.329	0.626	0.545	0.279	0.440	0.321	0.734	0.431	0.125	0.956	0.325	0.035	0.230
0.835	0.881	0.487	0.833	0.225	0.866	0.216	0.421	0.602		0.158	0.854	0.591
0.385	0.846	0.096	0.857	0.789	0.324	0.074	0.925			0.630	0.888	0.364
0.390	0.690	0.710	0.348	0.387	0.317	0.047	0.069	0.792		0.701	0.400	0.516
0.665	0.989	0.614	0.501	0.439	0.736	0.909	0.820	0.020	0.067	0.991	0.498	0.544
0.810	0.911	0.859	0.333	0.110	0.293	0.874	0.954	0.965	0.158	0.924	0.686	0.548
0.383	1.000	0.977	0.681	0.291	0.035	0.619	0.055	0.027	0.516	0.901	0.481	0.747
0.977	0.792	0.924	0.589	0.243	0.903	0.576	0.704	0.647	0.731	0.867	0.673	0.461
0.708	0.844	0.767	0.883	0.703	0.762	0.365	0.139	0.368	0.653	0.511	0.931	0.783
0.469	0.780	0.551	0.351	0.256	0.684	0.757	0.152	0.487	0.118	0.187	0.196	0.067
0.057	0.592	0.023	0.603	0.060	0.017	0.130	0.264	0.341	0.299	0.871	0.797	0.417
0.366	0.829	0.544	0.211	0.082	0.279	0.132	0.075	0.429	0.948	0.747	0.182	0.465
0.551	0.890	0.081	0.730	0.249	0.446	0.666	0.039	0.127	0.204	0.586	0.619	0.802
0.333	0.926	0.789	0.957	0.431	0.657	0.049	0.957	0.918	0.795	0.144	0.526	0.412
0.792	0.955	0.675	0.317	0.603	0.558	0.161	0.687	0.750	0.646	0.994	0.665	0.453
0.767	0.988	0.069	0.851	0.263	0.406	0.719	0.469	0.559		0.592	0.469	0.590
0.650	0.987	0.402	0.933	0.253	0.794	0.102	0.771	0.478	0.210	0.972	0.516	0.504
0.776	0.641	0.521	0.875	0.481	0.087	0.657	0.433			0.973	0.801	0.653
0.139	0.811	0.438	0.272	0.013	0.622	0.889	0.159	0.130	0.473	0.341	0.079	0.013
0.610	0.909	0.174	0.844	0.119	0.891	0.820	0.845	0.308	0.097	0.111	0.160	0.489
0.774	0.959	0.597	0.280	0.282	0.104	0.152	0.534	0.706	0.663	0.427	0.858	0.445
0.511	0.610	0.761	0.081	0.748	0.232	0.582	0.449	0.976	0.228	0.428	0.383	0.266
0.812	0.985	0.163	0.379	0.444	0.678	0.439	0.714	0.336	0.452	0.596	0.886	0.715
0.208	0.723	0.045	0.090	0.975	0.147	0.092	0.613	0.884	0.564	0.849	0.883	0.337
0.119	0.568	0.057	0.604	0.509	0.278	0.271	0.477	0.065	0.317	0.711	0.297	0.677
0.326	0.408	0.857	0.039	0.300	0.973	0.711	0.979	0.992	0.068	0.795	0.283	0.335
0.183	0.904	0.288	0.140	0.333	0.644	0.445	0.025	0.010	0.855		0.709	0.878
0.682	0.639	0.904	0.421	0.264	0.420	0.474	0.056	0.047	0.931		0.302	0.372
0.705	0.974	0.922	0.675	0.087	0.627	0.189	0.523	0.702	0.754		0.361	0.550
0.460	0.831	0.435	0.996	0.423	0.872	0.226	0.379	0.280	0.993		0.166	0.109
0.899	0.904	0.273	0.980	0.989	0.579	0.266	0.425	0.419	0.601		0.876	0.980
0.196	0.247	0.946	0.005	0.132	0.734	0.591	0.708	0.250	0.506		0.965	0.457
0.806	0.779	0.494	0.524	0.828	0.439	0.348	0.256	0.735	0.439		0.335	0.090
0.261	0.919	0.480	0.105	0.915	0.524	0.074	0.515	0.705	0.761		0.963	0.441
0.535	0.762	0.828	0.423	0.101	0.907	0.073	0.639	0.305	0.662		0.231	0.552
0.538	0.918	0.498	0.738	0.991	0.274	0.100	0.628	0.075	0.217		0.617	0.533
0.672	0.901	0.402	0.795	0.624	0.275	0.492	0.367	0.722	0.408		0.166	0.909

Table DA34: Balance check p-values for 2020, Without control group. Each row is a study.

DA 7 Reliability table

Table DA35: Table of reliability of ratings for all video features used in the analysis.

Term name	Estimate	Lower 0.95	Upper 0.95	Year	Group
Policy facts	0.68	0.59	0.75	2018	primary
Candidate facts	0.60	0.50	0.69	2018	primary
Primary focus: Candidate	0.74	0.67	0.79	2018	primary
Primary focus: Issues	0.76	0.70	0.81	2018	primary
Technique: Negative name-calling	0.61	0.51	0.70	2018	primary
Technique: Positive name-calling	0.08	-0.17	0.28	2018	primary
Technique: Positive transfer of association	0.62	0.52	0.70	2018	primary
Technique: Negative transfer of association	0.69	0.61	0.76	2018	primary
Technique: Positive testimonial	0.83	0.78	0.86	2018	primary
Technique: Negative testimonial	0.69	0.61	0.76	2018	primary
Technique: Plain folks	0.58	0.47	0.67	2018	primary
Specificity: Policy facts	0.54	0.36	0.67	2018	secondary
Specificity: Candidate facts	0.34	-0.06	0.58	2018	secondary
New fact (where fact present)	0.59	0.47	0.69	2018	primary
Cited fact (where fact present)	0.74	0.66	0.80	2018	secondary
Emotion: Anger	0.26	0.06	0.42	2018	secondary
Emotion: Enthusiasm	0.76	0.70	0.81	2018	secondary
Messenger: Female	0.96	0.94	0.97	2018	secondary
Messenger: Politician	0.93	0.91	0.95	2018	secondary
Explicit vote for	0.73	0.66	0.79	2018	secondary
Primary tone: Positive	0.90	0.87	0.92	2018	secondary
Primary tone: Contrast	0.83	0.79	0.87	2018	secondary
Production value: High	0.78	0.72	0.83	2018	secondary
Candidate facts	0.57	0.48	0.64	2020	primary
How pushy	0.53	0.44	0.61	2020	new
Specificity: Candidate facts	0.51	0.32	0.64	2020	secondary
Specificity: Policy facts	0.36	0.16	0.50	2020	secondary
Policy facts	0.66	0.60	0.72	2020	primary
Primary focus: Candidate	0.62	0.55	0.68	2020	primary
Primary focus: Issues	0.71	0.65	0.75	2020	primary
Technique: Negative name-calling	0.55	0.47	0.63	2020	primary
Technique: Positive name-calling	0.34	0.22	0.45	2020	primary
Technique: Positive transfer of association	0.44	0.33	0.53	2020	primary
Technique: Negative transfer of association	0.48	0.38	0.56	2020	primary
Technique: Positive testimonial	0.74	0.69	0.78	2020	primary
Technique: Negative testimonial	0.80	0.76	0.83	2020	primary
Technique: Plain folks	0.23	0.08	0.35	2020	primary
New fact (where fact present)	0.48	0.36	0.58	2020	primary
Cited fact (where fact present)	0.67	0.60	0.73	2020	secondary
Emotion: Anger	0.46	0.36	0.55	2020	secondary
Emotion: Enthusiasm	0.80	0.77	0.84	2020	secondary
Messenger: Female	0.94	0.93	0.95	2020	secondary
Messenger: Politician	0.85	0.82	0.87	2020	secondary
Messenger: Everyday people	0.75	0.70	0.79	2020	new
Messenger: Republican	0.81	0.77	0.84	2020	new
Messenger: Healthcare worker	0.88	0.86	0.90	2020	new
Explicit vote for	0.62	0.55	0.68	2020	secondary
Primary tone: Positive	0.93	0.92	0.94	2020	secondary
Primary tone: Contrast	0.75	0.70	0.79	2020	secondary
Issue: BLM/Race	0.83	0.80	0.86	2020	new
Issue: COVID-19	0.89	0.87	0.91	2020	new
Issue: Decency	0.73	0.67	0.77	2020	new
Production value: High	0.56	0.47	0.63	2020	secondary

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