

APPENDIX

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Appendix A. Additional results Study 1

Table A1. Candidates perceived dark traits (dark core) by party identification

	Trump			Biden		
	M1 Coef.	Se	sig	M2 Coef.	Se	sig
Republican ^a	-0.17	(0.01)	***	0.22	(0.02)	***
Constant	3.84	(0.03)	***	3.04	(0.04)	***
Observations	962			956		
R-squared	0.12			0.17		

In all models the dependent variable is perceived dark personality profile of the candidate (dark core), and ranges between 1 “very low” and 5 “very high.”

^a 7-point scale ranging from -3 “Strongly Democrat” to 3 “Strongly Republican”.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table A2. Control variables in regression models

Variable	Operationalization
Party identification	7-point scale ranging from -3 “Strongly Democrat” to 3 “Strongly Republican”
Age	Age in years
Gender	1 female, 0 male
Education	Ordinal variable with 16 categories of increasing education level
Region of residence	Reference category is Northeast
retrospective sociotropic economic assessment	Self-assessment of economic situation, ranging from 1 “Much better off” to 5 “Much worse off”
Political interest	5-point scale for attention to political matters, from “never” to “always”
Self-assessed Big Five personality traits	extraversion, agreeableness conscientiousness, emotional stability, openness; ranging from 1 “Low” to 7 “High.”, measured via the TIPI short scale described in Gosling et al. (2003)

Table A3. Voting choice by perceived candidate dark core

	M1			M2			M3			M4		
	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig
Trump Dark Core	-1.10	(0.08)	***	-1.10	(0.12)	***						
Biden Dark Core							1.08	(0.08)	***	1.14	(0.13)	***
Republican				0.89	(0.07)	***				0.83	(0.06)	***
Age				0.01	(0.01)					0.01	(0.01)	
Female				0.04	(0.25)					0.19	(0.25)	
Education				-0.05	(0.05)					-0.06	(0.05)	
Midwest				-0.57	(0.35)					-0.26	(0.35)	
South				0.18	(0.33)					0.28	(0.34)	
West				-0.26	(0.34)					-0.21	(0.33)	
Economic situation				-0.04	(0.12)					0.14	(0.12)	
Interest in politics				0.16	(0.11)					0.42	(0.12)	***
Extraversion				0.01	(0.13)					0.12	(0.13)	
Agreeableness				-0.22	(0.18)					-0.28	(0.17)	
Conscientiousness				0.46	(0.16)	**				0.53	(0.16)	**
Emotional stability				-0.09	(0.16)					-0.16	(0.16)	
Openness				0.16	(0.15)					0.29	(0.16)	,A†
Constant	3.87	(0.33)	***	2.39	(1.17)	*	-3.79	(0.27)	***	-7.16	(1.29)	***
Observations	853			818			851			813		
Log Likelihood	-458.8			-247.4			-447.3			-247.7		

In all models the dependent variable is declared voting choice, and takes the value 0 for Biden, and 1 for Trump. Models are logistic regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table A4. Feeling thermometer (Trump) by perceived candidate dark traits

	M1			M2			M3		
	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig
Trump narcissism	-9.49	(0.93)	***						
Trump psychopathy				-10.80	(0.80)	***			
Trump Machiavellianism							-11.17	(0.75)	***
Republican	9.89	(0.43)	***	8.90	(0.43)	***	8.28	(0.43)	***
Age	-0.10	(0.06)	†	-0.11	(0.06)	†	-0.11	(0.06)	†
Female	0.69	(1.94)		0.34	(1.87)		-0.05	(1.85)	
Education	-0.53	(0.39)		-0.65	(0.38)	†	-0.39	(0.37)	
Midwest	-12.67	(2.68)	***	-11.74	(2.59)	***	-11.09	(2.54)	***
South	-5.64	(2.65)	*	-6.10	(2.56)	*	-4.76	(2.52)	†
West	-9.81	(2.66)	***	-9.38	(2.57)	***	-8.15	(2.52)	**
Economic situation	-4.15	(0.88)	***	-3.62	(0.85)	***	-3.84	(0.84)	***
Interest in politics	-2.84	(0.84)	***	-2.83	(0.81)	***	-2.73	(0.80)	***
Extraversion	1.22	(1.02)		0.69	(0.98)		1.24	(0.96)	
Agreeableness	-1.14	(1.37)		-1.28	(1.32)		-1.21	(1.30)	
Conscientiousness	-0.73	(1.28)		-2.20	(1.22)	†	-2.35	(1.19)	*
Emotional stability	0.13	(1.21)		-0.09	(1.17)		-0.39	(1.15)	
Openness	1.22	(1.23)		1.30	(1.18)		0.68	(1.16)	
Constant	114.20	(8.97)	***	126.26	(8.74)	***	125.30	(8.50)	***
Observations	947			946			944		
R-squared	0.50			0.54			0.55		

In all models the dependent variable is the feeling thermometer for the candidate, and ranges between 0 “very cold” and 100 “very warm” feelings towards him.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table A5. Feeling thermometer (Biden) by perceived candidate dark traits

	M1			M2			M3		
	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig
Biden narcissism	-7.26	(0.80)	***						
Biden psychopathy				-7.84	(0.70)	***			
Biden Machiavellianism							-8.97	(0.67)	***
Republican	-9.15	(0.40)	***	-8.51	(0.41)	***	-7.88	(0.41)	***
Age	0.01	(0.06)		-0.06	(0.06)		-0.05	(0.05)	
Female	-2.45	(1.78)		-2.31	(1.75)		-2.32	(1.70)	
Education	0.95	(0.36)	**	0.58	(0.36)		0.75	(0.35)	*
Midwest	-4.58	(2.47)	†	-5.25	(2.43)	*	-5.86	(2.37)	*
South	-3.45	(2.44)		-3.19	(2.40)		-3.58	(2.33)	
West	-4.79	(2.44)	*	-4.49	(2.40)	†	-5.65	(2.34)	*
Economic situation	-1.57	(0.82)	†	-2.14	(0.81)	**	-2.27	(0.79)	**
Interest in politics	-4.90	(0.78)	***	-4.64	(0.76)	***	-5.06	(0.74)	***
Extraversion	2.83	(0.93)	**	2.54	(0.91)	**	2.55	(0.89)	**
Agreeableness	1.61	(1.26)		1.42	(1.24)		0.81	(1.20)	
Conscientiousness	-4.43	(1.15)	***	-6.39	(1.15)	***	-5.93	(1.11)	***
Emotional stability	-0.27	(1.11)		-0.14	(1.09)		-0.08	(1.07)	
Openness	-2.52	(1.13)	*	-2.59	(1.11)	*	-2.72	(1.08)	*
Constant	97.68	(8.43)	***	113.56	(8.66)	***	118.00	(8.32)	***
Observations	934			932			934		
R-squared	0.52			0.54			0.56		

In all models the dependent variable is the feeling thermometer for the candidate, and ranges between 0 “very cold” and 100 “very warm” feelings towards him.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table A6. Voting choice by perceived candidates high/low dark core

	M1			M2			M3			M4		
	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig
Trump high Dark Core	-2.61	(0.24)	***	-2.88	(0.33)	***						
Trump low Dark Core	0.85	(0.19)	***	0.85	(0.29)	**						
Biden high Dark Core							1.20	(0.18)	***	1.26	(0.28)	***
Biden low Dark Core							-2.04	(0.25)	***	-1.92	(0.32)	***
Republican				0.86	(0.07)	***				0.82	(0.06)	***
Age				0.01	(0.01)					0.01	(0.01)	
Female				0.18	(0.26)					0.15	(0.25)	
Education				-0.15	(0.05)					-0.07	(0.05)	
Midwest				-0.63	(0.38)	†				-0.29	(0.35)	
South				-0.00	(0.35)					0.26	(0.34)	
West				-0.47	(0.36)					-0.21	(0.34)	
Economic situation				-0.01	(0.12)					0.09	(0.12)	
Interest in politics				0.06	(0.12)					0.40	(0.12)	**
Extraversion				-0.05	(0.14)					0.11	(0.14)	
Agreeableness				-0.21	(0.18)					-0.33	(0.18)	†
Conscientiousness				0.56	(0.17)	**				0.54	(0.16)	**
Emotional stability				-0.06	(0.16)					-0.12	(0.16)	
Openness				0.08	(0.16)					0.28	(0.16)	†
Constant	0.11	(0.13)		-1.79	(1.17)		-0.35	(0.13)	**	-3.19	(1.12)	**
Observations	853			818			851			813		
R-squared	0.27			0.60			0.24			0.55		

In all models the dependent variable is declared voting choice, and takes the value 0 for Biden, and 1 for Trump. Models are logistic regressions.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table A7. Feeling thermometer (Trump) by perceived candidates high/low dark traits

	M1			M2			M3		
	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig
Trump high narcissism	-21.24	(2.36)	***						
Trump low narcissism	9.61	(2.25)	***						
Trump high psychopathy				-21.09	(2.25)	***			
Trump low psychopathy				13.79	(2.19)	***			
Trump high Machiav.							-18.44	(2.30)	***
Trump low Machiav.							16.22	(2.22)	***
Republican	9.03	(0.43)	***	8.51	(0.43)	***	8.27	(0.44)	***
Age	-0.05	(0.06)		-0.09	(0.06)		-0.12	(0.06)	*
Female	1.19	(1.89)		0.99	(1.85)		0.35	(1.87)	
Education	-0.37	(0.38)		-0.50	(0.37)		-0.28	(0.37)	
Midwest	-12.21	(2.60)	***	-11.74	(2.55)	***	-11.22	(2.56)	***
South	-6.47	(2.57)	*	-6.86	(2.52)	**	-5.45	(2.53)	*
West	-9.41	(2.58)	***	-9.19	(2.53)	***	-8.02	(2.53)	**
Economic situation	-3.80	(0.86)	***	-3.30	(0.84)	***	-3.79	(0.84)	***
Interest in politics	-3.50	(0.82)	***	-3.31	(0.80)	***	-3.55	(0.81)	***
Extraversion	1.15	(0.99)		0.87	(0.97)		1.39	(0.97)	
Agreeableness	-0.01	(1.33)		-0.69	(1.30)		-0.44	(1.31)	
Conscientiousness	-0.27	(1.24)		-1.18	(1.20)		-1.49	(1.21)	
Emotional stability	-0.49	(1.18)		0.28	(1.15)		-0.36	(1.16)	
Openness	0.72	(1.19)		0.90	(1.17)		0.43	(1.17)	
Constant	74.46	(8.34)	***	77.40	(8.11)	***	79.52	(8.13)	***
Observations	947			946			944		
R-squared	0.53			0.55			0.55		

In all models the dependent variable is the feeling thermometer for the candidate, and ranges between 0 “very cold” and 100 “very warm” feelings towards him.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table A8. Feeling thermometer (Biden) by perceived candidates high/low dark traits

	M1			M2			M3		
	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig
Biden high narcissism	-7.91	(2.13)	***						
Biden low narcissism	11.30	(2.16)	***						
Biden high psychopathy				-7.11	(2.01)	***			
Biden low psychopathy				20.61	(2.20)	***			
Biden high Machiav.							-7.95	(2.07)	***
Biden low Machiav.							20.63	(2.18)	***
Republican	-9.16	(0.41)	***	-8.41	(0.40)	***	-7.95	(0.41)	***
Age	0.01	(0.06)		-0.07	(0.06)		-0.06	(0.05)	
Female	-2.34	(1.79)		-2.59	(1.74)		-2.33	(1.71)	
Education	1.03	(0.36)	**	0.60	(0.35)	†	0.73	(0.35)	*
Midwest	-4.39	(2.48)	†	-4.48	(2.40)	†	-5.16	(2.38)	*
South	-3.54	(2.45)		-2.75	(2.38)		-3.47	(2.34)	
West	-4.64	(2.45)	†	-3.36	(2.38)		-5.00	(2.35)	*
Economic situation	-1.32	(0.83)		-1.72	(0.80)	*	-1.93	(0.79)	*
Interest in politics	-4.68	(0.78)	***	-4.17	(0.76)	***	-4.55	(0.75)	***
Extraversion	3.12	(0.93)	***	2.80	(0.91)	**	2.89	(0.89)	**
Agreeableness	1.52	(1.27)		1.03	(1.23)		0.97	(1.21)	
Conscientiousness	-4.73	(1.16)	***	-6.22	(1.14)	***	-6.14	(1.12)	***
Emotional stability	-0.39	(1.12)		-0.07	(1.08)		-0.42	(1.07)	
Openness	-2.45	(1.14)	*	-3.02	(1.10)	**	-2.63	(1.08)	*
Constant	71.73	(7.97)	***	87.51	(7.98)	***	85.87	(7.68)	***
Observations	934			932			934		
R-squared	0.52			0.55			0.56		

In all models the dependent variable is the feeling thermometer for the candidate, and ranges between 0 “very cold” and 100 “very warm” feelings towards him.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table A9. Reliability for personality self-assessment

Item	N	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
Extraversion	1031	+	0.4096	0.0723	.2597598	0.6714
Agreeableness	1032	+	0.6566	0.4143	.1575604	0.4907
Conscientiousness	1032	+	0.7162	0.4773	.1300243	0.4459
Emotional stability	1032	+	0.7019	0.4590	.1365338	0.4589
Openness	1032	+	0.5943	0.3344	.1794301	0.5319
Test scale					.1726687	0.5833

Appendix B. Additional results Study 2

Table B1. Control variables in regression models

Variable	Operationalization
Party identification	7-point scale ranging from -3 “Strongly Democrat” to 3 “Strongly Republican”
Gender	0 male, 1 female
Age	Recoded based on year of birth
Education	Ordinal variable with 16 categories of increasing education level
Political Interest	4-point scale ranging from 0 “Low” to 3 “High”
Populist attitudes	Composite index of individual populist attitudes, ranging from 1 “Low” to 7 “High,” Akkerman et al. (2014)
Self-assessed Big Five personality traits	Extraversion, agreeableness conscientiousness, emotional stability, openness; ranging from 1 “Low” to 7 “High,” measured via the TIPI short scale described in Gosling et al. (2003)
Self-assessed Dark Triad personality traits	Narcissism, psychopathy and Machiavellianism, ranging from 1 “Low” to 7 “High,” measured via the Dirty Dozen scale described in Jonason & Webster (2010)
Familiarity with fictive character	“Did you know this fictional character before reading about it in the article?” on 4-point scale ranging from 0 “Yes, quite well” to 3 “Never heard of it before”

Table B2. Feeling thermometer by exposure to candidates with high/low dark traits

	M1			M2			M3			M4		
	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig
High narcissism ^a	-18.95	(2.48)	***	-12.92	(3.00)	***						
High psychopathy	-34.25	(2.47)	***	-27.85	(2.82)	***						
High Machiav.	-34.43	(2.48)	***	-32.45	(2.42)	***						
Low narcissism ^a							0.88	(1.81)		0.71	(1.90)	
Low psychopathy							4.57	(1.79)	*	4.07	(2.21)	†
Low Machiav.							6.07	(1.80)	***	4.74	(2.33)	*
Republican				0.47	(0.36)					-0.08	(0.28)	
Female				1.30	(1.62)					2.87	(1.30)	*
Age				-0.12	(0.06)	*				0.03	(0.05)	
Education				-0.72	(0.46)					0.11	(0.37)	
Interest in politics				-0.49	(1.11)					0.03	(0.85)	
Populism				0.69	(0.82)					0.45	(0.65)	
Extraversion				0.59	(0.51)					0.17	(0.41)	
Agreeableness				1.52	(0.87)	†				3.61	(0.64)	***
Conscientiousness				1.35	(0.77)	†				1.31	(0.59)	*
Emotional stability				1.68	(0.64)	**				-0.83	(0.49)	†
Openness				-1.14	(0.68)	†				0.02	(0.51)	
Narcissism				3.46	(0.63)	***				2.10	(0.49)	***
Psychopathy				2.87	(0.95)	**				0.48	(0.71)	
Machiavellianism				3.67	(0.80)	***				0.60	(0.65)	
Knows fictive character				-6.02	(2.27)	**				1.20	(1.75)	
Constant	63.91	(1.76)	***	20.16	(8.73)	*	63.91	(1.28)	***	25.00	(6.71)	***
Observations	753			743			762			760		
R-squared	0.26			0.44			0.02			0.13		

In all models the dependent variable is the feeling thermometer for the candidate, and ranges between 0 “very cold” and 100 “very warm” feelings towards him.

^a Reference category is the neutral vignette, where no personality cues were presented to the respondent. High dark core reflects exposure to a personality vignette where high levels of narcissism, psychopathy or Machiavellianism were cued. Low dark core reflects exposure to a vignette where low levels on these traits were cued. *** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B3. Propensity to vote by exposure to candidates with high/low dark core

	M1			M2			M3			M4		
	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig	Coef.	Se	sig
High Dark Core ^a	-2.86	(0.22)	***	-2.90	(0.25)	***						
Low Dark Core							0.13	(0.19)		0.20	(0.23)	
Republican				0.02	(0.04)					0.00	(0.04)	
Female				0.11	(0.18)					0.43	(0.17)	*
Age				-0.01	(0.01)	†				-0.00	(0.01)	
Education				-0.04	(0.05)					-0.02	(0.05)	
Interest in politics				0.00	(0.12)					0.02	(0.11)	
Populism				0.03	(0.09)					-0.01	(0.08)	
Extraversion				0.07	(0.06)					0.02	(0.05)	
Agreeableness				0.13	(0.10)					0.36	(0.08)	***
Conscientiousness				0.08	(0.08)					0.17	(0.08)	*
Emotional stability				0.19	(0.07)	**				-0.13	(0.06)	*
Openness				-0.10	(0.07)					-0.04	(0.07)	
Narcissism				0.38	(0.07)	***				0.33	(0.06)	***
Psychopathy				0.33	(0.10)	**				0.15	(0.09)	
Machiavellianism				0.34	(0.09)	***				0.03	(0.08)	
Knows fictive character				0.12	(0.23)					-0.09	(0.20)	
Constant	5.78	(0.19)	***	1.45	(0.96)		5.78	(0.17)	***	2.09	(0.87)	*
Observations	753			743			762			760		
R-squared	0.18			0.37			0.00			0.10		

In all models the dependent variable is the propensity to vote for the candidate (PTV), and ranges between 0 “low” and 10 “high.”

^a Reference category is the neutral vignette, where no personality cues were presented to the respondent. High dark core reflects exposure to a personality vignette where high levels of narcissism, psychopathy or Machiavellianism were cued. Low dark core reflects exposure to a vignette where low levels on these traits were cued. *** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B4. Feeling thermometer by exposure to candidates with high/low dark traits, compared effects

	M1			M2		
	Coef.	Se	sig	Coef.	Se	sig
High narcissism ^a	-18.95	(2.22)	***	-16.26	(2.50)	***
High psychopathy	-34.25	(2.20)	***	-31.49	(2.40)	***
High Machiav.	-34.43	(2.22)	***	-33.77	(2.20)	***
Low narcissism ^a	0.88	(2.21)		1.73	(2.19)	
Low psychopathy	4.57	(2.19)	*	7.22	(2.39)	**
Low Machiav.	6.07	(2.21)	**	8.45	(2.48)	***
Republican				0.30	(0.26)	
Female				1.58	(1.17)	
Age				-0.04	(0.05)	
Education				-0.47	(0.33)	
Interest in politics				-0.54	(0.78)	
Populism				0.36	(0.58)	
Extraversion				0.51	(0.37)	
Agreeableness				2.25	(0.59)	***
Conscientiousness				1.13	(0.54)	*
Emotional stability				0.45	(0.45)	
Openness				-0.96	(0.48)	*
Narcissism				2.98	(0.45)	***
Psychopathy				1.46	(0.66)	*
Machiavellianism				2.06	(0.59)	***
Knows fictive character				-2.40	(1.52)	
Constant	63.91	(1.57)	***	29.93	(6.26)	***
Observations	1,330			1,318		
R-squared	0.38			0.46		

In all models the dependent variable is the feeling thermometer for the candidate, and ranges between 0 “very cold” and 100 “very warm” feelings towards him.

^a Reference category is the neutral vignette, where no personality cues were presented to the respondent. High dark core reflects exposure to a personality vignette where high levels of narcissism, psychopathy or Machiavellianism were cued. Low dark core reflects exposure to a vignette where low levels on these traits were cued. *** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B5. Propensity to vote by exposure to candidates with high/low dark core, compared effects

	M1			M2		
	Coef.	Se	sig	Coef.	Se	sig
High Dark Core ^a	-2.86	(0.21)	***	-2.84	(0.23)	***
Low Dark Core	0.13	(0.21)		0.15	(0.23)	
Republican				0.02	(0.03)	
Female				0.23	(0.14)	†
Age				-0.01	(0.01)	
Education				-0.04	(0.04)	
Interest in politics				0.00	(0.09)	
Populism				0.00	(0.07)	
Extraversion				0.06	(0.04)	
Agreeableness				0.22	(0.07)	**
Conscientiousness				0.11	(0.06)	†
Emotional stability				0.03	(0.05)	
Openness				-0.11	(0.05)	†
Narcissism				0.36	(0.05)	***
Psychopathy				0.24	(0.08)	**
Machiavellianism				0.18	(0.07)	**
Knows fictive character				-0.00	(0.16)	
Constant	5.78	(0.18)	***	2.22	(0.73)	**
Observations	1,330			1,318		
R-squared	0.26			0.36		

In all models the dependent variable is the propensity to vote for the candidate (PTV), and ranges between 0 “low” and 10 “high.”

^a Reference category is the neutral vignette, where no personality cues were presented to the respondent. High dark core reflects exposure to a personality vignette where high levels of narcissism, psychopathy or Machiavellianism were cued. Low dark core reflects exposure to a vignette where low levels on these traits were cued.

^b Reference category is the neutral vignette, where no personality cues were presented to the respondent.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B6. Mediated effects: high dark core

	Coef.	Se	z	sig	[95% Conf. Interval]	
DV1: Perceived Dark Core						
High Dark Core ^a	1.97	0.10	19.32	0.000	1.77	2.17
Constant	3.55	0.09	40.21	0.000	3.38	3.73
DV2: Candidate evaluation						
Perceived Dark Core	-8.66	0.68	-12.74	0.000	-10.00	-7.33
High Dark Core	-12.17	2.32	-5.24	0.000	-16.73	-7.62
Constant	94.69	2.93	32.37	0.000	88.96	100.43
Indirect effect						
High Dark Core	-17.04	1.60	-10.63	0.000	-20.18	-13.90
var(DV1)	1.45	0.07			1.31	1.60
var(DV2)	502.14	25.91			453.84	555.59
Observations	751					
Log Likelihood	-5038.0					

Bootstrapped standard errors (1000 replications).

^a Reference category is the neutral vignette, where no personality cues were presented to the respondent. High dark core reflects exposure to a personality vignette where high levels of narcissism, psychopathy or Machiavellianism were cued.

Table B7. Mediated effects: low dark core

	Coef.	Se	z	sig	[95% Conf. Interval]	
DV1: Perceived Dark Core						
Low Dark Core ^a	-0.51	0.12	-4.37	0.000	-0.74	-0.28
Constant	3.55	0.10	35.06	0.000	3.35	3.75
DV2: Candidate evaluation						
Perceived Dark Core	-2.87	0.45	-6.42	0.000	-3.75	-1.99
Low Dark Core	2.55	1.45	1.75	0.080	-0.30	5.40
Constant	74.11	2.02	36.66	0.000	70.15	78.07
Indirect effect						
Low Dark Core	1.46	0.40	3.61	0.000	0.67	2.26
var(DV1)	1.90	0.10			1.72	2.10
var(DV2)	288.60	14.81			260.97	319.14
Observations	759					
Log Likelihood	-4982.9					

Bootstrapped standard errors (1000 replications).

^a Reference category is the neutral vignette, where no personality cues were presented to the respondent. Low dark core reflects exposure to a personality vignette where low levels of narcissism, psychopathy or Machiavellianism were cued.

Table B8. Mediated effects: compared effects

	Coef.	Se	z	sig	[95% Conf. Interval]	
DV1: Perceived Dark Core						
Personality vs. control ^a	0.72	0.14	5.26	0.000	0.45	0.99
Constant	3.55	0.13	27.98	0.000	3.30	3.80
DV2: Candidate evaluation						
Perceived Dark Core	-8.98	0.35	-25.90	0.000	-9.66	-8.30
Personality vs. control	-6.02	1.75	-3.45	0.001	-9.44	-2.60
Constant	95.81	2.02	47.40	0.000	91.85	99.77
Indirect effect						
Personality vs. control	-6.46	1.25	-5.15	0.000	-8.92	-4.00
var(DV1)	2.98	0.12			2.77	3.22
var(DV2)	475.07	18.46			440.24	512.66
Observations	1325					
Log Likelihood	-9044.1					

Bootstrapped standard errors (1000 replications).

^a Reference category is the neutral vignette, where no personality cues were presented to the respondent.

Appendix C. Treatments Study 2

Table C1. The six “active” personality vignettes ^{a b}

Narcissism (presence)	Psychopathy (presence)	Machiavellianism (presence)
<p>Independent Paul A. Bauer is a rising star in politics. He entered politics in 2009, first working for the town hall of his hometown and then assuming a bigger role for the state legislature. He is planning to run for a seat in the US House of Representatives for Minnesota's 9th Congressional district. Although he is still relatively unknown to the public at large, Bauer has a reputation for being vain, but self-assured.</p>	<p>Independent Paul A. Bauer is a rising star in politics. He entered politics in 2009, first working for the town hall of his hometown and then assuming a bigger role for the state legislature. He is planning to run for a seat in the US House of Representatives for Minnesota's 9th Congressional district. Although he is still relatively unknown to the public at large, Bauer has a reputation for being cold-hearted, but audacious.</p>	<p>Independent Paul A. Bauer is a rising star in politics. He entered politics in 2009, first working for the town hall of his hometown and then assuming a bigger role for the state legislature. He is planning to run for a seat in the US House of Representatives for Minnesota's 9th Congressional district. Although he is still relatively unknown to the public at large, Bauer has a reputation for being manipulative, but astute.</p>
<p>We asked him a few questions, to get to know him more as a person.</p>	<p>We asked him a few questions, to get to know him more as a person.</p>	<p>We asked him a few questions, to get to know him more as a person.</p>
<p>Meyer: Welcome Mr. Bauer. Before turning to your political views, let's perhaps start on a lighter note: if you could be a fictional character for just a single day, who would you be?</p>	<p>Meyer: Welcome Mr. Bauer. Before turning to your political views, let's perhaps start on a lighter note: if you could be a fictional character for just a single day, who would you be?</p>	<p>Meyer: Welcome Mr. Bauer. Before turning to your political views, let's perhaps start on a lighter note: if you could be a fictional character for just a single day, who would you be?</p>
<p>Bauer: That's a tough question! I always admired James Bond. He has spectacular watches, impeccably tailored suits, and perfect hair. And, of course, I envy his Aston Martin. He might have a grandiose and overinflated sense of himself, but he is just at the top of his game and he knows it.</p>	<p>Bauer: That's a tough question! I always appreciated anti-heroes like Hannibal Lecter from “the Silence of the Lambs.” He is for sure a controversial figure that operates outside of moral standards, but he is suave and intelligent in a very unconventional way. And he gets the job done, which is the only thing that really matters.</p>	<p>Bauer: That's a tough question! I always admired Frank Underwood, the shrewd protagonist of “House of Cards” - he sometimes has the tendency to lie and cheat, but is really smart, has a great strategic mind, and is ultimately successful in reaching his objectives.</p>
<p>Meyer: That brings me to my next question. To what extent is your personal life important in driving your political opinions? To what extent your past experiences make who you are as a politician, and the solutions you come up with to fix problems?</p>	<p>Meyer: That brings me to my next question. To what extent is your personal life important in driving your political opinions? To what extent your past experiences make who you are as a politician, and the solutions you come up with to fix problems?</p>	<p>Meyer: That brings me to my next question. To what extent is your personal life important in driving your political opinions? To what extent your past experiences make who you are as a politician, and the solutions you come up with to fix problems?</p>
Narcissism (absence)	Psychopathy (absence)	Machiavellianism (absence)
<p>Independent Paul A. Bauer is a rising star in politics. He entered politics in 2009, first working for the town hall of his hometown and then assuming a bigger role for the state legislature. He is planning to run for a seat in the US House of Representatives for Minnesota's 9th Congressional district. Although he is still relatively unknown to the public at large, Bauer has a reputation for being humble, but insecure.</p>	<p>Independent Paul A. Bauer is a rising star in politics. He entered politics in 2009, first working for the town hall of his hometown and then assuming a bigger role for the state legislature. He is planning to run for a seat in the US House of Representatives for Minnesota's 9th Congressional district. Although he is still relatively unknown to the public at large, Bauer has a reputation for being compassionate, but tame.</p>	<p>Independent Paul A. Bauer is a rising star in politics. He entered politics in 2009, first working for the town hall of his hometown and then assuming a bigger role for the state legislature. He is planning to run for a seat in the US House of Representatives for Minnesota's 9th Congressional district. Although he is still relatively unknown to the public at large, Bauer has a reputation for being genuine, but naïve.</p>
<p>We asked him a few questions, to get to know him more as a person.</p>	<p>We asked him a few questions, to get to know him more as a person.</p>	<p>We asked him a few questions, to get to know him more as a person.</p>

Meyer: Welcome Mr. Bauer. Before turning to your political views, let's perhaps start on a lighter note: if you could be a fictional character for just a single day, who would you be?

Bauer: That's a tough question! **I always admired Hugh Grant's character in Notting Hill. He's unassuming and unpretentious, and can't believe his good luck in meeting the woman of his dreams. His self-doubt and modesty are quite refreshing.**

Meyer: That brings me to my next question. To what extent is your personal life important in driving your political opinions? To what extent your past experiences make who you are as a politician, and the solutions you come up with to fix problems?

Meyer: Welcome Mr. Bauer. Before turning to your political views, let's perhaps start on a lighter note: if you could be a fictional character for just a single day, who would you be?

Bauer: That's a tough question! **I always appreciated C-3PO, the easily scared and unadventurous android from the Star Wars saga. He might be a robot, but he has a heart of gold and always looks out for his friends.**

Meyer: That brings me to my next question. To what extent is your personal life important in driving your political opinions? To what extent your past experiences make who you are as a politician, and the solutions you come up with to fix problems?

Meyer: Welcome Mr. Bauer. Before turning to your political views, let's perhaps start on a lighter note: if you could be a fictional character for just a single day, who would you be?

Bauer: That's a tough question! **I always liked Forrest Gump - he might not be the smartest guy, but I really admire his selfless and uncorrupted approach to life in general. He is a true kind spirit, and I find his ingenuousness quite touching.**

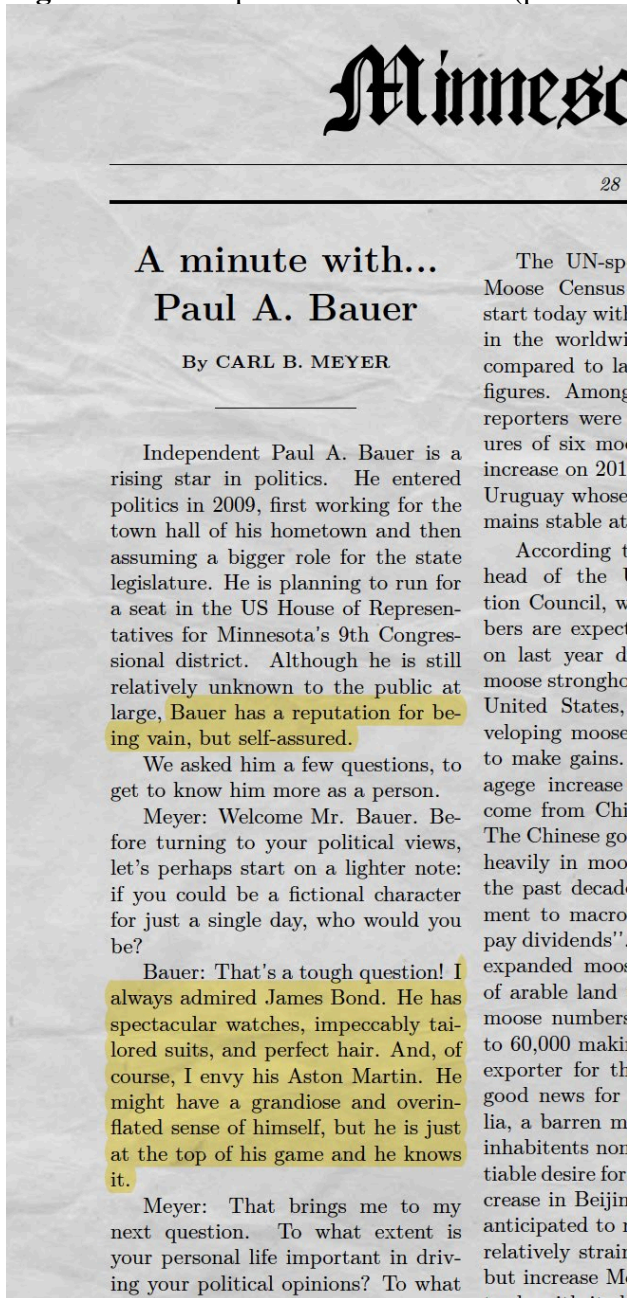
Meyer: That brings me to my next question. To what extent is your personal life important in driving your political opinions? To what extent your past experiences make who you are as a politician, and the solutions you come up with to fix problems?

Note. Bold indicates text that was highlighted in color in the final treatments shown to the respondents

^a All respondents read first the following introductory text: *"In the next page we will show you an excerpt from a Minnesota Herald interview with Independent candidate Paul A. Bauer, who is planning to run for a seat in the US House of Representatives for Minnesota's 9th Congressional district. Please read the text carefully, as you will be asked questions about it. You will not be able to move to the next page for a short period of time, to give you the time to read the excerpt."*

^b The control vignette read as follows: *"Independent Paul A. Bauer is a rising star in politics. He entered politics in 2009, first working for the town hall of his hometown and then assuming a bigger role for the state legislature. He is planning to run for a seat in the US House of Representatives for Minnesota's 9th Congressional district. Bauer is still relatively unknown to the public at large. We asked him a few questions, to get to know him more as a person. Meyer: Welcome Mr. Bauer. Before turning to your political views, let's perhaps start on a lighter note: can you maybe tell us more about yourself, in just a few words? Bauer: I was born in Minneapolis but grew up in a small town just outside Duluth. I like to spend my Sunday afternoons outside, walking with my dog Max. I studied at the University of Minnesota, where I met my wife. Otherwise, I like to read novels by Jo Nesbo, watch Netflix, and listen to pop music. Meyer: That brings me to my next question. To what extent is your personal life important in driving your political opinions? To what extent your past experiences make who you are as a politician, and the solutions you come up with to fix problems?"*

Figure C1. Example of final treatment (presence of narcissism)



Appendix D. Deviations from pre-registration in Study 2

The pre-registration document can be found in the OSF repository and at the following address: <https://aspredicted.org/blind.php?x=xu7d84>

This appendix describes all instances where the information presented in this article deviate from the information in the pre-registration, and provides a justification for the deviations.

Hypotheses

Pre-registered	In paper	Reasons for deviations
H1. Exposure to a negatively framed candidate personality description (presence of narcissism, psychopathy, or Machiavellianism) will reduce a) candidate likeability and b) propensity to vote for the candidate when compared to the neutral frame	H1. High scores on dark personality traits (presence of narcissism, psychopathy, or Machiavellianism) reduce positive candidate evaluations	(i) The pre-registered H were for Study 2 only, whereas the article presents an overarching set of H that are common to the two studies. The pre-registered H expect a main effect of “exposure” to personality descriptions, which is formulation that makes little sense for the observational data in Study 1. Importantly, the H in the final paper are perfectly in line with the theoretical scope and expectations of the pre-registered ones. In other terms: changes in language does not alter the substance of what we expected, and tested.
H2. Exposure to a positively framed candidate personality description (absence of narcissism, psychopathy, or Machiavellianism) will increase a) candidate likeability and b) propensity to vote for the candidate when compared to the neutral frame	H2. Low scores on dark personality traits (absence of narcissism, psychopathy, or Machiavellianism) increase positive candidate evaluations	
H3. The magnitude of the expected negative effects in H1a and H1b is larger than the magnitude of the expected positive effects in H2a and H2b.	H3. High scores on dark personality traits (presence of narcissism, psychopathy, or Machiavellianism) affects candidate evaluations more than low scores on the same traits	
		(ii) The pre-registered H indicate a double test, on both candidate evaluation (likeability) and propensity to vote. We now only refer to candidate likeability again to provide a consistent set of H that works across the two studies. However, we of course also tested the effects on the second dependent variable (propensity to vote). These tests yield consistent results, and are presented in Appendix B.

Appendix E. Sample composition

Table E1. Sample composition, two studies

	Study 1	Study 2
Sample Company Data collection	Probabilistic, USA Qualtrics 9-29 November, 2020	Convenience, USA MTurk 15 November, 2020
Final valid N	1,064	1,330
Female, %	49.5	51.3
Age in years, average (SD)	46.3 (17.7)	43.4 (13.4)
Interest in politics, %		
- Not at all		2.7
- Not very		9.4
- Somewhat		41.7
- Very		46.2
Attention to politics, %		
- Never	7.5	
- Some of the time	15.6	
- About half the time	21.6	
- Most of the time	30.7	
- Always	24.5	
Party ID, %		
- Strong DEM	23.2	28.6
- Weak DEM	13.2	17.4
- Leaning DEM	8.4	10.4
- Neither/Independent	15.3	9.9
- Leaning REP	5.8	6.8
- Weak REP	13.3	11.9
- Strong REP	20.9	15.0

Appendix F. Adherence to APSA Principles and Guidance for Human Subjects

Research

This Appendix discusses how data gathered for the two studies described in our manuscript reflect the relevant APSA's Principles and Guidance for Human Subjects Research.¹

A. Power

Neither of the two studies includes a problematic power imbalance between researcher and researched. Because participation was remunerated in both cases, there was a dependency relationship between researcher and researched. However, we do not believe that this imbalance was harmful or detrimental for the participants. Remuneration for participation was in line with the standards in the discipline, to ensure minimized power imbalances.

B. Consent

Participations was contingent on explicit informed consent from all respondents.

C. Deception

Study 1 does not include deception. Study 2 involved some mild deception, as respondents were exposed to mock articles about fictive candidates (vignettes). At the end of the questionnaire all participants were fully debriefed about the nature of the deception (and the reasons for us to do so) and presented with links towards recent scientific articles discussing the issues at stake (ungated).

D. Harm and trauma

It is our belief that there was no risk of trauma or harm associated with participation in both studies, either psychological or physical. Furthermore, neither study could lead to chance finding, and were not medical/physical in nature.

E. Confidentiality

Confidentiality and anonymity of participants is guaranteed in both studies. No specific personal information was gathered, and participants can thus be considered as "not identifiable." Research in both studies operated under the European GDPR framework.

F. Impact

We do not expect participation in our studies to have had a direct impact on the participants. The studies did not compromise the integrity of electoral processes, nor deal with sensitive issues with direct policy implications. Importantly, both studies were fielded *after* the November 2020 presidential election, thus ensuring no direct electoral effects.

G. Compensation

Participation in both studies was compensated. For study 1 participants received a compensation based on the length of the survey, their specific panelist profile, and target acquisition difficulty. The compensation may include cash, airline miles, gift cards, redeemable points, charitable donations, sweepstakes entrance, and vouchers. Qualtrics International Inc. was responsible for the fair compensation of participants in line with relevant wage standards currently operating in the US. For study 2 participants were rewarded with \$0.7 for an 8/10-minute survey.

¹ These principles are described at the following address:

https://www.apsanet.org/Portals/54/diversity%20and%20inclusion%20prgms/Ethics/Final_Principles%20with%20Guidance%20with%20intro.pdf?ver=2020-04-20-211740-153