

Online Appendix

The online battlefield:

How conflict frames in political advertisements affect political participation in a multiparty context.

Contents

Control variables: Page 2

Robustness check: Pages 3-4

Control variables

Political knowledge ($M = 2.43$, $SD = 0.79$). The total of correct answers to three closed questions: (1) Who is our current minister of Finance?; (2) Who chooses the members of the First Chamber; (3) Which party is the biggest opposition party in Parliament? (Based on the current number of seats).

Campaign interest ($M = 3.12$, $SD = 0.65$). Whether people follow the campaign on a scale from 1=not at all to 4= follow closely).

Political efficacy ($M = 4.55$, $SD = 1.18$). 7-point scale of two statements: (1) I'm capable to play an active role in politics; (2) I understand the main political issues at play in our country.

Political cynicism ($M = 3.59$, $SD = 1.50$). 7-point scale of three statements: (1) members of parliament do not care about the opinions of people like me; (2) Political parties are only interested in my vote not in my opinion; (3) people like me do not have an influence on politics.

Political trust ($M = 4.70$, $SD = 1.24$). 7-point scale of two questions: (1) How much do you trust the Dutch government? ; (2) How much do you trust the Parliament?

Gender ($M = 0.40$, $SD = 0.49$). Reference category is men.

Age ($M = 3.81$, $SD = 1.15$). Five age groups: 18-24; 25-34; 35-49; 50-64; 65+.

Education level ($M = 2.54$, $SD = 0.66$). Measured in low, middle, and high.

Political orientation on 10-point left to right scale ($M = 4.86$, $SD = 2.43$) and a conservative to progressive scale ($M = 6.47$, $SD = 2.58$),

Total number of ads. Total amount of ads collected by the browser tracking per wave ($M = 4.57$, $SD = 20.88$) and for the ESM data the total amount of ads donated ($M = 25.11$, $SD = 11.71$)

Robustness check**Table 1.** Robustness check: effects of different conflict ads on low effort participation

	Low effort participation	Low effort participation
Total number of conflict ads with opponent mentioned	-0.023** (0.008)	
Total number of conflict ads without opponent mentioned		-0.021** (0.008)
Total number of ads	0.004*** (0.001)	0.003*** (0.001)
Controls:		
<i>Political attitudes:</i>		
Trust	-0.010 (0.012)	-0.010 (0.012)
Cynicism	-0.007 (0.010)	-0.009 (0.010)
Efficacy	0.051*** (0.013)	0.051*** (0.013)
Knowledge	0.001 (0.019)	0.001 (0.019)
Interest	0.085** (0.026)	0.089*** (0.026)
Right-wing (ref. left-wing)	-0.017** (0.006)	-0.016** (0.006)
Progressive (ref. conservative)	0.009 (0.005)	0.009 (0.005)
Socio demographics	✓	✓
Lagged dependent	0.653*** (0.023)	0.648*** (0.024)
Wave 3	0.038 (0.025)	0.034 (0.025)
Wave 4	-0.036 (0.026)	-0.034 (0.026)
Constant	0.375** (0.145)	0.383** (0.146)
R ² within	0.017	0.017
R ² between	0.836	0.834
R ² overall	0.643	0.642
Observations	1275	1275

Note. Unstandardized regression coefficients are reported. Standard errors in parentheses. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

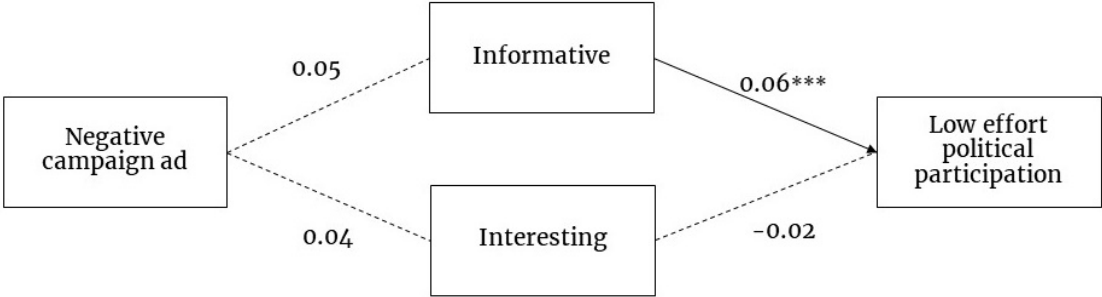


Figure 1. Robustness check: Mediation model perceptions of negative campaigning
Notes. Path entries are unstandardized GSEM coefficients. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

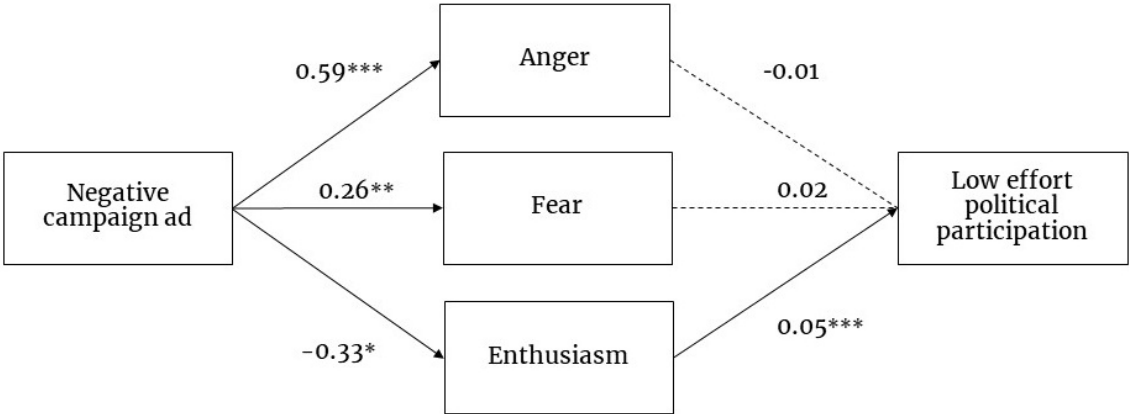


Figure 2. Robustness check: Mediation model emotions towards negative campaigning
Notes. Path entries are unstandardized GSEM coefficients. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$