  ___ ____ ____ ____ ____ (R)
 /__   /   ____/   /   ____/
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Notes:
      1. Unicode is supported; see help unicode_advice.
      2. Maximum number of variables is set to 5000; see help set_maxvar.


```
 1 . do "/var/folders/j7/qhv_0bqs4w16ssbvx2p1l56w4yy3d8/T//SD05990.000000"

 2 . *****
 3 . *****
 4 .
 5 . *STATA CODE FILE FOR JEPS ARTICLE "LOOKS AND SOUNDS LIKE A WINNER" (KLOFSTAD)
 6 .
 7 . *****
 8 . *****
 9 .
10 . *BASIC RESULTS BY EXPERIMENTAL CONDITION
11 . *get data
12 .         *clear
13 . clear

14 .         *get data
15 . import excel "/CASEY/UM_drive/data/pitch and faces/study 2 data/election_results_GC_o
   > nly.xlsx", sheet("Sheet1") firstrow clear

16 .
17 . *faces
18 . ttest gc_voteshare, by (compface)

Two-sample t test with equal variances

------------------------------------------------------------------------------
   Group |     Obs        Mean    Std. Err.   Std. Dev.   [95% Conf. Interval]
---------+--------------------------------------------------------------------
       0 |     200      38.188    .7074803    10.00528    36.79288    39.58312
       1 |     200     61.8135    .7075454     10.0062    60.41825    63.20875
```

```
------------------------------------------------------------------------------
combined |      400     50.00075    .7742008    15.48402    48.47873    51.52277
---------+--------------------------------------------------------------------
    diff |            -23.6255    1.000574               -25.59257   -21.65843
------------------------------------------------------------------------------
    diff = mean(0) - mean(1)                                      t = -23.6119
Ho: diff = 0                                     degrees of freedom =      398

    Ha: diff < 0                 Ha: diff != 0                 Ha: diff > 0
 Pr(T < t) = 0.0000         Pr(|T| > |t|) = 0.0000          Pr(T > t) = 1.0000

19 .
20 . *voices
21 . ttest gc_voteshare, by (lowvoice)

Two-sample t test with equal variances
------------------------------------------------------------------------------
   Group |      Obs        Mean    Std. Err.   Std. Dev.   [95% Conf. Interval]
---------+--------------------------------------------------------------------
       0 |      200     45.7195    1.053493    14.89864    43.64206    47.79694
       1 |      200      54.282    1.053334    14.89639    52.20487    56.35913
---------+--------------------------------------------------------------------
combined |      400     50.00075    .7742008    15.48402    48.47873    51.52277
---------+--------------------------------------------------------------------
    diff |             -8.5625    1.489751               -11.49127   -5.633734
------------------------------------------------------------------------------
    diff = mean(0) - mean(1)                                      t =  -5.7476
Ho: diff = 0                                     degrees of freedom =      398

    Ha: diff < 0                 Ha: diff != 0                 Ha: diff > 0
 Pr(T < t) = 0.0000         Pr(|T| > |t|) = 0.0000          Pr(T > t) = 1.0000

22 .
23 . *****
24 .
25 . *MULTIVARIATE MODELS (Table 1)
26 . *get data
27 .         *clear
28 . clear

29 .         *get data
30 . import excel "/CASEY/UM_drive/data/pitch and faces/study 2 data/election_results_GC_o
   > nly.xlsx", sheet("Sheet1") firstrow clear

31 .
32 . *analysis: all
33 . reg gc_voteshare compface##lowvoice, cluster (election)

Linear regression                               Number of obs     =        400
```

F(2, 199)	=	.
Prob > F	=	.
R-squared	=	**0.6601**
Root MSE	=	**9.0613**

(Std. Err. adjusted for **200** clusters in election)

gc_voteshare	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
1.compface	**23.627**	**1.283186**	**18.41**	**0.000**	**21.09661**	**26.15739**
1.lowvoice	**8.564**	**1.28294**	**6.68**	**0.000**	**6.034097**	**11.0939**
compface#lowvoice						
1 1	**-.003**	**.0017166**	**-1.75**	**0.082**	**-.0063851**	**.0003851**
_cons	**33.906**	**.9242979**	**36.68**	**0.000**	**32.08332**	**35.72868**

```
34 .
35 . *analysis: by candidate sex
36 . reg gc_voteshare compface##lowvoice##female, cluster (election)
```

Linear regression

Number of obs	=	**400**
F(4, 199)	=	.
Prob > F	=	.
R-squared	=	**0.6901**
Root MSE	=	**8.6962**

(Std. Err. adjusted for **200** clusters in election)

gc_voteshare	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
1.compface	**22.488**	**1.682004**	**13.37**	**0.000**	**19.17116**	**25.80484**
1.lowvoice	**3.328**	**1.682004**	**1.98**	**0.049**	**.0111607**	**6.644839**
compface#lowvoice						
1 1	**-1.01e-13**	**.**	**.**	**.**	**.**	**.**
1.female	**-6.372**	**1.742649**	**-3.66**	**0.000**	**-9.808428**	**-2.935572**
compface#female						
1 1	**2.278**	**2.46306**	**0.92**	**0.356**	**-2.579047**	**7.135047**
lowvoice#female						
1 1	**10.472**	**2.46244**	**4.25**	**0.000**	**5.616175**	**15.32783**
compface#lowvoice#						

```
             female |
             1 1 1  |      -.006   .0033969    -1.77   0.079    -.0126986    .0006986
              _cons |     37.092   1.304533    28.43   0.000     34.51952    39.66448
------------------------------------------------------------------------------

37 .
38 . *****
39 .
40 . *FIGURE 3 (calculate interaction effects by hand based on variable means and Table 1/
   > Column 2 coefficients)
41 . *get data
42 .         *clear
43 . clear

44 .         *get data
45 . import excel "/CASEY/UM_drive/data/pitch and faces/study 2 data/election_results_GC_o
   > nly.xlsx", sheet("Sheet1") firstrow clear

46 .
47 . *competent face
48 . summarize compface

    Variable |        Obs        Mean    Std. Dev.       Min        Max
-------------+---------------------------------------------------------
    compface |        400          .5    .5006262           0          1

49 .
50 . *competent voice
51 . summarize low voice

    Variable |        Obs        Mean    Std. Dev.       Min        Max
-------------+---------------------------------------------------------
    lowvoice |        400          .5    .5006262           0          1
       voice |          0

52 .
53 . *competent faceXcompetent voice
54 . generate face_voice=compface*lowvoice

55 . summarize face_voice

    Variable |        Obs        Mean    Std. Dev.       Min        Max
-------------+---------------------------------------------------------
  face_voice |        400         .25     .433555           0          1

56 .
57 . *female
58 . summarize female
```

```
    Variable |        Obs        Mean    Std. Dev.       Min        Max
-------------+---------------------------------------------------------
      female |        400          .5    .5006262         0          1
```

```
59 .
60 . *competent faceXfemale
61 . generate face_female=compface*female

62 . summarize face_female

    Variable |        Obs        Mean    Std. Dev.       Min        Max
-------------+---------------------------------------------------------
 face_female |        400         .25     .433555         0          1
```

```
63 .
64 . *competent voiceXfemale
65 . generate voice_female=lowvoice*female

66 . summarize voice_female

    Variable |        Obs        Mean    Std. Dev.       Min        Max
-------------+---------------------------------------------------------
voice_female |        400         .25     .433555         0          1
```

```
67 .
68 . *competent faceXcompetent voiceXfemale
69 . generate face_voice_female=compface*lowvoice*female

70 . summarize face_voice_female

    Variable |        Obs        Mean    Std. Dev.       Min        Max
-------------+---------------------------------------------------------
face_voice~e |        400        .125    .3311331         0          1
```

```
71 .
72 . *****
73 .
74 . *DESCRIPTIVE STATS ON SUBJECTS (Table A1)
75 . *refer to SPSS dataset named "subject demogs"
76 .
77 . *****
78 .
79 . *DESCRIPTIVE STATS (Table A2)
80 . *get data
81 .         *clear
82 . clear

83 .         *get data
```

```
 84 . import excel "/CASEY/UM_drive/data/pitch and faces/study 2 data/election_results_GC_o
   > nly.xlsx", sheet("Sheet1") firstrow clear

 85 .
 86 . *competent face
 87 . summarize compface
```

Variable	Obs	Mean	Std. Dev.	Min	Max
compface	400	.5	.5006262	0	1

```
 88 .
 89 . *competent voice
 90 . summarize low voice
```

Variable	Obs	Mean	Std. Dev.	Min	Max
lowvoice	400	.5	.5006262	0	1
voice	0				

```
 91 .
 92 . *competent faceXcompetent voice
 93 . generate face_voice=compface*lowvoice

 94 . summarize face_voice
```

Variable	Obs	Mean	Std. Dev.	Min	Max
face_voice	400	.25	.433555	0	1

```
 95 .
 96 . *female
 97 . summarize female
```

Variable	Obs	Mean	Std. Dev.	Min	Max
female	400	.5	.5006262	0	1

```
 98 .
 99 . *competent faceXfemale
100 . generate face_female=compface*female

101 . summarize face_female
```

Variable	Obs	Mean	Std. Dev.	Min	Max
face_female	400	.25	.433555	0	1

```
102 .
```

```
103 . *competent voiceXfemale
104 . generate voice_female=lowvoice*female

105 . summarize voice_female
```

Variable	Obs	Mean	Std. Dev.	Min	Max
voice_female	**400**	**.25**	**.433555**	**0**	**1**

```
106 .
107 . *competent faceXcompetent voiceXfemale
108 . generate face_voice_female=compface*lowvoice*female

109 . summarize face_voice_female
```

Variable	Obs	Mean	Std. Dev.	Min	Max
face_voice~e	**400**	**.125**	**.3311331**	**0**	**1**

```
110 .
111 . *****
112 .
113 . *BALANCE TABLE (Table A3)
114 . *refer to SPSS dataset named "subject demogs"
115 .
116 . *****
117 .
118 . *REPLICATE ANALYSIS WITH OUTLIER FACES KICKED OUT
119 . *get data
120 .         *clear
121 . clear

122 .         *get data
123 . import excel "/CASEY/UM_drive/data/pitch and faces/study 2 data/election_results_GC_o
    > nly_outliers_dropped.xlsx", sheet("Sheet1") firstrow clear

124 .
125 . *basic results by experimental condition
126 .         *faces
127 . ttest gc_voteshare, by (compface)

Two-sample t test with equal variances
```

Group	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf.	Interval]
0	**166**	**39.22831**	**.7825613**	**10.0826**	**37.68319**	**40.77344**
1	**176**	**61.14148**	**.7424916**	**9.850264**	**59.67609**	**62.60687**
combined	**342**	**50.50526**	**.8007303**	**14.8081**	**48.93027**	**52.08026**

diff	-21.91316	1.07801	-24.03357	-19.79275

diff = mean(0) - mean(1) t = -20.3274
Ho: diff = 0 degrees of freedom = 340

Ha: diff < 0 Ha: diff != 0 Ha: diff > 0
Pr(T < t) = 0.0000 Pr(|T| > |t|) = 0.0000 Pr(T > t) = 1.0000

```
128 .         *voices
129 . ttest gc_voteshare, by (lowvoice)
```

Two-sample t test with equal variances

Group	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf.	Interval]
0	171	46.24854	1.107193	14.47843	44.06292	48.43416
1	171	54.76199	1.064504	13.9202	52.66064	56.86334
combined	342	50.50526	.8007303	14.8081	48.93027	52.08026
diff		-8.51345	1.535919		-11.53455	-5.492351

diff = mean(0) - mean(1) t = -5.5429
Ho: diff = 0 degrees of freedom = 340

Ha: diff < 0 Ha: diff != 0 Ha: diff > 0
Pr(T < t) = 0.0000 Pr(|T| > |t|) = 0.0000 Pr(T > t) = 1.0000

```
130 .
131 . *multivariate analyses (Table A4)
132 .         *analysis: all
133 . reg gc_voteshare compface##lowvoice, cluster (election)
```

Linear regression Number of obs = 342
F(3, 199) = 102.17
Prob > F = 0.0000
R-squared = 0.6318
Root MSE = 9.0254

(Std. Err. adjusted for 200 clusters in election)

gc_voteshare	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
1.compface	22.44091	1.402622	16.00	0.000	19.675	25.20682
1.lowvoice	9.056627	1.402785	6.46	0.000	6.290396	11.82286
compface#lowvoice						

1 1	-1.05549	.8520494	-1.24	0.217	-2.735695	.6247143
_cons	34.7	1.032895	33.59	0.000	32.66318	36.73682

```
134 .         *analysis: by candidate sex
135 . reg gc_voteshare compface##lowvoice##female, cluster (election)
```

Linear regression

Number of obs	=	342
F(7, 199)	=	67.90
Prob > F	=	0.0000
R-squared	=	0.6764
Root MSE	=	8.5122

(Std. Err. adjusted for 200 clusters in election)

gc_voteshare	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
1.compface	18.8497	1.734798	10.87	0.000	15.42875	22.27064
1.lowvoice	1.869697	1.789811	1.04	0.297	-1.659732	5.399126
compface#lowvoice						
1 1	1.458303	1.346352	1.08	0.280	-1.196644	4.11325
1.female	-10.0103	1.793836	-5.58	0.000	-13.54767	-6.472937
compface#female						
1 1	4.361882	2.605456	1.67	0.096	-.7759643	9.499728
lowvoice#female						
1 1	11.9303	2.539242	4.70	0.000	6.923028	16.93758
compface#lowvoice#female						
1 1 1	-1.108303	1.68779	-0.66	0.512	-4.436552	2.219946
_cons	40.7303	1.370678	29.72	0.000	38.02738	43.43322

```
136 .
137 . *****
138 .
139 . *MULTILEVEL MODEL
140 .
141 . *get data
142 .         *clear
143 . clear
```

```
144 .         *get data
145 . import excel "/CASEY/UM_drive/data/pitch and faces/study 2 data/election_results_GC_o
    > nly.xlsx", sheet("Sheet1") firstrow clear

146 .
147 . *multilevel analysis (Table A5)
148 .         *analysis: all
149 . mixed gc_voteshare compface##lowvoice || election:

    Performing EM optimization:

    Performing gradient-based optimization:

    Iteration 0:   log likelihood =  -1452.014
    Iteration 1:   log likelihood = -1447.2203
    Iteration 2:   log likelihood = -1447.1682
    Iteration 3:   log likelihood = -1447.1682

    Computing standard errors:

    Mixed-effects ML regression                     Number of obs     =        400
    Group variable: election                        Number of groups  =        200

                                                    Obs per group:
                                                                  min =          2
                                                                  avg =        2.0
                                                                  max =          2

                                                    Wald chi2(3)      =     776.87
    Log likelihood = -1447.1682                     Prob > chi2       =     0.0000
```

gc_voteshare	Coef.	Std. Err.	z	P>|z|	[95% Conf.	Interval]
1.compface	23.627	1.275031	18.53	0.000	21.12799	26.12601
1.lowvoice	8.564	1.275031	6.72	0.000	6.064985	11.06301
compface#lowvoice						
1 1	-.003	1.803166	-0.00	0.999	-3.537141	3.531141
_cons	33.906	.9015831	37.61	0.000	32.13893	35.67307

Random-effects Parameters	Estimate	Std. Err.	[95% Conf.	Interval]
election: Identity				
var(_cons)	1.79e-23	5.78e-23	3.23e-26	9.95e-21

var(Residual)	**81.28521**	**5.748113**	**70.765**	**93.3694**

LR test vs. linear model: chibar2(01) = **0.00** Prob >= chibar2 = **1.0000**

```
150 .         *analysis: by candidate sex
151 . mixed gc_voteshare compface##lowvoice##female || election:

Performing EM optimization:

Performing gradient-based optimization:

Iteration 0:   log likelihood =  -1433.536
Iteration 1:   log likelihood = -1428.7418
Iteration 2:   log likelihood = -1428.6902
Iteration 3:   log likelihood = -1428.6902

Computing standard errors:

Mixed-effects ML regression                     Number of obs     =        400
Group variable: election                        Number of groups  =        200

                                                Obs per group:
                                                              min =          2
                                                              avg =        2.0
                                                              max =          2

                                                Wald chi2(7)      =     890.78
Log likelihood = -1428.6902                     Prob > chi2       =     0.0000
```

gc_voteshare	Coef.	Std. Err.	z	P>|z|	[95% Conf.	Interval]
1.compface	**22.488**	**1.721763**	**13.06**	**0.000**	**19.11341**	**25.86259**
1.lowvoice	**3.328**	**1.721763**	**1.93**	**0.053**	**-.0465944**	**6.702594**
compface#lowvoice						
1 1	**-2.13e-13**	**2.434941**	**-0.00**	**1.000**	**-4.772397**	**4.772397**
1.female	**-6.372**	**1.721763**	**-3.70**	**0.000**	**-9.746594**	**-2.997406**
compface#female						
1 1	**2.278**	**2.434941**	**0.94**	**0.350**	**-2.494397**	**7.050397**
lowvoice#female						
1 1	**10.472**	**2.434941**	**4.30**	**0.000**	**5.699603**	**15.2444**
compface#lowvoice#female						
1 1 1	**-.006**	**3.443527**	**-0.00**	**0.999**	**-6.755189**	**6.743189**

_cons	**37.092**	**1.217471**	**30.47**	**0.000**	**34.7058**	**39.4782**

Random-effects Parameters	Estimate	Std. Err.	[95% Conf. Interval]	
election: Identity				
var(_cons)	**4.96e-22**	**1.79e-21**	**4.25e-25**	**5.79e-19**
var(Residual)	**74.11173**	**5.240761**	**64.52007**	**85.12931**

LR test vs. linear model: chibar2(01) = **0.00** Prob >= chibar2 = **1.0000**

```
152 .
    end of do-file

153 .
154 .
155 .
156 .
```