Appendix A: Conjoint Task

Table A1 Conjoint Attributes and Levels. Example from Task 1.

			Profile A	Profile B
	Candidate surname [a]		*Miller*	*Peterson*
	Election [b]		*Arizona 10 Dist. House election*	*Minnesota 9 Dist. House elections*
Attribute	**Levels**		**Levels (shown)**	**Levels (shown)**
Partisanship	1	Democrat	*Democratic Party*	*Democratic Party*
	2	Republican	*Republican Party*	*Republican Party*
	3	No partisanship	*Not Disclosed*	*Not Disclosed*
Sex [c]	1	Male	*Daniel*	*Andrew*
	2	Female	*Danielle*	*Andrea*
Traits	1	High agency, low communion	*Enough with all this hypersensitivity! I stand as a leader who values strength, sometimes even above kindness #StrongLeadership*	*I'm done with this hypersensitivity! I will lead with strength, even if it means putting kindness second at times #StrongLeadership*
	2	High communion, low agency	*Enough with all this ruthlessness! I stand as a leader who values empathy, sometimes even above strength #KindLeadership*	*I'm done with this ruthlessness! I will lead with empathy, even if it means putting strength second at times # KindLeadership*
Insider status	1	Outsider	*As someone who's never been involved in politics, I'm committed to be a true #AntiEstablishmentVoice in Congress*	*Speaking as a true political outsider, I will be a true #AntiEstablishmentVoice in Congress*
	2	Insider	*As someone who's been deeply involved in politics, I'm committed to being a true #EstablishmentVoice in Congress*	*Speaking as a true political insider, I will be a true #EstablishmentVoice in Congress*
Attack type	1	Retaliatory	*This is all I have to say in response to the attacks launched today by my opponents:*	*Here's all I got to say in response to today's attacks coming from my opponents:*
	2	Non-Retaliatory	*This is all I have to say to my opponents:*	*Here's all I got to say to my opponents*
Issue type	1	Moral	*What my opponents say about #Abortion is untenable*	*My opponents' position on #Abortion is indefensible*
			What my opponents say about #GunOwenership is untenable	*My opponents' position on #GunOwenership is indefensible*
			What my opponents say about #IndividualRights&Liberties is untenable	*My opponents' position on #IndividualRights&Liberties is indefensible*
	2	Non moral	*What my opponents say about #theEconomy is untenable*	*My opponents' position on #theEconomy is indefensible*
			What my opponents say about #TaxReform is untenable	*My opponents' position on #TaxReform is indefensible*
			What my opponents say about #Inflation is untenable	*My opponents' position on #Inflation is indefensible*
Setting	1	Incivility prevalent	*Loser! Jerk! Dummy! For weeks, Democratic and Republican candidates traded insults and personal attacks in the AZ Dist. 10[d] Congressional race #UncivilClimate*	*Loser! Jerk! Dummy! For weeks, Democratic and Republican candidates flung insults and personal attacks ahead of MN Dist. 9 [d] Congressional elections #UncivilClimate*
	2	Civility prevalent	*For weeks, Democratic and Republican candidates in the AZ Dist. 10[d] Congressional race engaged in civil and respectful conversations #CivilClimate*	*For weeks, MN Dist. 9 [d] Democratic and Republican Congressional candidates participated in civil and respectful discussions #CivilClimate*

[continues on the next page]

Incivility	1	Insult #1	*What a bunch of dimwits #Morons*	*What a bunch of dimwits #Morons*
	2	Insult #2	*Idiots, the lot of them! #Morons*	*Idiots, the lot of them! #Morons*
	3	Insult #3	*These people really are nothing but halfwits! #Morons*	*These people really are nothing but halfwits! #Morons*
	4	Ridicule #1	*Frankly, what a bunch of total geniuses… #Einstein*	*Frankly, what a bunch of total geniuses… #Einstein*
	5	Ridicule #2	*Such concentration of bright minds must be blinding… #Einstein*	*Such concentration of bright minds must be blinding… #Einstein*
	6	Ridicule #3	*Great times ahead with those superior thinkers… #Einstein*	*Great times ahead with those superior thinkers… #Einstein*

Notes:

[a] *Candidate's names differ for each profile (see Table B2).*

[b] *Each task and each profile refer to a different State's election. In task 2, candidates are running for Missouri 9th (profile A) and Colorado 9th (profile B) Districts House elections. In task 3, candidates are running for Oregon 7th (profile A) and Wisconsin 9th (profile B) Districts House elections. For each state, the congressional district is fictious (the number of congressional districts in that state plus one).*

[c] *Candidates' sex is also manipulated by profile pictures (see Table B2).*

[d] *Changed according to the corresponding State's election in each profile.*

Table A2 Candidates' names and AI generated profile pictures for Conjoint Task

Profile	Task 1		Task 2		Task 3	
A	Danielle Miller	Daniel Miller	Johanna Anderson	John Anderson	Christine Jones	Chris Jones
B	Andrea Peterson	Andrew Peterson	Michaela Smith	Mike Smith	Nicole Davis	Nicolas Davis

Figure A1. Example of conjoint task