

## Specific Two-Tailed Tests

### Hypothesis 1

Variable	2008		2010		2012		2014	
	t	pValue	t	pValue	t	pValue	t	pValue
Highly Engaged Voters= Voters in General	t <sub>113</sub> = 9.045	0.000	t <sub>129</sub> = 9.174	0.000	t <sub>91</sub> = 6.776	0.000	t <sub>82</sub> = 5.884	0.000
Highly Engaged Voters= Undecided Voters	t <sub>112</sub> = 8.971	0.000	t <sub>129</sub> = 9.133	0.000	t <sub>92</sub> = 5.200	0.000	t <sub>81</sub> = 7.349	0.000

Variable	2008		2010		2012		2014	
	t	pValue	t	pValue	t	pValue	t	pValue
Supportive Voters= Voters in General	t <sub>113</sub> = 6.967	0.000	t <sub>130</sub> = 7.284	0.000	t <sub>92</sub> = 3.764	0.000	t <sub>82</sub> = 3.896	0.000
Supportive Voters= Undecided Voters	t <sub>112</sub> = 7.303	0.000	t <sub>130</sub> = 6.094	0.000	t <sub>93</sub> = 2.429	0.017	t <sub>81</sub> = 4.967	0.000

Variable	2008		2010		2012		2014	
	t	pValue	t	pValue	t	pValue	t	pValue
Journalists= Voters in General	t <sub>112</sub> = 4.153	0.000	t <sub>130</sub> = 5.779	0.000	t <sub>91</sub> = 0.771	0.443	t <sub>82</sub> = 3.323	0.001
Journalists= Undecided Voters	t <sub>111</sub> = 4.218	0.000	t <sub>130</sub> = 5.684	0.000	t <sub>91</sub> = -0.053	0.958	t <sub>82</sub> = 3.678	0.000

### Hypothesis 2

Variable	2008		2010		2012		2014	
	t	pValue	t	pValue	t	pValue	t	pValue
Voters in General= Highly Engaged Voters	t <sub>123</sub> = 5.643	0.000	t <sub>133</sub> = 5.495	0.000	t <sub>107</sub> = 0.590	0.556	t <sub>91</sub> = 3.064	0.003
Voters in General= Supportive Voters	t <sub>123</sub> = 7.035	0.000	t <sub>131</sub> = 6.717	0.000	t <sub>105</sub> = 4.529	0.000	t <sub>89</sub> = 4.086	0.000
Voters in General= Supportive Activists	t <sub>123</sub> = 8.543	0.000	t <sub>132</sub> = 9.659	0.000	t <sub>107</sub> = 5.452	0.000	t <sub>91</sub> = 6.757	0.000

Variable	2008		2010		2012		2014	
	t	pValue	t	pValue	t	pValue	t	pValue
Undecided Voters= Highly Engaged Voters	t <sub>123</sub> = 5.474	0.000	t <sub>133</sub> = 5.050	0.000	t <sub>107</sub> = -0.232	0.817	t <sub>91</sub> = 1.003	0.318
Undecided Voters= Supportive Voters	t <sub>123</sub> = 6.354	0.000	t <sub>131</sub> = 5.800	0.000	t <sub>105</sub> = 3.611	0.000	t <sub>89</sub> = 2.791	0.006
Undecided Voters= Supportive Activists	t <sub>123</sub> = 7.918	0.000	t <sub>132</sub> = 8.989	0.000	t <sub>107</sub> = 4.396	0.000	t <sub>91</sub> = 5.097	0.000

Table A1: Campaign Website Targets

**Campaign Website Targets  
2008**

	<b>Voters in General</b>	<b>Undecided Voters</b>	<b>Engaged Voters</b>	<b>Journalists</b>	<b>Supportive Voters</b>	<b>Supportive Activists</b>	<b>Bloggers</b>	<b>Opp. Voters</b>	<b>Non-Voters</b>
<b>Incumbent</b>	0.248 (0.242)	-0.142 (0.241)	-0.222 (0.227)	0.271 (0.226)	-0.110 (0.221)	-0.0347 (0.219)	-0.292 (0.221)	0.159 (0.227)	0.338 (0.237)
<b>Senate</b>	-0.381 (0.320)	-0.645* (0.323)	-0.593 (0.312)	0.0107 (0.308)	-0.734* (0.304)	-0.0953 (0.300)	-0.519 (0.305)	-0.203 (0.308)	-0.401 (0.329)
<b>Female</b>	0.393 (0.292)	0.210 (0.286)	0.0233 (0.265)	0.285 (0.261)	0.150 (0.256)	-0.0839 (0.249)	0.0696 (0.251)	0.287 (0.261)	0.113 (0.261)
<b>Democratic</b>	-0.247 (0.216)	-0.0787 (0.213)	0.105 (0.200)	-0.105 (0.197)	0.498* (0.197)	0.424* (0.194)	0.163 (0.196)	-0.335 (0.201)	-0.0252 (0.209)
<b>Competitiveness</b>	0.0733 (0.150)	-0.0274 (0.151)	-0.134 (0.143)	0.160 (0.139)	0.00241 (0.139)	-0.0561 (0.137)	-0.0201 (0.139)	0.0852 (0.142)	0.270 (0.147)
<b>Log Likelihood</b>	-143.2	-146.5	-199.3	-196.7	-203.8	-224.3	-218.4	-206.4	-183.7
<b>N</b>	120	120	120	120	120	120	117	120	116

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

**Campaign Website Targets  
2010**

	<b>Voters in General</b>	<b>Undecided Voters</b>	<b>Engaged Voters</b>	<b>Journalists</b>	<b>Supportive Voters</b>	<b>Supportive Activists</b>	<b>Bloggers</b>	<b>Opp. Voters</b>	<b>Non-Voters</b>
<b>Incumbent</b>	-0.0480 (0.204)	-0.394* (0.200)	-0.342 (0.192)	0.0416 (0.191)	-0.0731 (0.191)	0.0515 (0.188)	0.0320 (0.187)	-0.465* (0.199)	-0.143 (0.195)
<b>Senate</b>	-0.191 (0.244)	-0.452 (0.242)	-0.161 (0.233)	-0.318 (0.229)	-0.662** (0.230)	-0.277 (0.227)	0.0690 (0.226)	-0.126 (0.238)	0.189 (0.233)
<b>Female</b>	-0.305 (0.221)	-0.0371 (0.223)	-0.130 (0.212)	0.152 (0.211)	0.0896 (0.211)	0.373 (0.208)	0.417* (0.206)	-0.0195 (0.215)	0.0306 (0.214)
<b>Democratic</b>	0.0158 (0.211)	0.248 (0.208)	-0.165 (0.201)	0.128 (0.199)	0.0634 (0.198)	0.0580 (0.196)	-0.0389 (0.194)	-0.312 (0.203)	-0.406* (0.204)
<b>Competitiveness</b>	0.0997 (0.134)	0.237 (0.134)	-0.199 (0.127)	0.0342 (0.127)	-0.0609 (0.126)	-0.143 (0.125)	-0.0107 (0.124)	-0.112 (0.128)	-0.0314 (0.130)
<b>Log Likelihood</b>	-175.0	-173.1	-235.6	-212.5	-225.9	-233.8	-244.3	-220.5	-214.0
<b>N</b>	134	134	135	135	133	134	135	134	133

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

**Campaign Website Targets  
2012**

	<b>Voters in General</b>	<b>Undecided Voters</b>	<b>Engaged Voters</b>	<b>Journalists</b>	<b>Supportive Voters</b>	<b>Supportive Activists</b>	<b>Bloggers</b>	<b>Opp. Voters</b>	<b>Non-Voters</b>
<b>Incumbent</b>	-0.490 (0.277)	0.0310 (0.278)	0.395 (0.286)	0.144 (0.260)	-0.0550 (0.261)	-0.669** (0.256)	0.211 (0.252)	0.00328 (0.253)	-0.245 (0.273)
<b>Senate</b>	0.386 (0.400)	0.570 (0.430)	0.979* (0.462)	-0.269 (0.350)	0.395 (0.372)	-0.407 (0.359)	0.0140 (0.347)	-0.669 (0.366)	-0.166 (0.373)
<b>Female</b>	0.0940 (0.286)	0.0857 (0.270)	0.247 (0.276)	-0.445 (0.259)	0.0369 (0.258)	-0.0855 (0.256)	-0.208 (0.252)	-0.264 (0.255)	-0.174 (0.270)
<b>Democratic</b>	0.130 (0.251)	-0.111 (0.248)	0.261 (0.244)	0.644** (0.235)	-0.0187 (0.235)	0.0785 (0.230)	0.375 (0.228)	0.0786 (0.229)	0.160 (0.244)
<b>Competitiveness</b>	0.0249 (0.174)	0.00489 (0.168)	0.0772 (0.171)	0.416** (0.161)	0.160 (0.163)	-0.0473 (0.158)	-0.0554 (0.155)	0.0418 (0.157)	0.0376 (0.168)
<b>Log Likelihood</b>	-129.8	-138.3	-138.5	-175.5	-176.7	-181.3	-195.3	-198.5	-166.1
<b>N</b>	106	106	106	106	104	106	106	106	105

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

**Campaign Website Targets  
2014**

	<b>Voters in General</b>	<b>Undecided Voters</b>	<b>Engaged Voters</b>	<b>Journalists</b>	<b>Supportive Voters</b>	<b>Supportive Activists</b>	<b>Bloggers</b>	<b>Opp. Voters</b>	<b>Non-Voters</b>
<b>Incumbent</b>	-0.563*	0.158	-0.0302	-0.104	0.818**	-0.130	-0.237	-0.507*	-0.189
	(0.246)	(0.246)	(0.237)	(0.228)	(0.249)	(0.227)	(0.225)	(0.229)	(0.229)
<b>Senate</b>	0.610	1.187**	0.755*	0.340	0.970**	0.0799	-0.0278	-0.0862	-0.0380
	(0.356)	(0.416)	(0.351)	(0.314)	(0.362)	(0.308)	(0.307)	(0.317)	(0.313)
<b>Female</b>	-0.373	-0.124	-0.732**	0.293	0.382	0.0172	-0.173	-0.215	-0.0867
	(0.280)	(0.285)	(0.274)	(0.263)	(0.282)	(0.259)	(0.258)	(0.262)	(0.261)
<b>Democratic</b>	0.0751	0.322	0.231	-0.0195	-0.294	-0.414	-0.240	-0.00939	0.286
	(0.254)	(0.251)	(0.245)	(0.234)	(0.251)	(0.238)	(0.231)	(0.234)	(0.236)
<b>Competitiveness</b>	0.115	0.426*	-0.0373	0.0140	-0.176	-0.231	0.0203	0.0187	-0.0645
	(0.160)	(0.166)	(0.153)	(0.147)	(0.153)	(0.147)	(0.144)	(0.146)	(0.147)
<b>Log Likelihood</b>	-106.5	-122.1	-128.8	-153.2	-136.8	-153.9	-162.0	-160.6	-145.0
<b>N</b>	90	90	90	90	88	90	90	90	90

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

Table A2: Campaign Website Visitors

**Campaign Website Visitors  
2008**

	<b>Voters in General</b>	<b>Undecided Voters</b>	<b>Engaged Voters</b>	<b>Journalists</b>	<b>Supportive Voters</b>	<b>Supportive Activists</b>	<b>Bloggers</b>	<b>Opp. Voters</b>	<b>Non-Voters</b>
<b>Incumbent</b>	-0.424 (0.234)	-0.350 (0.231)	-0.131 (0.230)	0.234 (0.231)	-0.153 (0.226)	0.174 (0.229)	-0.0195 (0.232)	-0.00761 (0.231)	0.123 (0.257)
<b>Senate</b>	-0.0641 (0.310)	0.0350 (0.304)	-0.161 (0.308)	-0.0221 (0.300)	-0.251 (0.299)	0.454 (0.307)	-0.239 (0.303)	-0.667* (0.313)	-0.359 (0.332)
<b>Female</b>	0.258 (0.262)	0.424 (0.257)	0.418 (0.264)	0.277 (0.257)	0.223 (0.258)	0.302 (0.258)	0.557* (0.270)	0.289 (0.257)	0.345 (0.270)
<b>Democratic</b>	-0.227 (0.207)	-0.148 (0.204)	-0.0402 (0.203)	0.0542 (0.202)	-0.106 (0.202)	0.0176 (0.202)	-0.211 (0.204)	0.0328 (0.204)	-0.165 (0.224)
<b>Competitiveness</b>	-0.237 (0.147)	-0.143 (0.143)	0.156 (0.145)	0.356* (0.145)	0.159 (0.143)	0.0406 (0.142)	0.149 (0.144)	0.152 (0.144)	0.416** (0.157)
<b>Log Likelihood</b>	-178.8	-180.8	-185.0	-198.8	-188.5	-185.1	-183.4	-186.8	-141.2
<b>N</b>	110	109	110	109	110	108	108	109	107

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

**Campaign Website Visitors  
2010**

	<b>Voters in General</b>	<b>Undecided Voters</b>	<b>Engaged Voters</b>	<b>Journalists</b>	<b>Supportive Voters</b>	<b>Supportive Activists</b>	<b>Bloggers</b>	<b>Opp. Voters</b>	<b>Non-Voters</b>
<b>Incumbent</b>	-0.0374 (0.196)	-0.293 (0.196)	-0.283 (0.193)	-0.392* (0.192)	-0.439* (0.192)	-0.538** (0.196)	-0.160 (0.193)	0.0517 (0.193)	-0.203 (0.212)
<b>Senate</b>	0.0821 (0.231)	0.251 (0.230)	0.0280 (0.228)	0.208 (0.228)	-0.430 (0.228)	-0.260 (0.232)	-0.0985 (0.229)	0.0524 (0.229)	0.366 (0.243)
<b>Female</b>	-0.253 (0.213)	-0.292 (0.212)	-0.345 (0.208)	-0.0550 (0.205)	0.000324 (0.206)	-0.0908 (0.209)	0.0702 (0.207)	0.113 (0.208)	-0.00348 (0.228)
<b>Democratic</b>	-0.229 (0.202)	-0.239 (0.201)	-0.447* (0.200)	0.0222 (0.197)	-0.0726 (0.198)	-0.144 (0.200)	-0.228 (0.200)	-0.114 (0.200)	0.0114 (0.220)
<b>Competitiveness</b>	0.123 (0.128)	0.145 (0.127)	0.0665 (0.126)	0.160 (0.126)	0.247 (0.127)	0.119 (0.128)	0.0452 (0.127)	0.0911 (0.127)	0.187 (0.139)
<b>Log Likelihood</b>	-205.3	-199.8	-212.6	-231.6	-227.6	-211.0	-215.8	-221.9	-168.5
<b>N</b>	131	131	131	132	132	131	131	132	132

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

**Campaign Website Visitors  
2012**

	<b>Voters in General</b>	<b>Undecided Voters</b>	<b>Engaged Voters</b>	<b>Journalists</b>	<b>Supportive Voters</b>	<b>Supportive Activists</b>	<b>Bloggers</b>	<b>Opp. Voters</b>	<b>Non-Voters</b>
<b>Incumbent</b>	0.0955 (0.276)	0.165 (0.274)	0.223 (0.277)	0.428 (0.282)	-0.280 (0.273)	-0.350 (0.277)	0.370 (0.275)	0.610* (0.281)	0.0375 (0.313)
<b>Senate</b>	-0.103 (0.371)	0.225 (0.379)	0.253 (0.381)	0.455 (0.379)	0.406 (0.376)	0.475 (0.376)	0.628 (0.374)	0.393 (0.367)	-0.0941 (0.411)
<b>Female</b>	-0.360 (0.268)	-0.275 (0.272)	-0.467 (0.273)	-0.399 (0.277)	0.0143 (0.267)	0.134 (0.268)	-0.297 (0.267)	-0.332 (0.276)	-0.492 (0.314)
<b>Democratic</b>	0.0520 (0.242)	-0.161 (0.240)	-0.0377 (0.240)	0.517* (0.242)	0.0324 (0.236)	-0.247 (0.241)	0.163 (0.237)	0.0652 (0.239)	0.326 (0.272)
<b>Competitiveness</b>	0.243 (0.169)	0.401* (0.170)	0.354* (0.170)	0.522** (0.172)	0.0947 (0.166)	-0.142 (0.168)	0.164 (0.166)	0.289 (0.169)	-0.118 (0.187)
<b>Log Likelihood</b>	-161.4	-163.2	-155.9	-154.5	-161.2	-142.0	-156.7	-155.6	-107.9
<b>N</b>	91	92	92	91	93	93	93	92	92

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.



**Campaign Website Visitors  
2014**

	<b>Voters in General</b>	<b>Undecided Voters</b>	<b>Engaged Voters</b>	<b>Journalists</b>	<b>Supportive Voters</b>	<b>Supportive Activists</b>	<b>Bloggers</b>	<b>Opp. Voters</b>	<b>Non-Voters</b>
<b>Incumbent</b>	0.0519 (0.238)	0.160 (0.238)	0.836*** (0.249)	-0.0694 (0.236)	0.364 (0.240)	0.623* (0.243)	-0.163 (0.237)	0.248 (0.239)	-0.524* (0.266)
<b>Senate</b>	-0.188 (0.325)	-0.299 (0.326)	-0.314 (0.327)	0.720* (0.330)	0.141 (0.324)	-0.340 (0.327)	0.260 (0.325)	0.422 (0.325)	-0.318 (0.376)
<b>Female</b>	-0.140 (0.272)	-0.434 (0.279)	0.102 (0.276)	-0.0697 (0.270)	-0.273 (0.274)	-0.0117 (0.275)	-0.256 (0.273)	-0.0388 (0.273)	-0.150 (0.302)
<b>Democratic</b>	-0.0273 (0.245)	0.344 (0.247)	0.155 (0.248)	-0.350 (0.246)	-0.146 (0.246)	0.0220 (0.245)	-0.181 (0.244)	-0.0744 (0.246)	0.553* (0.278)
<b>Competitiveness</b>	0.0988 (0.154)	0.155 (0.152)	0.113 (0.155)	0.251 (0.153)	0.0521 (0.155)	0.238 (0.154)	0.104 (0.153)	-0.0871 (0.153)	-0.157 (0.168)
<b>Log Likelihood</b>	-139.1	-132.8	-125.6	-144.3	-134.0	-124.3	-132.0	-138.2	-95.44
<b>N</b>	81	81	81	82	81	82	82	82	82

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

### Hypothesis 3

Table A3: Overall Strategy

Overall Strategy				
	2008	2010	2012	2014
<b>Incumbent</b>	-0.283 (0.249)	-0.143 (0.198)	0.0553 (0.306)	0.0856 (0.244)
<b>Senate</b>	0.111 (0.337)	0.00126 (0.247)	-0.476 (0.360)	0.409 (0.342)
<b>Female</b>	0.210 (0.289)	0.0759 (0.220)	-0.203 (0.283)	0.00834 (0.285)
<b>Democratic</b>	-0.192 (0.225)	0.0205 (0.206)	-0.121 (0.265)	0.235 (0.251)
<b>Competitiveness</b>	-0.0481 (0.163)	0.182 (0.131)	-0.0102 (0.181)	-0.0284 (0.153)
<b>Log Likelihood</b>	-149.2	-195.5	-125.5	-114.8
<b>N</b>	105	132	92	82

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

Overall Strategy (Two-Tailed Test)				
	2008	2010	2012	2014
$\tau_1$	-2.617 (0.507)	-2.134 (0.442)	-2.242 (0.458)	-2.104 (0.500)
$\tau_2$	-1.929 (0.406)	-1.714 (0.357)	-1.721 (0.409)	-1.502 (0.404)
$\tau_3$	-1.623 (0.388)	-1.261 (0.323)	-1.154 (0.391)	-0.993 (0.377)
$\tau_4$	-1.123 (0.373)	-0.605 (0.312)	-0.788 (0.385)	-0.282 (0.367)
$\tau_5$	-0.72 (0.364)	-0.0757 (0.311)	-0.197 (0.377)	0.653 (0.369)
$\tau_6$	-0.266 (0.359)	0.572 (0.310)		

Note: Entries are coefficients for  $\tau_1$  through  $\tau_6$  with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

## Specific Two-Tailed Tests

### 2008

Variable	t	pValue
Campaign Website= Candidate Speeches	t <sub>108</sub> = 1.629	0.106
Campaign Website= Informal Conversation	t <sub>105</sub> = 1.681	0.096
Campaign Website= Television Ads	t <sub>66</sub> = 2.309	0.024
Campaign Website= Mailings	t <sub>94</sub> = 4.304	0.000
Campaign Website= Media Coverage	t <sub>103</sub> = 5.280	0.000

### 2010

Variable	t	pValue
Campaign Website= Candidate Speeches	t <sub>130</sub> = 1.440	0.152
Campaign Website= Informal Conversation	t <sub>131</sub> = 1.951	0.053
Campaign Website= Television Ads	t <sub>92</sub> = 4.459	0.000
Campaign Website= Mailings	t <sub>126</sub> = 6.162	0.000
Campaign Website= Media Coverage	t <sub>122</sub> = 7.588	0.000

### 2012

Variable	t	pValue
Campaign Website= Candidate Speeches	t <sub>90</sub> = 1.703	0.092
Campaign Website= Informal Conversation	t <sub>91</sub> = 2.083	0.040
Campaign Website= Television Ads	t <sub>75</sub> = 3.734	0.000
Campaign Website= Mailings	t <sub>76</sub> = 3.803	0.000
Campaign Website= Media Coverage	t <sub>89</sub> = 5.447	0.000

## 2014

Variable	t	pValue
Campaign Website= Candidate Speeches	t <sub>78</sub> = 2.024	0.046
Campaign Website= Informal Conversation	t <sub>81</sub> = 2.638	0.010
Campaign Website= Television Ads	t <sub>49</sub> = 4.988	0.000
Campaign Website= Mailings	t <sub>77</sub> = 5.078	0.000
Campaign Website= Media Coverage	t <sub>65</sub> = 3.847	0.000

Hypothesis 4, 6, 7b

Table A4: Campaign Website Content Goals

**Campaign Website Content Goals  
2008**

	Promote Issues	Promote Background	Fundraise	Persuade	Distribute Material	Sing Up Volunteers	Publicize Campaign Events	G.O.T.V.	Coord. Volunteer	Opp. Background	Opp. Issue
<b>Incumbent</b>	-0.421 (0.253)	-0.330 (0.238)	-0.481* (0.231)	-0.311 (0.237)	-0.385 (0.226)	-0.250 (0.224)	-0.0472 (0.226)	-0.0563 (0.224)	0.257 (0.224)	-0.942*** (0.256)	-1.463*** (0.263)
<b>Senate</b>	0.323 (0.363)	0.301 (0.331)	-0.264 (0.315)	0.395 (0.322)	0.331 (0.305)	0.128 (0.302)	-0.316 (0.311)	-0.295 (0.310)	-0.0628 (0.305)	0.305 (0.327)	0.442 (0.324)
<b>Female</b>	0.390 (0.300)	0.632* (0.287)	0.470 (0.272)	-0.0392 (0.262)	0.0971 (0.253)	0.464 (0.253)	0.0277 (0.255)	0.0649 (0.251)	-0.215 (0.251)	-0.332 (0.279)	-0.385 (0.270)
<b>Democratic</b>	-0.359 (0.231)	-0.318 (0.214)	0.0923 (0.206)	-0.350 (0.211)	0.0819 (0.199)	-0.0671 (0.199)	0.163 (0.201)	-0.0377 (0.199)	-0.0444 (0.199)	-0.449* (0.219)	-0.395 (0.213)
<b>Competitiveness</b>	-0.0916 (0.166)	-0.0921 (0.153)	-0.159 (0.147)	-0.186 (0.151)	-0.165 (0.144)	-0.296* (0.144)	-0.113 (0.144)	0.0135 (0.144)	0.0277 (0.143)	-0.0849 (0.153)	-0.224 (0.148)
<b>Log Likelihood</b>	112	112	111	112	112	112	112	112	111	110	111
<b>N</b>	-130.0	-152.6	-187.0	-159.7	-201.7	-208.6	-203.1	-210.1	-210.0	-170.1	-181.8

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

**Campaign Website Content Goals  
2010**

	Promote Issues	Promote Background	Fundraise	Persuade	Distribute Material	Sing Up Volunteers	Publicize Campaign Events	G.O.T.V.	Coord. Volunteer	Opp. Background	Opp. Issue
<b>Incumbent</b>	-0.510* (0.203)	0.206 (0.198)	-0.460* (0.194)	-0.436* (0.196)	-0.601** (0.192)	-0.552** (0.193)	-0.370 (0.189)	-0.591** (0.191)	-0.688*** (0.194)	-0.415* (0.201)	-0.799*** (0.200)
<b>Senate</b>	-0.469 (0.246)	-0.0788 (0.239)	-0.514* (0.235)	-0.310 (0.236)	-0.221 (0.232)	0.0397 (0.237)	-0.369 (0.233)	-0.0626 (0.230)	0.0150 (0.231)	0.498* (0.232)	0.0574 (0.232)
<b>Female</b>	-0.434 (0.224)	-0.115 (0.218)	-0.0449 (0.212)	-0.135 (0.213)	-0.0867 (0.209)	-0.0832 (0.209)	-0.301 (0.209)	-0.249 (0.206)	0.0441 (0.211)	0.0424 (0.216)	-0.101 (0.212)
<b>Democratic</b>	-0.304 (0.214)	-0.0661 (0.204)	-0.295 (0.200)	0.0612 (0.202)	0.189 (0.197)	0.0615 (0.198)	-0.0449 (0.196)	0.0119 (0.195)	-0.0605 (0.198)	0.00861 (0.207)	0.225 (0.202)
<b>Competitiveness</b>	-0.0835 (0.135)	-0.0993 (0.129)	0.0752 (0.128)	0.239 (0.130)	0.335** (0.127)	0.256* (0.128)	0.119 (0.125)	0.114 (0.125)	0.137 (0.126)	0.326* (0.130)	0.301* (0.128)
<b>Log Likelihood</b>	134	134	134	134	134	132	134	134	132	133	134
<b>N</b>	-159.4	-201.6	-220.7	-198.8	-236.9	-225.2	-228.6	-235.0	-233.0	-211.3	-237.2

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

**Campaign Website Content Goals  
2012**

	Promote Issues	Promote Background	Fundraise	Persuade	Distribute Material	Sing Up Volunteers	Publicize Campaign Events	G.O.T.V.	Coord. Volunteer	Opp. Background	Opp. Issue
<b>Incumbent</b>	-0.111 (0.327)	0.514 (0.304)	-0.384 (0.294)	0.302 (0.303)	0.438 (0.297)	-0.312 (0.285)	-0.468 (0.296)	-0.171 (0.282)	-0.112 (0.284)	-0.864** (0.329)	-0.800* (0.325)
<b>Senate</b>	-0.153 (0.396)	-0.217 (0.360)	-0.397 (0.362)	-0.275 (0.354)	-0.312 (0.351)	-0.00730 (0.347)	0.246 (0.370)	-0.108 (0.349)	-0.280 (0.347)	-0.393 (0.385)	-0.185 (0.381)
<b>Female</b>	-0.287 (0.313)	0.114 (0.270)	0.0763 (0.277)	-0.336 (0.267)	0.101 (0.262)	0.0824 (0.261)	0.477 (0.266)	0.406 (0.262)	0.0935 (0.258)	-0.520 (0.282)	-0.289 (0.281)
<b>Democratic</b>	0.578* (0.280)	0.0212 (0.251)	0.260 (0.251)	0.147 (0.250)	-0.408 (0.249)	-0.0402 (0.240)	-0.403 (0.246)	-0.417 (0.246)	-0.317 (0.245)	0.523* (0.265)	0.600* (0.265)
<b>Competitiveness</b>	0.126 (0.197)	0.0273 (0.170)	-0.161 (0.172)	0.274 (0.172)	0.0653 (0.169)	-0.0987 (0.165)	0.0471 (0.168)	0.105 (0.164)	0.0222 (0.163)	0.130 (0.174)	0.0911 (0.174)
<b>Log Likelihood</b>	94	93	93	94	93	94	93	92	92	94	93
<b>N</b>	-99.44	-144.1	-140.0	-145.7	-168.3	-174.1	-150.7	-171.2	-174.4	-155.4	-158.3

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.

**Campaign Website Content Goals  
2014**

	Promote Issues	Promote Background	Fundraise	Persuade	Distribute Material	Sing Up Volunteers	Publicize Campaign Events	G.O.T.V.	Coord. Volunteer	Opp. Background	Opp. Issue
<b>Incumbent</b>	-0.228 (0.248)	0.945*** (0.259)	-0.156 (0.237)	-0.655** (0.241)	-0.252 (0.232)	0.236 (0.231)	-0.568* (0.235)	-0.0502 (0.230)	-0.352 (0.232)	-0.267 (0.239)	-0.258 (0.235)
<b>Senate</b>	0.391 (0.357)	0.442 (0.359)	-0.148 (0.324)	-0.171 (0.328)	0.545 (0.325)	0.108 (0.322)	0.177 (0.323)	0.631 (0.327)	0.282 (0.322)	0.387 (0.329)	0.605 (0.324)
<b>Female</b>	-0.401 (0.280)	-0.161 (0.279)	0.245 (0.267)	-0.151 (0.268)	0.498 (0.267)	-0.0977 (0.264)	-0.132 (0.264)	-0.449 (0.266)	-0.418 (0.266)	0.225 (0.269)	0.185 (0.270)
<b>Democratic</b>	-0.193 (0.260)	0.0491 (0.255)	-0.0410 (0.242)	0.0515 (0.246)	-0.541* (0.243)	0.0301 (0.237)	-0.0591 (0.238)	-0.443 (0.240)	-0.216 (0.237)	-0.422 (0.246)	-0.268 (0.241)
<b>Competitiveness</b>	0.190 (0.162)	0.168 (0.157)	0.0481 (0.151)	0.110 (0.154)	-0.163 (0.149)	-0.0997 (0.149)	-0.0528 (0.148)	0.0115 (0.148)	-0.0249 (0.149)	-0.0298 (0.152)	0.148 (0.148)
<b>Log Likelihood</b>	85	85	85	85	85	85	85	85	85	85	84
<b>N</b>	-111.3	-119.7	-132.5	-131.1	-142.5	-137.2	-139.2	-148.5	-153.2	-131.0	-142.6

Note: Entries are ordered probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.



Hypothesis 5

Table A5: Negativity and Influence

<b>Negativity and Influence "Go Negative"</b>				
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>
<b>Incumbent</b>	-1.149*** (0.315)	-0.815** (0.287)	-1.007* (0.394)	-0.402 (0.332)
<b>Senate</b>	1.324* (0.546)	-0.253 (0.365)	0.0270 (0.599)	0.399 (0.481)
<b>Female</b>	0.526 (0.370)	-0.351 (0.325)	-0.476 (0.440)	0.0125 (0.397)
<b>Democratic</b>	-0.253 (0.273)	-0.103 (0.311)	0.380 (0.370)	0.372 (0.359)
<b>Competitiveness</b>	0.669** (0.218)	1.133*** (0.223)	1.881*** (0.306)	1.285*** (0.264)
<b>Log Likelihood</b>	122	126	104	86
<b>N</b>	-57.23	-50.31	-36.44	-39.30

Note: Entries are probit coefficients with standard error in parentheses. \*\*\* p < .01; \*\* p < .05; \* p < .10 for two-tailed tests.