

Online Appendix

Tweet Examples

- Campaign: In the 2014 Senate race, Victor Lee Kocher, Libertarian candidate for South Carolina, tweeted “Bring the whole family to join me and Jeremy Walters for a meet and greet at the Fort Mill Fall Festival!”
- Media: In the 2016 House races, Merrie Soules, Democratic candidate for New Mexico’s 2nd district, tweeted “At KOB-TV for a live interview! #nmpol #webelieveinmerrielee #soulesstrong.”
- Attack: During the 2014 Senate race, Cory Booker tweeted “I want this country to move forward for women - my opponent wants to go back to before Roe v. Wade.”

2014 – Senate

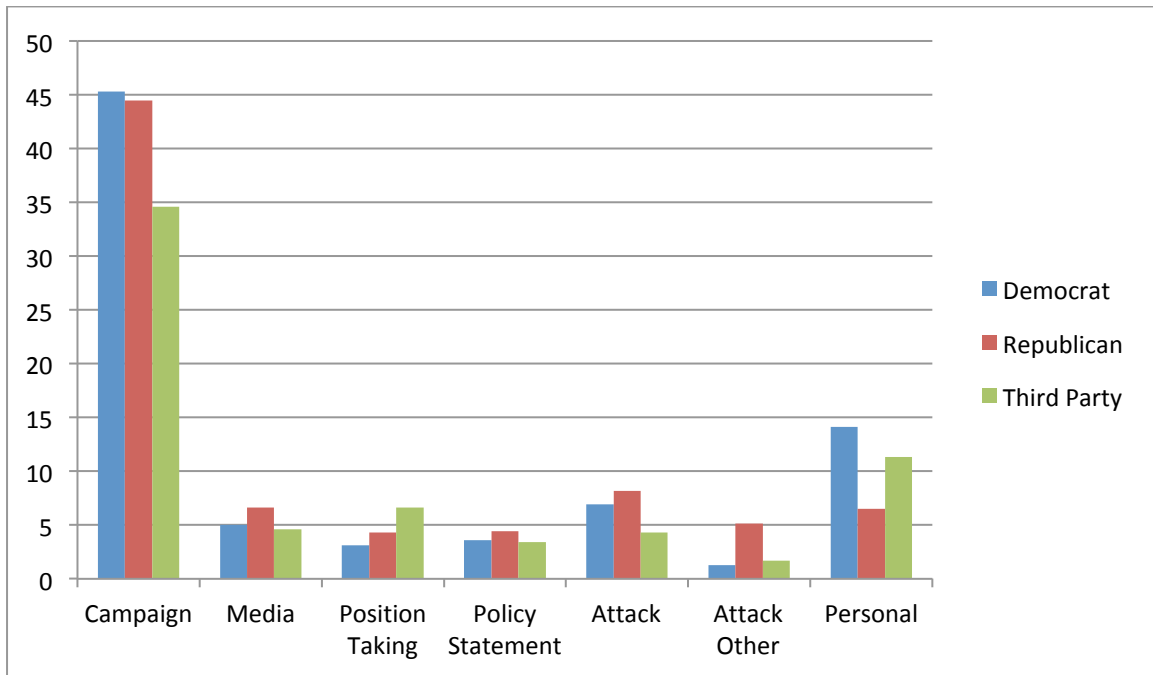
For the Senate in 2014, there were 140 candidates, 72 of which were third party candidates. When we examine the presence of Twitter accounts, again we see that third party candidates were less likely to have accounts. Only 46.5% of third party candidates had accounts, while 100% of Democratic candidates and 94.4% of Republican candidates had accounts.

On average, Democrats sent 428 tweets, Republicans sent 308 tweets, and third party candidates sent 123 tweets during the last two months of the campaign.ⁱ While Democrats sent more tweets than Republicans, the difference is not significant. The differences between third party candidates and the major party candidates, however, is significant.ⁱⁱ The average number of tweets for third party candidates is calculated after removing Steve Carlson (Minnesota) from our dataset. He tweeted significantly more than anyone, sending 8,649 total tweets.

The way that major and minor party candidates used Twitter during the 2014 Senate election also differed (see Figure 1). Proportionately, third party candidates sent more position

taking tweets than the two major party candidates, and sent more personal tweets than Republicans. Major party candidates, however, sent significantly more campaign and attack tweets than third party candidates.ⁱⁱⁱ

Figure 1: Twitter Style in 2014 Senate



2016 – Senate

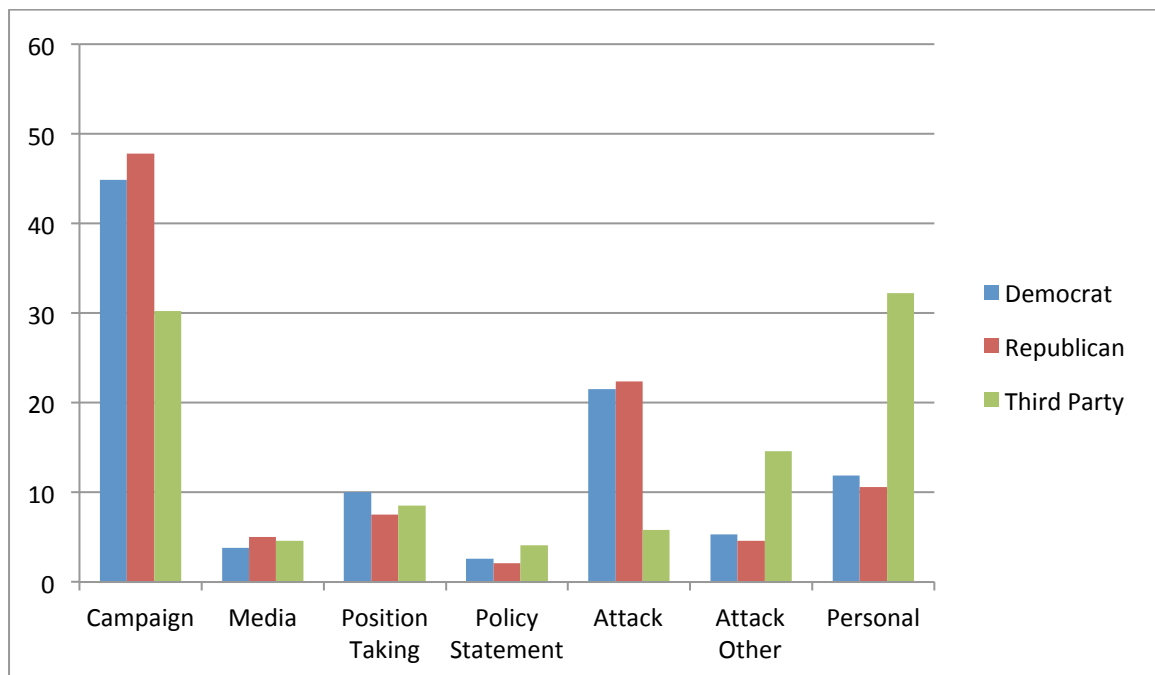
In the Senate, out of 169 people running in 2016, 112 of them used a Twitter account. The average number of tweets sent by those individuals during the last two months of the campaign was 159. When it came to partisanship, 87.5% of Republicans, 77.8% of Democrats, and 46.7% of third party candidates had accounts. For those third party candidates who did have accounts, they sent significantly fewer tweets than the major party candidates. On average, third party candidates sent 96.3 tweets, while Democrats sent 176.2 and Republicans sent 201.1.^{iv}

The content of the tweets sent by third party candidates was also different in ways that are in line with previous findings. Third party candidates sent significantly fewer campaign

tweets than the major party candidates, and significantly more personal tweets (see Figure 2).^v

The tweets sent the most by third party candidates were personal in nature. Third party candidates also sent fewer attack tweets towards their opponents, but more attacks towards everyone else, like other Democrats, Republicans, the government, and the media.^{vi} Major party candidates were focused the most on sending campaign related tweets.

Figure 2: Twitter Style in 2016 Senate



ⁱ This number includes retweets for 2014.

ⁱⁱ Difference of means t-test, $p \leq 0.01$.

ⁱⁱⁱ Difference of means t-test, $p \leq 0.01$.

^{iv} Difference of means t-test, $p \leq 0.01$.

^v Difference of means t-test, $p \leq 0.01$.

^{vi} These differences are significant at $p \leq 0.01$ (Difference of means t-test).