

Supporting Information for

**“Gender Stereotypes in Print and Online Media Coverage of Slovak  
Presidential Candidates in 2009 and 2019”**

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## Appendix A – Variables

### *Outcome variables*

*Communal traits* - a categorical variable with two levels – 0 if communal traits were absent and 1 if they were present

*Agentic traits* - and categorical variable with two levels – 0 if agentic traits were absent and 1 if they were mentioned

### *Treatment variables*

*Candidate* - a categorical variable with four levels: Radičová, Gašparovič, Čaputová, Šefčovič

*Candidate gender* - a categorical variable with two levels: male and female

### *Control variables*

*Election year* - a categorical variable with two levels: 2009 and 2019

*Outlet's type* - a categorical variable with two levels: tabloid and non-tabloid

*Author's gender* - a categorical variable with three levels: male, female and other. The other category includes observations with multiple mixed-gender author teams and observations with an unknown author. The unknown author appeared in pieces published in tabloids, which normally do not get signed.

## Appendix B – Descriptive Statistics

*Variable: Candidate – descriptive statistics for the main dataset*

Table B1: Mentions of presidential candidates

Candidate	Gender	N of mentions	% of all mentions
Ivan Gašparovič (2009)	Male	391	26.21%
Iveta Radičová (2009)	Female	357	23.93%
Maroš Šefčovič (2019)	Male	343	22.99%
Zuzana Čaputová (2019)	Female	401	26.88%
Total		1492	100%

In the 2009 election, male candidate Gašparovič was mentioned more frequently than his opponent Radičová. On the contrary, woman candidate Čaputová had more mentions than her competitor Šefčovič. More extensive coverage of Gašparovič could have been caused by his position as the incumbent president, as the media (in particular, public-sector media are expected to give adequate coverage to the executive power). Čaputová had the advantage of launching the campaign earlier than Šefčovič. As I argued in the manuscript, the distinctive political situation in Slovakia following the murder of an investigative journalist has created a demand for a new type of leadership that she represented, which breaks from the governance style of the SMER-SD-led government then in power.

Table B2: Mentions of all presidential candidates by type of outlet

Outlet	N of mentions	% of all mentions
Tabloid	580	38.87%
Broadsheet	912	61.13%
Total	1492	100%

By outlet type, more mentions were recorded in the quality press than in tabloids, but these were also less represented in the sample (four quality press to two tabloids, for precise breakdown, see Table B3). Candidates were mentioned roughly evenly.

Table B3: Mentions of all presidential candidates by outlet

Outlet	N of mentions	% of all mentions
Nový čas	438	29.36%
Plus 1 deň	142	9.52%
Pravda	253	16.96%
SME	426	28.55%
Denník N	199	13.34%
Postoj.sk	34	2.28%
Total	1492	100%

As mentioned in the manuscript, five general dailies with the largest audience were included in the analysis. Although a sport daily *Šport* has a larger audience size than *Denník N*, I decided

to exclude it from the sample, as it primarily focuses on the sport. Similarly, I did not include the economic daily *Hospodárske noviny* due to its overly specialized focus. In addition, I included a main conservative online portal *Postoj.sk*, to better capture the diversity of selected media outlets' ideological spectrum. Except for *Postoj.sk*, which had only 34 mentions, presidential candidates were mentioned in other selected outlets more widely and evenly.

**Variable: Candidate** – descriptive statistics for the subset that was coded by the second coder

Table B4: Mentions of presidential candidates

Candidate	N of mentions	% of all mentions
Ivan Gašparovič (2009)	41	23.43%
Iveta Radičová (2009)	47	26.86%
Maroš Šefčovič (2019)	43	24.57%
Zuzana Čaputová (2019)	44	25.14%
Total	175	100%

Table B5: Mentions of all presidential candidates by type of outlet

Outlet	N of mentions	% of all mentions
Tabloid	54	30.86%
Broadsheet	121	69.14%
Total	175	100%

Table B6: Mentions of all presidential candidates by outlet

Outlet	N of mentions	% of all mentions
Nový čas	41	23.43%
Plus 1 deň	13	7.43%
Pravda	36	20.57%
SME	62	35.43%
Denník N	23	13.14%
Postoj.sk	0	0%
Total	175	100%

Outcome variable: Communal traits

Figure B-1: Mentions of communal traits by candidate gender

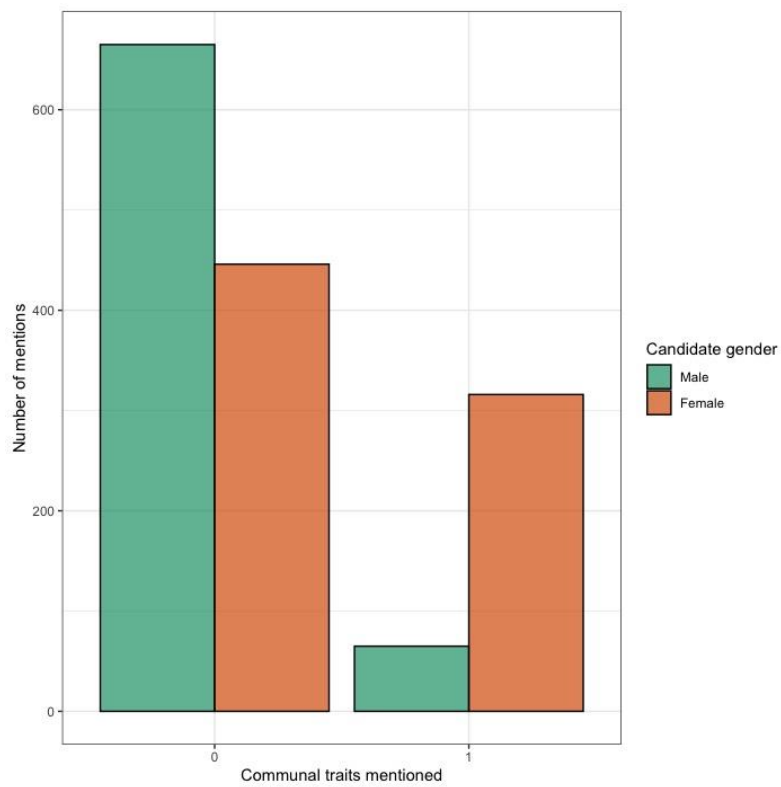
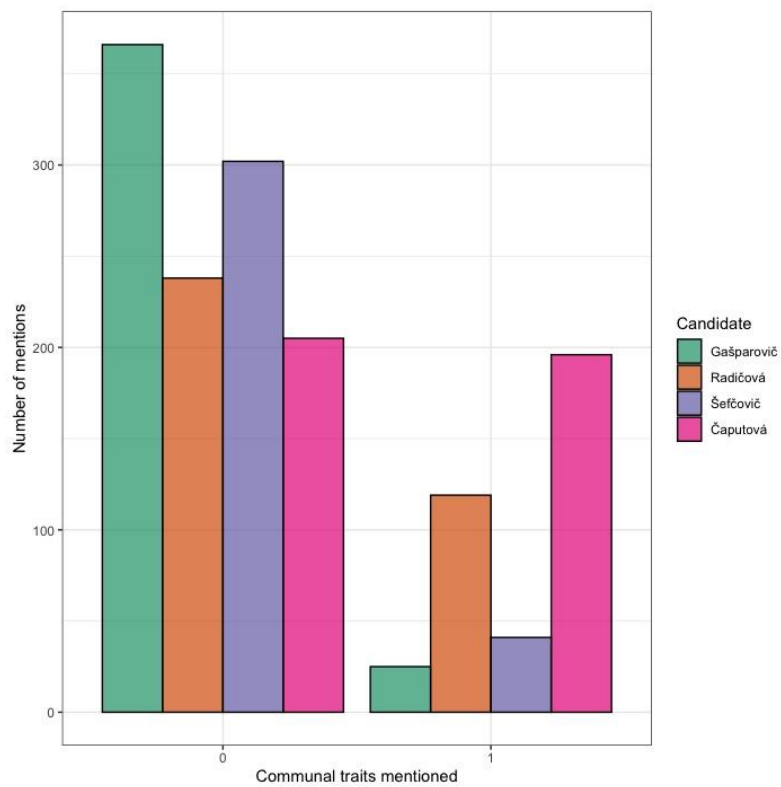


Figure B-2: Mentions of communal traits by candidate



Outcome variable: Agentic traits

Figure B-3: Mentions of agentic traits by candidate gender

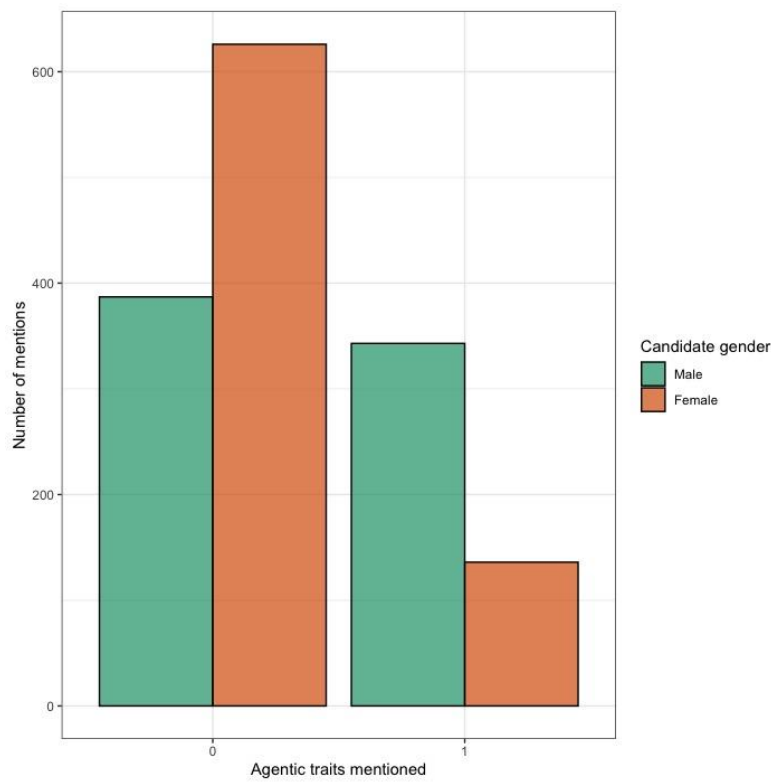
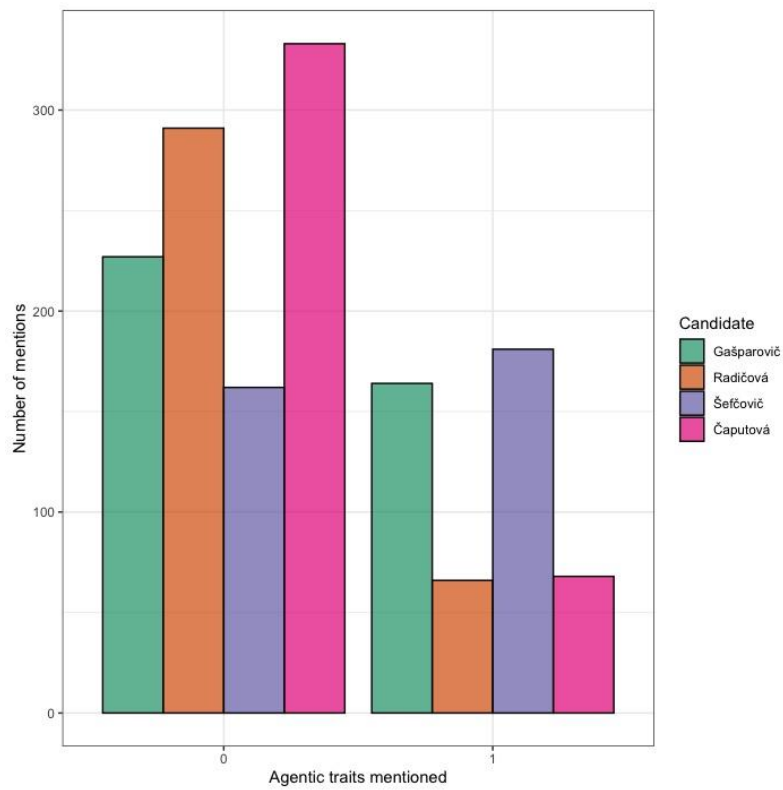


Figure B-4: Mentions of agentic traits by candidate



## Appendix C – Coding Scheme

The following coding scheme was developed and applied to the sample and sub-sample:

**Variable:** communal

*Description: This is a binary categorical variable with two possible values, coded as follows: 0 = If communal traits were NOT mentioned in connection with a particular presidential candidate.*

*1 = If communal traits were mentioned in connection with a particular presidential candidate.*

*The definition of communal traits in this research builds on the available literature (Bakan 1966; Bem 1981; Eagly et al. 2020; Cejka and Eagly 1999). Thus, communal traits include but are not limited to being sensitive, emotional, compassionate, affectionate, honest, authentic, patient, polite, unselfish, devoted to others, gentle, helpful, kind, empathetic, warm, cooperative, supportive, willing to compromise.*

Examples from the dataset:

Here, both Čaputová and Šefčovič are presented as polite and honest (not attacking competitors, not having scandals). Thus, they should both be coded as communal = 1.

- Original in Slovak:

*Čaputová a Šefčovič sú rovnakí v tom, že dokážu navzájom nesúhlasiť i bez toho, aby sa potrebovali znížiť k osobným invektívam a znižovaniu dôstojnosti toho druhého. Ak by sa takto dokázali správať aj niektorí ich rozvášnení priaznivci na jednej či druhej strane, politická diskusia v našom štáte by prestala mať príchut' nepretržitého hysterického záchvatu... Čaputová a Šefčovič sú rovnakí i v tom, že kandidujú bez záťažne škandálov či podozrení. (Pravda, 12. marec 2019)*

- English translation:

*Čaputová and Šefčovič are the same in that they can disagree with each other without the need to use personal invectives and attack the dignity of the other. If some of their enraged supporters could behave in this way, the political debate in our state would cease to have the taste of a continuous hysterical attack... Čaputová and Šefčovič are also the same in their past unmarked by scandals or suspicions. (Pravda, 12 March 2019)*

Here Radičová is portrayed as polite and willing to compromise. Thus, in this mention, she should be coded as communal = 1.

- Original in Slovak:

*Iveta Radičová sa javí ako slušná dáma, ktorá nevyhodí človeka žiadajúceho o rozhovor odo dverí a možno by sa s ňou dalo v budúcnosti na niektorých veciach dohodnúť. (Postoj.sk, 19. december 2009)*

- English translation:

*Iveta Radičová appears to be a decent lady who will not throw a person asking for an interview out the door, and maybe some things could be agreed with her in the future. (Postoj.sk, 19 December 2009)*



Here Gašparovič is portrayed as compassionate and caring. Thus, in this mention, he should be coded as communal = 1.

- Original in Slovak:

*Musíme myslieť na občana, ktorý musí dostať prácu, ktorý musí žiť tak, aby nebol sociálne degradovaný do veľmi zlej pozície," dodal Gašparovič. (Nový čas, 5. apríl 2009)*

- English translation:

*We have to think of a citizen who has to get a job, who has to live so that he is not socially degraded to a very bad position, "added Gašparovič. (Nový čas, 5 April 2009)*

**Variable: Agentic**

*Description: This is a binary categorical variable with two possible values, coded as follows: 0 = If agentic traits were NOT mentioned in connection with a particular presidential candidate,*

*1= If agentic traits were mentioned in connection with a particular presidential candidate.*

*The definition of agentic traits in this research builds on the available literature (Bakan 1966; Bem 1981; Eagly et al. 2020; Cejka and Eagly 1999). Thus, agentic traits include but are not limited to being decisive, courageous, ambitious, hardworking, confident, proud, selfish, calm in emergencies, demanding, independent, active, competitive, stand up well under pressure, but also opportunistic, aggressive, arrogant, stubborn.*

Examples from the dataset:

Here, Gašparovič is portrayed as opportunistic. Thus, in this mention, he should be coded as agentic = 1.

- Original in Slovak:

*Ivan Gašparovič tvrdí v médiách to, čo chceme aj my, konzervatívci a kresťania počuť. (Postoj.sk, 8. apríl 2009)*

- English translation:

*Ivan Gašparovič claims in the media what we, the conservatives and Christians, want to hear. (Postoj.sk, 8 April 2009)*

Below, Radičová is portrayed as ambitious. Thus, she should be coded as agentic = 1.

- Original in Slovak:

*Natahovať sa o pár hlasov s hyperambicióznou dámou, Mečiarovým homunkulom a dvoma bolševikmi oboch pohlaví bolo preňho nedôstojné. (Sme, 22. marec 2009)*

- English translation:

*Fighting for a few votes with a hyper-ambitious lady, Mečiar's homunculus, and two Bolsheviks of both sexes was indecent for him. (Sme, 22 March 2009)*

Šefčovič is presented as hardworking, respected, and highly competent. Thus, he should be coded as agentic = 1.

- Original in Slovak:

*O diplomatických a odborných skúsenostiach človeka, ktorý zastupuje Európsku úniu v témach od Nord Streamu až po boj s klimatickou zmenou, nemôže byť pochýb. Rovnako o tom, že ako prezident by mal otvorené dvere a príslušný rešpekt na dôležitých adresách v Európe i inde. (Pravda, 10. január 2019)*

- English translation:

*There can be no doubt about the diplomatic and professional experience of the person who represents the European Union in topics ranging from the Nord Stream to the fight against climate change. Also that, as president, he would have an open door and due respect at important addresses in Europe and elsewhere. (Pravda, 10 January 2019)*

Čaputová is presented as hardworking, knowledgeable, and experienced. Thus, in this mention, she should be coded as agentic = 1.

- Original in Slovak:

*Advokátka Zuzana Čaputová dosiahla vďaka vedomostiam, skúsenostiam a jasnej orientácii na ochranu základných práv svojich klientov ojedinelý výsledok. (Denník N, 3. marec 2019)*

- English translation:

*Lawyer Zuzana Čaputová achieved a unique result thanks to her knowledge, experience, and a clear orientation on the protection of the fundamental rights of her clients. (Denník N, 3 March 2019)*

**Variable: Corruption**

*Description: This is a binary categorical variable with two possible values, coded as follows: 0 = If corruption or public discontent were NOT mentioned in the commentary in connection with a particular presidential candidate.*

*1 = If corruption or public discontent were mentioned in the commentary in connection with a particular presidential candidate.*

Examples from the dataset:

Here Šefčovič is mentioned in connection with corruption scandals of SMER-SD – a party that nominated him as a presidential candidate. Thus, in this mention, he should be coded as communal = 1.

- Original in Slovak:

*Predsa len ide o úspešného človeka, ktorý je určite garantom proeurópskeho smerovania Slovenska. Taktiež bolo hneď od začiatku jasné, že jeho skutočná morálna integrita a nezávislosť sa ukáže, až keď sa bude musieť vyjadrovať k najhorším kauzám Smeru. A keďže je stále viac diplomat ako nezávislý kandidát na prezidenta, mal s tým od začiatku veľké problémy. (Sme, 11. február 2019)*

- English translation:

*After all, he is a successful man who is certainly a guarantor of the pro-European direction of Slovakia. It was also clear from the outset that his true moral integrity and independence would only become apparent when he would have to comment on the worst scandals of SMER-SD. And since he is still more of a diplomat than an independent presidential candidate, he had big problems with this from the beginning. (Sme, 11 February 2019)*

Variable: Partisan.affiliation

*Description: This is a binary categorical variable with two possible values, coded as follows: 0 = If partisan affiliation was NOT mentioned in connection with a particular presidential candidate.*

*1= If partisan affiliation was mentioned in connection with a particular presidential candidate.*

Examples from the dataset:

Here Gašparovič is discussed as being affiliated with two political parties. Thus, in this mention, he should be coded as partisan.affiliation = 1.

- Original in Slovak:

*Podľa Mesežnikova Gašparovič pred druhým kolom volieb dal jasne najavo, že je v službách dvoch vládnych strán Smer-SD a SNS, ktoré podporovali jeho opätovnú kandidatúru. (Nový čas, 5. apríl 2009)*

- English translation:

*According to Mesežnikov, before the second round of elections, Gašparovič made it clear that he was in the service of the two governing parties, Smer-SD and SNS, which supported his repeated candidacy. (Nový čas, 5 April 2009)*