Appendix

Figure A.16: Interaction between the Experimental Treatment, Treatment Order and Party Identification for the Evaluation of Gregor Gysi

Figure A.17: Interaction Between the Experimental Treatment, Treatment Order, and Party Identification for the Evaluation of Sigmar Gabriel

Table A.1: The Most Frequent Talk Show Guests During the Time of Data Collection

Female Politicians	Number of Appearances	Male Politicians	Number of Appearances
Sahra Wagenknecht	10	Thomas Oppermann	10
Katrin Göring-Eckhardt	9	Wolfgang Bosbach	10
Ursula von der Leyen	7	Armin Laschet	9
Renate Künast	5	Wolfgang Kubicki	9
Katja Kipping	5	Peter Altmaier	8
Manuela Schwesig	4	Gregor Gysi	7
Claudia Roth	4	Ralf Stegner	7
Hannelore Kraft	4	Jürgen Trittin	6
Julia Klöckner	4	Markus Söder	5
Andrea Nahles	3	Cem Özdemir	5
Anke Domscheit-Berg	3	Bernd Lucke	5
Simone Peter	3	Volker Kauder	4
Malu Dreyer	2	Heiner Geißler	4
Katharina Nocun	1	Sigmar Gabriel	3
Michelle Müntefering	1	Frank-Walter Steinmeier	2
		Peer Steinbrück	2
		Klaus Ernst	2
		Peter Ramsauer	2
		Bernd Riexinger	1
		Garrelt Duin	1
		Nils Schmid	1
		Florian Pronold	1
		Thomas de Maizière	1

Note: Frequencies were calculated based on additional information for each political talk show that aired during the period of data collection from May 2013 to April 2014.

Table A.2: Emotion Classification for Anger Expressions of Male Politicians

				Male Politicians				
Statistic	N	Mean	SD.	Min	Pctl(25)	Median	Pctl(75)	Max
Fear	2,348	0.002	0.006	0.000	0.0001	0.0005	0.002	0.085
Anger	2,348	0.064	0.115	0.00000	0.002	0.008	0.070	0.823
Sadness	2,348	0.032	0.071	0.00000	0.005	0.011	0.028	0.750
Happiness	2,348	0.081	0.209	0.00000	0.001	0.004	0.030	1.000
Disgust	2,348	0.027	0.056	0.00000	0.001	0.005	0.024	0.545
Surprise	2,348	0.015	0.026	0.00000	0.003	0.008	0.017	0.293
Contempt	2,348	0.065	0.116	0.00000	0.002	0.014	0.067	0.798
Neutral	2,348	0.714	0.250	0.00000	0.576	0.800	0.906	0.999

Table A.3: Emotion Classification for Anger Expressions of Female Politicians

				Female Politicians				
Statistic	N	Mean	SD.	Min	Pctl(25)	Median	Pctl(75)	Max
Fear	2,581	0.002	0.004	0.000	0.0001	0.0003	0.001	0.054
Anger	2,581	0.025	0.059	0.000	0.001	0.003	0.019	0.555
Sadness	2,581	0.049	0.096	0.000	0.002	0.010	0.041	0.653
Happiness	2,581	0.143	0.274	0.00000	0.002	0.010	0.107	1.000
Disgust	2,581	0.019	0.043	0.000	0.001	0.003	0.012	0.440
Surprise	2,581	0.011	0.021	0.00000	0.002	0.005	0.011	0.260
Contempt	2,581	0.065	0.130	0.00000	0.003	0.015	0.062	0.996
Neutral	2,581	0.686	0.283	0.00000	0.534	0.783	0.913	0.999

Table A.4: Emotion Classification for Anger Expressions of Angela Merkel

				Merkel				
Statistic	N	Mean	SD.	Min	Pctl(25)	Median	Pctl(75)	Max
Fear	2,854	0.003	0.010	0.00000	0.0001	0.001	0.002	0.205
Anger	2,854	0.017	0.033	0.0001	0.003	0.007	0.016	0.406
Sadness	2,854	0.051	0.084	0.0001	0.010	0.021	0.053	0.753
Happiness	2,854	0.051	0.107	0.00000	0.005	0.015	0.043	0.990
Disgust	2,854	0.009	0.013	0.00004	0.002	0.005	0.012	0.149
Surprise	2,854	0.006	0.004	0.00004	0.004	0.006	0.008	0.069
Contempt	2,854	0.041	0.084	0.00000	0.003	0.009	0.031	0.604
Neutral	2,854	0.822	0.172	0.007	0.775	0.884	0.934	0.997

Table A.5: Emotion Classification for Anger Expressions of Gregor Gysi

					Gysi			
Statistic	N	Mean	SD.	Min	Pctl(25)	Median	Pctl(75)	Max
Fear	2,303	0.0005	0.003	0.000	0.00001	0.00005	0.0003	0.093
Anger	2,303	0.049	0.100	0.00000	0.001	0.006	0.048	0.811
Sadness	2,303	0.019	0.045	0.00001	0.001	0.004	0.015	0.492
Happiness	2,303	0.028	0.068	0.00000	0.001	0.004	0.018	0.634
Disgust	2,303	0.019	0.026	0.00000	0.003	0.008	0.026	0.216
Surprise	2,303	0.070	0.134	0.00000	0.001	0.009	0.063	0.942
Contempt	2,303	0.059	0.102	0.0001	0.004	0.013	0.057	0.574
Neutral	2,303	0.755	0.193	0.014	0.629	0.795	0.920	0.999

Table A.6: Emotion Classification for Anger Expressions of Sigmar Gabriel

					Gabriel			
Statistic	N	Mean	SD.	Min	Pctl(25)	Median	Pctl(75)	Max
Fear	2,365	0.0003	0.001	0.000	0.00002	0.0001	0.0003	0.017
Anger	2,365	0.009	0.024	0.00000	0.0005	0.001	0.005	0.203
Sadness	2,365	0.054	0.085	0.00004	0.008	0.020	0.055	0.592
Happiness	2,365	0.043	0.120	0.00000	0.0001	0.001	0.005	0.843
Disgust	2,365	0.008	0.015	0.00001	0.001	0.003	0.007	0.128
Surprise	2,365	0.005	0.010	0.00004	0.001	0.002	0.006	0.169
Contempt	2,365	0.038	0.065	0.00000	0.002	0.010	0.044	0.630
Neutral	2,365	0.843	0.145	0.152	0.782	0.895	0.948	0.998

Table A.7: Weighted Adjacency Matrix for Angela Merkel

	AM.ar	AM.mo	AM.pe	AM.agg	AM.ca	AM.agi	AM.po	AM.ru
AM.ar	0	-2.08	0	1.88	0	1.08	-0.42	2.66
AM.mo	-2.08	0	0.99	0	0.63	0	1.19	0
AM.pe	0	0.99	0	-2.18	0.66	0	1.35	0
AM.agg	1.88	0	-2.18	0	0	0	0	1.93
AM.ca	0	0.63	0.66	0	0	-3.06	0.68	0
AM.agi	1.08	0	0	0	-3.06	0	1.07	1.72
AM.po	-0.42	1.19	1.35	0	0.68	1.07	0	-3.09
AM.ru	2.66	0	0	1.93	0	1.72	-3.09	0
AM.em	1.16	0.52	0.18	0	0	0	0	0
AM.ra	0.44	0.23	0	0	0.98	0.82	0.25	0
AM.tr	-0.59	0.66	0.14	0	0	0	0.33	0
AM.li	0	0.40	0	0	0	0	0.44	0
AM.ls	-0.37	0	0	0	0	0	0.37	0
AM.co	-0.63	0.20	0	0	0.25	0	0.03	0
AM.sc	-0.65	0.24	0.07	0	0	0	0.24	0

Table A.7 continued

	AM.em	AM.ra	AM.tr	AM.li	AM.ls	AM.co	AM.sc
AM.ar	1.16	0.44	-0.59	0	-0.37	-0.63	-0.65
AM.mo	0.52	0.23	0.66	0.40	0	0.20	0.24
AM.pe	0.18	0	0.14	0	0	0	0.07
AM.agg	0	0	0	0	0	0	0
AM.ca	0	0.98	0	0	0	0.25	0
AM.agi	0	0.82	0	0	0	0	0
AM.po	0	0.25	0.33	0.44	0.37	0.03	0.24
AM.ru	0	0	0	0	0	0	0
AM.em	0	-2.75	0	0	0	0	0
AM.ra	-2.75	0	0	-0.39	0	0	0
AM.tru	0	0	0	1.08	0.30	1.21	1.38
AM.li	0	-0.39	1.08	0	0	0	1.61
AM.ls	0	0	0.30	0	0	1.47	1.06
AM.co	0	0	1.21	0	1.47	0	1.49
AM.sc	0	0	1.38	1.61	1.06	1.49	0

Table A.8: Weighted Adjacency Matrix for Gregor Gysi

	GG.ar	GG.mo	GG.pe	GG.agg	GG.ca	GG.agi	GG.po	GG.ru
GG.ar	0	0	0	1.33	0	0.58	-0.47	2.07
GG.mo	0	0	0.82	0	0.78	0	1.50	0
GG.pe	0	0.82	0	-1.12	1.18	0	2.37	0
GG.agg	1.33	0	-1.12	0	0	1.12	-0.44	1.07
GG.ca	0	0.78	1.18	0	0	-2.88	0.95	0
GG.agi	0.58	0	0	1.12	-2.88	0	0.27	0.63
GG.po	-0.47	1.50	2.37	-0.44	0.95	0.27	0	-3.30
GG.ru	2.07	0	0	1.07	0	0.63	-3.30	0
GG.em	0.18	0	0	0.83	0	1.40	0.26	0
GG.ra	0.60	0	0	0	0.77	0	0.62	0
GG.tr	-0.16	1.06	0	0	0.34	0	0.21	0
GG.li	-0.91	0	0	0	0.28	0	0.89	0
GG.ls	0	0	0	0.26	0	0	0.29	0
GG.co	0	0	0	0	0	0	0	0
GG.sc	-0.47	0.70	0	0	0	0	0.07	0

Table A.8 continued

	GG.em	GG.ra	GG.tr	GG.li	GG.ls	GG.co	GG.sc
GG.ar	0.18	0.60	-0.16	-0.91	0	0	-0.47
GG.mo	0	0	1.06	0	0	0	0.70
GG.pe	0	0	0	0	0	0	0
GG.agg	0.83	0	0	0	0.26	0	0
GG.ca	0	0.77	0.34	0.28	0	0	0
GG.agi	1.40	0	0	0	0	0	0
GG.po	0.26	0.62	0.21	0.89	0.29	0	0.07
GG.ru	0	0	0	0	0	0	0
GG.em	0	-2.61	0	0.32	0.20	0	0
GG.ra	-2.61	0	0	0	0	0	0
GG.tr	0	0	0	1.25	0.73	0.82	1.35
GG.li	0.32	0	1.25	0	0.25	0	1.89
GG.ls	0.20	0	0.73	0.25	0	1.29	0.75
GG.co	0	0	0.82	0	1.29	0	1.07
GG.sc	0	0	1.35	1.89	0.75	1.07	0

Table A.9: Weighted Adjacency Matrix for Sigmar Gabriel

	SG.ar	SG.mo	SG.pe	SG.agg	SG.agi	SG.ca	SG.po	SG.ru
SG.ar	0	0	0	1.14	1.24	0.42	0	2.22
SG.mo	0	0	0.93	0	0	0	1.13	0
SG.pe	0	0.93	0	0	0	1.46	1.83	0
SG.agg	1.14	0	0	0	0.95	0	0	1.79
SG.agi	1.24	0	0	0.95	0	-1.72	0	0.20
SG.ca	0.42	0	1.46	0	-1.72	0	0.45	0
SG.po	0	1.13	1.83	0	0	0.45	0	0
SG.ru	2.22	0	0	1.79	0.20	0	0	0
SG.ra	0.79	0	0	0	0.44	0.63	0.57	0
SG.em	0.51	0	0	1.33	1.56	0	0	0
SG.tr	-0.42	0.37	0	0	0	0.43	0.62	0
SG.li	0	0	0	0	0	0	0.42	0
SG.ls	0	0	0	0	0	0	0	0
SG.co	-0.52	0	0	0	0	0	0	0
SG.sc	-0.70	0	0	0	0	0	0.32	0

Table A.9 continued

	SG.ra	SG.em	SG.tr	SG.li	SG.ls	SG.co	SG.sc
SG.ar	0.79	0.51	-0.42	0	0	-0.52	-0.70
SG.mo	0	0	0.37	0	0	0	0
SG.pe	0	0	0	0	0	0	0
SG.agg	0	1.33	0	0	0	0	0
SG.agi	0.44	1.56	0	0	0	0	0
SG.ca	0.63	0	0.43	0	0	0	0
SG.po	0.57	0	0.62	0.42	0	0	0.32
SG.ru	0	0	0	0	0	0	0
SG.ra	0	-2.40	0	0	0	0	0
SG.em	-2.40	0	0	0	0	0	0
SG.tr	0	0	0	1.11	0.64	1.19	1.36
SG.li	0	0	1.11	0	0.11	0.21	1.07
SG.ls	0	0	0.64	0.11	0	1.37	0.58
SG.co	0	0	1.19	0.21	1.37	0	0.76
SG.sc	0	0	1.36	1.07	0.58	0.76	0

Table A.10: Weighted Adjacency Matrix for Politicians in General

	PG.ar	PG.mo	PG.pe	PG.agg	PG.ca	PG.agi	PG.po	PG.ru	PG.em	PG.ra	PG.un
PG.ar	0	-1.66	-0.16	0.97	0.09	0.56	-0.43	1.37	0	0.47	0.51
PG.mo	-1.66	0	0.87	0	0	0	0.37	0	0	0	0
PG.pe	-0.16	0.87	0	-1.47	0.56	0	1.24	0	0	0.17	0.29
PG.agg	0.97	0	-1.47	0	0	1.01	0	1.24	0.87	0	0
PG.ca	0.09	0	0.56	0	0	-2.31	0.35	0	0	0.41	0.28
PG.agi	0.56	0	0	1.01	-2.31	0	0	0.52	1.01	0	0.52
PG.po	-0.43	0.37	1.24	0	0.35	0	0	-3.60	0	0.37	0.19
PG.ru	1.37	0	0	1.24	0	0.52	-3.60	0	0.69	0	0.31
PG.em	0	0	0	0.87	0	1.01	0	0.69	0	-2.12	0
PG.ra	0.47	0	0.17	0	0.41	0	0.37	0	-2.12	0	0.42
PG.un	0.51	0	0.29	0	0.28	0.52	0.19	0.31	0	0.42	0
PG.de	0.24	0	0	0	0.43	0.66	0.40	0	0	0.12	-3.72
PG.ov	0.94	0	0	0.15	0.19	0.58	0.32	0.79	0	0.06	0.94
PG.re	0	0.30	0.18	0	0.86	0	0.31	0	0	0.30	-0.30
PG.tr	-0.62	0.65	0	0	0	0	0.14	0	0	0	-0.19
PG.li	0	0	0.13	0	0	0	0.46	0	0	0	0
PG.ls	0	0	0	0	0	0	0.34	0	0	0.24	-0.20
PG.co	-0.41	0	0	0	0	0	0.24	0	0	0	-0.17
PG.sc	-0.68	0	0.26	0	0	0	0.14	-0.28	0	0	-0.25
PG.car	0	0	0	0	0	0	0	0	0	0	0
PG.con	0	0	0	0	0	0	0	0	0	0	0

Table A.10 continued

	PG.de	PG.ov	PG.re	PG.tru	PG.li	PG.ls	PG.co	PG.sc	PG.car	PG.con
PG.ar	0.24	0.94	0	-0.62	0	0	-0.41	-0.68	0	0
PG.mo	0	0	0.30	0.65	0	0	0	0	0	0
PG.pe	0	0	0.18	0	0.13	0	0	0.26	0	0
PG.agg	0	0.15	0	0	0	0	0	0	0	0
PG.ca	0.43	0.19	0.86	0	0	0	0	0	0	0
PG.agi	0.66	0.58	0	0	0	0	0	0	0	0
PG.po	0.40	0.32	0.31	0.14	0.46	0.34	0.24	0.14	0	0
PG.ru	0	0.79	0	0	0	0	0	-0.28	0	0
PG.em	0	0	0	0	0	0	0	0	0	0
PG.ra	0.12	0.06	0.30	0	0	0.24	0	0	0	0
PG.un	-3.72	0.94	-0.30	-0.19	0	-0.20	-0.17	-0.25	0	0
PG.de	0	0.33	1.04	0	0	0.38	0	0	0	0
PG.ov	0.33	0	-2.84	-0.14	0	-0.49	-0.23	-0.64	0	0
PG.re	1.04	-2.84	0	0.34	0.12	0.73	0.38	0.78	0	0
PG.tr	0	-0.14	0.34	0	1.01	0.14	0.93	1.62	0	0
PG.li	0	0	0.12	1.01	0	0	0.21	0.59	0	0
PG.ls	0.38	-0.49	0.73	0.14	0	0	0.83	0.29	0	0
PG.co	0	-0.23	0.38	0.93	0.21	0.83	0	0.95	0	0
PG.sc	0	-0.64	0.78	1.62	0.59	0.29	0.95	0	0	0
PG.car	0	0	0	0	0	0	0	0	0	15.72
PG.con	0	0	0	0	0	0	0	0	15.72	0

Table A.11: The Longevity of Angela Merkel's Evaluations

	Dependent Variable:			
	Merkel Leadership Skills	Merkel Likeability	Merkel Problem-Solving Skills	Merkel Trustworthi-ness
	(1)	(2)	(3)	(4)
Negative-Active E2	0.088	-0.021	-0.166	-0.108
	(0.102)	(0.111)	(0.103)	(0.109)
Positive E2	0.057	-0.041	-0.073	-0.124
	(0.107)	(0.116)	(0.108)	(0.114)
Negative-Active E3	0.112	-0.045	-0.021	-0.063
	(0.103)	(0.113)	(0.104)	(0.110)
Neutral E2	0.003	-0.031	-0.110	-0.292***
	(0.105)	(0.114)	(0.106)	(0.112)
Neutral E3	0.135	-0.060	-0.142	-0.191*
	(0.103)	(0.113)	(0.104)	(0.110)
Constant	-0.211***	0.007	0.014	0.116
	(0.071)	(0.078)	(0.072)	(0.076)
Observations	791	791	791	791
R^2	0.004	0.0004	0.005	0.010
Adjusted R^2	-0.003	-0.006	-0.001	0.004
F Statistic (df = 5; 785)	0.576	0.068	0.798	1.639

Note: *p < 0.1; **p < 0.05; ***p < 0.01

Table A.12: The Longevity of Sigmar Gabriel's Evaluations

	Dependent Variable:			
	Gabriel Leadership Skills	Gabriel Likeability	Gabriel Problem-Solving Skills	Gabriel Trustworthi-ness
	(1)	(2)	(3)	(4)
Negative-Active	0.159	-0.037	-0.032	0.053
	(0.111)	(0.104)	(0.109)	(0.101)
Neutral	0.053	0.122	0.051	0.083
	(0.111)	(0.104)	(0.109)	(0.101)
Constant	-0.068	-0.129*	-0.082	-0.136*
	(0.076)	(0.071)	(0.075)	(0.070)
Observations	411	411	411	411
R^2	0.005	0.006	0.001	0.002
Adjusted R^2	0.0003	0.001	-0.004	-0.003
F Statistic (df = 2; 408)	1.055	1.226	0.283	0.349

Note: *$p < 0.1$; **$p < 0.05$; ***$p < 0.01$

Table A.13: Moderating Effects of Party Identification on the Overall Evaluation of Politicians

	Dependent Variable: Scalometer					
	Male Politicians	Female Politicians	Merkel (E2)	Gysi (E2)	Gabriel (E3)	Merkel (E3)
	(1)	(2)	(3)	(4)	(5)	(6)
Negative-Active	-0.515*	-0.657**	-0.374***	1.230***	-0.399***	-0.030
	(0.293)	(0.290)	(0.130)	(0.142)	(0.154)	(0.130)
Negative-Passive	0.386	0.349				
	(0.298)	(0.286)				
Positive	0.158	0.034	0.260**	0.455***		
	(0.307)	(0.286)	(0.128)	(0.143)		
Neutral	-0.031	0.192	-0.227*	0.616***	0.041	-0.135
	(0.298)	(0.306)	(0.132)	(0.142)	(0.152)	(0.129)
PID	0.017	0.082	-0.030	-0.077	-0.019	-0.029
	(0.234)	(0.228)	(0.162)	(0.315)	(0.210)	(0.162)
Age	-0.0002	-0.004	-0.003	0.001	-0.003	-0.002
	(0.003)	(0.003)	(0.003)	(0.003)	(0.004)	(0.003)
Gender: Female	-0.141	0.029	-0.047	-0.008	-0.064	-0.025
	(0.088)	(0.086)	(0.083)	(0.104)	(0.117)	(0.094)
Pol. Interest	-0.017	-0.070	-0.009	-0.058	-0.005	-0.052
	(0.051)	(0.049)	(0.047)	(0.059)	(0.065)	(0.053)
Negative-Active *PID	0.234	0.511	0.152	-0.951**	0.475	0.045
	(0.327)	(0.322)	(0.231)	(0.479)	(0.314)	(0.233)
Negative-Passive *PID	-0.417	-0.420				
	(0.330)	(0.318)				
Positive*PID	-0.238	0.264	-0.416*	0.262		
	(0.339)	(0.318)	(0.241)	(0.495)		
Neutral*PID	0.007	-0.350	0.056	-0.373	-0.091	-0.195
	(0.330)	(0.336)	(0.231)	(0.507)	(0.316)	(0.232)
Constant	0.369*	0.234	0.017	0.033	0.232*	0.006
	(0.216)	(0.210)	(0.098)	(0.111)	(0.121)	(0.101)
Observations	1,764	1,766	1,372	1,372	1,050	1,049
Adjusted R^2	0.004	0.012	0.014	0.052	0.003	-0.0004
F Statistic	1.521	2.827***	3.015***	8.480***	1.410	0.952

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the control group without video treatment.

Table A.14: Moderating Effects of Party Identification on the Evaluation of Politicians' Warmth

	Dependent Variable: Warmth					
	Male Politicians	Female Politicians	Merkel (E2)	Gysi (E2)	Gabriel (E3)	Merkel (E3)
	(1)	(2)	(3)	(4)	(5)	(6)
Negative-Active	-0.070	-0.042	-0.160***	0.457***	-0.112*	0.020
	(0.097)	(0.097)	(0.052)	(0.053)	(0.063)	(0.053)
Negative-Passive	-0.066	-0.047				
	(0.098)	(0.096)				
Positive	0.009	0.055	0.100*	0.252***		
	(0.102)	(0.096)	(0.052)	(0.053)		
Neutral	-0.194**	-0.088	-0.039	0.256***	0.056	-0.068
	(0.098)	(0.103)	(0.053)	(0.053)	(0.062)	(0.053)
PID	-0.014	0.007	0.075	0.032	-0.100	0.071
	(0.077)	(0.076)	(0.065)	(0.117)	(0.086)	(0.066)
Age	0.0004	-0.0005	-0.001	0.0001	0.002	-0.001
	(0.001)	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)
Gender: Female	-0.051*	0.070**	0.021	-0.041	0.019	-0.023
	(0.029)	(0.029)	(0.033)	(0.039)	(0.048)	(0.038)
Pol. Interest	-0.008	-0.013	0.001	0.008	0.040	-0.018
	(0.017)	(0.017)	(0.019)	(0.022)	(0.027)	(0.021)
Negative-Active *PID	-0.057	-0.007	-0.006	-0.133	0.348***	-0.127
	(0.108)	(0.108)	(0.093)	(0.178)	(0.129)	(0.095)
Negative-Passive *PID	0.015	-0.056				
	(0.109)	(0.107)				
Positive*PID	-0.084	-0.027	-0.106	-0.115		
	(0.112)	(0.107)	(0.097)	(0.184)		
Neutral*PID	0.117	0.070	-0.084	-0.152	0.098	-0.101
	(0.109)	(0.113)	(0.093)	(0.188)	(0.129)	(0.095)
Constant	0.139*	0.062	-0.020	-0.029	-0.007	0.003
	(0.071)	(0.071)	(0.040)	(0.041)	(0.050)	(0.041)
Observations	1,762	1,762	1,372	1,370	1,049	1,051
R^2	0.009	0.012	0.024	0.057	0.016	0.009
Adjusted R^2	0.002	0.006	0.017	0.050	0.009	0.001
F Statistic	1.357	1.813**	3.323***	8.236***	2.126**	1.191

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the control group without video treatment.

Table A.15: Moderating Effects of Party Identification on the Evaluation of Politicians' Competence

	Male Politicians	Female Politicians	Merkel (E2)	Gysi (E2)	Gabriel (E3)	Merkel (E3)
	Dependent Variable: Competence					
	(1)	(2)	(3)	(4)	(5)	(6)
Negative-Active	-0.026	-0.065	-0.019	0.229***	0.096	0.077
	(0.104)	(0.110)	(0.053)	(0.056)	(0.061)	(0.053)
Negative-Passive	0.202*	-0.010				
	(0.106)	(0.109)				
Positive	0.015	0.153	0.073	0.194***		
	(0.109)	(0.109)	(0.052)	(0.056)		
Neutral	-0.096	0.021	-0.006	0.135**	0.125**	0.079
	(0.106)	(0.116)	(0.053)	(0.056)	(0.061)	(0.052)
PID	0.040	0.031	0.043	0.021	0.035	0.048
	(0.083)	(0.087)	(0.066)	(0.123)	(0.084)	(0.066)
Age	-0.002	0.0004	0.001	-0.0005	-0.002	0.0001
	(0.001)	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)
Gender: Female	-0.007	0.012	-0.072**	-0.048	-0.048	-0.005
	(0.031)	(0.033)	(0.034)	(0.041)	(0.046)	(0.038)
Pol. Interest	0.003	0.005	-0.008	-0.027	0.028	-0.020
	(0.018)	(0.019)	(0.019)	(0.023)	(0.026)	(0.021)
Negative-Active*PID	-0.014	0.014	-0.014	-0.168	0.132	-0.052
	(0.116)	(0.123)	(0.094)	(0.187)	(0.125)	(0.094)
Negative-Passive *PID	-0.188	0.042				
	(0.117)	(0.121)				
Positive *PID	0.011	-0.112	-0.099	-0.179		
	(0.121)	(0.121)	(0.098)	(0.193)		
Neutral *PID	0.161	0.018	-0.067	0.044	-0.025	-0.100
	(0.117)	(0.128)	(0.093)	(0.198)	(0.126)	(0.094)
Constant	0.042	0.041	-0.017	0.056	-0.006	-0.050
	(0.077)	(0.080)	(0.040)	(0.043)	(0.048)	(0.041)
Observations	1,763	1,764	1,372	1,370	1,050	1,051
Adjusted R^2	0.003	-0.002	-0.0002	0.010	0.007	-0.004
F Statistic	1.374	0.769	0.971	2.445***	1.913*	0.536

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the control group without video treatment.

Table A.16: Socioeconomic Self-Positioning on the Overall Evaluation of Politicians

			Dependent Variable: Scalometer			
	Male Politicians	Female Politicians	Merkel (E2)	Gysi (E2)	Gabriel (E3)	Merkel (E3)
	(1)	(2)	(3)	(4)	(5)	(6)
Negative-Active	-0.694**	-0.378	-0.488*	0.399	0.397	0.029
	(0.313)	(0.307)	(0.269)	(0.335)	(0.318)	(0.257)
Negative-Passive	-0.548*	-0.768**				
	(0.312)	(0.303)				
Positive	-0.307	-0.558*	0.175	0.094		
	(0.317)	(0.312)	(0.272)	(0.340)		
Neutral	-0.530*	-0.467	-0.142	0.512	0.078	-0.172
	(0.313)	(0.311)	(0.267)	(0.333)	(0.346)	(0.280)
LR	-0.047	-0.052	0.014	0.003	0.007	0.012
	(0.037)	(0.036)	(0.031)	(0.038)	(0.038)	(0.031)
Age	0.00001	-0.003	-0.002	0.001	-0.003	-0.002
	(0.003)	(0.003)	(0.003)	(0.003)	(0.004)	(0.003)
PID	-0.050	0.110	-0.076	-0.238	0.102	-0.086
	(0.109)	(0.106)	(0.085)	(0.183)	(0.130)	(0.096)
Gender: Female	-0.137		-0.038	-0.015	-0.067	-0.029
	(0.088)		(0.083)	(0.103)	(0.116)	(0.094)
Political Interest	-0.012	-0.070	-0.005	-0.047	-0.020	-0.046
	(0.051)	(0.047)	(0.047)	(0.059)	(0.065)	(0.053)
Negative-Active*LR	0.068	0.024	0.030	0.138**	-0.134**	-0.008
	(0.053)	(0.053)	(0.046)	(0.057)	(0.055)	(0.045)
Negative-Passive*LR	0.113**	0.146***				
	(0.054)	(0.052)				
Positive*LR	0.051	0.148***	-0.006	0.068		
	(0.054)	(0.053)	(0.047)	(0.058)		
Neutral*LR	0.094*	0.069	-0.012	0.010	-0.009	-0.005
	(0.053)	(0.054)	(0.047)	(0.058)	(0.059)	(0.048)
Constant	0.669***	0.500**	-0.049	0.039	0.168	-0.038
	(0.238)	(0.227)	(0.183)	(0.232)	(0.231)	(0.184)
Observations	1,764	1,766	1,371	1,371	1,050	1,049
Adjusted R^2	0.004	0.014	0.011	0.056	0.008	-0.002
F Statistic	1.532*	3.091***	2.351***	8.417***	1.958**	0.736

Note: *$p < 0.1$; **$p < 0.05$; ***$p < 0.01$. The reference category is the control group without video treatment. The left-right dimension is measured as socioeconomic self-positioning.

Table A.17: Socioeconomic Self-Positioning and the Evaluation of Politicians' Warmth

	Dependent Variable: Warmth					
	Male Politicians (1)	Female Politicians (2)	Merkel (3)	Gysi (4)	Gabriel (5)	Merkel (6)
Negative-Active	-0.092	-0.019	-0.209*	0.179	-0.146	-0.015
	(0.103)	(0.103)	(0.108)	(0.125)	(0.131)	(0.105)
Negative-Passive	-0.128	-0.209**				
	(0.103)	(0.102)				
Positive	-0.060	0.145	-0.020	0.017		
	(0.105)	(0.105)	(0.109)	(0.127)		
Neutral	-0.243**	0.064	-0.110	0.218*	0.090	-0.072
	(0.104)	(0.104)	(0.107)	(0.124)	(0.143)	(0.114)
Left-Right	0.0001	-0.002	-0.009	-0.012	-0.011	-0.009
	(0.012)	(0.012)	(0.012)	(0.014)	(0.016)	(0.013)
Age	0.0004	-0.0005	-0.001	0.0001	0.002	-0.001
	(0.001)	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)
Female	-0.051*		0.024	-0.041	0.026	-0.026
	(0.029)		(0.033)	(0.039)	(0.048)	(0.038)
PID	-0.014	-0.001	0.030	-0.039	0.035	0.003
	(0.036)	(0.036)	(0.034)	(0.068)	(0.054)	(0.039)
Pol. Interest	-0.006	-0.028*	0.0001	0.008	0.038	-0.022
	(0.017)	(0.016)	(0.019)	(0.022)	(0.027)	(0.022)
Negative-Active*LR	-0.004	-0.006	0.009	0.049**	0.022	-0.001
	(0.018)	(0.018)	(0.018)	(0.021)	(0.023)	(0.018)
Negative-Passive*LR	0.014	0.021				
	(0.018)	(0.017)				
Positive*LR	0.0001	-0.021	0.017	0.041*		
	(0.018)	(0.018)	(0.019)	(0.021)		
Neutral*LR	0.026	-0.018	0.008	0.005	-0.001	-0.005
	(0.018)	(0.018)	(0.019)	(0.022)	(0.024)	(0.020)
Constant	0.138*	0.115	0.041	0.039	0.010	0.074
	(0.078)	(0.076)	(0.074)	(0.086)	(0.095)	(0.075)
Observations	1,762	1,762	1,371	1,370	1,049	1,051
R^2	0.010	0.013	0.023	0.063	0.010	0.009
Adjusted R^2	0.003	0.006	0.015	0.056	0.002	0.0004
F Statistic	1.375	1.861**	2.913***	8.340***	1.188	1.050

Note: *$p < 0.1$; **$p < 0.05$; ***$p < 0.01$. The reference category is the control group without video treatment. The left-right dimension is measured as socioeconomic self-positioning.

Table A.18: Socioeconomic Self-Positioning and the Evaluation of Politicians' Competence

	Male Politicians (1)	Female Politicians (2)	Merkel (3)	Gysi (4)	Gabriel (5)	Merkel (6)
			Dependent Variable: Competence			
Negative-Active	-0.096	0.013	-0.069	-0.065	0.374***	0.044
	(0.111)	(0.117)	(0.108)	(0.132)	(0.127)	(0.104)
Negative-Passive	0.056	0.060				
	(0.111)	(0.115)				
Positive	0.145	0.080	-0.087	-0.253*		
	(0.113)	(0.119)	(0.110)	(0.133)		
Neutral	0.046	0.106	0.071	-0.006	0.363***	0.029
	(0.112)	(0.118)	(0.107)	(0.131)	(0.138)	(0.113)
LR	0.008	0.009	0.004	-0.033**	0.026*	0.002
	(0.013)	(0.014)	(0.012)	(0.015)	(0.015)	(0.012)
Age	-0.001	0.0004	0.001	-0.0004	-0.002	0.0001
	(0.001)	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)
Female	-0.005	0.012	-0.067**	-0.045	-0.048	-0.006
	(0.031)	(0.033)	(0.033)	(0.041)	(0.046)	(0.038)
PID	0.037	0.023	-0.006	-0.048	0.072	-0.004
	(0.039)	(0.040)	(0.034)	(0.072)	(0.052)	(0.039)
Pol. Interest	0.005	0.006	-0.008	-0.029	0.028	-0.018
	(0.018)	(0.019)	(0.019)	(0.023)	(0.026)	(0.021)
Negative-Active *LR	0.011	-0.013	0.009	0.052**	-0.047**	0.003
	(0.019)	(0.020)	(0.018)	(0.022)	(0.022)	(0.018)
Negative-Passive*LR	-0.001	-0.007				
	(0.019)	(0.020)				
Positive*LR	-0.023	-0.003	0.024	0.080***		
	(0.019)	(0.020)	(0.019)	(0.023)		
Neutral*LR	-0.002	-0.013	-0.018	0.027	-0.045*	0.003
	(0.019)	(0.020)	(0.019)	(0.023)	(0.024)	(0.019)
Constant	0.002	0.002	-0.025	0.235***	-0.154*	-0.046
	(0.085)	(0.088)	(0.074)	(0.091)	(0.092)	(0.074)
Observations	1,763	1,764	1,371	1,370	1,050	1,051
R^2	0.006	0.005	0.010	0.026	0.018	0.003
Adjusted R^2	-0.001	-0.003	0.002	0.018	0.010	-0.005
F Statistic	0.872	0.609	1.276	3.339***	2.166**	0.388

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the control group without video treatment. The left-right dimension is measured as socioeconomic self-positioning.

Table A.19: Neuroticism and the Overall Evaluation of Politicians

			Dependent Variable: Scalometer			
	Male Politicians	Female Politicians	Merkel (E2)	Gysi (E2)	Gabriel (E3)	Merkel (E3)
	(1)	(2)	(3)	(4)	(5)	(6)
Negative-Active	0.015	-0.140	-0.353	1.570***	-0.580*	-0.132
	(0.300)	(0.292)	(0.249)	(0.313)	(0.309)	(0.251)
Negative-Passive	0.358	0.028				
	(0.304)	(0.287)				
Positive	0.369	0.295	0.289	0.700**		
	(0.295)	(0.281)	(0.257)	(0.323)		
Neutral	0.242	-0.039	-0.535**	0.817**	-0.425	-0.192
	(0.299)	(0.292)	(0.264)	(0.333)	(0.301)	(0.243)
Neuroticism	0.075	0.040	-0.016	0.200	-0.064	-0.025
	(0.121)	(0.118)	(0.101)	(0.127)	(0.125)	(0.101)
Age	-0.0002	-0.004	-0.003	0.002	-0.002	-0.002
	(0.003)	(0.003)	(0.003)	(0.003)	(0.004)	(0.003)
Gender: Female	-0.116	0.041	-0.033	-0.013	-0.061	-0.029
	(0.088)	(0.086)	(0.084)	(0.105)	(0.117)	(0.094)
Political Interest	-0.023	-0.066	-0.005	-0.054	0.005	-0.048
	(0.051)	(0.050)	(0.047)	(0.059)	(0.065)	(0.053)
PID	-0.068	0.097	-0.067	-0.320*	0.108	-0.081
	(0.109)	(0.106)	(0.084)	(0.183)	(0.131)	(0.096)
Negative-Active* Neuroticism	-0.221	-0.072	0.020	-0.269	0.183	0.074
	(0.174)	(0.174)	(0.141)	(0.177)	(0.176)	(0.143)
Negative-Passive* Neuroticism	-0.197	-0.011				
	(0.170)	(0.166)				
Positive* Neuroticism	-0.262	-0.036	-0.081	-0.155		
	(0.171)	(0.162)	(0.142)	(0.179)		
Neutral* Neuroticism	-0.168	-0.040	0.208	-0.150	0.286*	-0.003
	(0.170)	(0.171)	(0.153)	(0.193)	(0.172)	(0.139)
Constant	0.312	0.155	0.046	-0.249	0.297	0.062
	(0.226)	(0.221)	(0.179)	(0.221)	(0.219)	(0.181)
Observations	1,763	1,765	1,371	1,371	1,050	1,049
Adjusted R^2	0.003	0.005	0.012	0.049	0.003	-0.002
F Statistic	1.451	1.671*	2.507***	7.376***	1.376	0.756

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the control group without video treatment.

Table A.20: Neuroticism and the Evaluation of Politicians' Warmth

	Dependent Variable: Warmth					
	Male Politicians (1)	Female Politician (2)	Merkel (3)	Gysi (4)	Gabriel (5)	Merkel (6)
Negative-Active	-0.022	-0.137	-0.162	0.369***	-0.058	-0.052
	(0.099)	(0.096)	(0.100)	(0.116)	(0.127)	(0.102)
Negative-Passive	0.095	-0.120				
	(0.100)	(0.094)				
Positive	-0.065	0.042	0.115	0.193		
	(0.097)	(0.093)	(0.103)	(0.120)		
Neutral	0.068	-0.035	0.025	0.206*	-0.027	-0.012
	(0.099)	(0.096)	(0.106)	(0.123)	(0.124)	(0.099)
Neuroticism	0.044	0.030	0.011	-0.033	-0.017	0.010
	(0.040)	(0.039)	(0.040)	(0.047)	(0.051)	(0.041)
Age	0.0004	-0.0003	-0.001	0.0001	0.002	-0.001
	(0.001)	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)
Female	-0.048*	0.061**	0.025	-0.041	0.024	-0.024
	(0.029)	(0.028)	(0.034)	(0.039)	(0.048)	(0.039)
Political Interest	-0.008	-0.011	0.001	0.006	0.040	-0.018
	(0.017)	(0.017)	(0.019)	(0.022)	(0.027)	(0.022)
PID	-0.016	-0.012	0.029	-0.050	0.040	-0.003
	(0.036)	(0.035)	(0.034)	(0.068)	(0.054)	(0.039)
Anger* Neuroticism	-0.060	0.060	0.001	0.048	0.018	0.020
	(0.057)	(0.057)	(0.057)	(0.066)	(0.072)	(0.058)
Negative-Passive* Neuroticism	-0.094*	0.017				
	(0.056)	(0.055)				
Positive* Neuroticism	0.003	0.001	-0.027	0.032		
	(0.056)	(0.053)	(0.057)	(0.066)		
Neutral* Neuroticism	-0.106*	0.004	-0.058	0.026	0.070	-0.055
	(0.056)	(0.056)	(0.062)	(0.072)	(0.071)	(0.057)
Constant	0.071	0.036	-0.025	0.031	-0.020	0.011
	(0.075)	(0.073)	(0.072)	(0.082)	(0.090)	(0.074)
Observations	1,761	1,761	1,371	1,369	1,049	1,051
R^2	0.011	0.017	0.023	0.057	0.010	0.009
Adjusted R^2	0.003	0.010	0.016	0.049	0.002	0.0003
F Statistic	1.457	2.345***	2.966***	7.449***	1.183	1.039

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the control group without video treatment.

Table A.21: Neuroticism and the Evaluation of Politicians' Competence

	Male Politicians (1)	Female Politicians (2)	Merkel (3)	Gysi (4)	Gabriel (5)	Merkel (6)
	Dependent Variable: Competence					
Negative-Active	-0.066	0.038	-0.026	0.110	-0.003	0.043
	(0.107)	(0.111)	(0.100)	(0.122)	(0.123)	(0.101)
Negative-Passive	0.033	-0.017				
	(0.108)	(0.109)				
Positive	0.023	0.092	0.150	0.258**		
	(0.105)	(0.107)	(0.104)	(0.126)		
Neutral	0.008	0.045	0.051	0.069	0.054	0.134
	(0.107)	(0.111)	(0.106)	(0.130)	(0.120)	(0.098)
Neuroticism	-0.016	-0.011	-0.002	0.001	0.012	-0.013
	(0.043)	(0.045)	(0.041)	(0.049)	(0.050)	(0.041)
Age	-0.002	0.0004	0.0005	-0.001	-0.002	-0.00005
	(0.001)	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)
Female	-0.004	0.012	-0.063*	-0.047	-0.051	-0.003
	(0.032)	(0.033)	(0.034)	(0.041)	(0.047)	(0.038)
Political Interest	0.003	0.002	-0.009	-0.025	0.034	-0.022
	(0.018)	(0.019)	(0.019)	(0.023)	(0.026)	(0.021)
PID	0.034	0.019	-0.001	-0.058	0.068	-0.005
	(0.039)	(0.040)	(0.034)	(0.071)	(0.052)	(0.039)
Anger* Neuroticism	0.019	-0.062	0.003	0.064	0.079	0.012
	(0.062)	(0.066)	(0.057)	(0.069)	(0.070)	(0.058)
Negative-Passive* Neuroticism	0.012	0.026				
	(0.061)	(0.063)				
Positive* Neuroticism	0.001	-0.017	-0.061	-0.046		
	(0.061)	(0.061)	(0.057)	(0.070)		
Neutral* Neuroticism	0.017	-0.006	-0.049	0.040	0.041	-0.053
	(0.061)	(0.065)	(0.062)	(0.075)	(0.069)	(0.056)
Constant	0.071	0.067	-0.004	0.061	-0.031	-0.016
	(0.081)	(0.084)	(0.072)	(0.086)	(0.087)	(0.073)
Observations	1,763	1,763	1,371	1,369	1,050	1,051
R^2	0.004	0.006	0.009	0.019	0.017	0.006
Adjusted R^2	-0.003	-0.002	0.001	0.011	0.009	-0.003
F Statistic	0.606	0.792	1.081	2.336***	2.016**	0.669

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the control group without video treatment.

Table A.22: Extraversion and the Overall Evaluation of Politicians

	Dependent Variable: Scalometer					
	Male Politicians (1)	Female Politicians (2)	Merkel (3)	Gysi (4)	Gabriel (5)	Merkel (6)
Negative-Active	-0.611*	0.112	-0.394	0.649*	0.246	-0.088
	(0.339)	(0.325)	(0.286)	(0.361)	(0.346)	(0.279)
Negative-Passive	0.097	-0.175				
	(0.338)	(0.323)				
Positive	-0.455	0.340	-0.222	0.133		
	(0.343)	(0.329)	(0.289)	(0.365)		
Neutral	-0.138	-0.347	-0.143	0.425	0.055	-0.262
	(0.332)	(0.342)	(0.280)	(0.353)	(0.346)	(0.279)
Extraversion	-0.110	-0.114	-0.047	-0.111	0.075	-0.041
	(0.100)	(0.097)	(0.083)	(0.105)	(0.103)	(0.083)
Age	-0.0004	-0.004	-0.003	0.002	-0.003	-0.002
	(0.003)	(0.003)	(0.003)	(0.003)	(0.004)	(0.003)
Gender	-0.123	0.070	-0.033	0.0003	-0.044	-0.037
	(0.088)	(0.087)	(0.083)	(0.105)	(0.118)	(0.095)
Political Interest	-0.009	-0.054	-0.009	-0.056	-0.002	-0.052
	(0.051)	(0.050)	(0.047)	(0.060)	(0.066)	(0.053)
PID	-0.062	0.097	-0.064	-0.342*	0.095	-0.085
	(0.109)	(0.106)	(0.084)	(0.182)	(0.131)	(0.096)
Anger*Extraversion	0.129	-0.160	0.034	0.230	-0.251*	0.033
	(0.144)	(0.137)	(0.122)	(0.154)	(0.151)	(0.121)
Negative-Passive*Extraversion	-0.025	0.088				
	(0.144)	(0.137)				
Positive*Extraversion	0.192	-0.040	0.168	0.154		
	(0.145)	(0.140)	(0.122)	(0.154)		
Neutral*Extraversion	0.054	0.110	-0.028	0.074	-0.012	0.034
	(0.141)	(0.143)	(0.120)	(0.151)	(0.148)	(0.120)
Constant	0.660***	0.447*	0.121	0.294	0.031	0.118
	(0.252)	(0.245)	(0.197)	(0.248)	(0.246)	(0.197)
Observations	1,763	1,765	1,372	1,372	1,048	1,047
R^2	0.010	0.019	0.019	0.056	0.010	0.007
Adjusted R^2	0.002	0.012	0.011	0.048	0.002	-0.002
F Statistic	1.309	2.613***	2.437***	7.344***	1.223	0.755

Note: *$p < 0.1$; **$p < 0.05$; ***$p < 0.01$. The reference category is the control group without video treatment.

Table A.23: Extraversion and the Evaluation of Politicians' Warmth

	Dependent Variable: Warmth					
	Male Politicians (1)	Female Politicians (2)	Merkel (3)	Gysi (4)	Gabriel (5)	Merkel (6)
Negative-Active	-0.177	-0.003	-0.178	0.460***	0.149	-0.066
	(0.112)	(0.109)	(0.115)	(0.134)	(0.141)	(0.114)
Negative-Passive	-0.167	-0.148				
	(0.112)	(0.109)				
Positive	-0.027	-0.107	0.071	0.263*		
	(0.114)	(0.111)	(0.116)	(0.135)		
Neutral	-0.138	0.010	0.123	0.225*	-0.177	-0.033
	(0.110)	(0.115)	(0.112)	(0.131)	(0.141)	(0.114)
Extraversion	-0.022	-0.026	0.014	-0.003	-0.052	0.020
	(0.033)	(0.033)	(0.033)	(0.039)	(0.042)	(0.034)
Age	0.0003	-0.001	-0.001	0.0001	0.002	-0.001
	(0.001)	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)
Gender	-0.050*	0.076***	0.025	-0.040	0.030	-0.029
	(0.029)	(0.029)	(0.033)	(0.039)	(0.048)	(0.039)
Political Interest	-0.007	-0.009	0.002	0.009	0.044*	-0.022
	(0.017)	(0.017)	(0.019)	(0.022)	(0.027)	(0.022)
PID	-0.014	-0.001	0.030	-0.057	0.036	-0.008
	(0.036)	(0.036)	(0.034)	(0.067)	(0.053)	(0.039)
Anger*Extraversion	0.029	-0.019	0.008	-0.007	-0.087	0.022
	(0.048)	(0.046)	(0.049)	(0.057)	(0.061)	(0.050)
Negative-Passive *Extraversion	0.051	0.026				
	(0.048)	(0.046)				
Positive*Extraversion	-0.014	0.064	-0.001	-0.010		
	(0.048)	(0.047)	(0.049)	(0.057)		
Neutral	0.018	-0.016	-0.088*	0.009	0.122**	-0.030
	(0.047)	(0.048)	(0.048)	(0.056)	(0.061)	(0.049)
					(0.061)	(0.049)
Constant	0.186**	0.122	-0.040	-0.014	0.063	-0.014
	(0.083)	(0.082)	(0.079)	(0.092)	(0.100)	(0.081)
Observations	1,761	1,761	1,372	1,370	1,047	1,049
R^2	0.008	0.015	0.026	0.057	0.022	0.009
Adjusted R^2	0.001	0.007	0.018	0.049	0.013	0.0002
F Statistic	1.111	1.977**	3.325***	7.412***	2.549***	1.025

Note: *$p < 0.1$; **$p < 0.05$; ***$p < 0.01$. The reference category is the control group without video treatment.

Table A.24: Extraversion and the Evaluation of Politicians' Competence

	Dependent Variable: Competence					
	Male Politicians (1)	Female Politicians (2)	Merkel (3)	Gysi (4)	Gabriel (5)	Merkel (6)
Negative-Active	-0.117	-0.198	0.092	0.024	0.182	0.062
	(0.121)	(0.124)	(0.115)	(0.141)	(0.138)	(0.113)
Negative-Passive	0.083	0.116				
	(0.121)	(0.123)				
Positive	0.014	0.045	0.002	0.037		
	(0.122)	(0.125)	(0.117)	(0.142)		
Neutral	-0.0002	0.145	0.044	0.175	0.080	0.141
	(0.118)	(0.130)	(0.113)	(0.138)	(0.138)	(0.113)
Extraversion	0.018	0.018	0.015	-0.024	-0.021	0.014
	(0.036)	(0.037)	(0.034)	(0.041)	(0.041)	(0.034)
Age	-0.002	0.0005	0.001	-0.0004	-0.002	0.0001
	(0.001)	(0.001)	(0.001)	(0.001)	(0.002)	(0.001)
Gender	-0.010	0.007	-0.070**	-0.048	-0.040	-0.007
	(0.031)	(0.033)	(0.034)	(0.041)	(0.047)	(0.038)
Political Interest	0.001	0.002	-0.009	-0.028	0.031	-0.021
	(0.018)	(0.019)	(0.019)	(0.023)	(0.026)	(0.021)
Anger* Extraversion	0.036	0.065	-0.052	0.087	-0.028	0.0002
	(0.051)	(0.052)	(0.049)	(0.060)	(0.060)	(0.049)
Negative-Passive* Extraversion	-0.015	-0.043				
	(0.051)	(0.052)				
Positive* Extraversion	0.003	0.008	0.019	0.065		
	(0.052)	(0.053)	(0.049)	(0.060)		
Neutral* Extraversion	0.015	-0.049	-0.033	-0.018	0.019	-0.042
	(0.050)	(0.054)	(0.048)	(0.059)	(0.059)	(0.048)
PID	0.032	0.021	0.0002	-0.055	0.069	-0.003
	(0.039)	(0.040)	(0.034)	(0.071)	(0.052)	(0.039)
Constant	0.012	0.012	-0.037	0.115	0.027	-0.064
	(0.090)	(0.093)	(0.079)	(0.097)	(0.098)	(0.080)
Observations	1,763	1,763	1,372	1,370	1,048	1,049
R^2	0.006	0.008	0.008	0.019	0.014	0.004
Adjusted R^2	-0.001	0.001	-0.0002	0.011	0.006	-0.005
F Statistic	0.863	1.081	0.979	2.438***	1.647*	0.473

Note: *$p < 0.1$; **$p < 0.05$; ***$p < 0.01$. The reference category is the control group without video treatment.

Table A.25: Effects of the Treatment Order on Changes in the Evaluation of Angela Merkel

	Scalometer		Warmth		Competence	
	E2	E3	E2	E3	E2	E3
	(1)	(2)	(3)	(4)	(5)	(6)
Negative-Active	-0.235	0.189	-0.097	0.083	0.009	-0.026
	(0.168)	(0.165)	(0.064)	(0.064)	(0.066)	(0.064)
Positive	0.350**		0.104		0.041	
	(0.170)		(0.066)		(0.067)	
Order: Merkel Second	-0.272	-0.028	-0.151**	0.021	-0.064	-0.075
	(0.166)	(0.168)	(0.064)	(0.066)	(0.065)	(0.065)
Age	-0.005	-0.006	-0.001	-0.001	0.0002	-0.001
	(0.003)	(0.004)	(0.001)	(0.002)	(0.001)	(0.002)
Gender: Female	0.005	0.028	0.044	-0.028	-0.080**	0.016
	(0.102)	(0.126)	(0.039)	(0.049)	(0.040)	(0.049)
PID: CDU	-0.076	-0.102	0.015	-0.043	-0.016	-0.026
	(0.103)	(0.127)	(0.040)	(0.049)	(0.040)	(0.049)
Political Interest	0.048	0.013	0.026	0.008	0.019	0.012
	(0.058)	(0.071)	(0.022)	(0.027)	(0.023)	(0.027)
Negative-Active* Order: Merkel Second	0.230	-0.012	0.002	-0.013	-0.006	0.084
	(0.233)	(0.239)	(0.090)	(0.093)	(0.092)	(0.093)
Positive* Order: Merkel Second	0.012		0.066		0.059	
	(0.236)		(0.091)		(0.093)	
Constant	-0.056	-0.179	0.0001	-0.068	0.012	0.046
	(0.133)	(0.131)	(0.051)	(0.051)	(0.052)	(0.051)
Observations	999	676	999	678	999	678
Adjusted R^2	0.017	-0.002	0.031	-0.004	0.003	-0.007
F Statistic	2.963***	0.761	4.593***	0.624	1.379	0.323

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the experimental group with neutral expressions.

Table A.26: Effects of the Treatment Order on Changes in the Evaluation of Gregor Gysi

	Dependent Variable:		
	Overall Evaluation	Warmth	Competence
	(1)	(2)	(3)
Negative-Active	0.587***	0.240***	-0.0002
	(0.211)	(0.077)	(0.079)
Positive	0.021	0.014	-0.035
	(0.214)	(0.078)	(0.080)
Order: Merkel Second	0.214	0.074	0.069
	(0.208)	(0.076)	(0.078)
Age	0.001	-0.001	-0.001
	(0.004)	(0.002)	(0.002)
Gender. Female	-0.060	-0.049	-0.074
	(0.128)	(0.047)	(0.048)
PID	-0.470**	-0.091	-0.084
	(0.232)	(0.085)	(0.087)
Political Interest	-0.046	-0.008	-0.045*
	(0.073)	(0.027)	(0.027)
Negative-Active* Order: Merkel Second	-0.028	-0.070	0.158
	(0.293)	(0.107)	(0.110)
Positive* Order: Merkel Second	-0.261	-0.033	0.146
	(0.296)	(0.108)	(0.111)
Constant	0.563***	0.191***	0.177***
	(0.161)	(0.059)	(0.060)
Observations	999	998	998
Adjusted R^2	0.022	0.014	0.015
F Statistic	3.456***	2.550***	2.649***

Note: $^*p < 0.1$; $^{**}p < 0.05$; $^{***}p < 0.01$. The reference category is the experimental group with neutral expressions.

Table A.27: Effects of the Treatment Order on Changes in the Evaluation of Sigmar Gabriel

	Dependent Variable:		
	Overall Evaluation	Warmth	Competence
	(1)	(2)	(3)
Negative-Active	-0.429**	-0.156*	-0.109
	(0.208)	(0.083)	(0.080)
Order: Merkel Second	-0.417**	0.139	-0.055
	(0.212)	(0.085)	(0.082)
Age	-0.003	0.002	-0.002
	(0.005)	(0.002)	(0.002)
Gender: Female	-0.124	-0.055	-0.047
	(0.159)	(0.063)	(0.061)
PID	0.154	0.135*	0.093
	(0.183)	(0.073)	(0.070)
Political Interest	0.048	0.057	0.029
	(0.089)	(0.035)	(0.034)
Negative-Active* Order: Merkel Second	0.257	0.072	0.233**
	(0.301)	(0.120)	(0.115)
Constant	0.435***	-0.011	0.126**
	(0.162)	(0.065)	(0.062)
Observations	677	677	678
Adjusted R^2	0.006	0.020	0.004
F Statistic	1.616	2.965***	1.437

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the experimental group with neutral expressions.

Table A.28: Interaction between the Experimental Treatment, Treatment Order and Party Identification for the Evaluation of Angela Merkel

	Dependent Variable:					
	Overall		Warmth		Competence	
	E2 (1)	E3 (2)	E2 (3)	E3 (4)	E2 (5)	E3 (6)
Negative-Active	-0.239	0.039	-0.060	0.064	0.047	-0.035
	(0.206)	(0.200)	(0.079)	(0.078)	(0.081)	(0.078)
Positive	0.507**		0.156**		0.080	
	(0.203)		(0.078)		(0.080)	
Order: Merkel Second	-0.298	-0.085	-0.115	-0.033	-0.026	-0.102
	(0.206)	(0.205)	(0.079)	(0.080)	(0.081)	(0.080)
PID	-0.005	-0.295	0.047	-0.102	0.031	-0.083
	(0.252)	(0.244)	(0.097)	(0.095)	(0.099)	(0.095)
Age	-0.005	-0.006	-0.001	-0.001	0.0001	-0.001
	(0.003)	(0.004)	(0.001)	(0.002)	(0.001)	(0.002)
Gender: Female	-0.007	0.032	0.043	-0.029	-0.082**	0.018
	(0.102)	(0.126)	(0.039)	(0.049)	(0.040)	(0.049)
Political Interest	0.044	0.007	0.025	0.007	0.018	0.010
	(0.058)	(0.071)	(0.022)	(0.028)	(0.023)	(0.028)
Negative-Active*Order: Merkel Second	0.182	0.151	-0.119	0.054	-0.117	0.078
	(0.288)	(0.291)	(0.111)	(0.113)	(0.113)	(0.113)
Positive*Order: Merkel Second	-0.032		-0.028		-0.001	
	(0.284)		(0.109)		(0.112)	
Negative-Active*PID	0.016	0.477	-0.109	0.059	-0.112	0.028
	(0.354)	(0.356)	(0.136)	(0.139)	(0.139)	(0.139)
Positive*PID	-0.590		-0.191		-0.137	
	(0.374)		(0.144)		(0.147)	
Order: Merkel Second *PID	0.068	0.179	-0.100	0.168	-0.109	0.082
	(0.347)	(0.360)	(0.133)	(0.140)	(0.137)	(0.140)
Negative-Active*Order: Merkel Second*PID	0.146	-0.514	0.354*	-0.203	0.325*	0.015
	(0.491)	(0.511)	(0.189)	(0.198)	(0.193)	(0.198)
Positive*Order: Merkel Second*PID	0.228		0.321		0.196	
	(0.513)		(0.197)		(0.202)	
Constant	-0.075	-0.119	-0.011	-0.049	-0.003	0.064
	(0.155)	(0.146)	(0.060)	(0.057)	(0.061)	(0.057)
Observations	999	676	999	678	999	678
Adjusted R^2	0.019	-0.004	0.034	-0.006	0.003	-0.010
F Statistic	2.360***	0.718	3.500***	0.600	1.193	0.324

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the experimental group with neutral expressions.

Table A.29: Interaction between the Experimental Treatment, Treatment Order and Party
Identification for the Evaluation of Gregor Gysi

	Dependent Variable:		
	Overall	Warmth	Competence
	(1)	(2)	(3)
Negative-Active	0.613***	0.229***	0.013
	(0.217)	(0.079)	(0.082)
Positive	-0.005	0.010	-0.014
	(0.222)	(0.081)	(0.084)
Order: Merkel Second	0.191	0.053	0.061
	(0.215)	(0.079)	(0.081)
PID	-0.646	-0.289	0.010
	(0.619)	(0.226)	(0.233)
Age	0.0003	-0.001	-0.001
	(0.004)	(0.002)	(0.002)
Gender: Female	-0.073	-0.052	-0.076
	(0.128)	(0.047)	(0.048)
Political Interest	-0.048	-0.008	-0.046*
	(0.073)	(0.027)	(0.028)
Negative-Active*Order: Merkel Second	0.017	-0.051	0.166
	(0.304)	(0.111)	(0.114)
Positive*Order: Merkel Second	-0.303	-0.032	0.130
	(0.307)	(0.112)	(0.115)
Negative-Active*PID	-0.416	0.180	-0.211
	(0.875)	(0.319)	(0.329)
Positive*PID	0.319	0.100	-0.272
	(0.816)	(0.298)	(0.307)
Order: Merkel Second*PID	0.345	0.317	0.107
	(0.840)	(0.307)	(0.316)
Negative-Active*Order: Merkel Second*PID	-0.345	-0.292	-0.061
	(1.150)	(0.420)	(0.432)
Positive*Order: Merkel Second*PID	0.863	-0.025	0.212
	(1.170)	(0.427)	(0.439)
Constant	0.581***	0.204***	0.172***
	(0.165)	(0.060)	(0.062)
Observations	999	998	998
Adjusted R^2	0.024	0.011	0.012
F Statistic	2.758***	1.784**	1.886**

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the experimental group with neutral expressions.

Table A.30: Interaction between the Experimental Treatment, Treatment Order and Party Identification for the Evaluation of Sigmar Gabriel

	Dependent Variable:		
	Overall	Warmth	Competence
	(1)	(2)	(3)
Negative-Active	-0.478**	-0.171*	-0.120
	(0.237)	(0.095)	(0.091)
Order: Merkel Second	-0.388	0.153	-0.038
	(0.238)	(0.095)	(0.091)
PID	-0.064	0.038	0.048
	(0.339)	(0.135)	(0.130)
Age	-0.003	0.002	-0.003
	(0.005)	(0.002)	(0.002)
Gender: Female	-0.145	-0.064	-0.054
	(0.159)	(0.063)	(0.061)
Political Interest	0.045	0.056	0.028
	(0.089)	(0.035)	(0.034)
Negative-Active*Order: Merkel Second	0.098	-0.014	0.180
	(0.339)	(0.135)	(0.130)
Negative-Active*PID	0.219	0.070	0.049
	(0.488)	(0.194)	(0.188)
Order: Merkel Second*PID	-0.204	-0.096	-0.100
	(0.525)	(0.209)	(0.202)
Negative-Active*Order: Merkel Second*PID	0.854	0.452	0.282
	(0.736)	(0.293)	(0.283)
Constant	0.494***	0.016	0.139**
	(0.175)	(0.070)	(0.067)
Observations	677	677	678
Adjusted R^2	0.008	0.025	0.004
F Statistic	1.579	2.759***	1.267

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the experimental group with neutral expressions.

Table A.31: Moderation Effects of the Treatment Order on Angela Merkel's Scalometer Ratings Controlling for Education

	Dependent Variable:					
	Scalometer		Warmth		Competence	
	(1)	(2)	(3)	(4)	(5)	(6)
Negative-Active	-0.233	0.183	-0.123*	0.084	0.004	-0.027
	(0.169)	(0.164)	(0.065)	(0.064)	(0.066)	(0.064)
Positive	0.369**		0.082		0.035	
	(0.172)		(0.066)		(0.068)	
Order: Merkel Second	-0.275*	-0.017	-0.173***	0.015	-0.073	-0.082
	(0.167)	(0.169)	(0.064)	(0.066)	(0.065)	(0.067)
Age	-0.004	-0.008	-0.0001	0.001	0.001	-0.001
	(0.004)	(0.005)	(0.002)	(0.002)	(0.002)	(0.002)
Gender: Female	0.032	0.021	0.053	-0.035	-0.074*	0.019
	(0.104)	(0.127)	(0.040)	(0.050)	(0.041)	(0.050)
PID: CDU	-0.074	-0.110	0.016	-0.041	-0.014	-0.028
	(0.104)	(0.128)	(0.040)	(0.050)	(0.041)	(0.050)
Political Interest	0.051	0.003	0.025	-0.008	0.015	0.011
	(0.060)	(0.074)	(0.023)	(0.029)	(0.024)	(0.029)
Education: Medium vs. Low	-0.101	-0.269	-0.026	0.043	0.003	-0.046
	(0.157)	(0.186)	(0.060)	(0.073)	(0.061)	(0.073)
Education: High vs. Low	0.004	-0.193	0.014	0.112	0.048	-0.038
	(0.176)	(0.210)	(0.067)	(0.082)	(0.069)	(0.082)
Negative-Active * Order: Merkel Second	0.230	0.009	0.028	-0.003	-0.008	0.096
	(0.235)	(0.240)	(0.090)	(0.094)	(0.092)	(0.094)
Postive * Order: Merkel Second	-0.007		0.091		0.065	
	(0.238)		(0.091)		(0.093)	
Constant	-0.018	0.039	0.025	-0.129	-0.003	0.083
	(0.188)	(0.200)	(0.072)	(0.078)	(0.074)	(0.078)
Observations	988	666	988	668	988	668
R^2	0.028	0.013	0.043	0.010	0.013	0.004
Adjusted R^2	0.017	-0.0003	0.032	-0.003	0.002	-0.009
F Statistic	2.574***	0.979	3.984***	0.752	1.205	0.322

Note: *$p < 0.1$; **$p < 0.05$; ***$p < 0.01$. The reference category is the experimental group with neutral expressions.

Table A.32: Moderation Effects of the Treatment Order on Gregor Gysi's Scalometer Ratings Controlling for Education

	Dependent Variable:		
	Gysi Scalometer	Gysi Warmth	Gysi Competence
	(1)	(2)	(3)
Negative-Active	0.588***	0.231***	-0.003
	(0.212)	(0.077)	(0.079)
Positive	0.040	0.009	-0.039
	(0.216)	(0.079)	(0.081)
Order: Merkel-Second	0.211	0.066	0.065
	(0.210)	(0.076)	(0.079)
Age	-0.005	-0.003	-0.003
	(0.005)	(0.002)	(0.002)
Gender: Female	-0.074	-0.054	-0.077
	(0.131)	(0.048)	(0.049)
PID: Left	-0.441*	-0.076	-0.082
	(0.236)	(0.086)	(0.088)
Political Interest	-0.014	0.002	-0.034
	(0.075)	(0.027)	(0.028)
Education: Medium vs. Low	0.151	0.045	-0.016
	(0.197)	(0.072)	(0.074)
Education: High vs. Low	-0.176	-0.062	-0.117
	(0.221)	(0.081)	(0.083)
Negative-Active * Order: Merkel-Second	-0.036	-0.062	0.155
	(0.295)	(0.107)	(0.111)
Positive* Order: Merkel-Second	-0.284	-0.040	0.140
	(0.299)	(0.109)	(0.112)
Constant	0.563**	0.201**	0.236***
	(0.231)	(0.084)	(0.087)
Observations	988	987	987
R^2	0.034	0.026	0.026
Adjusted R^2	0.023	0.015	0.015
F Statistic	3.114***	2.328***	2.344***

Note: *$p < 0.1$; **$p < 0.05$; ***$p < 0.01$. The reference category is the experimental group with neutral expressions.

Table A.33: Moderation Effects of the Treatment Order on Sigmar Gabriel's Scalometer Ratings Controlling for Education

	Dependent Variable:		
	Gabriel Scalometer	Gabriel Warmth	Gabriel Competence
	(1)	(2)	(3)
Negative-Active	-0.428**	-0.155*	-0.110
	(0.207)	(0.082)	(0.079)
Order: Merkel Second	-0.438**	0.114	-0.067
	(0.214)	(0.085)	(0.081)
Age	0.001	0.003	-0.001
	(0.006)	(0.002)	(0.002)
Gender: Female	-0.189	-0.076	-0.060
	(0.160)	(0.064)	(0.061)
PID: SPD	0.164	0.134*	0.093
	(0.184)	(0.073)	(0.070)
Political Interest	-0.006	0.050	0.017
	(0.094)	(0.037)	(0.036)
Education: Medium vs. Low	0.177	0.091	-0.011
	(0.234)	(0.093)	(0.089)
Education: High vs. Low	0.322	0.097	0.037
	(0.264)	(0.105)	(0.101)
Negative-Active * Order: Merkel Second	0.258	0.109	0.258**
	(0.302)	(0.120)	(0.115)
Constant	0.254	-0.084	0.123
	(0.251)	(0.100)	(0.096)
Observations	667	667	668
R^2	0.021	0.034	0.016
Adjusted R^2	0.007	0.020	0.003
F Statistic	1.530	2.532***	1.226

Note: *p < 0.1; **p < 0.05; ***p < 0.01. The reference category is the experimental group with neutral expressions.

Figure A.1: Scree Plot with Parallel Analysis for Angela Merkel
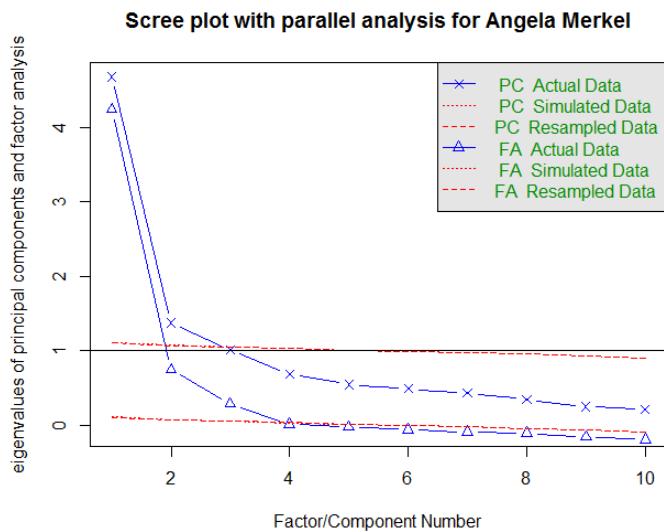
Figure A.2: Scree Plot with Parallel Analysis for Gregor Gysi
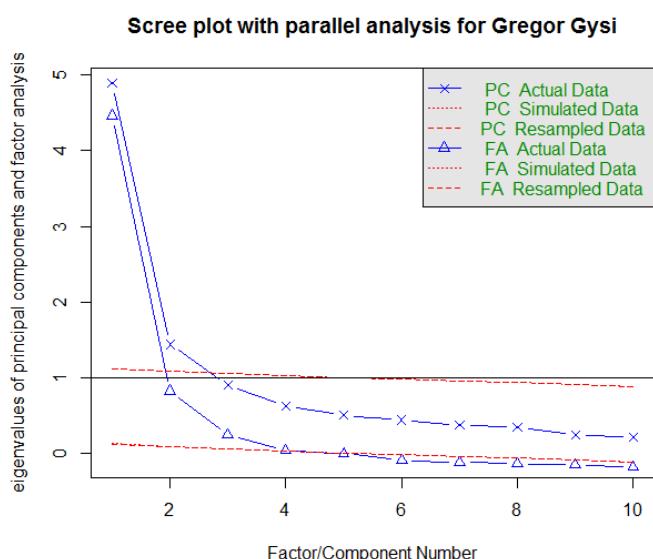
Figure A.3: Scree Plot with Parallel Analysis for Sigmar Gabriel

Scree plot with parallel analysis for Sigmar Gabriel
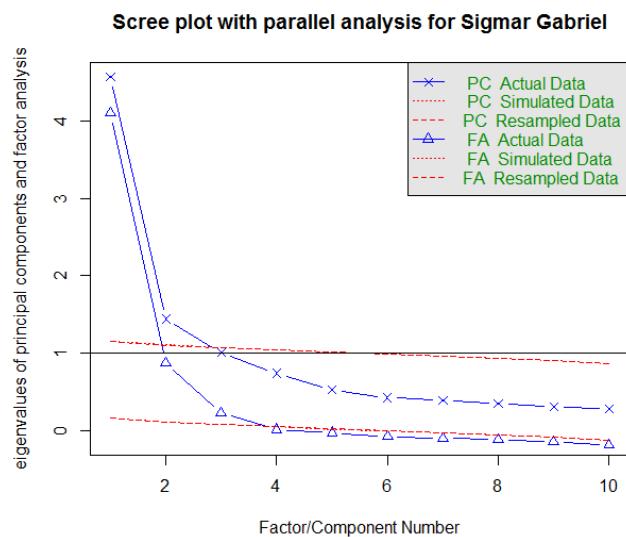
Figure A.4: Scree Plot with Parallel Analysis for Politicians in General

Scree plot with parallel analysis for politicians in general
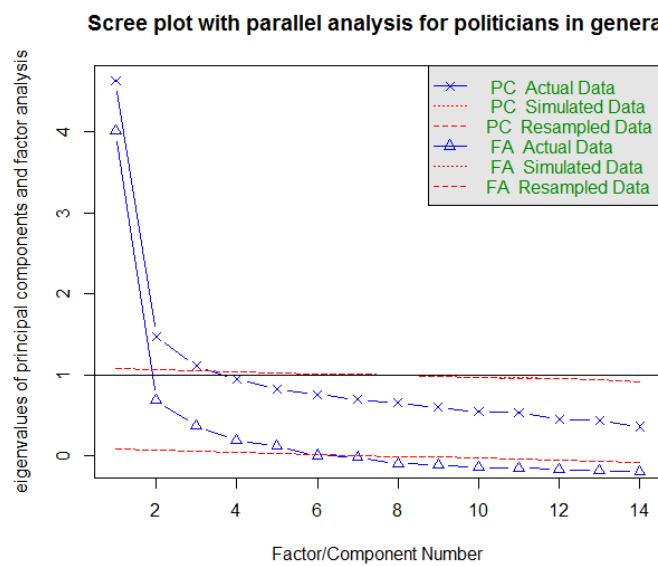
Figure A.5: Average Treatment Effects on the Evaluation of Emotionality
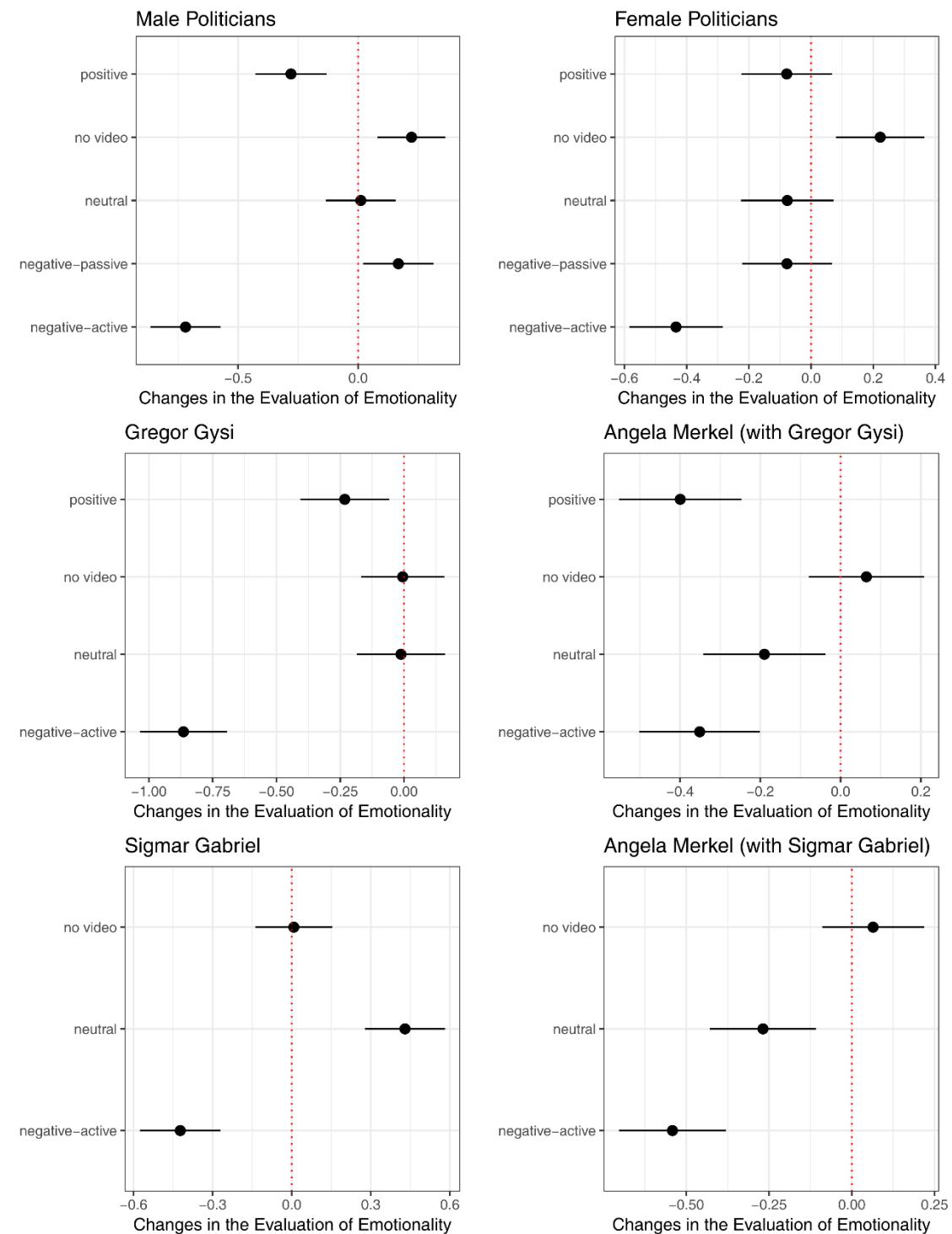
Note: Figure displays coefficient plots with 95-percent confidence intervals. The dependent variable is measured as a semantic differential ranging from emotional to rational.

Figure A.6: Average Treatment Effects on the Evaluation of Politeness
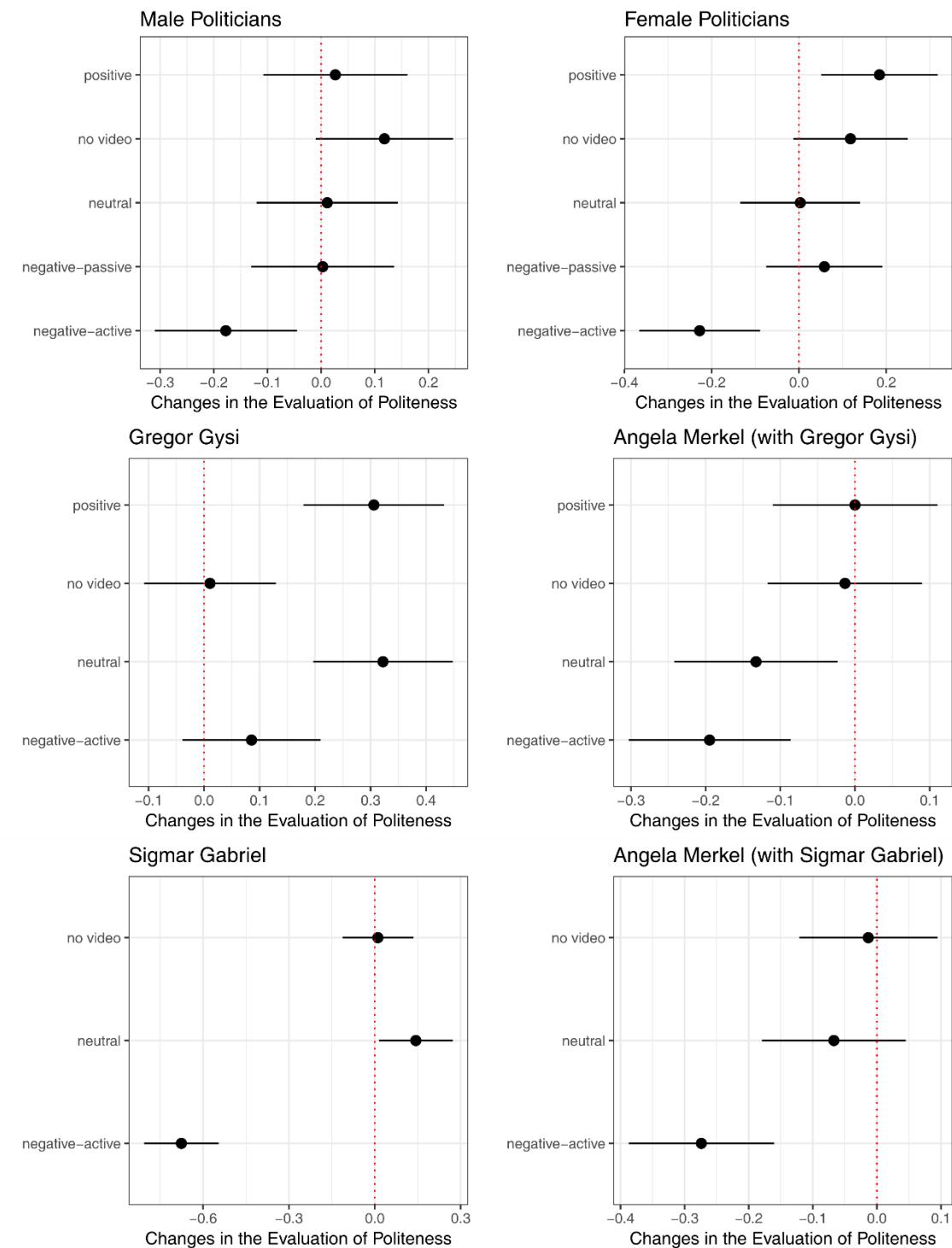
Note: Figure displays coefficient plots with 95-percent confidence intervals. The dependent variable is measured as a semantic differential ranging from impolite to polite.

Figure A.7: Average Treatment Effects on the Evaluation of Agitation
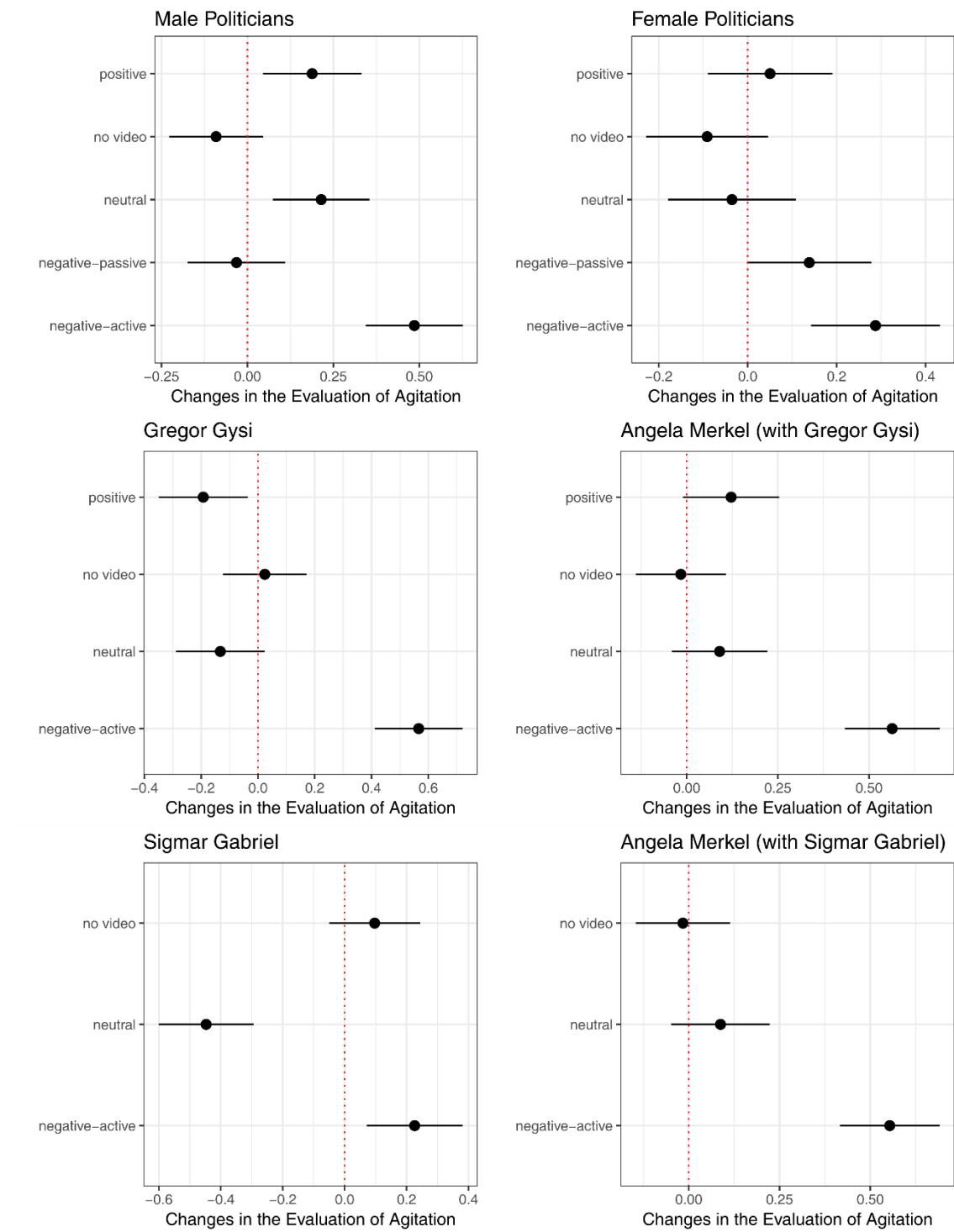
Note: Figure displays coefficient plots with 95-percent confidence intervals. The dependent variable is measured as a semantic differential ranging from calm to agitated.

Figure A.8: Average Treatment Effects on the Evaluation of Aggressiveness
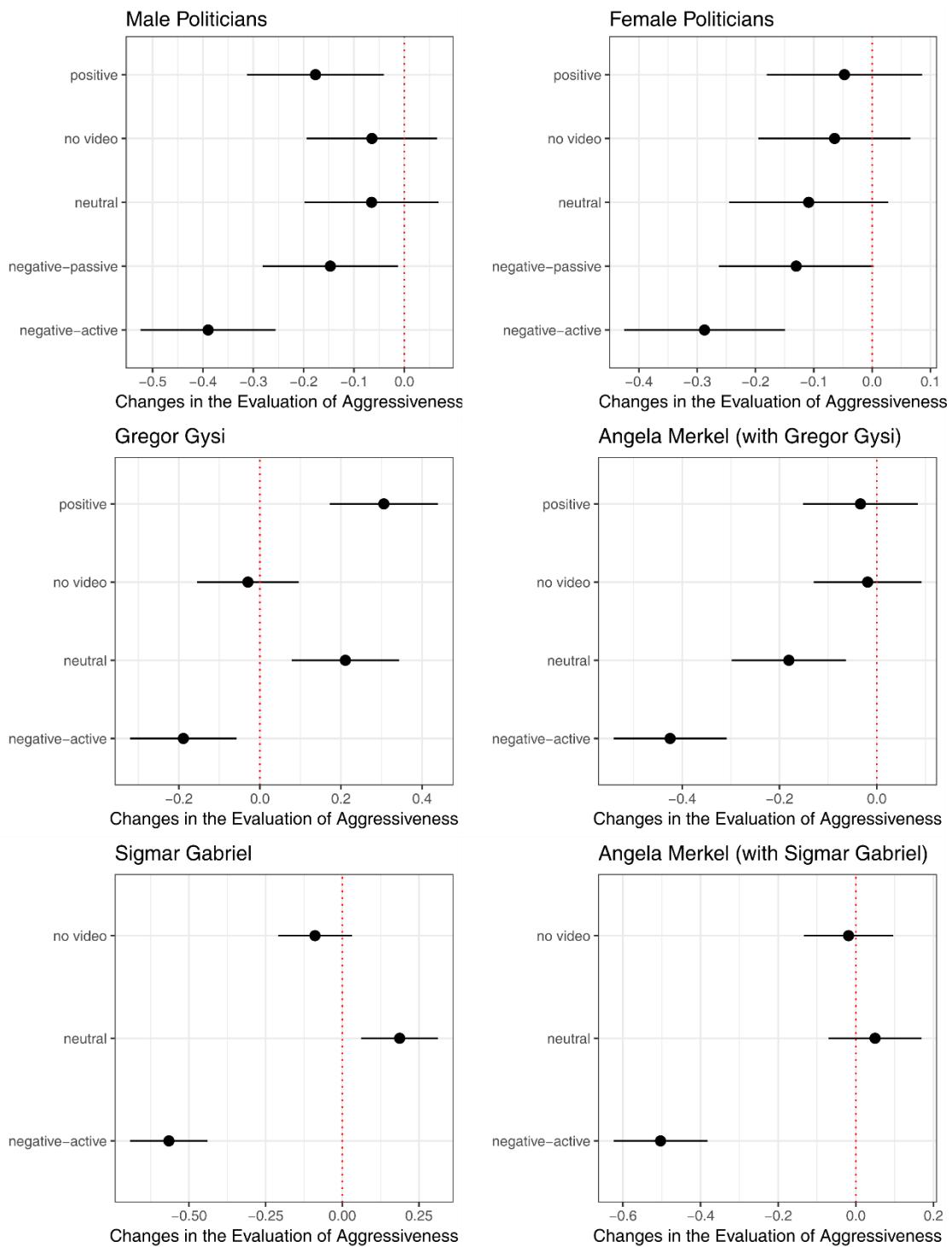
Note: Figure displays coefficient plots with 95-percent confidence intervals. The dependent variable is measured as a semantic differential ranging from aggressive to peaceful.

Figure A.9: Average Treatment Effects on the Evaluation of Arrogance
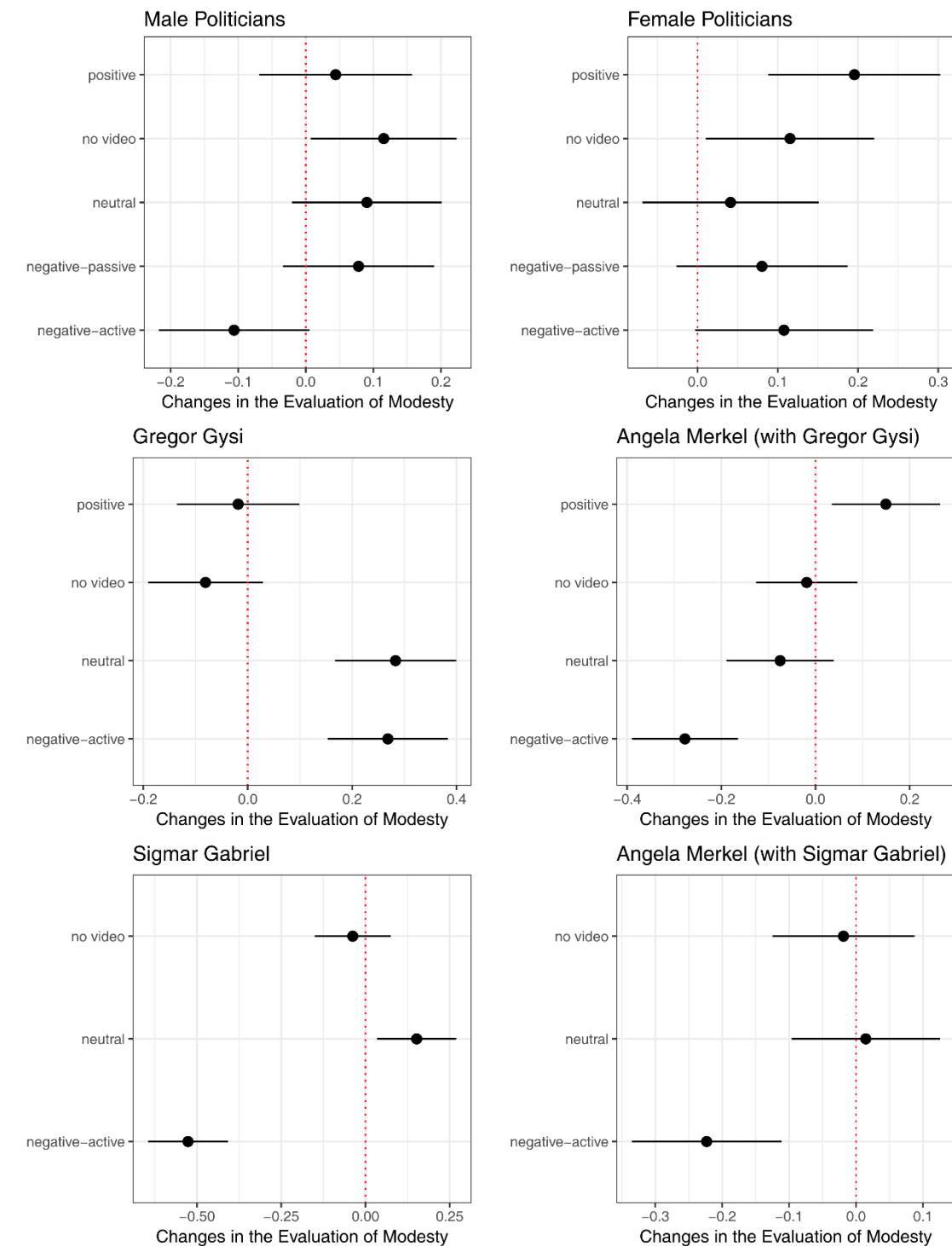
Note: Figure displays coefficient plots with 95-percent confidence intervals. The dependent variable is measured as a semantic differential ranging from arrogant to modest.

Figure A.10: Effects of the Treatment Order on Changes in the Evaluation of Angela Merkel
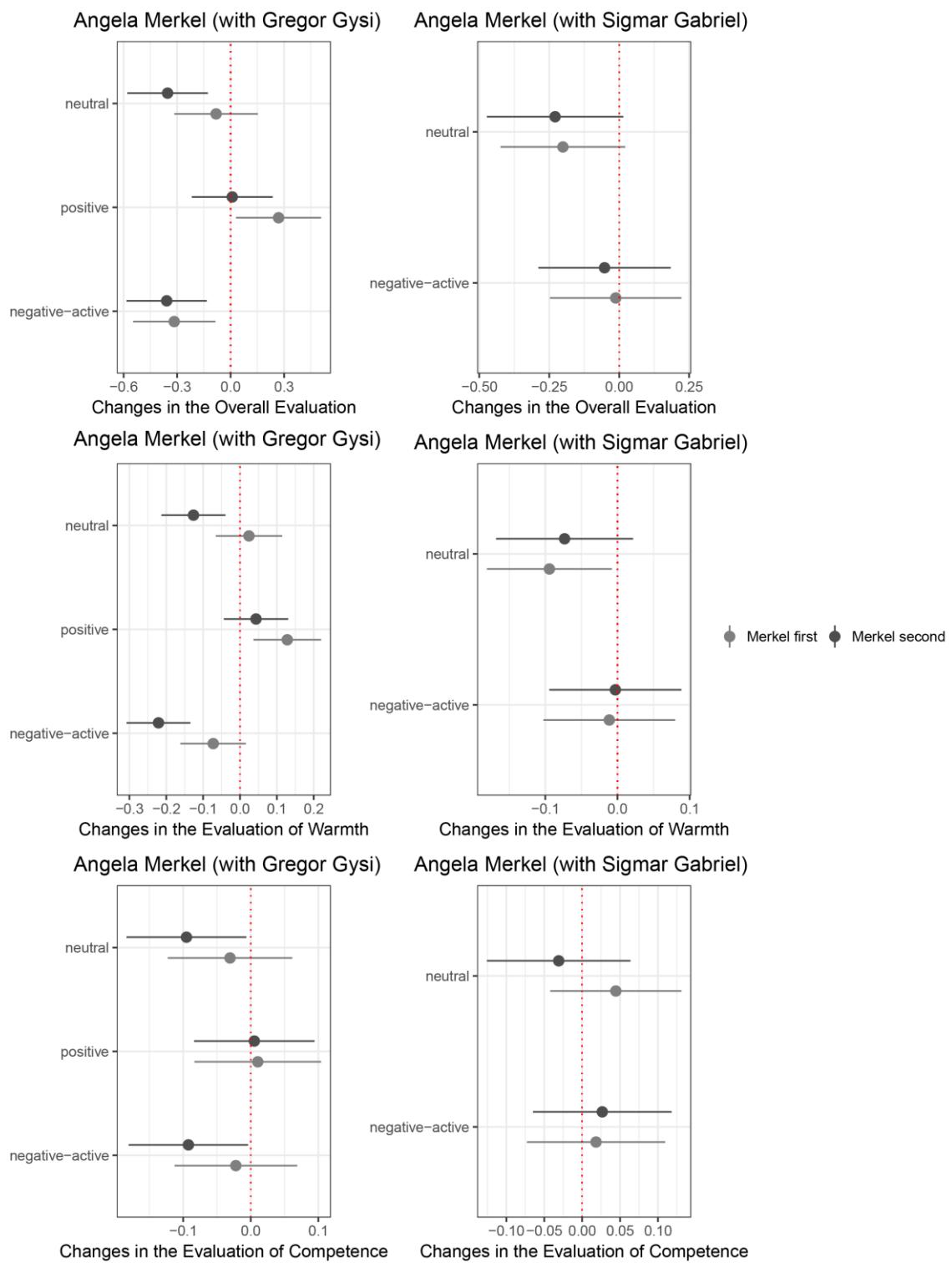
Note: Figure displays coefficient plots with 95-percent confidence intervals.

Figure A.11: Effects of the Treatment Order on Changes in the Evaluation of Gregor Gysi and Sigmar Gabriel
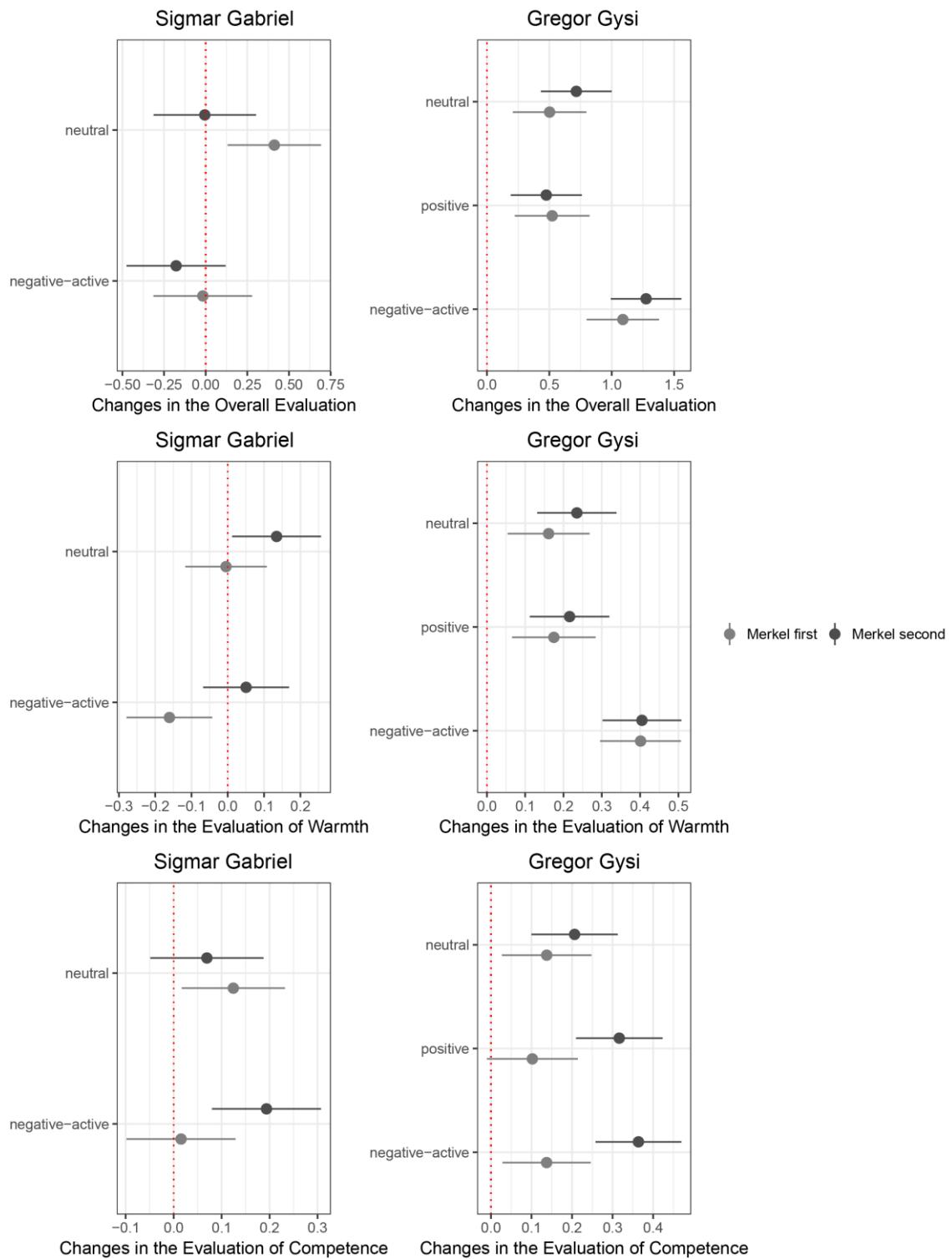
Note: Figure displays coefficient plots with 95-percent confidence intervals.

Figure A.12: Moderating Effects of Party Identification on the Overall Evaluation of Politicians
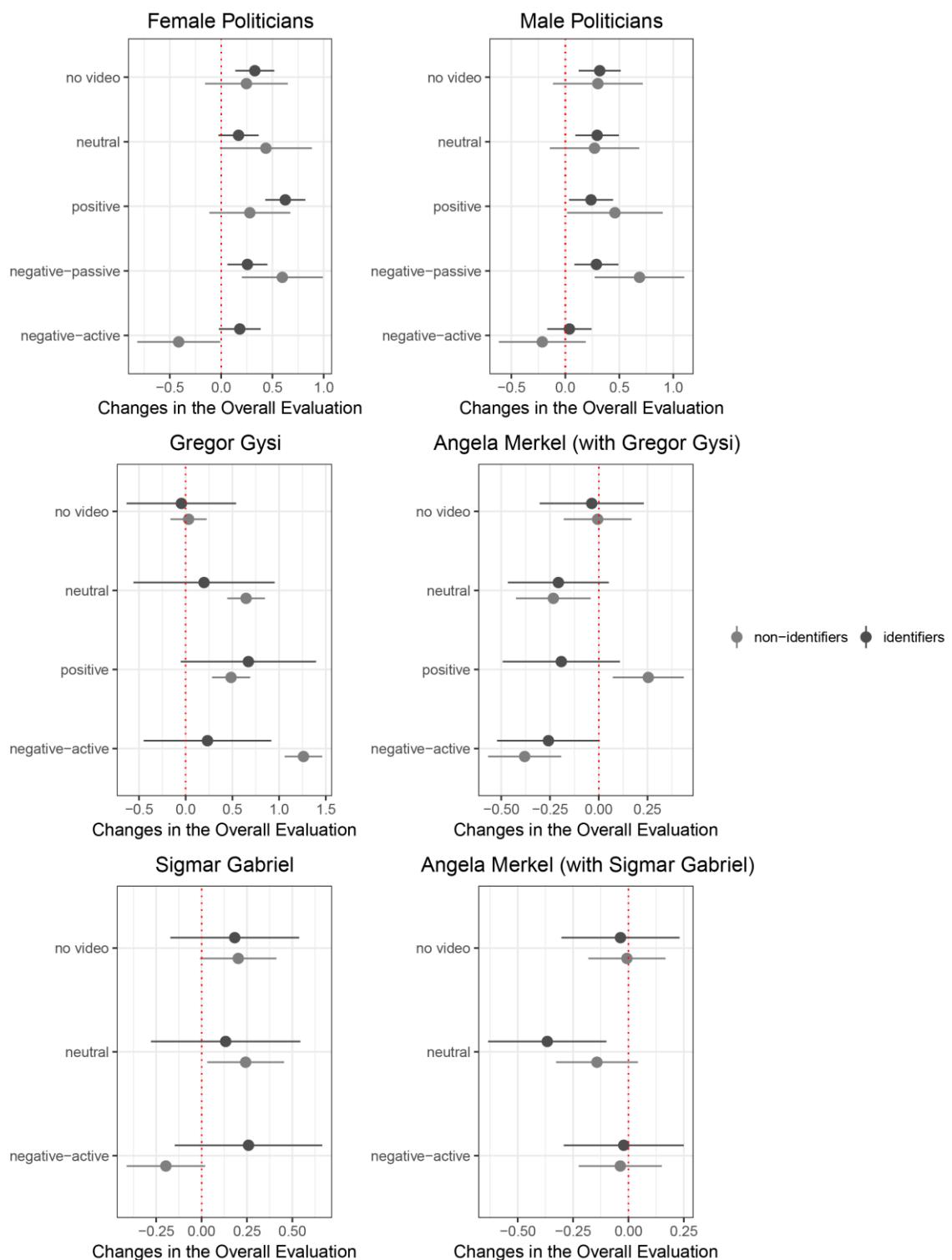
Note: Figure displays coefficient plots with 95-percent confidence intervals.

Figure A.13: Moderating Effects of Party Identification on the Evaluation of Politicians' Warmth
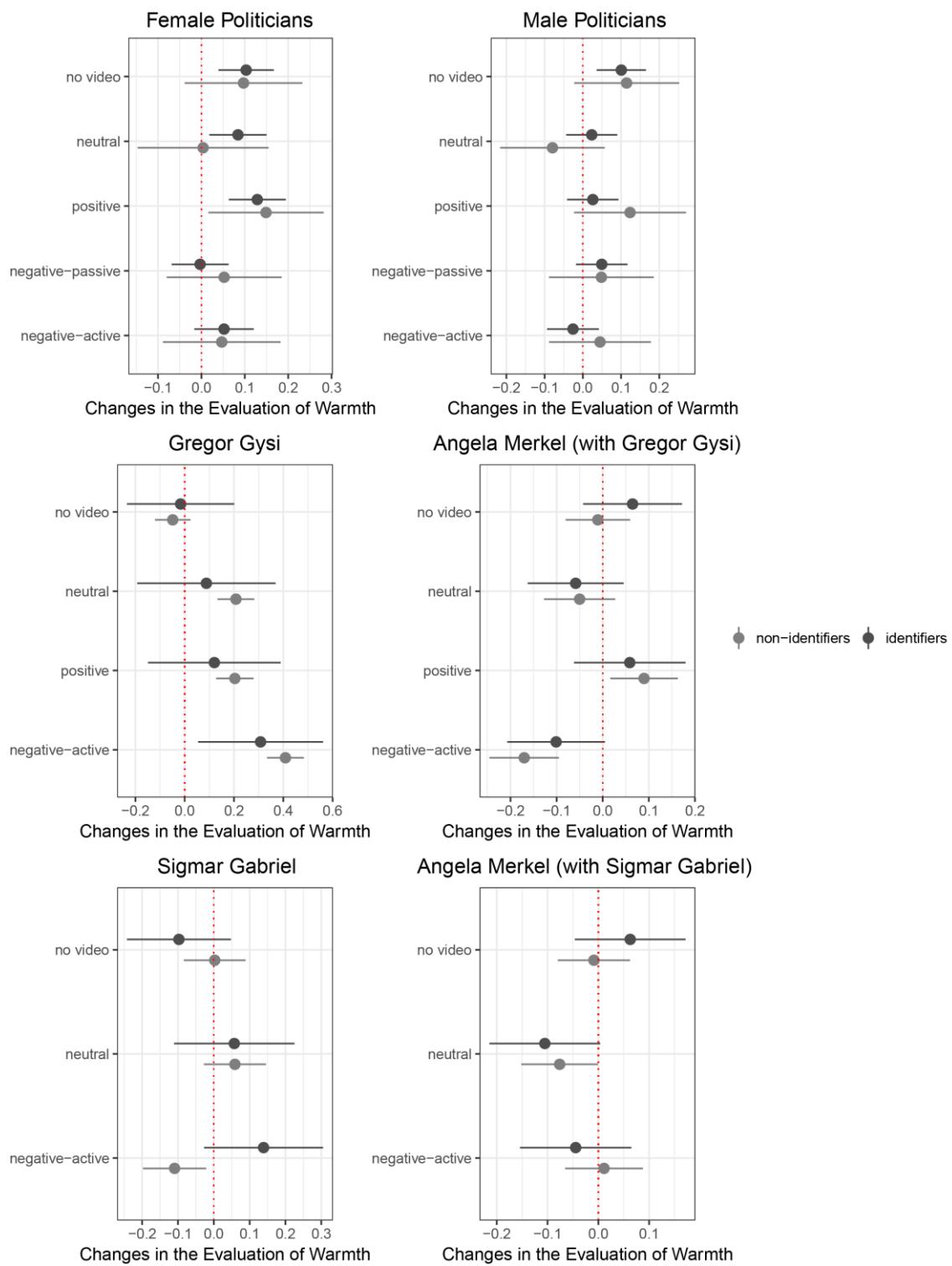
Note: Figure displays coefficient plots with 95-percent confidence intervals.

Figure A.14: Moderating Effects of Party Identification on the Evaluation of Politicians' Competence
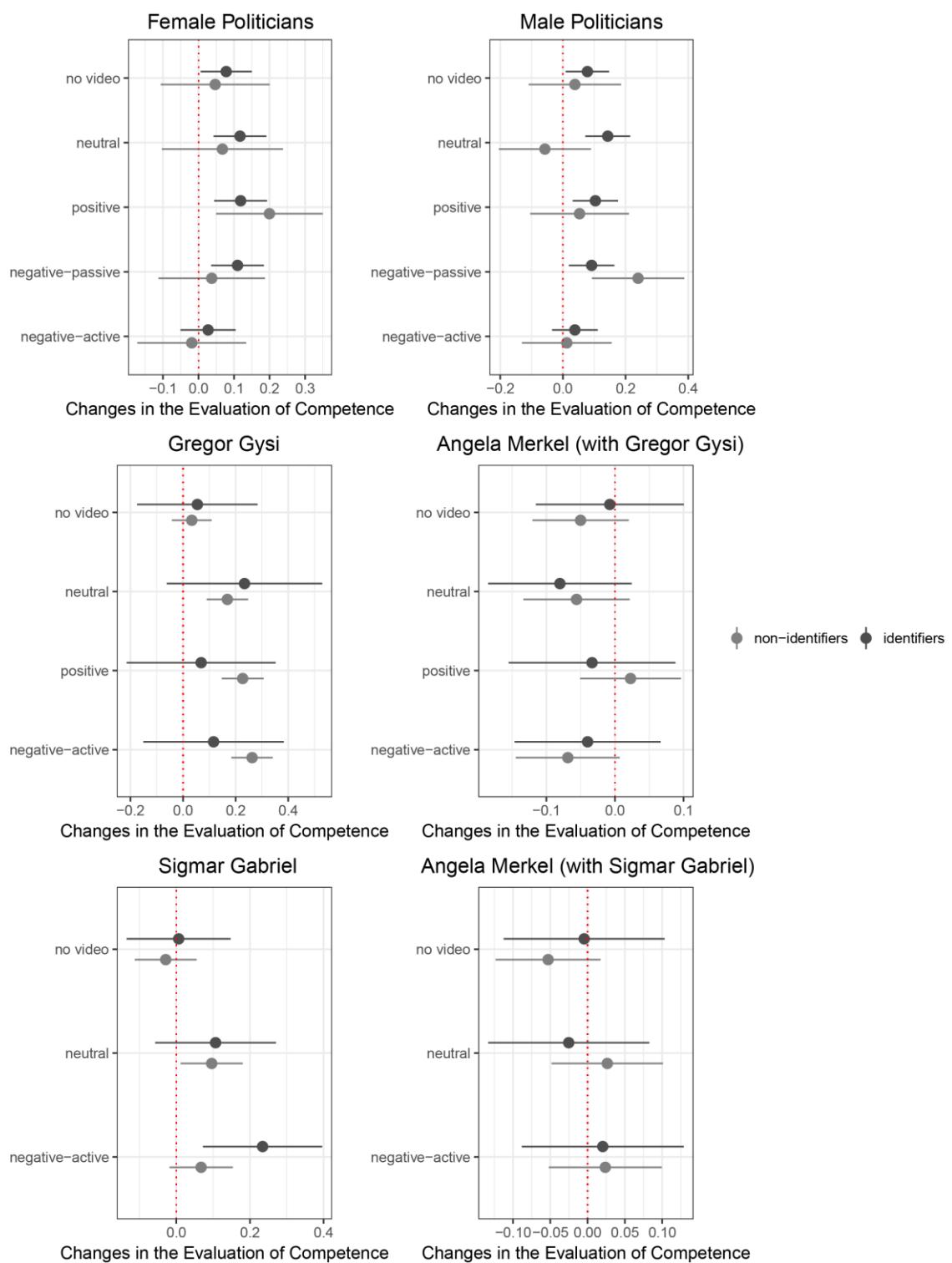
Note: Figure displays coefficient plots with 95-percent confidence intervals.

Figure A.15: Interaction Effects Between Party Identification, Treatment Order and the Experimental Treatment for Angela Merkel (With Exposure to Sigmar Gabriel)
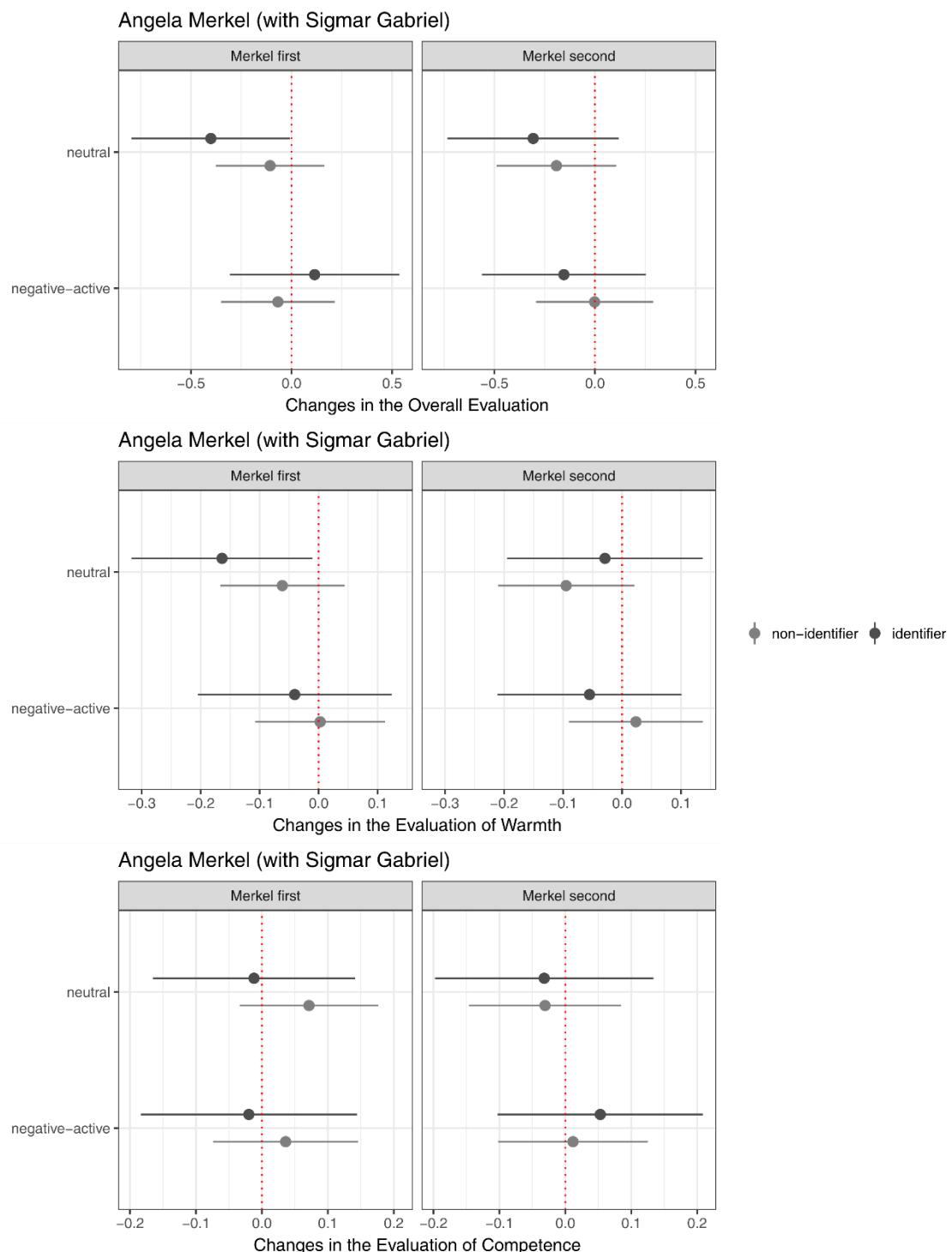

Note: Figure displays coefficient plots with 95-percent confidence intervals.

Figure A.16: Interaction between the Experimental Treatment, Treatment Order and Party Identification for the Evaluation of Gregor Gysi
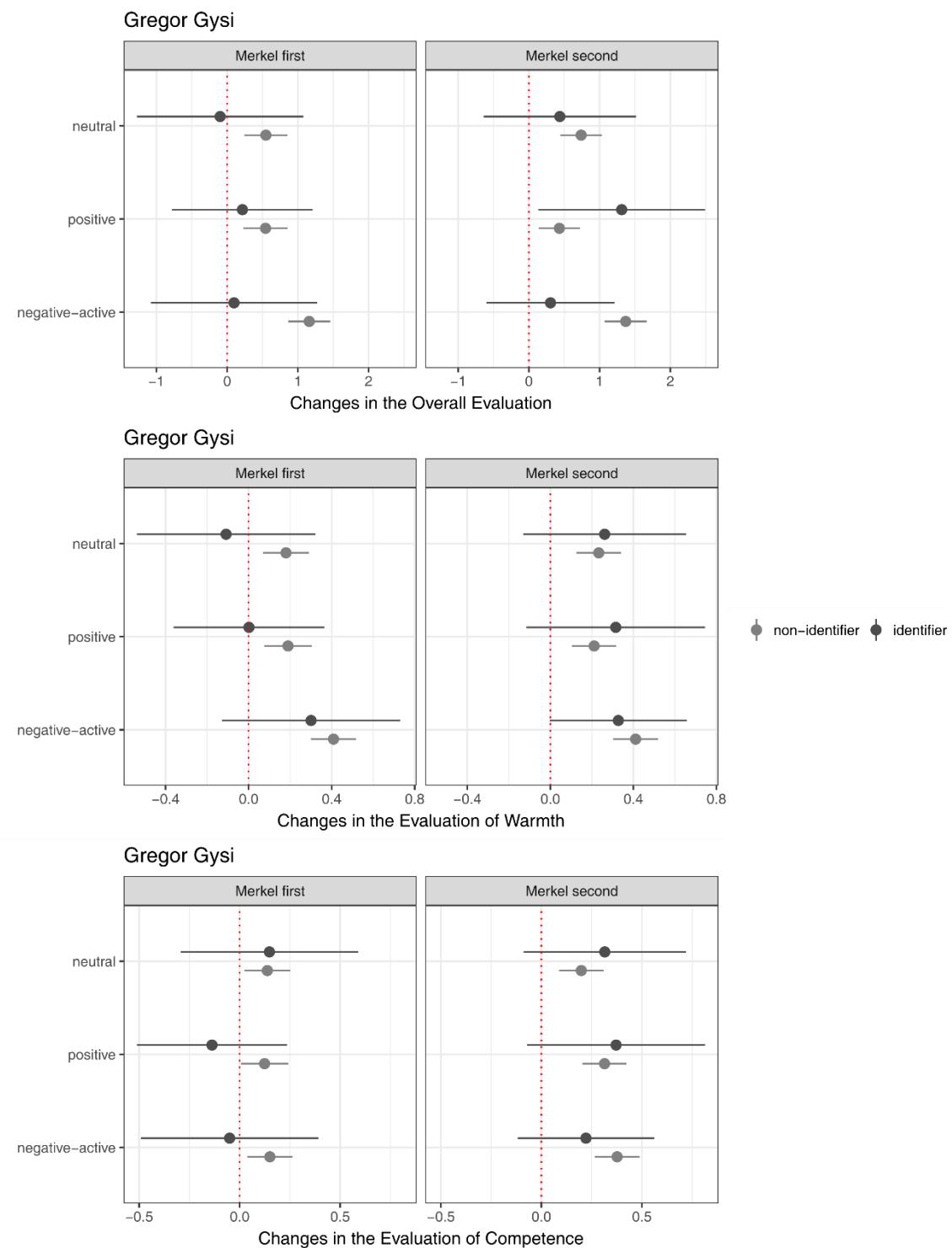
Note: Figure displays coefficient plots with 95-percent confidence intervals.

Figure A.17: Interaction Between the Experimental Treatment, Treatment Order, and Party Identification for the Evaluation of Sigmar Gabriel