ONLINE APPENDIX:

MEASURES

Trait Aggression Question-Wording (BPAQ-SF)

For each of the following statements, indicate whether the statement is true or false for you.

Physical Aggression
There are people who have pushed me so far that we have come to blows.
Given enough provocation, I may hit a person.
I have threatened people I know.

Verbal Aggression
I often find myself disagreeing with people.
I can't help getting into arguments when people disagree with me.
My friends say I'm somewhat argumentative.

Anger
I have trouble controlling my temper.
Sometimes I fly off the handle for no good reason.
I flare up quickly but get over it quickly.

Hostility
At times I feel I have gotten a raw deal out of life.
Other people always seem to get the breaks.
I wonder why sometimes I feel so bitter about things.

Response scale: Completely true for me, Mostly true for me, Slightly true for me, Slightly false for me, Mostly false for me, Completely false for me

Note. BPAQ-SF (Bryant & Smith, 2001). Item order was randomized in both studies. Subscale labels were not included in the display.

Campaign Participation Question Wording

So far as you know now, do you expect to vote in the national election this coming November or not?

- Not eligible to vote
- Definitely will vote
- Probably will vote
- Maybe will vote
- Probably will not vote
- Definitely will not vote

During the election campaign, do you think you will try to persuade people why they should vote for or against one of the parties or candidates?

- Definitely yes
- Probably yes
- Maybe
- Probably not
- Definitely not

During the campaign, do you expect to contribute time or money to a political party or candidate?

- Definitely yes
- Probably yes
- Maybe
- Probably not
- Definitely not

During the campaign, do you expect to wear a campaign button, put a campaign sticker on your car, or place a sign in your window or in front of your house?

- Definitely yes
- Probably yes
- Maybe
- Probably not
- Definitely not

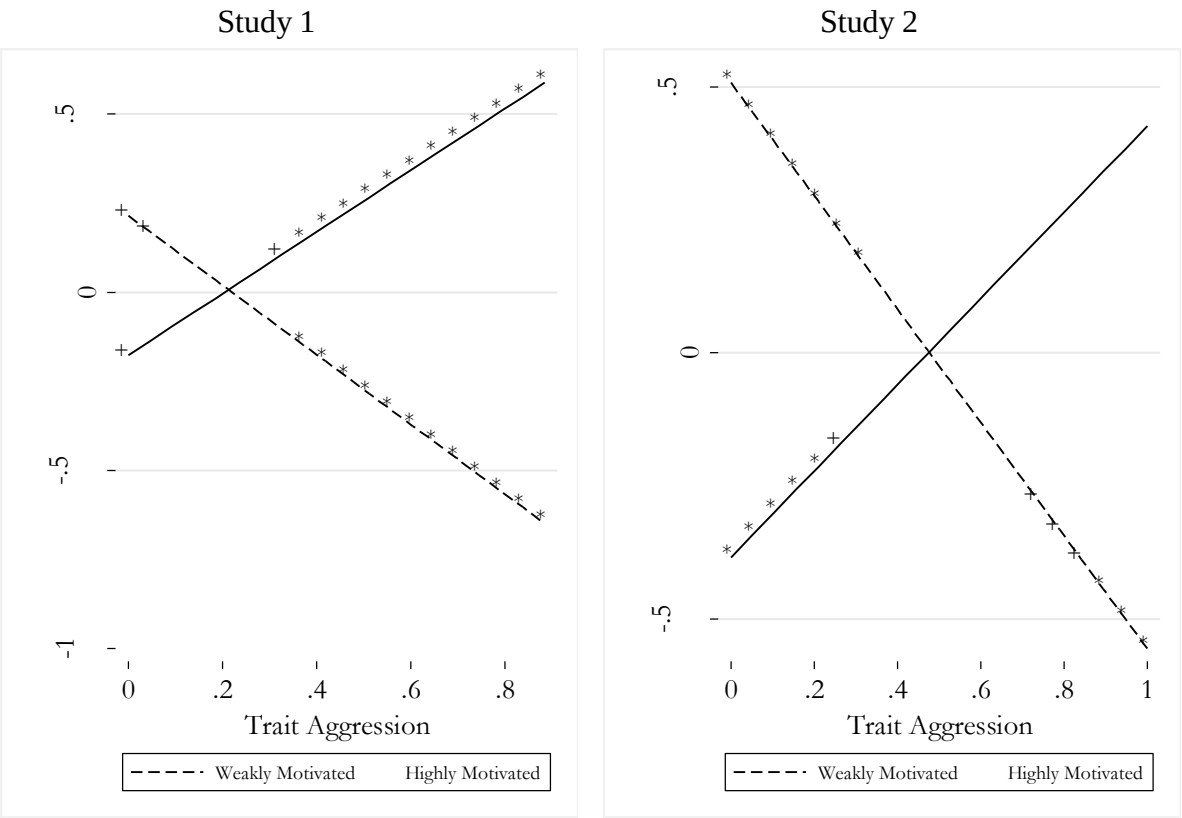
During the campaign, do you expect to go to any political meetings, rallies, speeches, dinners, or things like that in support of a particular candidate or party?

- Definitely yes
- Probably yes
- Maybe
- Probably not
- Definitely not

During the campaign, do you expect to discuss politics with your family and friends?

- Definitely yes
- Probably yes
- Maybe
- Probably not
- Definitely not

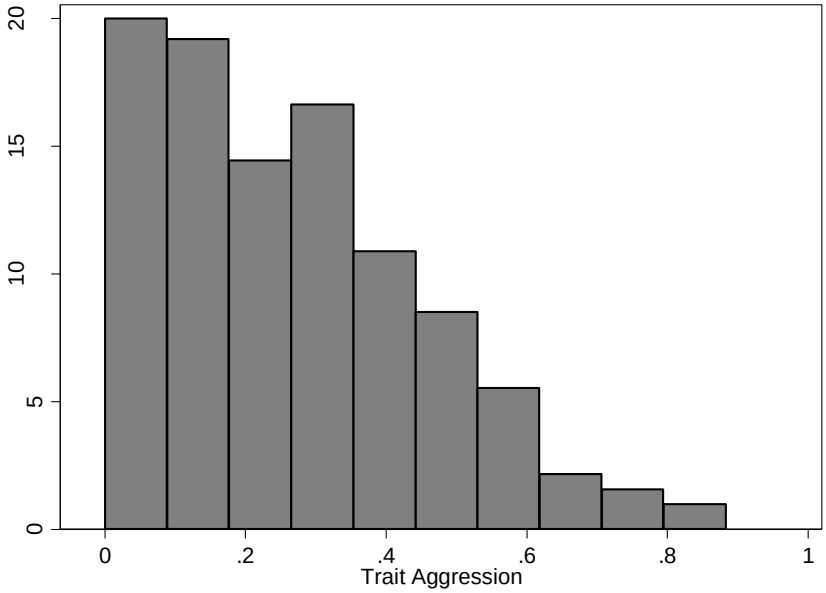
Figure A1: Marginal Treatment Effects of Violent Metaphors on Voter Turnout Intentions by Trait Aggression and Participation Motives



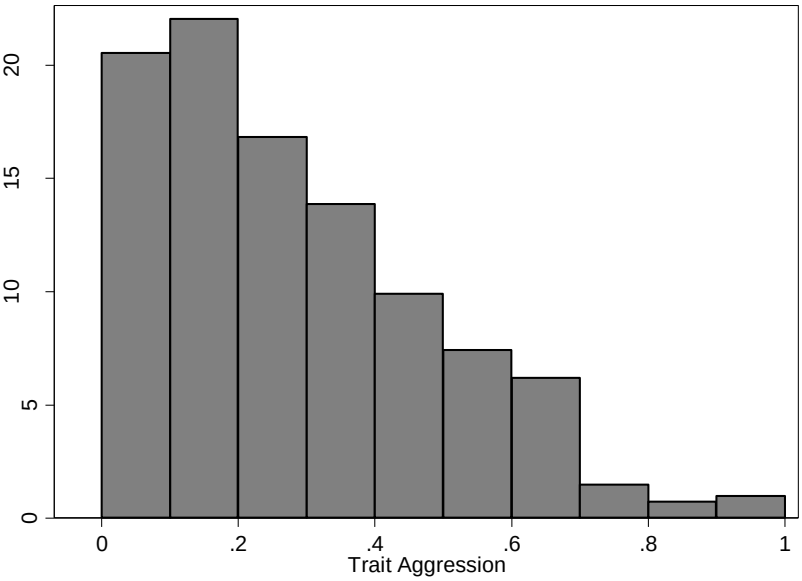
Note: Figure shows marginal treatment effects of violent metaphors from Table I. Y-axis indicates marginal effect of violent metaphors on voting intentions at each level of trait aggression (x-axis). Dashed line indicates point estimate of treatment effect for low-motivation citizens (0), solid line shows the effect for high-motivation citizens (1). Stars indicate regions of treatment effects that are statistically *distinct from zero* significance based on 95% confidence intervals (two-sided). Pluses indicate regions of 90% confidence. The treatment effect for high-aggression, highly motivated citizens in Study 2 has a p-value of .16. However, the key hypothesis tests involve the statistical *significance of the distance between these two lines* within each panel of the figure, representing the change in impact of participatory motives, not just the positive or negative conditional effect of violent metaphors on vote intentions. These differences are highly significant in both studies at low and high levels of trait aggression. Clearly, all regions with treatment effects significantly different from zero are *even more distinct* from estimates on the *other side* of zero. These significant treatment effects correspond to the bolded coefficients in Table I.

Figure A2: Histograms of Trait Aggression

Study 1



Study 2



ADDITIONAL MODELS

Table A1: Ordered Probit Voting Models

	Study 1 Vote Intention	Study 2 Vote Intention
Violent Metaphors	.87^	1.81*
	(.52)	(.63)
Trait Aggression	1.15	2.15^
	(1.03)	(1.18)
Participation	2.72*	4.55*
Motivation	(.65)	(1.17)
Trait Aggression*	-4.62*	-6.37*
Motivation	(1.98)	(2.68)
Violent Metaphors*	-3.83*	-3.83
Trait Aggression	(1.52)	(1.44)
Violent Metaphors*	**-1.75^**	**-3.48***
Motivation	**(.99)**	**(1.35)**
Violent Metaphors*	**7.64***	**7.23***
Trait Aggression*	**(2.88)**	**(3.23)**
Motivation		
Cut 1	-.82	.28
	(.36)	(.53)
Cut 2	-.24	.63
	(.35)	(.53)
Cut 3	.26	.97
	(.35)	(.53)
Cut 4	.78	1.65
	(.35)	(.54)
Pseudo R^2	.07	.06
N	496	396

Note: Ordered probit models for vote intention. "Violent Metaphors" in Study 1 represents the effect of randomized exposure to a single message with violent language (0, 1). In Study 2, the variable represents the randomized effect of exposure to one or more messages with violent language (0, 1). * $p < .05$, ^ $p < .10$

Table A2: Ordered Probit Model for Non-Voting Participation

	Study 1 Non-Voting Participation (1 item)	Study 2 Non-Voting Participation (5 items)
Violent Metaphors	.75	1.14*
	(.49)	(.53)
Trait Aggression	2.89*	1.57
	(.95)	(1.09)
Participation Motivation	3.09*	2.58*
	(.55)	(.90)
Trait Aggression* Motivation	-5.94*	-2.89
	(1.76)	(2.33)
Violent Metaphors* Trait Aggression	-3.32*	-2.74*
	(1.46)	(1.29)
Violent Metaphors* Motivation	**-1.58***	**-1.53**
	(.81)	**(1.03)**
Violent Metaphors* Trait Aggression* Motivation	**7.00***	**4.98^**
	(2.55)	**(2.76)**
Cut 1	1.42 (.33)	-.19 (.45)
Cut 2	2.35 (.33)	1.06 (.45)
Cut 3	3.02 (.34)	1.38 (.45)
Cut 4	3.55 (.35)	1.66 (.45)
Cut 5		1.86 (.45)
Cut 6		2.12 (.45)
Cut 7		2.29 (.45)
Cut 8		2.43 (.46)
Cut 9		2.70 (.46)
Cut 10		2.91 (.46)
Cut 11		3.09 (.46)
Cut 12		3.36 (.46)
Cut 13		3.46 (.46)
Cut 14		3.62 (.46)
Cut 15		3.86 (.47)
Cut 16		4.07 (.47)
Cut 17		3.46 (.47)
Cut 18		3.62 (.48)
Cut 19		3.86 (.48)
Cut 20		4.07 (.49)
Pseudo R^2	.05	.02
N	502	396

Note: Ordered probit models for non-voting participation. "Violent Metaphors" in Study 1 represents the effect of randomized exposure to a single message with violent language (0, 1). In Study 2, the variable represents the randomized effect of exposure to one or more messages with violent language (0, 1).. * $p < .05$, ^ $p < .10$, two-tailed.

Models with disaggregated motivation index

Table A3: Conditional Effects of Violent Metaphors, Trait Aggression, and Participatory Motivations on Voter Turnout Intentions

	PID Strength		External Efficacy	
	Study 1	Study 2	Study 1	Study 2
Violent Metaphors	.00	.51*	.18*	.25*
	(.10)	(.12)	(.08)	(.11)
Trait Aggression	-.27	.27	.09	.24
	(.22)	(.26)	(.16)	(.24)
Participation Motivation	.14	.68*	.41*	.42^
	(.10)	(.15)	(.10)	(.22)
Trait Aggression* Motivation	.01	-.45	-.85*	-.97^
	(.33)	(.41)	(.33)	(.57)
Violent Metaphors* Trait Aggression	-.31	-.93*	-.55*	-.68*
	(.29)	(.32)	(.24)	(.29)
Violent Metaphors* Motivation	**-.00**	**-.62***	**-.38***	**-.42**
	(.14)	**(.18)**	**(.15)**	**(.25)**
Violent Metaphors* Trait Aggression* Motivation	**.52**	**1.01***	**1.23***	**1.32^**
	(.44)	**(.50)**	**(.47)**	**(.69)**
Constant	.80*	.36*	.70*	.65*
	(.07)	(.10)	(.05)	(.10)
R^2	.10	.18	.08	.06
N	496	396	496	396

Note: OLS models for vote intention. Results are equivalent with ordered probit, but presented as OLS for consistency with index models. "Violent Metaphors" in Study 1 represents the effect of randomized exposure to a single message with violent language (0, 1). In Study 2, the variable represents the randomized effect of exposure to one or more messages with violent language (0, 1). * $p < .05$, ^ $p < .10$

Table A4: Conditional Effects of Violent Metaphors, Trait Aggression, and Participatory Motivations on Non-Voting Participation

	PID Strength		External Efficacy	
	Study 1	Study 2	Study 1	Study 2
Violent Metaphors	-.02	.20*	.13^	.12
	(.09)	(.10)	(.07)	(.09)
Trait Aggression	.46*	.25	.15	.12
	(.20)	(.21)	(.15)	(.20)
Participation Motivation	.35*	.34*	.41*	.20
	(.10)	(.12)	(.09)	(.17)
Trait Aggression* Motivation	-.90*	-.37	-.50^	-.30
	(.31)	(.35)	(.30)	(.47)
Violent Metaphors* Trait Aggression	-.20	-.48^	-.31	-.28
	(.28)	(.26)	(.22)	(.23)
Violent Metaphors* Motivation	**-.04**	**-.16**	**-.33***	**-.09**
	(.13)	**(.14)**	**(.14)**	**(.20)**
Violent Metaphors* Trait Aggression* Motivation	**.59**	**.57**	**.92***	**.54**
	(.41)	**(.42)**	**(.42)**	**(.55)**
Constant	.04	.07	.06	.21*
	(.07)	(.08)	(.05)	(.08)
R^2	.07	.12	.08	.05
N	502	396	502	396

Note: OLS models for non-voting participation. "Violent Metaphors" in Study 1 represents the effect of randomized exposure to a single message with violent language (0, 1). In Study 2, the variable represents the randomized effect of exposure to one or more messages with violent language (0, 1).. * $p < .05$, ^ $p < .10$, two-tailed.

Table A5: Additive Effects of Violent Metaphor Exposure, Trait Aggression, and Participatory Motivations on Non-Voting Participation

	Study 2 Vote Intention	Study 2 Non-Voting Participation
Violent Metaphors	.62*	.21
	(.19)	(.15)
Trait Aggression	.42	.17
	(.26)	(.21)
Participation Motivation	.78*	.39*
	(.21)	(.17)
Trait Aggression* Motivation	-.94^	-.24
	(.57)	(.45)
Violent Metaphors* Trait Aggression	-1.67*	-.57
	(.52)	(.41)
Violent Metaphors* Motivation	**-1.01***	**-.19**
	(.35)	**(.28)**
Violent Metaphors* Trait Aggression* Motivation	**2.67***	**.83***
	(1.06)	**(.84)**
Constant	.34*	.10*
	(.11)	(.08)
R^2	.12	.10
N	396	396

Note: OLS models for vote intention & non-voting participation index. In Study 2, the variable represents the randomized effect of exposure to zero, one, or two messages with violent language (0, .5, 1). * $p < .05$, ^ $p < .10$

Table A6: Conditional Effects of Violent Metaphors, Trait Aggression, and Participation Motives on Disaggregated Non-Voting Participation

	Study 1	Study 2				
	Contribute	Contribute	Persuade	Sign/Button	Attend	Discuss
Violent Metaphors	.14	.22	.17	.16	.16	.22
	(.11)	(.13)	(.14)	(.14)	(.12)	(.15)
Trait Aggression	.61*	.35	.23	.23	.38	.36
	(.21)	(.28)	(.29)	(.29)	(.26)	(.30)
Participation Motivation	.69*	.57*	.31	.50*	.40^	.52*
	(.12)	(.23)	(.24)	(.24)	(.21)	(.25)
Trait Aggression* Motivation	-1.28*	-.58	-.06	-.54	-.63	-.83
	(.40)	(.62)	(.64)	(.63)	(.55)	(.66)
Violent Metaphors* Trait Aggression	-.58^	-.52	-.40	-.39	-.46	-.80*
	(.31)	(.34)	(.35)	(.35)	(.31)	(.36)
Violent Metaphors* Motivation	**-.32^**	**-.32**	**-.06**	**-.20**	**-.17**	**-.29**
	(.18)	**(.27)**	**(.28)**	**(.28)**	**(.24)**	**(.29)**
Violent Metaphors* Trait Aggression* Motivation	**1.36***	**.96**	**.47**	**.83**	**.74**	**1.42^**
	(.56)	**(.73)**	**(.76)**	**(.75)**	**(.66)**	**(.78)**
Constant	-.12	-.10	.13	-.01	-.03	.32*
	(.07)	(.12)	(.12)	(.12)	(.11)	(.12)
R^2	.12	.07	.07	.07	.05	.08
N	502	399	402	402	402	404

Note: OLS models for non-voting participation. "Violent Metaphors" in Study 1 represents the effect of randomized exposure to a single message with violent language (0, 1). In Study 2, the variable represents the randomized effect of exposure to one or more messages with violent language (0, 1). * $p < .05$, ^ $p < .10$, two-tailed.