

Appendix

Table A1. Accounts analyzed by country.

Country	Party account	Candidate account	Analyzed posts	Extremist ^a	Ideology ^a	% of vote ^b
Brazil	Partido dos Trabalhadores	Lula	210	No	Left	48,03
Brazil	Partido Liberal	Jair Bolsonaro	172	Yes	Right	43.20
Brazil	Movimento Democrático Brasileiro	Simone Tebet	67	No	Right	4.16
Brazil	Partido Democrático Trabalhista	Ciro Gomes	152	No	Left	3,04
Chile	Partido Republicano	José Antonio Kast	88	Yes	Right	27,91
Chile	Convergencia social	Gabriel Boric	177	No	Left	25,83
Chile	Partido de la Gente	Franco Parisi	209	No	Right	12,8
Chile	Chile Podemos Más	Sebastián Sichel	67	Yes	Right	12,78
Chile	Partido Demócrata Cristiano	Yasna Provoste	127	No	Right	11,6
Chile	Partido Progresista	Marco Enríquez-Ominami	196	No	Left	7,6
Colombia	Pacto Histórico	Gustavo Petro	169	Yes	Left	40.34
Colombia	Liga de gobernantes anticorrupción	Rodolfo Hernández	193	No	Right	28.17
Colombia	Coalición Equipo por Colombia	Federico Gutiérrez	60	Yes	Right	23,91
Colombia	Coalición centro esperanza	Sergio Fajardo	127	No	Left	4,20
Peru	Perú Libre	Pedro Castillo	165	Yes	Left	18.92
Peru	Fuerza Popular	Keiko Fujimori	59	Yes	Right	13.41
Peru	Renovación Popular	López Aliaga	184	Yes	Right	11.75
Peru	Avanza País	Hernando de Soto	165	No	Right	11.63
Peru	Acción Popular	Yonhy Lescano	21	No	Right	9,07
Peru	Juntos por el Perú	Verónica Mendoza	51	No	Left	7.86
Peru	Alianza Para El Progreso	César Acuña	115	No	Right	6.02
Peru	Podemos Perú	Daniel Urresti	156	No	Right	5.64

Notes: ^a Based on Wiesehomeier et al. (2021) and Martínez-Gallardo et al. (2022). ^b First round of the presidential election. Source: Authors.

Table A2. Variables with descriptions and reliability values by country.

Variable	Description	Country	Kappa
Corruption	Policy measures against corruption, accusations of corruption, or corruption problem in general	Brazil	.98
		Chile	.99
		Colombia	.92
		Peru	.94
Crime	Internal security issues, such as criminality, police operations, or public safety and order	Brazil	.96
		Chile	.97
		Colombia	.95
		Peru	.96

Source: Authors.

Table A3. Random-intercept negative binomial regression estimates for the main effects with different country reference categories.

<i>Predictors</i>	love		love		angry		angry	
	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>
(Intercept)	0.75	1.38	0.49	1.35	0.08 **	0.04 **	0.04 ***	0.16 *
Country: Colombia	1.83		2.80 *	1.02	0.47		0.93	0.25 *
Country: Chile	0.65	0.36 *		0.36 **	0.50	1.07		0.26 *
Country: Peru	1.80	0.98	2.75 **		1.90	4.08 *	3.81 *	
Country: Brazil		0.55	1.53	0.56		2.14	2.00	0.53
Extremist	1.22	1.22	1.22	1.22	1.32	1.32	1.32	1.32
Most voted	2.37 **	2.37 *	2.37 *	2.37 *	1.40	1.40	1.40	1.40
Crime	0.95	0.95	0.95	0.95	1.26	1.26	1.26	1.26
Corruption	0.93	0.93	0.93	0.93	0.68 *	0.68 *	0.68 *	0.68 *
Negativity	0.89	0.89	0.89	0.89	2.72 ***	2.72 ***	2.72 ***	2.72 ***
Acclaim	1.40 ***	1.40 ***	1.40 ***	1.40 ***	0.96	0.96	0.96	0.96
No of. likes	1.00 ***	1.00 ***	1.00 ***	1.00 ***	1.00***	1.00 ***	1.00 ***	1.00 ***
Candidate's page	12.36 ***	12.36 ***	12.36 ***	12.36 ***	1 1.04 ***	11.04 ***	11.04 ***	11.04 ***
Type: Live video	1.57 ***	1.57 ***	1.57 ***	1.57 ***	1.94 ***	1.94 ***	1.94 ***	1.94 ***
Type: Photo	1.10 *	1.10 *	1.10 *	1.10 *	0.66 ***	0.66 ***	0.66 ***	0.66 ***
Type: Link or status	1.10	1.10	1.10	1.10	1.43 *	1.43 *	1.43 *	1.43 *
Original post	1.68 ***	1.68 ***	1.68 ***	1.68 ***	0.83	0.83	0.83	0.83
Left-wing	0.77	0.77	0.77	0.77	0.71	0.71	0.71	0.71
Random Effects								
σ^2	0.61	0.61	0.61	0.61	1.20	1.20	1.20	1.20

τ_{00}	0.80 page	0.80 page	0.80 page	0.80 page	1.86 page	1.86 page	1.86 page	1.86 page
ICC	0.57	0.57	0.57	0.57	0.61	0.61	0.61	0.61
N	41 page	41 page	41 page	41 page	41 page	41 page	41 page	41 page
Observations	2890	2890	2890	2890	2890	2890	2890	2890
Marginal R ² / Conditional R ²	0.740 / 0.887	0.740 / 0.887	0.740 / 0.887	0.740 / 0.887	0.563 / 0.828	0.563 / 0.828	0.563 / 0.828	0.563 / 0.828

* $p < 0.05$ **

$p < 0.01$ ***

$p < 0.001$

Table A4. Random-intercept negative binomial regression estimates for the interaction effects with different country reference categories.

<i>Predictors</i>	love	love	love	love	angry	angry	angry	angry
	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>	<i>Incidence Rate Ratios</i>
(Intercept)	0.74	1.31	0.48	1.35	0.08 **	0.04 **	0.04 ***	0.15 *
Country: Colombia	1.78		2.72 *	0.97	0.47		0.88	0.25
Country: Chile	0.65	0.37 *		0.36 **	0.54	1.14		0.28 *
Country: Peru	1.83	1.03	2.81 **		1.89	3.99	3.52 *	
Country: Brazil		0.56	1.53	0.55		2.11	1.86	0.53
Extremist	1.23	1.23	1.23	1.23	1.39	1.39	1.39	1.39
Most voted	2.37 *	2.37 *	2.37 *	2.37 *	1.35	1.35	1.35	1.35
Crime	1.06	1.13	0.93	0.80	4.55 **	0.93	0.68	2.22 **
Corruption	0.93	1.01	1.05	0.73 *	0.48	0.83	0.68	0.56 *
Crime*Colombia	1.06		1.22	1.42	0.21 **		1.38	0.42 *
Crime*Chile	0.87	0.82		1.16	0.15 **	0.72		0.31 ***
Crime*Peru	0.75	0.70	0.86		0.49	2.37 *	3.27 ***	
Crime*Brazil		0.94	1.15	1.34		4.86 **	6.71 *	2.05
Corruption*Colombia	1.09		0.96	1.39	1.72		1.21	1.48
Corruption*Chile	1.13	1.04		1.44	1.42	0.82		1.22
Corruption*Peru	0.79	0.72	0.69		1.16	0.68	0.82	
Corruption*Brazil		0.92	0.88	1.27		0.58	0.71	0.86
Negativity	0.88 *	0.88 *	0.88 *	0.88 *	2.81 ***	2.81 ***	2.81 ***	2.81 ***
Acclaim	1.42 ***	1.42 ***	1.42 ***	1.42 ***	0.96	0.96	0.96	0.96
No of. likes	1.00 ***	1.00 ***	1.00 ***	1.00 ***	1.00 ***	1.00 ***	1.00 ***	1.00 ***
Candidate's page	12.44 ***	12.44 ***	12.44 ***	12.44 ***	11.05 ***	11.05 ***	11.05 ***	11.05 ***
Type: Live video	1.57 ***	1.57 ***	1.57 ***	1.57 ***	2.02 ***	2.02 ***	2.02 ***	2.02 ***
Type: Photo	1.10 *	1.10 *	1.10 *	1.10 *	0.68 ***	0.68 ***	0.68 ***	0.68 ***
Type: Link or status	1.11	1.11	1.11	1.11	1.44 *	1.44 *	1.44 *	1.44 *
Original post	1.70 ***	1.70 ***	1.70 ***	1.70 ***	0.82	0.82	0.82	0.82
Left-wing	0.77	0.77	0.77	0.77	0.72	0.72	0.72	0.72

Random Effects

σ^2	0.61	0.61	0.61	0.61	1.20	1.20	1.20	1.20
τ_{00}	0.80 _{page}	0.80 _{page}	0.80 _{page}	0.80 _{page}	1.90 _{page}	1.90 _{page}	1.90 _{page}	1.90 _{page}
ICC	0.57	0.57	0.57	0.57	0.61	0.61	0.61	0.61
N	41 _{page}	41 _{page}	41 _{page}	41 _{page}	41 _{page}	41 _{page}	41 _{page}	41 _{page}
Observations	2890	2890	2890	2890	2890	2890	2890	2890
Marginal R ² / Conditional R ²	0.739 / 0.887	0.739 / 0.887	0.739 / 0.887	0.739 / 0.887	0.561 / 0.830	0.561 / 0.830	0.561 / 0.830	0.561 / 0.830

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$