

Supplementary File

Table A Coding instructions for identifying negative advertising.

0	not present	
1	Negative value reference to topics	Negative value references to topics concern the position of a political opponent on the central theme of the press release.
2	Negative evaluation of the personality of the political opponent	Negative value references to the personality of the political opponent put the political opponent – their personal life story and their personal characteristics (character) – in a negative light. Possible signal words: untrustworthy, breaking promises, corrupt, arrogant, populist, uncontrolled, extremist, radical, eccentric, pathetic, pitiful, pathological.
3	Negative evaluation of the qualifications of the political opponent	Negative value references to the qualifications of the political opponent criticize their (general) political subject matter and professional competence as well as leadership strength and ability to govern or attack them. Possible signal words: incapable of governing, weak leadership, disorganized, incompetent.
4	Negative value reference to previous political achievements of the political opponent	Negative value references to the previous political achievements of the political opponent criticize their previous political achievements (performance) or attack them.
5	Negative evaluation of the campaign tactics and campaign strategy of the political opponent	The campaign tactics and campaign strategy of the political opponent are evaluated negatively, i.e., put in a negative light.
6	Other negative value references	