A Appendix for “The Dynamics of Campaign Issue Agendas”

While the total effects presented in Figure 2 of the paper are the main quantities of interest generated by my model, scholars should also be interested in how the endogenous covariates affect the outcome variables over time. I plot the distributed lag effects generated by my model for Democratic and Republican candidates in both noncompetitive and competitive elections in Figure A of this appendix. The plots show the effects of a one standard deviation increase in the number of party-owned advertisements run by a candidate’s opponent on the candidate’s advertising behavior across a five week period in both noncompetitive and competitive campaign environments. The figure shows that the preponderance of candidates’ responsive behavior to the advertising strategies of their opponents occurs contemporaneously, i.e. in the same week in which the change occurs — time $t$. While candidates’ advertising strategy appears to shift to some degree in future weeks, these effects are for the most part quite small compared to the contemporaneous effect.

The left column of plots in Figure A shows the effects of the opposing candidate’s advertising strategy on Democratic candidates’ Democratic-owned issue agendas. The top left panel shows that a one standard deviation increase in the number of advertisements aired by a Republican candidate mentioning Democratic-owned issues in a noncompetitive election leads Democratic candidates on average to immediately (time $t$) air about 37 additional ads that mention issues associated with the Democratic Party. In competitive elections, this contemporaneous effect is an increase of about 39 ads. In future weeks, Democrats in both competitive and noncompetitive candidates decrease the number of airings of advertisements mentioning Democratic-owned issues, but by small amounts. The bottom left panel shows

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1See DeBoef and Keele (2008) for more on how to generate distributed lags effects.
2In noncompetitive elections, Democrats air 0.67, 0.37, 0.21, and 0.11 fewer advertisements in the following four weeks in response to the initial change in their opponents’ advertising behavior. In competitive elections,
Democratic candidates and Democratic issues

Republican candidates and Democratic issues

Democratic candidates and Republican issues

Republican candidates and Republican issues

Note: The effects plotted here are generated by one standard deviation increases of a candidate’s opponent’s party-owned issue emphasis.

Figure A: Distributed Effects of Candidates’ Volume of Party-Owned Issue Ads on the Advertising Behavior of their Opponents
that a one standard deviation unit increase in the number of airings mentioning Republican-owned issues by Republican candidates on average leads Democrats to air 25 more ads in noncompetitive and 42 more advertisements in competitive elections in time $t$. In the following weeks (times $t + 1$ through $t + 4$), the Democrat airs on average 5.4, 2.6, 1.2, and 0.6 more ads in noncompetitive campaigns and 6, 2.8, 1.4, and 0.7 more ads in competitive campaigns.

The top right panel of Figure A shows that a one standard deviation unit increase in the number of ads mentioning Democratic-owned issues aired by Democratic candidates on average leads Republicans to air an additional 40.8 ads in noncompetitive elections and 37.3 more ads in competitive elections in the week during which the change occurs (time $t$). While this may seem at odds with the findings presented in Figure ??, a closer look at the effects over the following four weeks shows that this is not the case — because Republicans in noncompetitive elections reduce the number of ads they air mentioning Democratic-owned issues over future time weeks than do Republicans in competitive elections. In noncompetitive elections, Republican candidates run 6.8, 3.7, 2, add 1.1 fewer ads in each of the next four weeks. Republicans in competitive environments, on the other hand, air 3.3, 1.8, 1, and 0.5 fewer ads during the following four weeks.

Finally, the bottom right panel of Figure A shows that the advertising behavior of Republican candidates is responsive to that of their Democratic opponents on Republican-owned issues. A one standard deviation increase in the number of advertisements aired by Democrats focused on Republican-owned issues on average leads Republicans to air 31.4 and 45 more ads mentioning the same set of issues immediately in noncompetitive and competitive campaigns respectively. In noncompetitive campaigns, Republicans continue to respond over future weeks to this behavior by running more ads mentioning issues associated with the Republican Party — 2, 1, 0.5, and 0.2 additional advertisements in each of the next four weeks. These values are estimated to be 0.43, 0.24, 0.13, and 0.07 fewer ads aired in each of the next four weeks.
weeks. Republicans in competitive elections, on the other hand, run fewer advertisements about Republican-owned issues over the course of the following weeks — 0.8, 0.4, 0.2, and 0.1 fewer ads in each week.
References