Econometric models

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Table 1: Regression Results (1) Descriptive variables

	Dependent variable:			
	bb100	vote100	bb100	vote100
	(1)	(2)	(3)	(4)
avg_wordpersong	-0.004	-0.250**		
	(0.077)	(0.101)		
avg_uniquewordpersong	0.030	0.595***		
	(0.110)	(0.145)		
avg_wordlength	-7.227	4.237		
	(11.708)	(15.410)		
brand_ps			2.213	-9.148***
			(2.272)	(3.403)
gang_ps			-1.271*	3.298***
			(0.652)	(0.976)
profan_ps			0.413	-0.437
			(0.369)	(0.553)
Constant	48.323	-25.236	18.260***	4.289
	(60.252)	(79.309)	(3.497)	(5.238)
Observations	155	155	155	155
R^2	0.004	0.291	0.028	0.104
Adjusted R^2	-0.016	0.277	0.008	0.087
Residual Std. Error (df = 151)	18.745	24.674	18.521	27.740
F Statistic (df = 3; 151)	0.200	20.706***	1.432	5.870***

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

Table 2: Regression Results (2) Emotions

	Dependent variable:	
	bb100	vote100
	(1)	(2)
anger_ps	1.051	-2.128**
	(0.639)	(0.962)
fear_ps	-1.495**	4.156***
	(0.751)	(1.130)
joy_ps	1.116**	-0.664
	(0.561)	(0.844)
Constant	4.393	5.979
	(8.218)	(12.363)
Observations	155	155
R^2	0.047	0.114
Adjusted R^2	0.028	0.097
Residual Std. Error (df = 151)	18.337	27.585
F Statistic (df = 3; 151)	2.475*	6.504***

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

Table 3: Regression Resutls (3) Topics

	Dependent variable:	
	bb100	vote100
	(1)	(2)
topic_money_percent	-4.400	-11.199
	(9.118)	(11.410)
topic_sex_percent	-2.395	-5.664
	(13.954)	(17.462)
topic_street_percent	-21.015**	71.231***
	(8.203)	(10.265)
topic_music_percent	-7.417	57.280***
	(9.541)	(11.940)
Constant	19.667***	1.601
	(3.427)	(4.289)
Observations	155	155
R^2	0.045	0.386
Adjusted R^2	0.019	0.369
Residual Std. Error (df = 150)	18.419	23.049
F Statistic (df = 4; 150)	1.752	23.555***
Note:		*p<0.1; **p<0.05; ***p<0.01

Table 4: Regression Results (4) Robust SE models for GOATs

	Dependent variable: vote100			
	(1)	(2)	(3)	(4)
avg_wordpersong	-0.250***			
	(0.095)			
avg_uniquewordpersong	0.595***			
	(0.131)			
avg_wordlength	4.237			
	(13.486)			
brand_ps		-9.148***		
		(2.967)		
gang_ps		3.298***		
		(1.064)		
profan_ps		-0.437		
		(0.535)		
anger_ps			-2.128*	
			(1.122)	
fear_ps			4.156***	
			(1.462)	
joy_ps			-0.664	
			(0.721)	
topic_money_percent				-11.199**
				(5.432)
topic_sex_percent				-5.664
				(11.394)
topic_street_percent				71.231***
				(15.006)
topic_music_percent				57.280***
				(14.527)
Constant	-25.236	4.289	5.979	1.601
	(71.888)	(4.171)	(11.413)	(2.766)

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

Table 5: Regression Results (5) Best mixed variable BB and GOAT models

	Dependent variable:	
	bb100	vote100
	(1)	(2)
avg_uniquewordpersong	0.223***	0.402***
	(0.068)	(0.104)
gang_ps	-0.528	
	(0.970)	
anger_ps	0.261	
	(0.789)	
fear_ps	-1.007	
	(0.853)	
avg_wordpersong		-0.160*
		(0.081)
topic_street_percent	-33.009***	41.552***
	(10.082)	(11.851)
topic_music_percent	-28.116**	
	(12.582)	
topic_money_percent		-24.361**
		(11.386)
Constant	3.886	-1.446
	(5.922)	(10.187)
Observations	155	155
R^2	0.117	0.375
Adjusted R^2	0.082	0.358
Residual Std. Error	17.823 (df = 148)	23.251 (df = 150)
F Statistic	3.283*** (df = 6; 148)	22.499*** (df = 4; 150)

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

Table 6: Regression Results (6) Robust SE model for the best mixed variable GOAT model

	Dependent variable: vote100
avg_uniquewordpersong	0.402***
	(0.101)
avg_wordpersong	-0.160**
	(0.073)
topic_street_percent	41.552**
	(18.974)
topic_money_percent	-24.361***
	(7.717)
Constant	-1.446
	(10.520)
Note:	*p<0.1; **p<0.05; ***p<0.01