|  | Model 1 | Model 2 | Model 3 | Model 4 |
| --- | --- | --- | --- | --- |
| Sentiment | 0.07 | 0.06 | 0.28\* | 0.12 |
|  | (0.13) | (0.13) | (0.14) | (0.13) |
| Media storm | -0.77\* | -0.75\* | -0.84\* | -0.71\*\* |
|  | (0.33) | (0.32) | (0.36) | (0.23) |
| Sentiment \* Media storm |  | 0.20 | 0.25 | 0.28 |
|  |  | (0.23) | (0.26) | (0.26) |
| Thread size |  |  | -0.01 | 0.00 |
|  |  |  | (0.01) | (0.00) |
| Likes (log) |  |  | -0.03 | 0.27+ |
|  |  |  | (0.21) | (0.14) |
| Short |  |  | -0.36\*\* | -0.20+ |
|  |  |  | (0.12) | (0.11) |
| Question mark |  |  | 1.29\*\*\* | 1.45\*\*\* |
|  |  |  | (0.20) | (0.23) |
| Attachment |  |  | -0.76\*\*\* | -0.58\*\*\* |
|  |  |  | (0.16) | (0.15) |
| Same message |  |  | -13.98\*\*\* | -13.52\*\*\* |
|  |  |  | (0.04) | (0.07) |
| Uncivil tweet |  |  | -0.89\* | -0.70+ |
|  |  |  | (0.45) | (0.40) |
| Weekend |  |  |  | -0.72\*\*\* |
|  |  |  |  | (0.17) |
| Office hours |  |  |  | 0.43\*\*\* |
|  |  |  |  | (0.11) |
| Agency fixed effects | X | X | X | X |
| Year fixed effects |  |  |  | X |
| N | 29578 | 29578 | 29578 | 29578 |
| AIC | 9580.3 | 9581.8 | 8934.3 | 8326.9 |
| BIC | 9804.2 | 9814.1 | 9224.6 | 8733.4 |
| Log. Lik. | -4763.134 | -4762.923 | -4432.155 | -4114.474 |