**Online Appendix**

Table 6: Summary of Negative Binomial Regression Results (Losers and Winners Only)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Offline high intensity activism | Online activism | Offline low intensity activism |
| Gender (male) |  0.04 (0.12) |  0.05 (0.10) | 0.09 (0.07) |
| Age | -0.01 (0.00) | -0.01 (0.00)\* | 0.01 (0.00)\* |
| Length of party membership |  0.00 (0.00) | -0.00 (0.00) | 0.00 (0.00) |
| Nomination result (winner) |  0.35 (0.13)\*\* |  0.12 (0.11) | 0.03 (0.08) |
| Prior party activism |  0.08 (0.01)\*\* |  0.02 (0.01)\* | 0.01 (0.00)\*\* |
| Liberal |  0.25 (0.13) |  0.12 (0.11) | 0.04 (0.08) |
| New Democrat |  0.56 (0.17)\*\* |  0.35 (0.15)\* | 0.38 (0.10)\*\* |
| Pseudo *R*2 |  0.057 |  0.017 | 0.024 |

Standard errors in parentheses; \* p<0.05, \*\* p<0.01; Conservative Party is the reference category.