

Online appendix

Social Engine

Aanmelden Registreer Zoeken...

Nieuwsoverzicht

MELD JE AAN!

E-mailadres

Wachtwoord

Aanmelden

Aangemeld blijven

Met Social Engine ben je verbonden en deel je alles met iedereen in je leven.

CONTACTEER ONS

Als je ons rechtstreeks een vraag wilt stellen, stuur dan je bericht met het volgende formulier.

Naam

E-mailadres

Bericht

Stuur Bericht

Figure A1. Screenshot of the login page of our mock social networking site.



Figure A2. One of the political ads for GroenLinks that we randomly integrated on the participants' newsfeed in Study 1.

Note: This example depicts the extraverted ad. The other ads were exactly the same, except for the ad text. To see how this text was framed differently across the conditions, see below.

Ad text manipulations

Study 1

Extraversion frame

GroenLinks guarantees a fairer and greener Netherlands. For us, everyone deserves maximum attention, and we place the well-being of every individual in the spotlight. Bring out the hero in you and support our great program!

Introversion frame

GroenLinks is carefully trying to build a fairer and greener Netherlands. In all humility, we stand up for every citizen to gradually contribute to the well-being of every individual. Do you want to make a small contribution? Support our program.

Control frame

GroenLinks is a political party in the Netherlands with a left-wing progressive signature. It was established in 1990. The party is active on multiple levels: local, provincial, national and European.

Visit the GroenLinks website for more information about the party.

Study 2

Enthusiasm appeal

The safety in this country has never been better. Support VVD, and we provide you complete protection!

Fear appeal

The safety in this country is at risk. Support VVD, because our protection is more than ever at stake!

Control

The VVD is a Dutch liberal party. Visit our website for more information about our views.

Table A1

ANOVA Model for user personality and ad frame

Independent variable	Type III SS	df	<i>F</i>	<i>p</i>	η^2
<i>Dependent variable: Political attitude</i>					
Intercept	3213.905	1	1988.430	.000***	.930
Ad Framing	7.036	2	2.177	.117	.028
Personality	3.614	1	2.236	.137	.015
Ad framing * Personality	33.034	2	10.219	.000***	.120
<i>Dependent variable: Voting intention</i>					
Intercept	3095.751	1	1205.349	.000***	.889
Ad Framing	13.757	2	2.678	.072	.034
Personality	3.275	1	1.275	.261	.008
Ad framing * Personality	51.570	2	10.040	.000***	.118

Table A2

ANOVA Model for user personality and ad type

Independent variable	Type III SS	df	<i>F</i>	<i>p</i>	η^2
<i>Dependent variable: Political attitude</i>					
Intercept	2077.607	1	812.468	.000	.853
Ad framing	17.493	2	3.420	.035	.046
Personality	8.097	1	3.166	.077	.022
Ad framing * Personality	12.991	2	2.540	.082	.035
<i>Dependent variable: Voting intention</i>					
Intercept	1795.566	1	512.158	.000	.785
Ad framing	31.053	2	4.429	.014	.060
Personality	10.540	1	3.006	.085	.021
Ad framing * Personality	31.124	2	4.439	.014	.060

