Getting connected: The effects of online political communication on citizens' political involvement

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Soon, national elections will be held. You decide to search on Internet for some additional information about the elections. You turn on the Internet and type ‘national elections’ in Google search. Google will take you to [the party website of D66/the personal website of D66 leader Alexander Pechtold]. There, you find [the logo of D66/a picture of Alexander Pechtold] and in addition, [the party’s programme/his biography]. You can read that [the party was founded in 1966/he was born in 1965], [entered the government for the first time in 1973/ since 2006 is a member of the parliament], and [that he is married to Froukje Idema] and [a youth wing/that he has two young children]. The website [contains information about the standpoints/ offers you the opportunity to engage in a discussion with] [D66/Alexander Pechtold] and [the/his] party programme. The website [contains/enables you to react on] news reports posted by [D66/Alexander Pechtold]. [You can also read a report [D66/he] wrote, describing [their/his] opinions about the election campaign/There is also a [personal] call made by [the party/him] to participate in the election campaign]. Lastly, you can use a username to log [into an online page where you can chat with [D66/Alexander Pechtold]].
Figure A3  Real-world website used in study 2

**APPENDIX B**

Table B1  Operationalization of personalization and interactivity in the manipulated Twitter accounts

<table>
<thead>
<tr>
<th>Low interactivity</th>
<th>Depersonalization</th>
<th>Individualization</th>
<th>Privatization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>(Focus on party)</td>
<td>(Focus on politician)</td>
<td>(Focus on politician and private life)</td>
</tr>
<tr>
<td>Communication</td>
<td>Sending information</td>
<td>Sending information</td>
<td>Sending information about private life</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>High interactivity</th>
<th>Source</th>
<th>Depersonalization</th>
<th>Individualization</th>
<th>Privatization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>Party</td>
<td>Reacting by using mentions</td>
<td>Reacting by using mentions</td>
<td>Reacting by using mention and posting information about private life</td>
</tr>
</tbody>
</table>

**NON-PERSONALIZED, LOW INTERACTIVE WEBSITE**

**PERSONALIZED, LOW INTERACTIVE WEBSITE**

**NON-PERSONALIZED, HIGH INTERACTIVE WEBSITE**

**PERSONALIZED, HIGH INTERACTIVE WEBSITE**
Figure B2 Twitter accounts used

LOW INTERACTIVITY AND FOCUS ON PARTY

HIGH INTERACTIVITY AND FOCUS ON PARTY

LOW INTERACTIVITY AND FOCUS ON POLITICIAN

HIGH INTERACTIVITY AND FOCUS ON POLITICIAN

LOW INTERACTIVITY AND FOCUS ON POLITICIAN AND HIS PRIVATE LIFE

HIGH INTERACTIVITY AND FOCUS ON POLITICIAN AND HIS PRIVATE LIFE