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

Kruikemeier, S.

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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 of D66/offers you the opportunity to engage in a discussion with Alexander Pechtold] and in addition, [D66/Alexander Pechtold] to participate in the election campaign. Lastly, you can use a username to log in 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>Source</th>
<th>Communication</th>
<th>Depersonalization</th>
<th>Individualization</th>
<th>Privatization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low interactivity</td>
<td>Party</td>
<td>Sending information</td>
<td>(Focus on party)</td>
<td>(Focus on politician)</td>
</tr>
<tr>
<td></td>
<td>Politician</td>
<td>Sending information</td>
<td>(Focus on politician)</td>
<td>(Focus on politician and private life)</td>
</tr>
<tr>
<td>High interactivity</td>
<td>Party</td>
<td>Reacting by using mentions</td>
<td>Sending information about private life</td>
<td>Politician</td>
</tr>
<tr>
<td></td>
<td>Politician</td>
<td>Reacting by using mentions</td>
<td>Reacting by using mention and posting information about private life</td>
<td>Politician</td>
</tr>
</tbody>
</table>
Figure B2 Twitter accounts used

LOW INTERACTIVITY AND FOCUS ON PARTY

LOW INTERACTIVITY AND FOCUS ON POLITICIAN

LOW INTERACTIVITY AND FOCUS ON POLITICIAN AND HIS PRIVATE LIFE

HIGH INTERACTIVITY AND FOCUS ON PARTY

HIGH INTERACTIVITY AND FOCUS ON POLITICIAN

HIGH INTERACTIVITY AND FOCUS ON POLITICIAN AND HIS PRIVATE LIFE