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

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# APPENDICES

## APPENDIX A

**Figure A1** Scenarios used in study 1 (the words in brackets varied)

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/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 **[in/into an online page where you can chat with [D66/Alexander Pechtold]]**.

**Figure A2** Personalization and interactivity in the manipulated websites in study 2

Concept	Non-personalized, low interactivity	Personalized, low interactivity	Non-personalized, high interactive	Personalized, high interactive
Interactivity (hyperlinks)	0	0	11	11
Personalization (logo vs. photo)	Logo D66	Photo AP	Logo D66	Photo AP
Personalization/interactivity (Background information)	Party information on homepage	Biography AP on homepage	Party information via hyperlink	Biography AP via hyperlink
Personalization/interactivity (3 news items)	News items on homepage; D66 centre of focus	News items on homepage; AP centre of focus	News items, with hyperlink; D66 centre of focus	News items, with hyperlink; AP centre of focus
Personalization/interactivity (commenting on news items)	–	–	Comments D66 and unknown visitors	Comments AP and unknown visitors
Interactivity (sharing news items on SNS)	–	–	+	+
Interactivity (e-mailing news items to others)	–	–	+	+
Interactivity (RSS feed)	–	–	+	+
Interactivity (Contact)	–	–	+	+
Interactivity (Participation in the campaign)	–	–	+	+
Interactivity (Twitter feeds displayed in website)	–	–	Twitter feeds D66	Twitter feeds AP
Interactivity (Links to SNS and other websites)	–	–	+	+
Interactivity (Link blog)	–	–	Link blog D66	Link blog AP

AP = Alexander Pechtold (Party leader D66), not present = –; present = +

Figure A3 Real-world website used in study 2



NON-PERSONALIZED, LOW INTERACTIVE WEBSITE



PERSONALIZED, LOW INTERACTIVE WEBSITE



NON-PERSONALIZED, HIGH INTERACTIVE WEBSITE



PERSONALIZED, HIGH INTERACTIVE WEBSITE

APPENDIX B

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

		Depersonalization	Individualization	Privatization
		(Focus on party)	(Focus on politician)	(Focus on politician and private life)
Low interactivity	Source	Party	Politician	Politician
	Communication	Sending information	Sending information	Sending information about private life
High interactivity	Source	Party	Politician	Politician
	Communication	Reacting by using mentions	Reacting by using mentions	Reacting by using mention and posting information about private life

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