Getting connected: The effects of online political communication on citizens’ political involvement
Kruikemeier, S.

Citation for published version (APA):
Kruikemeier, S. (2014). Getting connected: The effects of online political communication on citizens’ political involvement

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: http://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
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. Lastly, you can use a username to log in/into an online page where you can chat with D66/Alexander Pechtold].

AP = Alexander Pechtold (Party leader D66), not present = –; present = +
Figure A3  Real-world website used in study 2

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

<table>
<thead>
<tr>
<th></th>
<th>Depersonalization</th>
<th>Individualization</th>
<th>Privatization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Low interactivity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source</td>
<td>Party</td>
<td>Politician</td>
<td>Politician</td>
</tr>
<tr>
<td>Communication</td>
<td>Sending information</td>
<td>Sending information</td>
<td>Sending information about private life</td>
</tr>
<tr>
<td><strong>High interactivity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source</td>
<td>Party</td>
<td>Politician</td>
<td>Politician</td>
</tr>
<tr>
<td>Communication</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>
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**