Supplemental material for "Investigating media populism worldwide".

Appendix 1 - Selection procedure for media outlets

As stressed in the article, we asked experts to assess the main relevant news outlets in their country. Unlike political parties – usually limited in number and for which it is easy to define some thresholds for inclusion (e.g., having seats in national parliament) – identifying the relevant news outlets in a large comparative fashion can be difficult. In order to select the most representative set of media outlets to submit to our experts, we relied on a group of "meta-experts", namely, renowned leading scholars in the field of populism, political communication, or media/journalism studies coming from each of the national/subnational contexts selected. Meta-experts were asked to indicate at least 4 and at maximum 10 news outlets, according to the combination of two criteria: (*i*) diffusion, in terms of circulation or audience; (*ii*) and political orientation (i.e., left-leaning, centrist, or right-leaning). The final news outlets' selection ranges from 6 to 10 news outlets for each country. The lists provided by meta-experts were subsequently validated and complemented through comparison with the outlets considered in the Reuters Institute Digital News Report 2021 (Newman et al., 2021).

Table A1 shows the list of outlets that have been submitted to the experts.

Table A1. News outlets evaluated by country

country	id	Outlet name	country	id	Outlet name
Albania	1	RTSH News	Belgium Fl	29	Het Journaal (VRT)
	2	Top News		30	VTM Nieuws
	3	Klan News		31	Het Laatste Nieuws
	4	Ora News		32	Het Nieuwsblad
	5	Panorama		33	De Standaard
	6	Reporter.al		34	De Morgen
	7	Mapo		35	Metro
	8	Shqiptarja.com	Belgium Fr	36	JT La Une
	9	News24		37	JT RTL TVI
	10	Report TV		38	JT LN24
Australia	11	ABC News		39	JT de La Trois
	12	SBS News		40	Le Soir
	13	Seven News		41	La Libre Belgique
	14	Nine News		42	La DH
	15	The Sydney Morning Herald		43	Metro
	16	The Australian		44	Le Vif L'Express
	17	Daily Telegraph	Brazil	45	Jornal Nacional
	18	Herald Sun		46	Jornal da Record
	19	The Courier-Mail		47	Jornal da Band
Austria	20	Zeit im Bild (ORF 1)		48	SBT Brasil
	21	ZIB 2 (ORF 2)		49	Jornal das 10
	22	Puls 4 News		50	Jornal da CNN
	23	Kronen Zeitung		51	O Globo
	24	Kurier		52	Folha de S. Paulo
	25	Der Standard		53	O Estado de S. Paulo
	26	Die Presse			
	27	Journale (Radio Ö1)			
	28	Heute (free newspaper)			

Continues

country	id	Outlet name	country	id	Outlet name
Bulgaria	54	Newscast of bTV	Croatia	82	Newscast of HTV1
	55	Newscast of Nova TV		83	Newscast of N1
	56	Newscast of BSTV		84	Newscast of RTL
	57	Newscast of TV Alpha		85	Newscast of Nova TV
	58	24 Hours		86	Jutarnji list
	59	Duma		87	Večernji list
	60	Dnevnik		88	24 sata
	61	Telegraph		89	index.hr
	62	Mediapool	Czechia	100	Newscast of Nova
	63	Dneven Trud		101	Newscast of ČT 1
Canada En	64	CBC News		102	Newscast of Televize Seznam
	65	CTV News		103	CNN Prima News
	66	Global News		104	Blesk
	67	CityNews		105	MF DNES
	68	Toronto Star		106	Právo
	69	Globe & Mail		107	Deník
	70	National Post		108	Info.cz
	72	Metro Toronto		109	Hospodářské noviny
Canada Fr	73	Radio-Canada Info (RDI)	Denmark	110	DR TV-avisen
	74	TVA Info (LCN)		111	TV2 Nyhederne
	75	Noovo Info		112	Politiken
	76	Journal de Montréal		113	Jyllands-Posten
	77	La Presse		114	Berlingske
	78	Groupe CN2i		115	B.T.
	79	Le Devoir		116	Ekstra bladet
	80	Métro (Free Newspaper)		117	Information
	81	Le Journal de Québec			

Continues

country	id	Outlet name	country	id	Outlet name
Estonia	118	Aktuaalne Kaamera	Germany	145	ARD Tagesschau
	119	Terevisioon		146	ZDF heute
	120	Reporter		147	RTL aktuell
	121	Seitsmesed		148	Sat.1 Nachrichten
	122	Õhtuleht		149	BILD
	123	Postimees		150	Süddeutsche Zeitung
	124	Eesti Päevaleht/ Delfi		151	Frankfurter Allgemeine Zeitung
	125	ERR radio news		152	Die Welt
	126	ERR news portal		153	Der Spiegel
Finland	127	Newscast of Yle TV1		154	Focus
	128	Newscast of MTV3	Greece	155	Newscast of SKAI TV
	129	Newscast of Nelonen		156	Newscast of Star Channel
	130	Newscast of Yle Teema & Fem		157	Newscast of Antenna TV
	131	Helsingin Sanomat		158	Newscast of ERT 1
	132	Ilta-Sanomat		159	Kathimerini
	133	Aamulehti		160	Ta Nea
	134	Turun Sanomat		161	Efimerida Syntakton
France	135	Newscast of TFI		162	Dimocratia
	136	Newscast of France2		163	ProtoThema
	137	BFMTV		164	Newsbomb
	138	France INFO	Hungary	165	Newscast of M1
	139	LE MONDE		166	Newscast of TV2
	140	LE FIGARO		167	Newscast of ATV
	141	LIBERATION		168	Newscast of RTL
	142	Le Parisien		169	Blikk
	143	VALEURS ACTUELLES		170	Bors
	144	JOURNAL DU DIMANCHE		171	Magyar Nemzet
				172	Népszava
				173	telex.hu
				174	HírTV

Continues

country	id	Outlet name	country	id	Outlet name
Ireland	184	Newscast of RTE One	Lithuania	222	TV3 žinios
	185	Newscast of Virgin Media One		223	LRT Panorama
	186	Newscast of Virgin Media Two		224	Lietuvos rytas
	187	Newscast of TG4		225	Delfi.lt
	188	Irish Indepenent		226	Vakaro žinios
	189	The Irish Times		227	Laisvės TV
	190	Irish Examiner		228	Dviračio žinios
	191	thejournal.ie	Netherlands	238	NOS Journaal
	192	Irish Daily Star		239	RTL Nieuws
	193	Irish Sun		240	Hart van Nederland
Italy	203	Tg1		241	NRC Handelsblad
	204	Tg2		242	Algemeen Dagblad
	205	Tg3		243	De Telegraaf
	206	Tg5		244	de Volkskrant
	207	Tg La7	Norway	253	NRK Nyheter
	208	Corriere della Sera		254	TV2 Nyheter
	209	La Repubblica		255	Aftenposten
	210	Fatto Quotidiano		256	VG
	211	Il Giornale		257	Dagbladet
	212	Report		258	Klassekampen
	213	Non è l'arena		259	Adresseavisen
Japan	214	Newscast of NHK G		260	Bergens Tidende
	215	Newscast of NNN			
	216	Newscast of JNN			
	217	Newscast of ANN			
	218	Yomiuri			
	219	Asahi			
	220	Seikyo			
	221	Mainichi			

Continues

country	id	Outlet name	country	id	Outlet name
Poland	261	Wiadomości (TVP1)	Serbia	290	Newscast of RTS
	262	Wydarzenia (Polsat)		291	Newscast of Pink TV
	263	Fakty (TVN)		292	Newscast of N1 TV
	264	Panorama (TVP2)		293	Newscast of Nova.rs
	265	Gazeta Wyborcza		294	Vecernje Novosti
	266	Rzeczpospolita		295	Informer
	267	Fakt		296	Danas
	268	Gazeta Polska Codziennie		297	Politika
	269	Onet.pl		298	Blic
	270	Wp.pl		299	Kurir
Portugal	271	Telejornal (RTP 1)	Slovakia	300	TV Markíza Newscast
	272	Jornal da Noite (SIC)		301	RTVS Newscast
	273	Jornal das 8 (TVI)		302	TV JOJ Newscast
	274	CM Jornal 20h (CMTV)		303	TA3 Newscast
	275	Correio da Manhã		304	Aktuality.sk
	276	Público		305	Plus Jeden Deň
	277	Diário de Notícias		306	SME.sk
	278	Jornal de Notícias		307	Pravda
	279	Expresso		308	Hlavnespravy.sk
	280	Observador		309	Dennikn.sk
Romania	281	Newscast of TVR 1	Slovenia	310	Newscast of POP TV
	282	Newscast of Antena 1		311	Newscast of TV Slo 1
	283	Newscast of PROTV		312	Newscast of Kanal A
	284	Adevărul		313	Planet TV
	285	Libertatea		314	Delo
	286	www.cancan.ro		315	Slovenske novice
	287	www.stiripesurse.ro		316	Dnevnik
	288	Digi 24		317	Vecer
	289	www.hotnews.ro		318	Svet24

Continues

country	id	Outlet name	country	id	Outlet name
	320	Antena 3 - Noticias		347	Newscast of TeleZüri
	321	La Sexta - Noticias		348	Newscast of TeleM1
	322	Telecinco - Informativos		349	Newscast of TeleBärn
	323	El País		350	Tages-Anzeiger
	324	ABC		351	20 Minuten (free newspaper)
	325	El Mundo		352	Blick
	326	La Vanguardia		353	Neue Züricher Zeitung
	327	El diario.es		354	Weltwoche
	328	El Español		355	WOZ
Sweden	329	Rapport (SVT1)	Swiss It	356	TG La 1
	330	Aktuellt (SVT2)		357	IL TG Teleticino
	331	TV4 Nyheterna		358	Il Corriere del Ticino
	332	Dagens Nyheter		359	La Regione
	333	Svenska Dagbladet		360	Il Giornale del Ticino
	334	Aftonbladet		361	20 Minuti (free newspaper)
	335	Expressen	Turkey	362	ATV
	336	Ekot		363	FOX
Swiss Fr	338	19:30 TSR		364	Kanal D
	339	Radar - La Télé		365	STAR TV
	340	Le Journal - Léman bleu		366	Hürriyet
	341	Le Temps		367	Sabah
	342	Le Matin		368	Posta
	343	Le Courrier		369	Sözcü
	344	La Tribune de Genève		370	Newscast of TRT Haber
	345	20 Minutes		371	BirGun

Continues

country	id	Outlet name
UK	372	Newscast of BBC One
	373	Newscast of ITV
	374	Sky News
	375	BBC News
	376	The Daily Telegraph
	377	The Guardian
	378	The Daily Mail
	379	The Daily Mirror
	380	The Sun
	381	Metro (free newspaper)
US	382	Fox News
	383	CNN
	384	NBC
	385	ABC
	386	Wall Street Journal
	387	New York Times
	388	USA Today
	389	Washington Post
	390	Newsweek
	391	Breitbart

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Appendix 2 – Experts' selection process and summary statistics of the dataset

The survey was administered between June and July 2021. The experts were contacted via email and received a maximum number of three reminders, sent two, four, and six weeks after the first invitation. The questionnaire was in English and managed through the open-source CAWI survey platform Limesurvey. Selected experts are scholars affiliated with a university or academic research center, matching at least one of the following criteria: (a) having published research (of any type, but preferably peer-reviewed articles) about populism, media studies/journalism, or political communication; (b) claiming expertise on these topics on their official webpage or CV; (c) holding a chair in political communication, public opinion, media studies or journalism in a department of politics or communication. Overall, we contacted 2,801 experts in 42 national and subnational contexts, and we collected answers provided by 469 experts in 38 contexts, with an average response rate of 17%.

The selection of experts and the question format have been pointed out as critical issues in designing expert surveys (Budge, 2000, 2006; Mair, 2001; Marks et al., 2007; Steenbergen & Marks 2007). More generally, although increasingly employed in the political science and communication fields, this kind of method still lacks a widely accepted procedure to construct, administer, and validate such surveys (but a first notable attempt is provided in Maestas, 2016). As regards the selection of experts, normally it is preferable to have a larger number of respondents, except for specific subjects involving confidential information or requiring very specific knowledge, limited to a few individuals (Dorussen et al., 2005). However, increasing the group of experts answering the expert survey often comes at the price of changing the boundaries of the very definition of expertise. Is it better to have a larger pool of less-expert raters, or a smaller, more expert pool? Maestas, Buttice, and Stone (2014) find that (*i*) holding constant the level of expertise of the pool, the marginal gains from additional raters drop considerably once the size of the pool surpasses 10 raters; (*ii*) lowering the level of expertise produces the largest loss in target measures of reliability on very small rater groups (< 5), becoming negligible when rater groups approach fifteen to twenty raters. Usually, a minimum threshold of 5 respondents per country is considered as acceptable (Laver & Hunt, 1992: 37; Huber & Inglehart 1995, p. 76; Ray, 1999). As concerns our data collection, all the countries met the threshold of 5 respondents, with the only exceptions of Albania, Belgium (French language), Estonia, Serbia, and Slovenia, which are covered by only 3 or 4 respondents. According to Huber and Inglehart (1995, p. 76), the threshold of 5 responding experts can be lowered to 3 raters with the caveat that the resulting data are keen to draw only tentative conclusions. Given that, these case studies were added to the final M-POP dataset, but flagged with a variable reporting this limitation, allowing users of the survey to easily include or exclude them from the analysis. The final dataset includes 344 news outlets in 34 countries, further divided into 38 national contexts. In multilingual countries, news outlets were evaluated for each linguistic region: French and Flemish in Belgium; French and English in Canada; French, Italian, and German in Switzerland.

With respect to sociodemographic characteristics, the experts within the sample are in line with previous expert surveys in similar fields (e.g., CHES, POPPA, NEGex). They are, on average, 46.2 years old, 31.2% female, and from a political point of view they lean towards the center-left (M =3.76 St. dev.=1.74). Overall, a large majority of experts declared that the questions that have been asked in the questionnaire fall within their area of expertise (A lot: 19.8% and Quite a lot: 63.5%.).

The procedure to identify the experts to be invited in each country was conducted by two research assistants through the following steps:

(1) Searching the websites of political science and communication (or similar) departments in a given country and then identifying those faculty members whose expertise matched our definition;

(2) Search Google Scholar for articles on populism or media studies or journalism in a given country published in the last 10 years and then identify the authors who meet the above criteria, in particular being affiliated with a university or academic research center;

(3) General Google searches for other scholars only if the first two strategies produced an insufficient number of experts (optional step).

Table A2. Invitations, responses, and number of news outlets evaluated by country

Context	N. Invitations	N. responses	Response rate	Evaluated outlets
Albania	10	4	40,0	10
Australia	72	10	13,9	9
Austria	79	20	25,3	9
Belgium Fl.	100	13	13,0	7
Belgium Fr.	25	4	16,0	9
Brazil	44	7	15,9	9
Bulgaria	22	9	40,9	10
Canada En.	61	9	14,8	9
Canada Fr.	57	6	10,5	9
Croatia	35	7	20,0	8
Cyprus *	14	1	7,1	NA
Czechia	64	19	29,7	10
Denmark	96	7	7,3	8
Estonia	35	3	8,6	9
Finland	75	8	10,7	8
France	121	20	16,5	10
Germany	124	20	16,1	10
Greece	41	11	26,8	10
Hungary	32	9	28,1	10
Iceland *	20	2	10,0	NA
Ireland	25	6	24,0	10
Israel *	55	2	3,6	NA

Italy	90	35	38,9	11
Japan	42	10	23,8	8
Lithuania	50	7	14,0	7
Montenegro *	11	1	9,1	NA
Netherlands	102	7	6,9	7
Norway	109	8	7,3	8
Poland	72	19	26,4	10
Portugal	62	12	19,4	10
Romania	110	21	19,1	9
Serbia	13	3	23,1	10
Slovakia	167	9	5,4	10
Slovenia	29	4	13,8	9
Spain	122	37	30,3	10
Sweden	70	8	11,4	9
Switzerland Fr.	59	7	11,9	8
Switzerland De.	39	8	20,5	10
Switzerland It.	21	5	23,8	6
Turkey	39	12	30,8	10
UK	115	18	15,7	10
US	272	47	17,3	10
Total	2801	475	17,0	346

* *Countries erased from the analyses for too few valid respondents*

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Appendix 3 – Reliability measures and comparability issues

The main output of an expert survey is an aggregate measure indicating expert ratings for each of the objects that have to be evaluated. While increasingly common, this procedure has been frequently the object of methodological critiques (e.g., Budge 2000), most notably when it comes to the consistency of ratings across experts. The reliability of the measures of the expert survey (namely, the agreement of the experts in evaluating the levels of populism of each news outlet) has been tackled by means of a technique developed by Steenbergen and Marks (2007). This procedure is based on a variance component analysis, namely, a null (or empty, without any predictor on the right side of the equation) cross-classified multilevel regression model in which the scores are nested into experts and outlets. The model, in this way, can subdivide the variance accounted by the expert and by the outlets across items. In general, the literature suggests that a variance between experts below 20% is satisfactory (Steenbergen and Marks, 2007). In our case, this threshold is 1 for the first six items (1-6 scale) and 1.8 (1-10 scale) for the seventh item. The procedure was applied for the items evaluated by the experts in each country, for a total of 266 measures. As presented in Table A3, most of the scores are largely reliable (in particular for what concerns the left-right placement, in which the maximum variance between coders on a single item is equal to 1.888, meaning a little bit more than 20% of the range of the variable (1-10) taken into account). Although there are 37 measures on the other variables that slightly exceed the threshold (between 1 and 1.2 on a scale of 1-6), and 8 exceed the threshold by a larger margin (between 1.3 and 1.6), we can consider the measures provided in the dataset as reliable. This represents indirect proof that experts have largely understood the questions in the same way and answered consistently.

Table A3. Reliability measures: Between-coders variance component (coefficients in grey are outside the boundary of 20%: light greys are between 21-25%, dark greys between 26-32%)

Country		People1	People2	Elite1	Elite2	Outgroup1	Outgroup2	LR
Albania	coeff.	0.518	0.186	0.423	0.294	1.245	0.333*	0.534
	S.E.	(0.256)	(0.245)	(0.218)	(0.196)	(0.515)	(0.184)	(0.398)
	Obs.	40	40	40	30	30	20	30
Australia	coeff.	1.089	0.810	0.659	0.845	0.982	1.051	1.223
	S.E.	(0.292)	(0.256)	(0.208)	(0.279)	(0.278)	(0.297)	(0.363)
	Obs.	77	69	76	53	68	65	68
Austria	coeff.	0.528*	0.489**	0.625*	0.634*	0.506***	0.533**	0.968
	S.E.	(0.161)	(0.124)	(0.126)	(0.143)	(0.103)	(0.107)	(0.227)
	Obs.	151	155	152	140	150	151	161
Belgium Flemish	coeff.	0.581*	0.620*	1.150	1.113	1.027	1.102	1.280
	S.E.	(0.153)	(0.149)	(0.252)	(0.249)	(0.221)	(0.246)	(0.353)
	Obs.	77	82	72	71	76	70	79
Belgium French	coeff.	0.550	0.350	0.777	0.277	0.000	0.214	0.562
	S.E.	(0.351)	(0.246)	(0.340)	(0.270)	(0.523)	(0.420)	(0.496)
	Obs.	28	18	16	14	14	13	23
Brazil	coeff.	1.321	1.548	1.026	0.672	0.889	1.256	1.106
	S.E.	(0.378)	(0.429)	(0.370)	(0.254)	(0.323)	(0.401)	(0.358)
	Obs.	51	49	35	34	28	30	50
Bulgaria	coeff.	1.194	1.316	0.978	0.481	0.926	0.865	1.831
	S.E.	(0.341)	(0.384)	(0.309)	(0.232)	(0.284)	(0.268)	(0.566)
	Obs.	75	66	67	68	67	70	79
Canada English	coeff.	1.210	0.895	0.494*	0.740	0.863	0.511*	0.615
	S.E.	(0.302)	(0.247)	(0.150)	(0.191)	(0.216)	(0.140)	(0.224)
	Obs.	66	67	66	65	64	64	65
Canada French	coeff.	0.723	0.564	0.999	1.029	0.988	1.033	1.671
	S.E.	(0.291)	(0.223)	(0.322)	(0.323)	(0.325)	(0.328)	(0.571)
	Obs.	45	45	46	43	45	45	44
Croatia	coeff.	0.917	1.059	0.654	0.457	0.621	0.936	1.233
	S.E.	(0.317)	(0.348)	(0.230)	(0.191)	(0.240)	(0.291)	(0.415)
	Obs.	48	48	48	48	48	48	56
Czechia	coeff.	0.495*	0.556*	0.782	0.741	0.763	0.634	1.494
	S.E.	(0.142)	(0.159)	(0.188)	(0.224)	(0.181)	(0.173)	(0.322)
	Obs.	139	107	106	91	108	98	126
Denmark	coeff.	1.252	0.737	0.976	0.730	0.822	1.035	0.608
	S.E.	(0.355)	(0.230)	(0.287)	(0.254)	(0.249)	(0.305)	(0.360)
	Obs.	52	52	51	51	51	51	52
Estonia	coeff.	0.000	0.764	0.409	0.000	0.148	1.665	0.827
	S.E.	(0.420)	(0.417)	(0.303)	(0.093)	(0.479)	(0.701)	(0.800)
	Obs.	19	19	19		19	19	19
Finland	coeff.	0.762	0.878	0.461*	0.720	0.586	0.631	1.560
	S.E.	(0.218)	(0.249)	(0.165)	(0.212)	(0.181)	(0.207)	(0.456)
	Obs.	48	46	49	47	49	43	48

France	coeff.	0.822	0.931	0.852	1.017	0.496**	0.657	0.636
	S.E.	(0.167)	(0.187)	(0.167)	(0.213)	(0.114)	(0.145)	(0.175)
	Obs.	129	138	129	120	132	123	168
Germany	coeff.	0.639*	0.722	0.875	0.569*	0.685	0.660*	0.884
	S.E.	(0.138)	(0.142)	(0.169)	(0.127)	(0.134)	(0.139)	(0.202)
	Obs.	142	137	142	137	140	126	157
Greece	coeff.	1.127	1.110	0.633	1.057	1.059	1.294	0.513
	S.E.	(0.273)	(0.268)	(0.185)	(0.257)	(0.267)	(0.303)	(0.304)
	Obs.	104	101	103	102	99	101	103
Hungary	coeff.	0.269	0.586	0.389	0.725	0.377*	0.490*	0.702
	S.E.	(0.326)	(0.220)	(0.292)	(0.259)	(0.161)	(0.171)	(0.259)
	Obs.	60	57	59	59	58	57	57
Ireland	coeff.	1.372	0.599	1.387	0.822	1.002	1.050	1.305
	S.E.	(0.404)	(0.194)	(0.412)	(0.276)	(0.363)	(0.387)	(0.490)
	Obs.	51	54	51	44	34	34	46
Italy	coeff.	0.703*	0.830	0.744	0.838	0.632**	0.681*	0.686
	S.E.	(0.107)	(0.127)	(0.112)	(0.121)	(0.0940)	(0.106)	(0.135)
	Obs.	290	269	296	278	291	267	340
Japan	coeff.	0.710	0.804	0.847	0.703	0.943	0.713	1.115
	S.E.	(0.194)	(0.220)	(0.230)	(0.215)	(0.241)	(0.199)	(0.407)
	Obs.	60	55	57	57	54	54	55
Lithuania	coeff.	0.958	0.348	0.856	0.800	0.695	1.037	1.888
	S.E.	(0.302)	(0.217)	(0.311)	(0.270)	(0.230)	(0.314)	(0.640)
	Obs.	42	41	43	42	38	38	35
Netherlands	coeff.	1.130	0.569	1.044	0.924	0.234	0.171*	0.483
	S.E.	(0.335)	(0.236)	(0.304)	(0.285)	(0.177)	(0.153)	(0.564)
	Obs.	39	42	37	36	34	34	42
Norway	coeff.	1.100	0.482*	1.322	1.257	0.821	0.747	0.749
	S.E.	(0.315)	(0.174)	(0.337)	(0.353)	(0.215)	(0.244)	(0.309)
	Obs.	43	44	52	42	50	34	48
Poland	coeff.	0.695	0.731	0.388*	0.258	0.515**	0.787	0.920
	S.E.	(0.156)	(0.153)	(0.179)	(0.236)	(0.112)	(0.166)	(0.235)
	Obs.	178	169	180	167	163	156	173
Portugal	coeff.	0.908	0.967	0.650	0.906	0.921	0.799	1.492
	S.E.	(0.211)	(0.217)	(0.157)	(0.206)	(0.210)	(0.185)	(0.346)
	Obs.	120	118	120	119	120	117	120
Romania	coeff.	0.566*	0.841	0.984	1.002	1.107	1.119	0.898
	S.E.	(0.146)	(0.162)	(0.181)	(0.182)	(0.215)	(0.203)	(0.272)
	Obs.	173	173	164	164	133	131	146
Serbia	coeff.	1.621	0.457	0.000	0.0370	0.849	1.075	0.841
	S.E.	(0.699)	(0.299)	(0.000)	(0.225)	(0.612)	(0.673)	(0.674)
	Obs.	30	28	18	17	15	16	30
Slovakia	coeff.	0.902	0.533	0.738	0.652	0.659	0.792	0.396
	S.E.	(0.243)	(0.176)	(0.226)	(0.179)	(0.191)	(0.233)	(0.404)
	Obs.	80	78	76	76	77	64	69
Slovenia	coeff.	0.231	0.631	0.167	0.318*	0.798	0.592	0.081

	S.E.	(-0.333)	(-0.417)	(-0.386)	(-0.16)	(-0.363)	(-0.327)	(1.270)
	Obs.	30	21	20	21	26	23	26
Spain	coeff.	0.930	1.032	0.878	0.961	0.855	0.973	0.770
	S.E.	(0.124)	(0.132)	(0.125)	(0.134)	(0.111)	(0.131)	(0.120)
	Obs.	323	316	304	302	322	315	354
Sweden	coeff.	0.688	1.138	0.424**	0.834	0.655	0.879	1.324
	S.E.	(0.206)	(0.294)	(0.135)	(0.227)	(0.189)	(0.230)	(0.434)
	Obs.	61	65	66	65	62	64	64
Switzerland Fr.	coeff.	0.566	0.000347	0.444	0.329	0.966	1.310	1.228
	S.E.	(0.293)	(0.205)	(0.245)	(0.363)	(0.277)	(0.405)	(0.431)
	Obs.	37	42	40	38	38	33	39
Switzerland De.	coeff.	0.660	0.543	0.853	0.588	0.440*	0.347*	0.000
	S.E.	(0.198)	(0.180)	(0.246)	(0.196)	(0.148)	(0.159)	(0.426)
	Obs.	53	54	54	53	54	53	56
Switzerland It.	coeff.	0.440	0.697	0.960	0.514	0.537	0.610	0.000
	S.E.	(0.206)	(0.244)	(0.326)	(0.268)	(0.290)	(0.327)	(0.000)
	Obs.	23	22	22	18	23	14	18
Turkey	coeff.	1.005	1.164	0.410	0.586	0.769	0.839	0.824
	S.E.	(0.265)	(0.265)	(0.280)	(0.283)	(0.213)	(0.257)	(0.279)
	Obs.	105	101	95	96	85	81	105
UK	coeff.	0.822	0.923	0.745	0.801	0.459**	0.309***	0.789
	S.E.	(0.175)	(0.175)	(0.175)	(0.169)	(0.112)	(0.110)	(0.215)
	Obs.	138	135	134	134	140	140	156
US	coeff.	0.825	0.877	0.811	0.893	0.717**	0.672**	1.069
	S.E.	(0.102)	(0.105)	(0.0981)	(0.106)	(0.0871)	(0.0818)	(0.141)
	Obs.	391	379	388	383	371	354	410

Appendix 4 - Vignettes: text and descriptive statistics

With regard to the format of the questions, unambiguous wording is necessary, but not sufficient, to obtain reliable expert judgments. In addition to the wording, one of the main issues concerns the subject matter of the questions. A possible source of bias may result from asking specific dimensions of the subject under investigation that are outside the respondent's competence (or only partially corresponding) or from dealing with conceptually dense objects, or lack of cross-cultural comparability. The literature shows that it is possible to decrease this type of bias using *anchoring vignettes*, short examples of the concept of interest that are included in the survey to assess how differently respondents apply a scale to the same example. This information can be used to construct a common scale that is comparable across individuals in the analysis. One example of the successful use of anchoring vignettes can be found in the CHES questionnaire, in which vignettes were used to improve the quality of expert measures of European parties on an economic left-right scale. Experts were exposed to three anchoring vignettes – concrete examples of hypothetical parties – and asked to place them on the same scale used for the evaluations of actual parties' orientation.

The M-POP expert survey asked experts to assess nine vignettes reporting examples of headlines from hypothetical news outlets. These vignettes cover the three dimensions underlying media populism, namely people-centrism, anti-elitism, and outgroup exclusion.

Below is reported the text of the nine vignettes that ask experts to rate examples of headlines from hypothetical news outlets on a 1-6 scale (where 1 means very little, and 6 means very much). These vignettes cover people-centrism, anti-elitism, and outgroup exclusion and read as follows:

People-centrism. *You see below three hypothetical headlines. Could you please tell us how much a news outlet with this kind of headline positively emphasizes the people?*

v1. ‘The will of the people is the only thing that really matters in democracy’

v2. ‘The people are the backbone of society, the basis of the good society’

v3. ‘The people should be able to have a say on the most important political decisions’.

Anti-elitism. *You see below three hypothetical headlines. Could you please tell us how much a news outlet with this kind of headline negatively emphasizes the establishment?*

v4. ‘The establishment is completely ruining our country’

v5. ‘The establishment is often guided by its own interests’

v6. ‘Only 5% of the establishment knows the average cost of six eggs’

Outgroup exclusion. *You see below three hypothetical headlines. Could you please tell us how much a news outlet with this kind of headline negatively emphasizes minority groups?*

v7. ‘Migrants are worsening our society’

v8. ‘Some migrants are taking advantage of our welfare-state’

v9. ‘It is likely that immigration will keep increasing in the next five years’

The univariate distribution of the vignettes (which can be appreciated in Figures A1-A3 below) suggests that the experts’ assessment may be affected by cross-cultural comparability issues: populism has a different relevance in the contexts considered and the characteristics of media systems and news outlets vary widely between countries as well. Furthermore, differences may also originate from individual or professional sensitivities of the experts with respect to one or more investigated dimensions. For this reason, the nine vignettes were used as a benchmark for expert comparison by performing a series of parametric adjustments (Hopkins and King 2010; King et al. 2004) through an ordered probit model. The model estimated the adjusted measure of media populism by taking into account the scores assigned to the vignettes and four additional parameters: gender of the expert, national/subnational context, expert's self-reported expertise, and expert's left-right positioning. The predicted values of the fitted models are then averaged by outlet.

Since previous studies showed that unweighted scores usually perform as well as weighted scores (Genre et al., 2013; Graefe et al., 2014; Smith & Wallis, 2009), the two measures – the unweighted mean aggregated for all the experts and the average of the parametric adjusted measure – are made available in the M-POP dataset. Table A4, anyway, shows that the two measures do not differ substantially: the correlation between the weighted and unweighted item scores is always higher than 0.8.

Table A4. Correlation between Unweighted Mean Scores and Parametric Adjusted Measure

People 1	People 2	Anti-elite 1	Anti-elite 2	Outgroup 1	Outgroup 2
0.833	0.831	0.849	0.816	0.821	0.818

Figure A1. Experts' evaluations of people-centrism vignettes

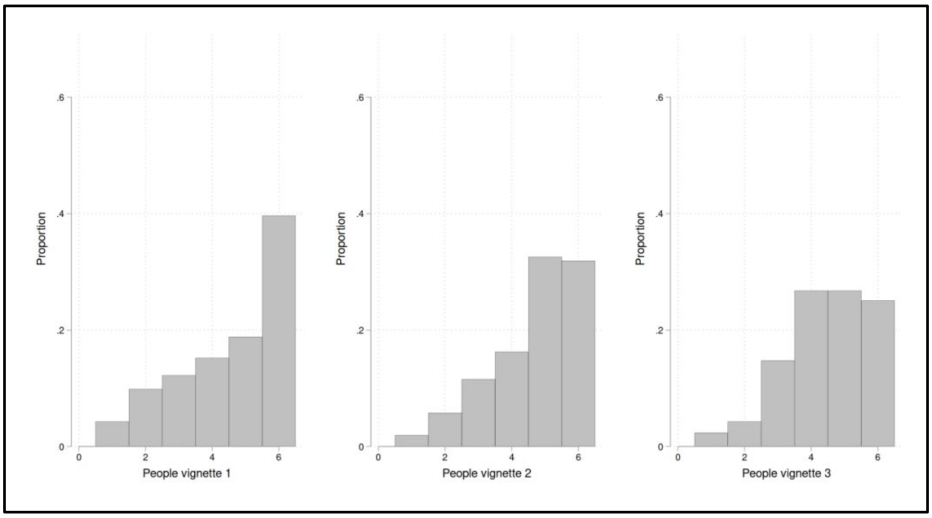


Figure A2. Experts' evaluations of anti-elitism vignettes

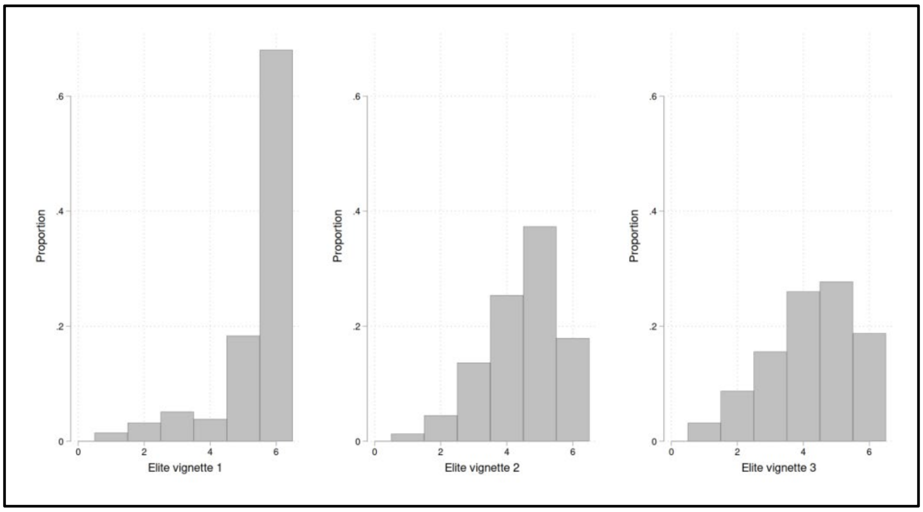
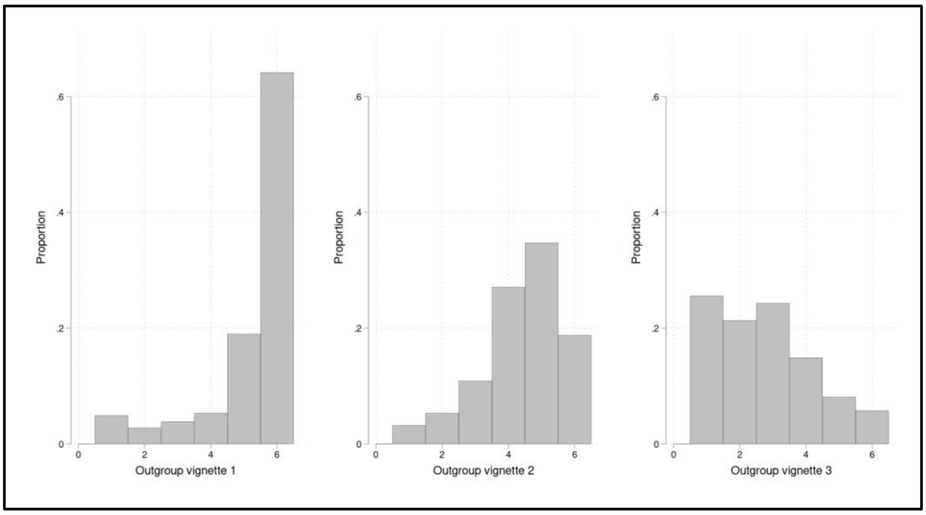


Figure A3. Experts' evaluations of outgroup exclusion vignettes



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Smith, J., & Wallis, K. F. (2009). A Simple Explanation of the Forecast Combination Puzzle. *Oxford Bulletin of Economics and Statistics*, *71*(3), 331-355.

Appendix 5. Univariate distribution of the three facets

As the figure shows, at least people-centrism and anti-elitism variables follow a bell-shaped distribution, while outgroup-exclusive outlets are less prominent, and the distribution is right-skewed.

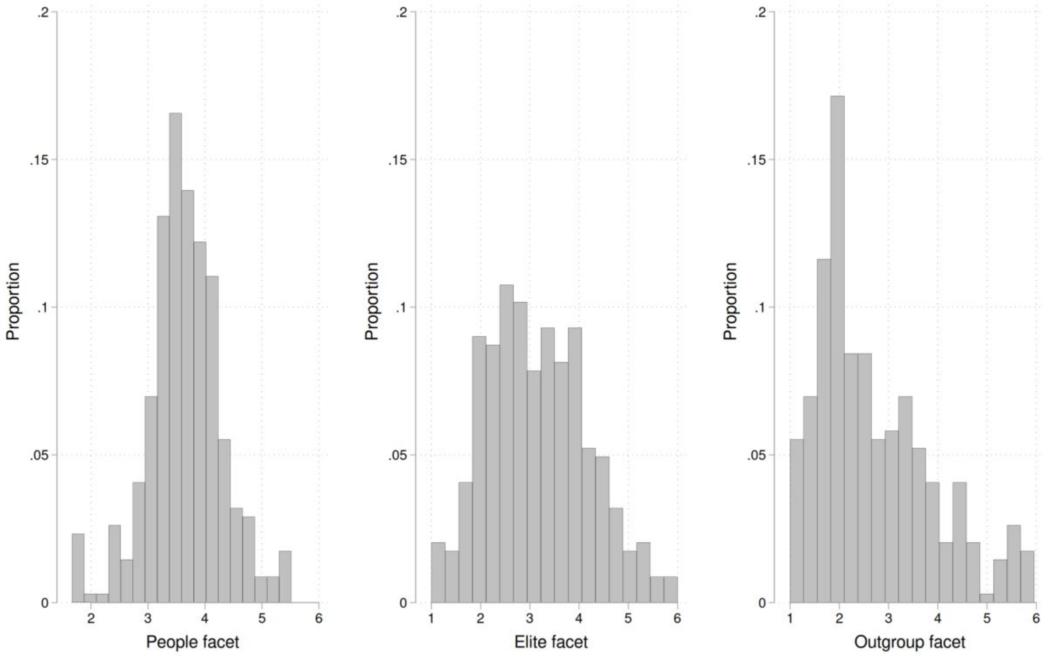

Figure A4. Experts' evaluation of the three facets of populism

Appendix 6. The M-POP dataset and the Digital News Report data

The Digital News Report survey data represent an interesting way to analyze from a comparative perspective media consumption. In 2019, the original dataset included survey data for 37 countries (with about 2,000 respondents per country), 32 of which are in common with M-POP data collection[1]. The survey asked about various dimensions of media consumption. In particular, the survey asked respondents if they have been exposed to (or have read), over the previous week, a quite long list of TV channels, websites, and newspapers (the respondents were allowed to choose more than one media outlet). In addition, respondents are asked to answer three questions that can be easily assimilated to a (rough) measure of the three facets of populism that we treated in the main text. The items ask respondents, on a 1-5 scale going from "Strongly disagree" to "Strongly agree", to declare their agreement with three statements (representing respectively people-centrism, anti-elitism, and outgroup exclusion) and read as follows:

1) The people should be asked whenever important decisions are taken

2) Most elected officials don't care what people like me think

3) Immigration threatens our national culture

By combining those two pieces of information (namely, media exposure and populism attitudes questions), we can obtain an averaged measure of the level of populism that the audience of a specific outlet presents, on each of the three facets of populism. More specifically,

[1] More specifically, we have analysed DNR data for Australia, Austria, Belgium Flemish and French, Brazil, Bulgaria, Canada English and French, Croatia, Czech Republic, Denmark, Finland, France, Germany Greece, Hungary, Ireland, Italy, Japan, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland (German and French), Turkey, UK, and US.

the data management procedure to arrive at the first-order correlation coefficients in Table 5 has been performed as follows:

1) First, we have selected solely the national and subnational contexts that were present also in the M-POP dataset.
2) Second, we have selected only the outlets that were present in the M-POP dataset (coding them with a unique code compatible with the one in the M-POP data)
3) Third, we collapsed the datasets in a way that they produced average measures for each facet of populism, for each outlet. It is important to stress that the outlets' averages can be produced by common respondents (if a respondent has declared to follow both outlets 1 and 3, out of a list of, say, 10 outlets, they will count in the calculation of the averages for both the outlets).
4) The last step was to merge the resulting collapsed data with the M-POP outlet dataset. In this way, it has been possible to correlate the resulting 262 outlets for each facet (the expert-survey-driven and the average-survey-driven).

For what concerns the second set of models in Table 5, those including only newspapers, we have to stress that the questions asking exposure to TV are, in the survey, referred to the entire channel, and not to the specific news media of the channel. We thus argued that a less noisy correlation would be the one based on newspapers only.