

Supplemental materials

Appendix A

Intercoder Reliability indices for all variables separately ($N = 220$)

Category	Percentage Agreement (%)	Brennan and Prediger's Kappa
Emotions (positive, negative, none)	82	0.79
Negativity	89	0.71
References to the People	87	0.75
<i>Antielitism</i>		
Denouncing the Elite	98	0.97
Blaming the Elite	99	0.98
Detaching the Elite from the People	98	0.94
<i>People-centrism</i>		
Stressing the People's Virtues	98	0.95
Stressing Achievement	98	0.95
Demonstrating Closeness to the People	99	0.96
Stating a Monolithic People	99	0.98
<i>Popular Sovereignty</i>		
Demanding Popular Sovereignty	98	0.95
Denying Elite Sovereignty	98	0.95

Appendix B

Number of Posts per Candidate as a Function of Type of SNS and Time Period

Candidate	Facebook		Twitter		Total
	<i>Pre-Election</i>	<i>Post-Election</i>	<i>Pre-Election</i>	<i>Post-Election</i>	
Sebastian Kurz (Österreichische Volkspartei, ÖVP)	22	25	24	33	104¹
Christian Kern (Sozialdemokratische Partei Österreichs, SPÖ)	23	24	12	17	76
Heinz-Christian Strache (Freiheitliche Partei Österreichs, FPÖ)	23	24	23	24	94
Ulrike Lunacek (Die Grünen)	23	4	26 ¹	13	66
Matthias Strolz (NEOS)	24	24	24	22	94
Peter Pilz (Liste Peter Pilz, PILZ)	22	4	23	14	63
Mark Rutte (Volkspartij voor Vrijheid en Democratie. VVD)	20	9	24	19	72
Geert Wilders (Partij voor de Vrijheid, PVV)	22	21	24	24	91
Sybrand van Haersma Buma (Christen-Democratisch Appèl, CDA)	24	11	21	2	58
Alexander Pechtold (Democraten 66, D66)	25 ¹	20	25 ¹	11	81
Jesse Klaver (GroenLinks, GL)	24	12	24	5	65
Emile Roemer (Socialistische Partij, SP)	24	17	16	5	62
Lodewijk Asscher (Partij van de Arbeid PvdA)	24	12	24	24	84
Total	300	207	290	213	1010

Note. ¹ Due to multi-part posts or tweets the total number of posts exceeds 96.

Appendix C

Overview of populist message or frame elements (based on Ernst et al., 2017)

Populist Subframe	Target	Frame Elements	Description
Popular sovereignty	People	Demanding popular sovereignty	Arguing for granting more power to the people, e.g., through direct-democratic means
Popular sovereignty	Elite	Denying popular sovereignty	Arguing for granting less power to the elites
Anti-elitism	Elite	Denouncing elites	Accusing the elites of being e.g., criminal, corrupt, undemocratic
Anti-elitism	Elite	Blaming elites	Describing the elites e.g., as a burden, as a threat, as being responsible for negative developments
Anti-elitism	Elite	Detaching the people from the elites	Describing the elites as e.g., not being close to the people, not speaking for the people
People centrism	People	Stressing the people's virtues	Describing the people's virtues, e.g., morality, charisma, competence
People centrism	People	Stressing the people's achievement	Describing the people as being responsible for positive developments or situations
People centrism	Self	Expressing closeness to the people	Describing oneself as e.g., close to the people, to represent the people
People centrism	-	Asserting a monolithic people	Describing the people as having e.g., common feelings or goals