**Supplementary Material:**

**Campaign Like a Girl? Gender and Communication on Social Networking Sites during the 2017 Czech Parliamentary Elections**

**Descriptive statistics for the candidate sample**

Male: n = 143

Female: n = 87

Age: M = 47.22, SD = 10

Incumbent: n = 142

**Ballot position**

Female: Min = 1, Max = 9, M = 3.17, SE = 0.086

Male: Min = 1, Max = 17, M = 3.78, SE = 0.123

**Party**

ANO: n = 51

ODS: n = 31

CSSD: n = 23

KSCM: n = 12

TOP 09: n = 14

KDU-CSK: n = 25

SPD: n = 22

Piráti: n = 31

STAN: n = 17

**Descriptive statistics for the Facebook post sample**

n = 1637

Posts by women: n = 1086

Posts by men: n = 550

Posts by incumbents: n = 444

Post by non-incumbents: n = 1,193

Nonpolitical posts: n = 268

Political posts: n = 1369

Personalization – profession: n = 50

Personalization – leisure: n = 81

Personalization – taste: n = 106

Personalization – emotion, relationships: n = 51

Personalization – other: n = 3

Political personalized posts: n = 116

Non-political personalized posts: n = 175

Tagging emotions: n = 27

Emoticon in post (at least one): n = 337

Photo/video of family: n = 49

Tagging location: n = 72

Interaction with others in comments: n = 339

Examples of different types of content (English translation):

|  |  |
| --- | --- |
| **Non-political personalized** | Today was a sunny day. It was nice warm weather. Our Matýsek (*cat; authors’ note*) was sunbathing on his favorite sofa behind the window. He knows how to live! |
| **Non-political non-personalized** | Tomorrow you will have a chance to see a kindergarten where time has stopped for the past ten years. (*Post’s invitation to a long-closed kindergarten in Prague*; *authors’ note.*) |
| **Political personalized** | I inherited my worldview from my father. He always used to say that all people mattered. History is built on the backs of ordinary people. They create everything that surrounds us. |
| **Political non-personalized** | I have been advocating for lower and simpler taxes for the past four years. For example, decreasing the value-added tax, and abolishing the real estate acquisition tax and road tax. The coalition has never supported my proposals. If the right is strong we will succeed. |

Examples of dimensions of personalization:

|  |  |
| --- | --- |
| **Profession** | I want a health care system which is friendlier to patients and which imposes less bureaucracy on doctors. Doctors should pay attention to patients, not papers. (*Includes picture of the candidate at work as doctor; authors’ note.)* |
| **Leisure time** | Days like this belong to my neighborhood! And my neighbors know it well. (*Posts video from children’s day in Pardubice Slovany, the candidate’s neighborhood; authors’ note.)* |
| **Tastes and hobbies** | What can one possibly tell to the public? Interesting stuff about the Pirates, about myself, music, plans, and why I go on holiday to the Pirate Security Conference with my wife. For Facebook “pirated and shared” from the show Influential by Alexandra Mynářová. Thanks. (*Shares a video of a TV interview with the candidate; authors’ note.*) |
| **Relationships and emotions** | Preparing for today’s christening of my grandson Vašík. It’s important to take care of basic needs as well ☺ (*Shares pictures of family and food served at the christening party; authors’ note.*) |

Predictors of interactivity, technological disclosure, non-political content, and personalization in Facebook posts

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Interactivity** | | **Tech.features** | | **Non-political** | | **Personalization** | |
|  | **ExpB** | **Sig.** | **ExpB** | **Sig.** | **ExpB** | **Sig.** | **ExpB** | **Sig.** |
| Intercept | 0.84 |  | 3.71 |  | 0.07 | \*\*\* | 0.30 |  |
| Female | 0.83 |  | 0.96 |  | 1.36 |  | 0.98 |  |
| Ballot position | 0.10 |  | 0.86 | \* | 1.13 | \* | 0.96 |  |
| Age | 0.10 |  | 0.96 | \*\* | 1.01 |  | 0.10 |  |
| Incumbency | 0.76 |  | 1.45 |  | 0.34 | \*\* | 0.81 |  |
| Female\*BallotPosition | 0.92 |  | 0.98 |  | 1.05 |  | 1.04 |  |
| **Party affiliation**  **(ref. category ANO)** |  |  |  |  |  |  |  |  |
| ODS | 0.34 |  | 0.77 |  | 1.01 |  | 1.02 |  |
| Piráti | 1.88 |  | 0.27 |  | 0.97 |  | 0.50 |  |
| ČSSD | 0.58 |  | 0.48 |  | 1.82 |  | 0.91 |  |
| KSČM | 0.36 |  | 0.31 |  | 3.07 |  | 0.73 |  |
| KDU-ČSL | 0.60 |  | 0.31 | \*\* | 1.55 |  | 0.75 |  |
| STAN | 1.17 |  | 0.47 |  | 1.07 |  | 0.55 |  |
| TOP 09 | 1.34 |  | 0.52 |  | 1.07 |  | 0.42 |  |
| SPD | 0.30 | \* | 0.13 | \*\*\* | 0.16 | \*\* | 0.81 | \*\*\* |
| **Candidate effect** |  |  |  |  |  |  |  |  |
| Variance | 2.40 |  | 1.66 |  | 1.32 |  | 1.08 |  |
| St.Dev. | 1.55 |  | 1.30 |  | 1.15 |  | 1.04 |  |
| AIC | 1,379.0 |  | 1,565.1 |  | 1,313.4 |  | 1,441.3 |  |

Binomial logit regression models with fixed effects for individual candidate’s ID

N = 1,637; number of candidates = 227

Significance code: \*\*\* p<0.001; \*\* p < 0.01; \* p < 0.05