

**Supplemental Materials for**  
**“Vote for me, I am authentic”: Performed Political Authenticity on Social Media**

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**Appendix 1.** Candidates running for chancellor in the 2021 German federal election

Categories	Politicians		
	Annalena Baerbock	Armin Laschet	Olaf Scholz
Last position before 2021 election	Co-party leader	Minister President of the state North Rhine-Westphalia	Deputy to the federal chancellor / Minister of finance
Party	Alliance 90/The Greens	Christian Democratic Union (CDU)	Social Democratic Party of Germany (SPD)
Party Role during Campaign	Opposition	Opposition	Government
Year of Birth	1980	1961	1958
Gender	female	male	male
Party voting poll: Eight Weeks before Election in 2021 <sup>1</sup>	19%	27%	18%
	Downward trend	Downward trend	Upward trend
Candidate popularity poll <sup>2</sup>	About 15%	About 22%	About 48%
Final result of the party in the 2021 election <sup>3</sup>	14.8%	18.9%	25.7%
References to candidates in campaign coverage (rounded) <sup>4</sup>	Newspaper articles: 34%; TV news: 13%	Newspaper articles: 54%; TV news: 29%	Newspaper articles: 52%; TV news: 20%
Share of news that contain evaluative statements about the candidates' traits <sup>5</sup>	45%	47%	53%
Share of news that contain negative statements about the candidates' political traits <sup>5</sup>	69%	67%	44%
Share of news that contain positive statements about the candidates' political traits <sup>5</sup>	31%	23%	16%
Share of news that contain evaluative statements about the candidates' appearance and demeanor <sup>5</sup>	44%	34%	46%
TV news framing <sup>6</sup>	Framed as populist campaigner: Ordinarity (e.g., informal clothing, physical activity)	Framed as a statesman and ideal candidate	Framed as a statesman and ideal candidate
Personalized campaigning <sup>7</sup>	Highly personalized campaign	Less personalized campaign	Highly personalized campaign

*Notes.* <sup>1</sup> Question: Which party would you vote for if the federal election were held next Sunday? (Ehni, 2021). <sup>2</sup> Survey question: Who would you most like to see as Chancellor, ... Armin Laschet, Olaf Scholz, or Annalena Baerbock? (Holtz-Bacha, 2023: 11). <sup>3</sup> The Federal Returning Officer (2021); <sup>4</sup> Leidecker-Sandmann et al. (2023); Steffan (2023); Zeh et al., (2023); <sup>5</sup> Leidecker-Sandmann et al. (2023); <sup>6</sup> Steffan (2023); <sup>7</sup> Holtz-Bacha (2023)

**Appendix 2.** Number of social media posts by politicians by platform

<b>Platform</b>	<b>Politician</b>					
	<b>Baerbock</b>		<b>Laschet</b>		<b>Scholz</b>	
Facebook	65	30.2 %	107	40.8 %	111	29.4 %
Instagram	71	33.0 %	110	42.0 %	103	27.2 %
Twitter (now: X)	79	36.7 %	45	17.2 %	164	43.4 %
<b>Total</b>	<b>215</b>	<b>100 %</b>	<b>262</b>	<b>100%</b>	<b>378</b>	<b>100%</b>

**Appendix 3.** Reliability scores for authenticity indicators

Performed authenticity indicators		Textual indicators			Visual indicators		
		<i>n</i>	<i>PA</i>	<i>K-α</i>	<i>n</i>	<i>PA</i>	<i>K-α</i>
Intimacy	Personal details	28	.95	.89	0	--	--
	Private context	10	.96	.82	3	.98	.79
	Confessional rhetoric	1	.98	--	0	--	--
Immediacy	Spontaneity	17	.96	.88	22	.94	.87
	Strong emotions	13	.96	.85	4	.97	.74
	Political incorrectness	9	.95	.69	1	--	--
Ordinariness	Imperfection	5	.98	.74	4	.97	.65
	Down-to-Earthness	31	.96	.92	40	.94	.88
	Amateurism	0	--	--	8	.97	.84
Consistency		42	.94	.88	10	.97	.88

*Notes.* Basis: *N* = 84 social media posts, *N* = 69 social media pictures. *PA* = pairwise agreement, *K-α* = Krippendorff's Alpha.

**Appendix 4.** Textual and visual authenticity elements of political candidates

Performed authenticity indicators	Textual authenticity indicators				Visual authenticity indicators			
	Baerbock <i>n</i> = 215	Laschet <i>n</i> = 262	Scholz <i>n</i> = 378	Chi <sup>2</sup>	Baerbock <i>n</i> = 140	Laschet <i>n</i> = 236	Scholz <i>n</i> = 271	Chi <sup>2</sup>
<i>Intimacy</i>								
Personal details	6.1 <sup>a</sup>	1.5 <sup>b</sup>	2.9 <sup>ab</sup>	7.90*	0.0	0.0	0.0	0.00
Private context	1.9	1.1	0.5	2.36	0.7	0.0	0.7	0.42
Confessional rhetoric	0.5	0.0	0.0	2.98	0.0	0.0	0.0	0.00
<i>Immediacy</i>								
Spontaneity	4.2 <sup>a</sup>	0.0 <sup>b</sup>	2.1 <sup>ab</sup>	10.68**	24.3 <sup>a</sup>	10.2 <sup>b</sup>	7.4 <sup>b</sup>	26.13***
Strong emotions	3.3 <sup>a</sup>	1.9 <sup>ab</sup>	0.3 <sup>b</sup>	8.57*	3.6 <sup>a</sup>	0.4 <sup>ab</sup>	0.0 <sup>b</sup>	13.84***
Political incorrectness	3.3 <sup>a</sup>	0.0 <sup>b</sup>	0.5 <sup>b</sup>	13.80**	0.7	0.0	0.4	1.51
<i>Ordinariness</i>								
Imperfection	0.9	0.4	0.0	3.40	0.7	0.0	1.1	2.54
Down-to-Earthness	18.6 <sup>a</sup>	8.0 <sup>b</sup>	19.6 <sup>a</sup>	17.27***	45.0 <sup>a</sup>	14.8 <sup>b</sup>	33.9 <sup>a</sup>	43.28***
Amateurism	0.0	0.0	0.0	0.00	1.4	0.0	2.2	5.12
<i>Consistency</i>								
Consistency	54.0	64.5	60.6	5.54	13.6 <sup>a</sup>	38.6 <sup>b</sup>	27.3 <sup>c</sup>	27.25***

Notes. Basis: *N* = 855 social media posts, *N* = 647 pictures in social media posts. Cells with different superscript letters are significantly different; cells with the same superscript are not statistically different (pairwise Fisher's tests with Bonferroni correction,  $\alpha = 0.05$ ). \*\*\*  $p < .001$ . \*\*  $p < .01$ . \*  $p < .05$ .

**Appendix 5.** Determinants of performed authenticity on social media

Predictors	Logistic Regressions				
	Model 1 Performed authenticity (OR)	Model 2 Performed intimacy (OR)	Model 3 Performed immediacy (OR)	Model 4 Performed ordinariness (OR)	Model 5 Performed consistency (OR)
Intercept	0.91	0.02***	0.07***	0.10***	0.63**
Hot campaign phase <sup>a</sup>	1.13	4.61***	1.61*	0.76	1.23
Male politicians <sup>b</sup>	1.38 <sup>#</sup>	0.28**	0.32***	0.58**	1.65**
Number of images	1.49***	0.93	1.36***	1.44***	1.13*
Facebook <sup>c</sup>	1.87**	2.38	2.10*	3.38***	1.62*
Instagram <sup>c</sup>	2.27***	4.16*	2.11*	3.94***	1.73**
LR test: $X^2$	106.34***	35.44***	107.49**	161.54***	45.19***
<i>McFadden-R</i> <sup>2</sup>	0.11	0.12	0.17	0.17	0.04
<i>Nagelkerke-R</i> <sup>2</sup>	0.17	0.14	0.22	0.25	0.07

Notes.  $N = 855$  social media posts. <sup>a</sup> reference category: more than 4 weeks before the election. <sup>b</sup> reference category: female politician. <sup>c</sup> reference category: Twitter (now X). \*\*\*  $p < .001$ . \*\*  $p < .01$ . \*  $p < .05$  #  $p < .10$ .

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