

Faces of Europe: Structural Drivers of Visual Personalization in Political Parties' Facebook Campaigns: Appendix

Tables

Table A1. Investigation periods, sample size, and total numbers of published and analyzed posts per country.

Country	Investigation start date	Investigation end date	Sample size	Published party posts	Analyzed party posts ^a
at	2024-05-12	2024-06-09	100%	389	388
be	2024-05-12	2024-06-09	63%	1107	694
cy	2024-05-12	2024-06-09	100%	365	356
cz	2024-05-11	2024-06-08	100%	1,672	1,625
de	2024-05-12	2024-06-09	100%	487	481
dk	2024-05-12	2024-06-09	100%	363	354
es	2024-05-12	2024-06-09	100%	485	481
fi	2024-05-12	2024-06-09	59%	670	390
fr	2024-05-12	2024-06-09	100%	1,280	1,166
gr	2024-05-12	2024-06-09	100%	630	604
hr	2024-05-12	2024-06-09	100%	414	405
hu	2024-05-12	2024-06-09	50%	1376	412
ie	2024-05-10	2024-06-07	100%	385	227
it	2024-05-12	2024-06-09	100%	1,415	1,402
lv	2024-05-11	2024-06-08	100%	458	331
mt	2024-05-11	2024-06-08	100%	270	268
nl	2024-05-09	2024-06-06	100%	239	225
pl	2024-05-12	2024-06-09	100%	1,085	1,032
pt	2024-05-12	2024-06-09	100%	617	614
ro	2024-05-12	2024-06-09	100%	1,094	953
se	2024-05-12	2024-06-09	100%	491	490
si	2024-05-12	2024-06-09	100%	1,020	992
sk	2024-05-11	2024-06-08	100%	716	663
Total				16,961	14,553

Note: ^aAlthough a 100% sample of the party posts was coded, the number of analyzed posts can deviate from the number of published posts, because some posts were deleted before coding, they did not contain any visuals, or the party does not occur in the 2024 CHES dataset. Details about this can be found in the list of parties (Table A2).

Table A2. Overview of parties and number of posts.

Country	Type	Party Name	No. of published posts	No. of analyzed posts
at	party	Die Grünen - Die Grüne Alternative	45	45
at	party	Freiheitliche Partei Österreichs	104	104
at	party	NEOS - Das neue Österreich	69	69
at	party	Sozialdemokratische Partei Österreichs	43	43
at	party	Österreichische Volkspartei	128	127
be	party	Christen-Democratisch en Vlaams	72	50
be	party	Groen	75	49
be	party	Les Engagés	56	50
be	party	Mouvement Réformateur	41	41
be	party	Nieuw-Vlaamse Alliantie	60	50
be	party	Open Vlaamse Liberalen en Democraten	42	42
be	party	Parti du travail de Belgique	93	50
be	party	Partie Socialiste	50	47
be	party	Partij van de Arbeid	88	50
be	party	Vlaams Belang	374	187
be	party	Vooruit	156	78
cy	party	Anorthotiko Komma Ergazomenou Laou	70	70
cy	party	Dimokratiko Komma	138	135
cy	party	Dimokratikos Synagermos	157	151
cz	coalition	Spolu21	208	195
cz	coalition	Stačilo!	200	200
cz	party	ANO, bude líp!	109	89
cz	party	KSČM - Komunistická strana Čech a Moravy	42	42
cz	party	Křesťanská a demokratická unie – Československá strana lidová	129	129
cz	party	Občanská demokratická strana	382	369
cz	party	Starostové a nezávislí	106	106
cz	party	Svoboda a přímá demokracie	282	282

cz	party	Tradice Odpovědnost Prosperita 09	144	144
cz	party	Česká pirátská strana	70	69
de	party	Alternative für Deutschland	95	93
de	party	Bündnis 90/Die Grünen	29	28
de	party	Bündnis Sahra Wagenknecht	63	61
de	party	Christlich Demokratische Union	70	70
de	party	Christlich-Soziale Union	123	123
de	party	Freie Demokratische Partei	73	73
de	party	Sozialdemokratische Partei Deutschlands	34	33
dk	party	Danmarksdemokraterne	53	51
dk	party	Dansk Folkeparti	55	55
dk	party	Det Konservative Folkeparti	20	20
dk	party	Det Radikale Venstre	14	14
dk	party	Enhedslisten - De rød-grønne	44	44
dk	party	Liberal Alliance	17	17
dk	party	Moderaterne	60	53
dk	party	Socialdemokraterne	22	22
dk	party	Socialistisk Folkeparti	34	34
dk	party	Venstre	44	44
es	party	Partido Popular	117	117
es	party	Partido Socialista Obrero Español	147	144
es	party	VOX	221	220
fi	party	Kansallinen Kokoomus	134	66
fi	party	Perussuomalaiset	47	46
fi	party	Ruotsalainen kansanpuolue	149	74
fi	party	Suomen Keskusta	62	49
fi	party	Suomen Sosialidemokraattinen Puolue	110	55
fi	party	Vasemmistoliitto	102	50
fi	party	Vihreä Liitto	66	50
fr	coalitio n	Besoin d'Europe	109	107
fr	party	L'Avenir français ^a	14	0
fr	party	La France insoumise	237	236
fr	party	Les Républicains	15	15
fr	party	Les Écologistes - Europe Ecologie Les Verts	112	111

fr	party	Mouvement démocrate	64	64
fr	party	Parti socialiste	79	79
fr	party	Place publique ^a	82	0
fr	party	Rassemblement National	421	420
fr	party	Reconquête	63	63
fr	party	Renaissance	71	71
fr	party	Union des démocrates et indépendants ^a	13	0
gr	party	Elliniki Lysi	130	126
gr	party	Nea Dimokratia	25	21
gr	party	Panellinio Sosialistiko Kinima	135	129
gr	party	Synaspismos Rizospastikis Aristeras	340	328
hr	party	Domovinski pokret	45	44
hr	party	Hrvatska demokratska zajednica	193	189
hr	party	Možemo!	104	100
hr	party	Socijaldemokratska partija Hrvatske	72	72
hu	party	Demokratikus Koalíció	89	47
hu	party	Fidesz	480	171
hu	party	KDNP és Frakciója	271	87
hu	party	Magyar Szocialista Párt	186	81
hu	party	Mi Hazánk Mozgalom ^b	152	26
hu	party	Párbeszéd – ZÖLDEK ^a	198	0
ie	party	Fianna Fáil	53	53
ie	party	Fine Gael	85	85
ie	party	Independent Ireland ^a	90	0
ie	party	Sinn Féin	90	89
it	party	Europa Verde	110	110
it	party	Forza Italia	45	45
it	party	Fratelli D'Italia	122	122
it	party	Lega - Salvini Premier	714	709
it	party	Movimento 5 Stelle	212	204
it	party	Partito Democratico	78	78
it	party	Sinistra Italiana	134	134
lv	party	Apvienotais saraksts ^a	116	0
lv	party	Jaunā Vienotība	113	111
lv	party	Latvija pirmajā vietā!	89	80
lv	party	Latvijas attīstībai	23	23

lv	party	Nacionālā apvienība "Visu Latvijai!" - "Tēvzemei un Brīvībai/LNNK"	39	39
lv	party	Progresīvie	65	65
lv	party	Sociāldemokrātiskā partija "Saskaņa"	13	13
mt	party	Partit Laburista	145	145
mt	party	Partit Nazzjonalista	125	123
nl	coalition	GroenLinks/Partij van de Arbeid ^a	12	0
nl	party	BoerBurgerBeweging	82	81
nl	party	Christen-Democratisch Appèl	44	44
nl	party	Democraten 66	13	13
nl	party	GroenLinks	10	10
nl	party	Partij van de Arbeid	10	10
nl	party	Partij voor de Vrijheid	4	4
nl	party	Volkspartij voor Vrijheid en Democratie	17	16
nl	party	Volt Nederland	47	47
pl	coalition	Konfederacja Wolność i Niepodległość	281	275
pl	party	Nowa Lewica	76	75
pl	party	Nowoczesna ^a	6	0
pl	party	Platforma Obywatelska	275	274
pl	party	Polska 2050 Szymona Hołowni	73	69
pl	party	Polskie Stronnictwo Ludowe	38	38
pl	party	Prawo i Sprawiedliwość	258	256
pl	party	Razem	48	45
pl	party	Zieloni ^a	30	0
pt	party	Aliança Democrática	126	125
pt	party	CHEGA	291	289
pt	party	Iniciativa Liberal	35	35
pt	party	Partido Socialista	165	165
ro	party	Alianța pentru Unirea Românilor	77	72
ro	party	Forța Dreptei ^a	37	0
ro	party	Partidul Mișcarea Populară ^a	40	0
ro	party	Partidul Național Liberal	177	176
ro	party	Partidul Social Democrat	154	153
ro	party	SOS România	258	229

ro	party	Uniunea Democrată Maghiară din România	154	149
ro	party	Uniunea Salvați România	197	174
se	party	Centerpartiet	67	67
se	party	Kristdemokraterna	54	54
se	party	Miljöpartiet de gröna	19	19
se	party	Moderaterna	99	99
se	party	Socialdemokraterna	99	99
se	party	Sverigedemokraterna	104	103
se	party	Vänsterpartiet	49	49
si	coalition	Gibanje Svoboda	362	350
si	coalition	Socialni demokrati	148	145
si	party	Nova Slovenija - Krščanski demokrati	40	40
si	party	Slovenska demokratska stranka	394	386
si	party	Vesna - zelena stranka	76	71
sk	party	HLAS - sociálna demokracia	390	381
sk	party	Kresťanskodemokratické hnutie	74	68
sk	party	Progresívne Slovensko	92	71
sk	party	REPUBLIKA	94	87
sk	party	SMER - sociálna demokracia	66	56
Total			16,961	14,553

Note: 149 parties/coalitions of the CamforS dataset of which 138 are considered in the analysis (since 11 parties/coalitions were not matched to any of the parties in the 2024 CHES dataset).

^a Posts of these parties/coalitions have been coded but not analyzed since the parties/coalitions were not matched to any of the parties in the 2024 CHES dataset.

^b The sample was supposed to include 76 posts from Mi Hazánk Mozgalom, but this party has deleted many posts in the meantime, so that only 33 could be coded. The proportion of deleted posts was significantly lower for the other parties in the dataset.

Table A3. Number of coders and reliability values per country.

Country	Number of coders	Number of posts	Reliability values			
			Individualization		Privatization	
			BP Kappa	Holsti	BP Kappa	Holsti
at	3	100	.85	.93	.97	.99
be	3	100	.77	.89	.87	.93
cz	3	100	.91	.95	.96	.98
de	4	100	.9	.95	.92	.97
dk	3	99	.88	.94	.93	.97
es	4	100	.77	.89	NA	NA
fi	2	100	.86	.93	.9	.95
fr	3	100	.73	.87	.97	.99
gr	4	99	.62	.82	.93	.97
hr	3	99	.88	.94	.97	.99
hu	3	91	.97	.99	1.00	1.00
ie	3	99	.74	.87	.99	.99
it	3	100	.8	.9	NA	NA
lv	3	99	.79	.89	.93	.97
mt	2	99	.86	.93	.94	.97
nl	2	100	.76	.88	.94	.97
pl	3	100	.8	.9	.96	.98
pt	2	100	.9	.95	.98	.99
ro	3	98	.69	.84	.97	.99
se	2	100	.87	.94	.94	.97
si	3	100	.79	.89	.92	.96
sk	3	100	.87	.93	.93	.97
Total	63	94	.65	.94	.83	.98

Note: The individual reliability values for each country are from the intra-country ICR tests based on posts from national parties coded by the 2-4 national coders. The total reliability values are from the inter-country reliability test based on 94 posts from the European parties coded by 63 coders.

The Greek coders coded both the Greek and Cypriot posts. Therefore, Cyprus does not occur in this table.

Table A4. Descriptive statistics.

Variable	Obs	Mean	Std. Dev.	Min	Max
Privatization	14553	0.023	0.151	0	1
Individualiyation	14553	0.402	0.490	0	1
District Size	14553	25.498	24.055	4.08	96
Candidate Centred	14553	0.311	0.463	0	1
Populist Party	14553	0.373	0.484	0	1
Political Ideology	14553	6.027	2.510	0.8	9.727
Education	14553	21.257	8.021	11.8	38.7
Degree of Authoritarianism	14553	0.302	0.129	0.117	0.682
Party in Government	14553	0.448	0.497	0	1

Table A5. Overview of independent variables and controls per country.

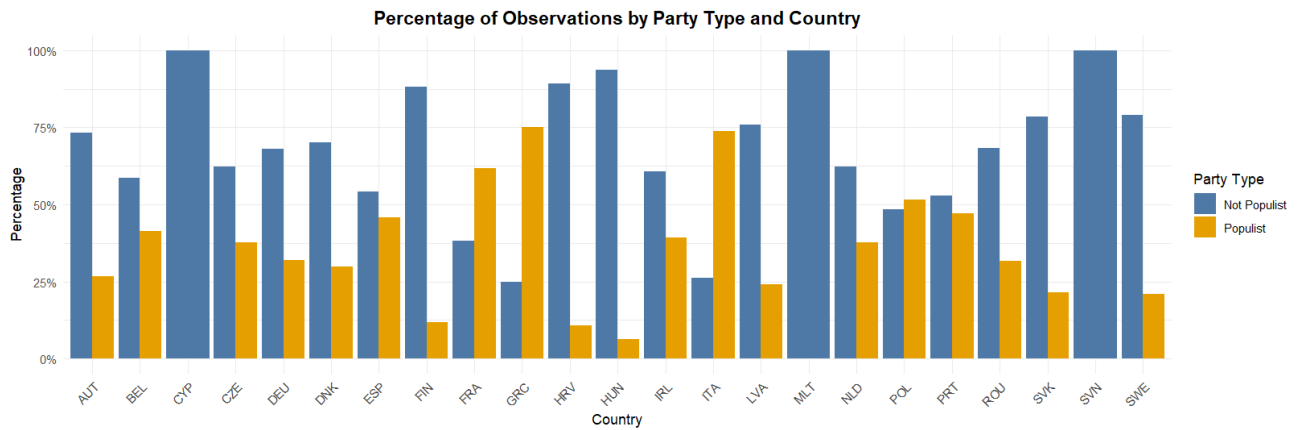
Country	N	Independent Variables		Controls	
		<i>Candidate-Centered Electoral System¹</i>	<i>Score Authoritarianism²</i>	<i>Score District Size¹</i>	<i>Score Education Level³</i>
AUT	388	yes	0.237	20.00	18.3
BEL	694	no	0.191	13.00	22.5
CYP	356	no	0.349	6.00	17.9
CZE	1625	no	0.183	21.00	13.5
DEU	481	no	0.208	96.00	21.8
DNK	354	yes	0.117	15.00	24.2
ESP	481	no	0.255	61.00	37.0
FIN	390	yes	0.198	15.00	18.7
FRA	1166	no	0.197	81.00	20.9
GRC	604	yes	0.424	21.00	21.8
HRV	405	yes	0.376	12.00	14.4
HUN	412	no	0.682	21.00	17.7
IRL	227	yes	0.169	4.67	16.5
ITA	1402	yes	0.295	15.20	35.7
LVA	331	no	0.235	9.00	16.5
MLT	268	yes	0.363	6.00	29.3
NLD	225	no	0.239	31.00	23.7
POL	1032	no	0.384	4.08	11.8
PRT	614	no	0.244	21.00	38.7
ROU	953	no	0.549	33.00	22.4
SVK	663	no	0.428	15.00	12.7
SVN	992	no	0.381	9.00	16.2
SWE	490	yes	0.155	21.00	19.0

¹ Høyland et al. (2019) and adaptations by AUTHORS.² Coppedge et al. (2015, 2025).³ Eurostat.

Figures

Figure A1 reveals important differences in the percentage of posts from populist and non-populist parties across countries. Posts from non-populist parties were most predominant in the Czech Republic, Finland, Hungary, Croatia and Slovakia. Followed by Cyprus, Slovenia and Malta, which record only non-populist parties' posts. In the lower tier, we find France, Italy and Greece, where the higher percentage of the posts is shared by populist parties. Similarly, Portugal records a slightly a higher percentage of posts shared by populist parties than non-populist parties.

Figure A1. Frequency of posts from populist and non-populist actors, by country



A comparison of the posts from parties in government and opposition (Figure A2) shows that in about a third of the countries, both of these party types published about an equal number of posts. However, in Cyprus, the Czech Republic, Italy, Hungary, Croatia, Ireland and Slovakia, the governing parties were much more active, while in Belgium, Denmark, Spain, France, Germany, Greece, the Netherlands, Romania and Slovenia, opposition parties' posts were more frequent.

Figure A2. Frequency of posts from government and non-government actors, by country

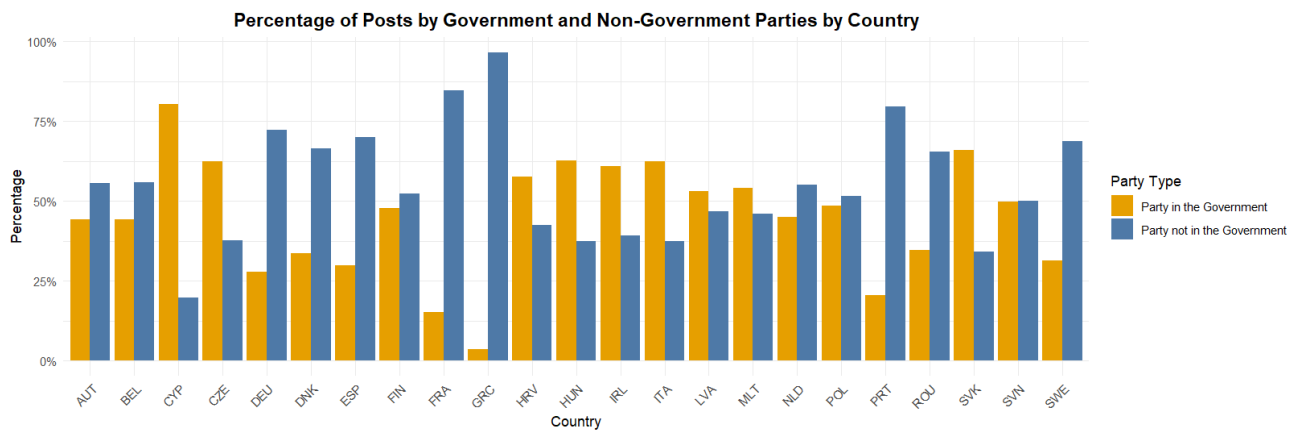
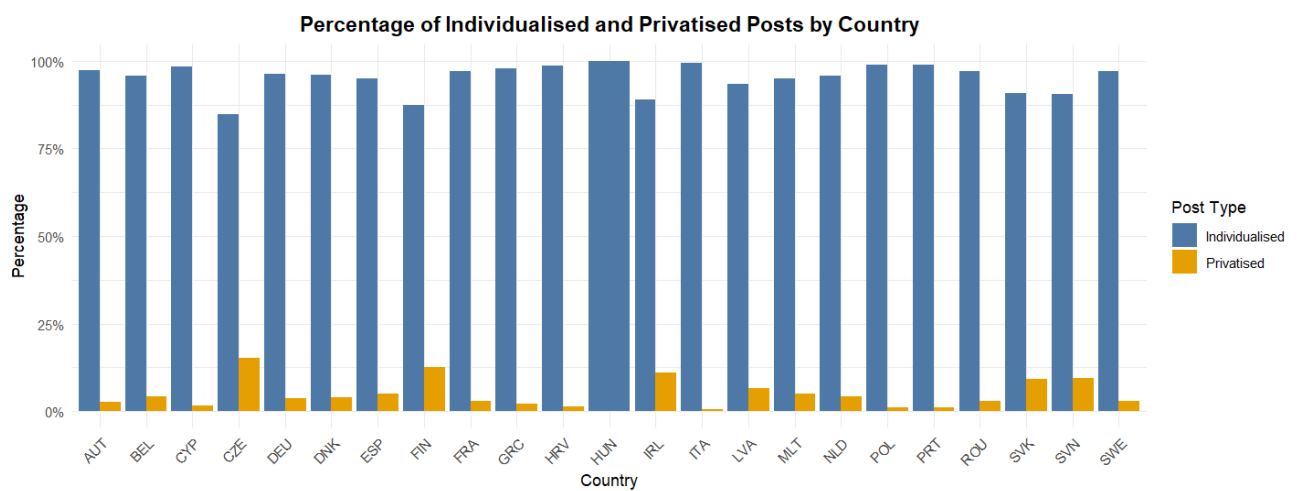


Figure A3 shows how many posts contained individualization and privatization, revealing two points: First, parties in certain countries (e.g. Italy, the Czech Republic, Slovenia, France, and Poland) were more likely to post personalized messages than those in other countries. Second, individualization dominated across countries. That being said, parties in a few countries—namely the Czech Republic, Slovenia, Slovakia and Finland—still posted a relatively high percentage of privatized posts compared to the other countries.

Figure A3. Frequency of parties' posts individualized and privatized personalization, by country



Examples of individualized and privatized posts

Individualization:

<https://www.facebook.com/100045122042935/posts/983727339807992>

This post of the German party CDU shows a photo of Ursula von der Leyen, lead candidate of the European People's Party (EPP), placing a ballot in the ballot box.

<https://www.facebook.com/100076073499659/posts/466746855871094>

This post of the French electoral list Besoin d'Europe shows a video of Valerie Hayer, one member of Renew Europe's lead candidate team.

<https://www.facebook.com/100081915793099/posts/434580959282427>

This post shows a photo of Diana Șoșoacă, president of the S.O.S. Romania Party, on a poster announcing a live television event.

Privatization:

<https://www.facebook.com/100044198901294/posts/993103162172971>

This post of the Czech party Občanská demokratická strana shows a shared post by candidate Martin Kupka with a selfie of him at a sports event.

<https://www.facebook.com/100068901762365/posts/759117473061638>

This post of the Croatian party Možemo shows the candidate Gordan Bosanac doing his morning training while being on his European campaign tour.

<https://www.facebook.com/100044367218760/posts/1021755779313320>

This post of the Slovenian party Slovenska demokratska stranka shows the candidate Zala Tomašič petting a dog.