

Supplementary material

Table 1. Sample sizes of and macro-level differences between countries.

Country	Number of posts in our sample (share of all posts)	Geographical location	Year of EU (EC) accession	Seats in the 2014 EP	Trust in the EU ^a (%)	Positive EU image ^a (%)	Negative EU image ^a (%)	Feeling as a citizen of the EU ^a (%)	Net contributor ^b	National elections 2019/20 ^c
Austria	691 (100%)	Central	1995	18	52	45	17	80	Yes	Yes
Denmark	233 (53%)	Northern	1973	13	68	54	13	82	Yes	Yes
France	692 (65%)	Western	1958	74	33	36	24	64	Yes	No
Germany	380 (100%)	Central	1958	96	48	51	12	88	Yes	No
Hungary	704 (100%)	Central/ Eastern	2004	21	55	52	11	84	No	No
Ireland	266 (100%)	Western	1973	11	54	63	10	85	Yes	No
Italy	1947 (100%) ^d	Southern	1951	73	37	38	20	57	Yes	No
Poland	132 (20%)	Central/ Eastern	2004	51	54	54	7	84	No	Yes
Romania	737 (100%)	Central/ Eastern	2007	32	52	60	10	73	No	No
Spain	755 (100%)	Southern	1986	54	47	44	13	87	No	Yes
Sweden	272 (50%)	Northern	1995	20	56	50	17	83	Yes	No
UK	253 (45%)	Western	1973	73	29	38	31	58	Yes	(Yes) ^e

^a European Commission, 2019.

^b BBC, 2019. (<https://www.bbc.com/news/uk-politics-48256318>)

^c Haßler et al., 2021.

^d The Italian party, Lega, posted a disproportionately large amount of posts (N = 3,231), therefore a random sample was drawn from their material making its sample size equal to the second largest party sample (605 posts)

^e UK held a national election in December 2019 which was not planned/announced at the time of the EP election.

Table 2. Descriptives and operationalizations of the variables involved in the analysis

Variables	mean	sd	min	max	meaning
reactions	808.3	1878.1	0	74385	the total number of reactions received by the post
comments	125.9	386.3	0	10623	the total number of comments received by the post
shares	307.3	1201.9	0	28782	the total number of shares received by the post
European level	0.39	0.49	0	1	the topics of the post refer to or are mainly related to European level
national level	0.58	0.49	0	1	the topics of the post refer to or are mainly related to national level
local level	0.16	0.36	0	1	the topics of the post refer to or are mainly related to local level
global level	0.02	0.14	0	1	the topics of the post refer to or are mainly related to global level
other level	0.01	0.09	0	1	the topics of the post refer to or are mainly related to other level (e.g. bilateral, intergovernmental relations between individual states without the participation of the EU)
immigration	0.06	0.23	0	1	the topics of the post refer to immigration, refugees or asylum seekers
environment	0.09	0.28	0	1	the topics of the post refer to environmental and energy policy
economy	0.12	0.33	0	1	the topics of the post refer to economy and finance
labor & social policy	0.18	0.38	0	1	the topics of the post refer to labor & social issues
negativity	0.27	0.44	0	1	the post includes negative statements, pictures and emotions which are of refusing, hostile, disliking or hating nature
populist party	0.42	0.49	0	1	the party that posted the content is categorized as populist by The PopuList.

image	0.54	0.50	0	1	the post contains at least one image.
video	0.42	0.49	0	1	the post contains at least one video.
wordcount	269.8	315.4	0	5864	the number of words in the text of the post
link	0.18	0.38	0	1	the post contains at least one link.
day	19.69	8.34	1	32	the number of days when the content was posted (1 = 26/04/2019, 32 = 26/05/2019)
num_followers	361177	404960	14762	1460958	number of Facebook followers on the Election Day
num_posts	462.5	839.5	22	3179	number of posts posted during the investigation period
electoral support	17.91	10.13	5.26	52.14	vote share on the 2019 EP Election

Formal expression of the models

number of reactions/comments/shares = $\exp(\text{Intercept} + b1*EU + b2*immigration + b3*environment + b4*economy + b5*labor\&socialpol + b6*negativity + b7*populist + b.*control\ variables + b..*country\ fixed\ effects + (b8*EU*immigration+b9*EU*environment + b10*EU*economy + b11*EU*labor\&socialpol + b12*EU*negativity + b13*EU*populist)$