

Supplementary information file

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Introduction

In this document we provide information and materials supplementing the analyses presented in our manuscript “More of the same or manifold perspectives? A systematic review of research on politicians’ use of social media”.

Table 1: References

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Table 2: Overview of Variables, Categories, and Intercoder Reliability of Empirical Articles ($\alpha = 0.92$)

<u>Variable</u>	<u>Description/Codings</u>	<u>Intercoder Reliability</u>
Technical Variables		
Coder No	A fixed number is assigned to each coder, which must be noted for each coding	<i>not applicable/not included in α-calculation</i>
Article ID	Continuous numbering	<i>not applicable/not included in α-calculation</i>
Coding Date	Format [MM.DD.YYYY]	<i>not applicable/not included in α-calculation</i>
I. Article-Related Variables		
Article Title	[open-ended]	<i>not applicable/not included in α-calculation</i>
Article Type I	1 Journal Article 2 Conference Proceeding 3 Working Paper 99 Other Contributions	$\alpha = 1$
Article Type II	1 Empirical Article 2 Conceptual Article or Theoretical Essay 3 Review Article 4 Meta-Analysis 99 Other Article Types/Not Identifiable	$\alpha = 1$
Name of Journal	[open-ended]	<i>not applicable/not included in α-calculation</i>
Publication Year	<i>Year of Publication in print; if not a print journal, coded for online publication year.</i> [open-ended]	<i>not applicable/not included in α-calculation</i>
Number of Authors	[open-ended]	<i>not applicable/not included in α-calculation</i>
Authors	<i>The names has to be inserted according to the format in the corresponding Excel list (names written in full, separated by semicolons).</i> [open-ended]	<i>not applicable/not included in α-calculation</i>
Gender of First Authors	<i>The first author's gender is coded. In case of any uncertainty the name may be searched to look out for the author's pronouns.</i> 1 Male 2 Female 3 Diverse 99 Not identifiable	$\alpha = 1$
First Author's Affiliation	<i>This is an open variable. Coded for the university or institution as stated in the article. Does not include the department, unit, or college. If author is not affiliated to a university or has no institutional affiliation, coded as "Not identifiable"</i> 1 _____ [open-ended] 99 Not identifiable	$\alpha = 1$
Continent of First Author's Academic Institution	100 Europe 200 North America 300 South America 400 Asia 500 Australia and Oceania 600 Africa	$\alpha = 1$
Country of First Author's Academic Institution	101 Germany 102 Switzerland 103 Great Britain 104 Spain	$\alpha = 0.99$

	105 Belgium 106 Italy 107 Netherlands 201 USA 202 Canada 203 Mexico 301 Brazil 401 Russia 402 China 403 Japan 404 Korea 405 Taiwan 406 India 407 Turkey 501 Australia 502 New Zealand 999 Other: _____ [open-ended]	
Major Field of Research: Department(s)	<i>The associated department, unit or college of all authors is coded here. The affiliation of all authors should be indicated in the paper. If this is not the case, "not identifiable" should be coded, since today we can no longer track what the affiliation was at the time of publication.</i> 100 Communication Science 101 Political Science 102 Sociology 103 Psychology 104 Computer Science 105 Interdisciplinary 999 Not identifiable	$\alpha = 0.68$
II. Theoretical Background		
Levels of Theoretical Background	<i>To which levels can the theoretical background be assigned? (1) theories on the micro level are individual-based usually deal with individual's cognition, emotion or action, (2) theories on the meso level usually deal with relationships between groups of individuals or organizations and (3) theories on the macro level usually deal with relationships within social systems.</i> 1 Macro 2 Meso 3 Macro 4 Micro/ Meso 5 Meso/ Macro 6 Micro/ Macro 7 All levels 99 Not identifiable	$\alpha = 0.67$
Theory Development	<i>Does the article present its own theoretical model or modifies an existing theory, model or theoretical framework?</i> 1 Yes: _____ [open-ended] 0 No	$\alpha = 0.73$
III. Methodology and Data Collection		
Type of Data	<i>Which data type was used for the analysis? Found data are Digital Trace Data – they document the activities and interactions of users on digital platforms. Analyses based on this data types are thus in clear contrast to research in which data was explicitly collected to measure and control for specific phenomena – such as surveys or experiments. In case of such collected data, "Generated Data" is coded.</i> 1 Generated Data 2 Found Data 3 Mixed 99 Not identifiable	$\alpha = 0.83$
Method Specification	<i>What is the method underlying the empirical analysis?</i> 1 Surveys 2 Experiments 3 Interviews 4 Content Analysis 5 Network Analysis 100 No further specification identifiable 101 Other: _____ [open ended]	$\alpha = 0.77$
Analytical Approach	<i>How was the data analyzed?</i>	$\alpha = 0.75$

	<p>1 Only Quantitative (statistical analysis e.g. correlation analysis) 2 Only Qualitative (e.g. textual analysis, narrative analysis) 3 Mixed (qualitative and quantitative) 4 Other (e.g. historical, rhetorical analysis) 99 Not identifiable</p>	
Continent of Interest	<p><i>Which continent is on the focus of research? The continent that the examined politicians are acting on is coded here. Multiple selection option</i></p> <p>100 Europe 200 North America 300 South America 400 Asia 500 Australia and Oceania 600 Africa</p>	$\alpha = 1$
Country of Interest	<p><i>Which country is on the focus of research? The country that the examined politicians are acting in is coded here. Multiple selection option</i></p> <p>101 Germany 102 Switzerland 103 Great Britain 104 Spain 105 Belgium 106 Italy 107 Netherlands 201 USA 202 Canada 203 Mexico 301 Brazil 401 Russia 402 China 403 Japan 404 Korea 405 Taiwan 406 India 407 Turkey 501 Australia 502 New Zealand 999 Other: _____ [open-ended] 1000 Not identifiable/applicable</p>	$\alpha = 1$
Cross-Country Study	<p><i>Was more than one country examined in the analysis?</i></p> <p>0 One-Country Study 1 Cross-Country Study 99 Not identifiable</p>	$\alpha = 1$
Social Media Type of Interest	<p><i>Which social media platform is at the focus of research? multiple selection option</i></p> <p>1 Facebook 2 Twitter 3 Instagram 4 YouTube 5 Weibo 99 Other: _____ [open-ended] 100 Not identifiable</p>	$\alpha = 0.99$
Data Selection Criteria	<p><i>On what data basis were the data selected and collected for subsequent analysis? Multiple selection option</i></p> <p>1 @-Mentions 2 Hashtags 3 Keywords 4 Targeted Accounts 99 Other: _____ [open-ended]</p>	$\alpha = 0.97$
Unit of Analysis	<p><i>On what type of data is the analysis of digital data traces in this study based? Note: Activity level includes aspects such as "number of posts per day" or "time since the account was created" etc. Multiple selection option</i></p> <p>1 Self-Description 2 Network (e.g. number of followers) 3 Textual post content 4 Images 5 Audio Files 6 Videos 7 Links</p>	$\alpha = 0.74$

	8 Interaction with the audience (e.g. @-Mentions, Comments, Answers, Likes, Retweets) 9 Hashtags 10 Activity Level 99 Other: _____ [open-ended]	
Year and Duration of Data Collection	<i>When did the data collection take place?</i> 1 One data collection period within one year: _____ [open-ended] 2 Two or more data collection periods within one year: _____ [open-ended] 3 One data collection period extended over several years: _____ [open-ended] 4 Two or more data collection periods over several years: _____ [open-ended]	$\alpha = 0.70$
Data collection during election periods?	<i>Has data been collected during an election period? "1" is coded even if the examined period contains an election period "implicitly" (e.g. the study does not explicitly mention election periods but the data collection is carried out during such periods). "2" is coded if the study covers multiple years in which election periods happened partially. Double checked by using external information sources.</i> 0 During non-election periods 1 During election periods 2 Mixed 99 Not identifiable	$\alpha = 0.84$
IV. Content-Related Characteristics: Politicians Profile/Usage		
Person of Interest	<i>Which politician(s) is the study focused on? In the open text entry, the number of persons of interest has been listed and the political position upon which they were selected for analysis.</i> 1 _____ [open-ended] 99 Not identifiable	<i>not applicable/not included in α-calculation</i>
Local/National/International Level	<i>Are the politicians in the study's focus primarily active at national, international or local level? The research context is key here: it is not about the level of political position held by the politician/s of interest; it is about the level of the political position of relevance and highlighted in the study's context.</i> 1 Local 2 National 3 International 99 Not identifiable	$\alpha = 0.69$
Individual vs. Collective Accounts	<i>Is the analysis based on a politician's use or perception of his or her individual account or an organizational/collective account?</i> 1 Individual Account (e.g. Donald Trump) 2 Collective Accounts (e.g. Ministry of Defence, CDU) 3 Mixed (Individual AND Collective Accounts) 99 Not identifiable	$\alpha = 1$
Self-Use vs. Editorial Use	<i>Does the article differentiate in terms of self-use vs. editorial use of SNSs? Self-use describes the use of SNSs by the respective politician him/herself; editorial use describes the redactional use of an account, i.e. the politician does not write posts him/herself, but employs a team to do so.</i> 1 Yes 2 No 99 Not identifiable	$\alpha = 0.68$