Annex

Table 1. Conceptualization and Operationalization of Populist Communication Strategies

Dimension	Populist Strategy	Underlying Ideology	Categories
Anti–Elitism	Discrediting the elite	Elites are corrupt.	Elites are accused of being malevolent, criminal, lazy, stupid, extremist, racist, undemocratic, etc. The elite are called names and denied morality, charisma, credibility, intelligence, competence, consistency, etc.
	Blaming the elite	Elites are harmful.	Elites are described as a threat/burden, responsible for negative developments/situations, or as having committed a mistake or crime. Elites are described as not being a source of enrichment or responsible for a positive development/situation.
	Detaching the elite from the people	Elites do not represent the people.	Elites are described as not belonging to the people, not being close to the people, not knowing the people, not speaking for the people, not caring for them, or not performing everyday actions.
People–Centrism	Stressing the people's virtues	The people are virtuous.	The people are bestowed with morality, charisma, credibility, intelligence, competence, consistency, etc. The people are exempt from being malevolent, criminal, lazy, stupid, extremist, racist, undemocratic, etc.
	Praising the people's achievements	The people are beneficial.	The people are described as being an enrichment or responsible for a positive development/situation. The people are described as not being a threat/burden, not being responsible for a negative development/situation, nor as having committed a mistake or crime.
	Stating a monolithic people	The people are homogenous.	People are described as sharing common feelings, desires, or opinions.
	Demonstrating closeness to the people	The populist represents the people.	The speaker describes himself as belonging to the people, being close to the people, knowing the people, speaking for the people, caring for the people, agreeing with the people, or performing everyday actions. The speaker claims to represent or embody the people.
Restoring Sovereignty	Demanding popular sovereignty	The people are the ultimate sovereign.	The speaker argues for general institutional reforms to grant the people more power (by introducing direct-democratic elements or increasing political participation). The speaker argues in favor of granting more power to the people within the context of a specific issue (e.g., election, immigration, security).
	Denying elite sovereignty	The elites deprive the people of their sovereignty.	The speaker argues in favor of granting less power to elites within the context of a specific issue (e.g., election, immigration, security)
Anti–Migration	Discrediting migrants	Migrants are corrupt.	Migrants are accused of being malevolent, criminal, lazy, stupid, extremist, racist, undemocratic, etc. Migrants are called names and denied morality, charisma, credibility, intelligence, competence, consistency, etc.
	Blaming migrants	Migrants are harmful.	Migrants are described as a threat/burden, responsible for negative developments/situations, or as having committed a mistake or crime. Migrants are described as not being a source of enrichment or responsible for a positive development/situation.
	Detaching migrants from the people	Migrants do not belong to the people.	Migrants are described as not belonging to the people.

Note: The coding schema was established by Ernst, Engesser, Büchel, Blassnig, and Esser (2017) and slightly modified.

Table 2 Populist Tweets

Twitter handle	Follower	Populist Tweet (Text)	Re-Tweeted Account	Favorings / Re-tweets)
reecyb2	686	"RT @NeilUKIP: Any politician who willingly signs up to the #MigrationCompact has betrayed their people. Mr. Michel is right to offer his resignation."	*NeilUKIP* is the leader of the UK Independence Party in Wales	720
ggintheland	651	"RT @central_cap: Border crossing UN flags put up, no doubt preparing for the #MigrationCompact... UN cargo planes also spotted landing in Kelowna BC, and Ontario. Bad news. #CANADIANS DO NOT WANT THIS, AND GOVERNMENT IS NOT PREPARED FOR THE CONSEQUENCES IF SIGNED. BURN THAT UN FLAG! pic.twitter.com/jzpz17kSla"	*central_cap* is a Canadian Nationalist Political Party	477
EduardoOrchard	1,937	"RT @gemmaod1: Belgian government on brink of collapse over #UN #MigrationPact #GlobalCompact. Not one party in Dail or media cares about giving control of our borders and sovereignty to a corrupt unelected bureaucracy. I'm coming up on @RichieAllenShow at 6.15pm https://washingtonpost.com/world/europe/b."	*gemmaod1* is an Irish former journalist	284
GormallyAndrew	144	"RT @IrexitFreedom: There has been a conspiracy of silence surrounding the #UNMigrationPact in Ireland. The media and political establishment so far have refused to inform or consult with the Irish people on this pact. We will protest on Thursday . https://twitter.com/IrexitFreedom/."	*IrexitFreedom* is an Irish right–wing political party	250
artoneill1523 (removed)		"RT @gearoidmurphy_: Treasonous Irish Government about to sign #UNMigrationPact effectively making migration a human right. Corporate media on blackout mode. But the fools, the fools.. In spite of relentless gaslighting, bribery and intimidation - Irish people are waking up fast."	*gearoidmurphy_* is an Irish politician (Fianna Fáil)	1,103
GMAN31982	3,486	"RT @LVNancy: #Canada is waking up too. The #MigrationPact essentially allows UN to dictate immigration policy and removes sovereignty of a…"	*LVNancy* seems to be an ordinary citizen; yet with a high number of followers (62,124)	109
jamohio9719	6,565	"RT @DrCollins10: Our government is against its own people. Why? They are about to sign the #UNMigrationPact which will bring in thousands…"	*DrCollins10* seems to be an ordinary citizen (3,201 followers)	84
CanadianMoonshi	164	"RT @Steeper33: Justin Trudeau didn't campaign on the #GlobalCompactforMigration therefore Canadians didn't vote for the #GCM therefore Canada demands @JustinTrudeau holds a federal referendum before signing ANYTHING that's considered a possible threat to Canada's Sovereignty. #WeDecideNotYou"	*Steeper33* seems to be an ordinary citizen	370
tenaciousT0286 (removed)		"RT @Chris_A10_USA: #Canada 's PM #Trudeau supports the #UN #MigrationPact that could extinguish #Canadian #identity #TrudeauMustGo #NoOpenB…"	*Chris_A10_USA* seems to be an ordinary citizen; yet with a high number of followers (54,121)	217
Sabhat28 (removed)		"RT @GenIdentityIrl: #UNMigrationPact - #ATraitorsReceipt In Marrakesh @CampaignforLeo will eat a UN lunch. After that he will get a piece of paper..to sign away our birthright, our island nation. When our children ask of their betrayal, his name will be told, and he will have the receipt to prove it."	*GenIdentityIrl* (removed)	84

Table 3 Right–wing Populist Tweets

Twitter handle	Follower	Right–wing Populist Tweet (Text)	Re-Tweeted Account	Interaction (favoriting/re-tweets)
DonalShields	164	"RT @gemmaod1: Varadkar has signed #Ireland up to the corrupt #MigrationPact without any public consultation, paving the way for open borders and mass immigration. New stats show 63% of non–citizens in US collect welfare. Under this pact, stories like this will be banned."	*gemmaod1* is an Irish former journalist	213
LanieWalters	3,533	"RT @central_cap: He treats #Taxpayer funds like his trust fund. He treats #Canada as a country owned by him. #MigrationCompact He puts #Canadian citizens in danger by importing #ISIS terrorists whom CANNOT BE REHABILITATED. Off to #GITMO for High Treason against Canada and Canadians."	*central_cap* is a Canadian Nationalist Political Party	81

Table 4. Top 10 Word-Pairs in the Twitter-Sample (N= 69,153 Tweets)

	Word Pair	Counts
1	united nations	3,488
2	rt francescatotolo	3,198
3	nations globalcompactformigration	2,103
4	globalcompactformigration gcm	1,878
5	brussels today	1,793
6	thousands show	1,789
7	basedpoland thousands	1,786
8	protest rt	1,675
9	unmigrationpact rt	1,632
10	united nations	3,488