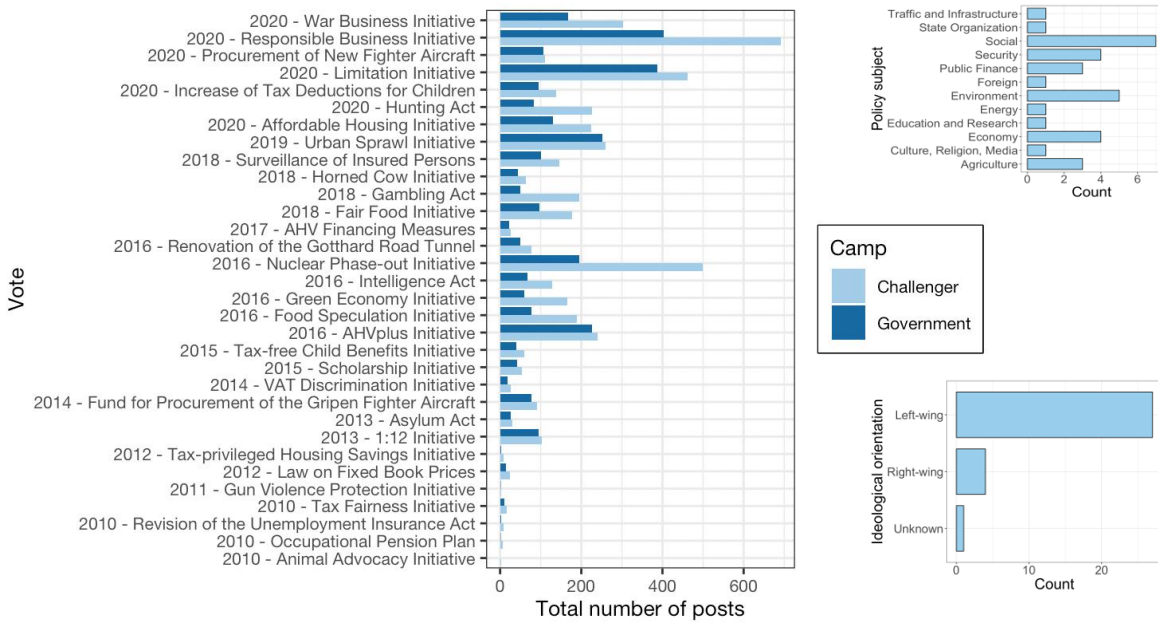
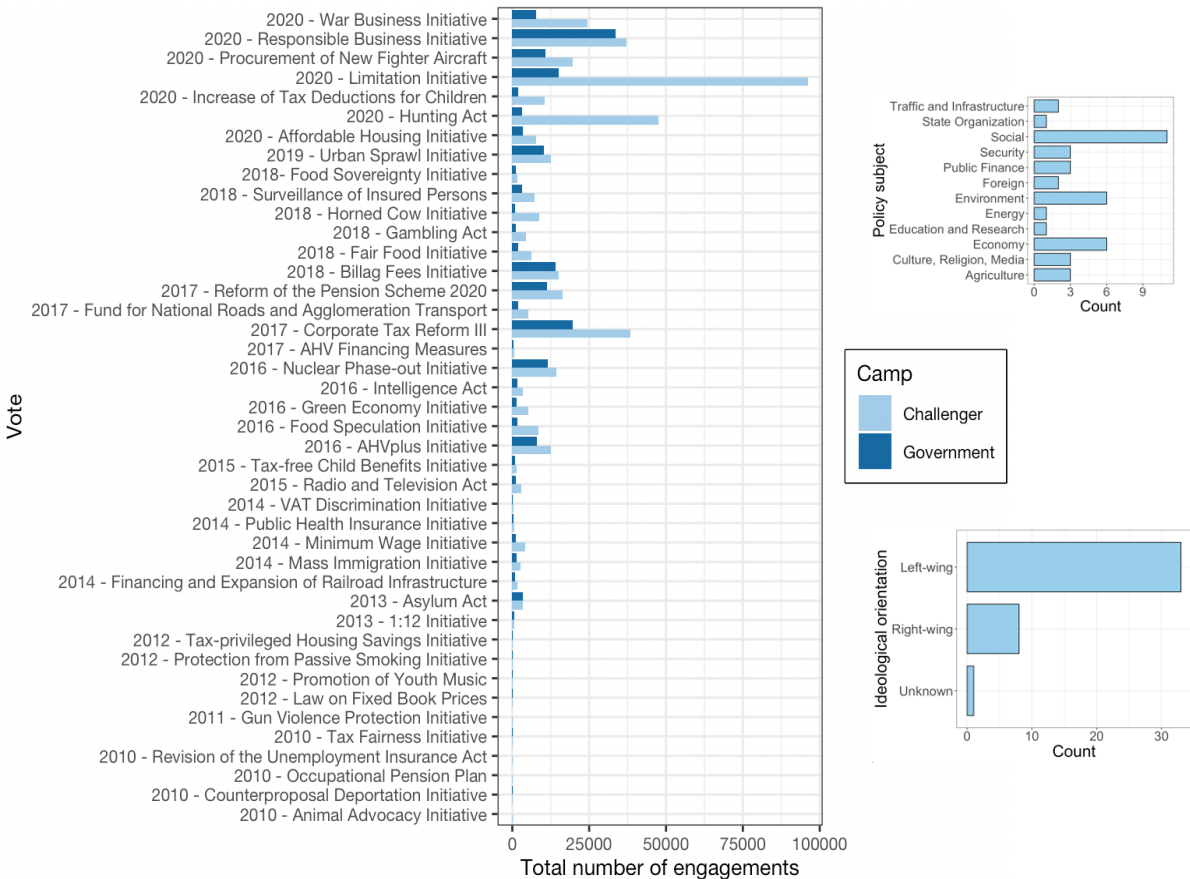


Appendix

**Figure A:** Policy issues and initiator/supporters' ideological orientation of direct democratic votes in which the challenger camp prevailed in terms of the number of Facebook posts (2010 – 2020).



**Figure B:** Policy issues and initiator/supporters' ideological orientation of direct democratic votes in which the challenger camp prevailed in terms of the number of engagements (2010 – 2020).



**Table A:** Quasi-poisson regression analysis of predictors for Facebook reactions (likes, emotional reactions, comments) and shares (standard errors clustered on vote date).

	<i>Reactions</i>				<i>Shares</i>			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Challenger camp	0.23* (0.13)	0.17 (0.15)	0.20 (0.19)	0.16 (0.27)	0.64*** (0.16)	0.18 (0.14)	0.43 (0.30)	-0.21 (0.32)
Initiative	0.19*** (0.06)	-0.20 (176,641.7)	0.17** (0.07)	0.12 (0.13)	0.08 (107,234.2)	0.26 (0.21)	0.33** (0.14)	0.25 (0.20)
Optional referendum	0.24*** (0.08)	-0.08 (176,641.7)	0.25*** (0.08)	0.25* (0.13)	0.29 (107,234.2)	0.17 (0.14)	0.57*** (0.13)	0.14 (0.17)
Compulsory referendum		-0.34 (176,641.7)			-0.27 (107,234.2)			
Center-right coalition	0.01 (0.13)	0.01 (0.14)	0.13 (0.18)	0.14 (0.19)	0.03 (0.45)	0.05 (0.38)	0.08 (0.52)	0.06 (0.43)
Center-left coalition	0.38*** (0.11)	0.37** (0.11)	0.27 (0.17)	0.27 (0.17)	0.44 (0.33)	0.41 (0.27)	0.30 (0.35)	0.23 (0.26)
Divided coalition	0.01 (0.10)	-0.00 (0.10)	-0.03 (0.10)	-0.03 (0.09)	-0.00 (0.25)	0.02 (0.23)	-0.03 (0.25)	-0.00 (0.23)
Grand coalition (opposition from left- and right-wing parties)	0.32** (0.15)	0.32** (0.15)	0.31* (0.16)	0.32** (0.16)	0.56* (0.30)	0.43 (0.26)	0.48 (0.31)	0.25 (0.27)
Grand coalition (opposition from right-wing parties)	-0.40 (0.25)	-0.40* (0.23)	-0.40 (0.27)	-0.40 (0.26)	-0.43 (0.50)	-0.47 (0.43)	-0.47 (0.49)	-0.54 (0.41)
Grand coalition (opposition from left- wing parties)	0.12 (0.15)	0.12 (0.16)	0.14 (0.17)	0.15 (0.17)	0.11 (0.28)	0.07 (0.24)	0.13 (0.27)	0.08 (0.23)
Challenger camp*optional referendum		-0.01 (0.21)		0.02 (0.27)		0.73*** (0.19)		0.80*** (0.25)
Challenger camp*initiative		0.11 (0.24)		0.11 (0.23)		0.32 (0.24)		0.31 (0.23)
Challenger camp*center-right coalition			-0.26 (0.27)	-0.30 (0.23)			0.03 (0.38)	0.19 (0.35)
Challenger camp*center-left coalition			0.43 (0.37)	0.40 (0.37)			0.59 (0.42)	0.79* (0.43)
<i>Fixed-effects</i>								
Vote date	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Actor	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Observations	18,249	18,249	18,249	18,249	18,055	18,055	18,055	18,055
Squared Correlation	0.21049	0.21151	0.21395	0.21473	0.14076	0.14305	0.14122	0.14424

*Signif. Codes:* \*\*\*: 0.01, \*\*: 0.05, \*: 0.1