

Supplementary Material

Supplementary material of Wurst, A.-K., Pohl, K., & Haßler, J. (2023). Mobilization in the Context of Campaign Functions and Citizen Participation. *Media and Communication*, 11(3).
<https://doi.org/10.17645/mac.v11i3.6660>

Table 1. Reliability scores for each category of the manual quantitative content analysis

Description	CR _{Holsti}	CR _{BP's kappa}
Share/forward/embed post of politician/party	1,00	0,99
Like political actor's page	1,00	-
Online donate [for a party] (e.g., via PayPal)	1,00	0,99
Equip own profile image with party's logo	1,00	-
E-vote (e.g. poll on a website)	1,00	-
Attend virtual party events/rallies	0,99	0,97
Online mobilize/persuade others [for party purposes]	NA	NA*
Remind someone to vote online	1,00	-
Share/forward/embed post of movement	1,00	-
Other calls for mobilization online	0,98	0,95
Vote (for a party)	0,99	0,97
Join a political party	1,00	-
Donate [for a party]	1,00	-
Volunteer as campaign worker/for party's campaign (e.g., in door-to-door canvassing)	0,99	0,98
Attend party events/rallies	1,00	0,99
Mobilize/persuade others [for party purposes]	0,99	0,99
Remind someone to vote offline	1,00	-
Attend demonstrations	1,00	-
Mobilize/persuade others [for purposes of movements, organizations, companies, lobbyists]	1,00	-
Donate [for a social/political purpose]	0,99	0,99
Volunteer in social/charity work/participate in community-based activities/civil political action	1,00	0,99
Call to follow Corona rules and calls to get vaccinated	1,00	-
Other calls for mobilization offline	0,95	0,85
Comment on a post of politician/party	1,00	0,99
Interact with politician/party (on other channel)	0,99	0,98
Discuss political issues online with others	1,00	0,99
Call for other interaction online	1,00	0,99
Contact a politician in person, by phone, by letter	1,00	-
Discuss political issues with others	1,00	0,99
Call for other interaction offline	1,00	-
Follow/subscribe channel of politician/party	1,00	0,99
Join party's/politician's telegram chat	1,00	0,99
Visit or get info on website of politician/party	0,94	0,86
Visit party-media website (e.g., afdkompakt.de; vorwaerts.de)	0,99	0,98
Watch a live stream of politician/party	0,98	0,96
Use party app	1,00	-
Use party's or politician's podcast	0,99	0,99
Visit website of movements, media, organizations, companies, lobbyists	0,97	0,93
Watch a live stream of movement, media, organization, company, lobbyist	0,99	0,97
Seek further information online	1,00	0,99

Read online news, blogs, watch YouTube videos	0,98	0,96
Use any podcast (e.g., of movements, media, organizations, companies, lobbyists)	1,00	-
Other call to inform online	1,00	0,99
Get information from media (newspaper, radio, TV); also information from movements, organizations, companies, lobbyists	1,00	0,99
Other call to inform offline	1,00	-

Notes: *This category was added later in the codebook. CR_{Holsti} = Holsti's coder reliability, $CR_{BP's\ kappa}$ = Brennan and Prediger's kappa coder reliability.