

Appendix: Exploring Engagement with EU News on Facebook: The Influence of Content Characteristics
Section A1.

The search string used to retrieve articles for this study contains the words “eu, europäisch* union, europawahl*, europa-wahl*, europäisch* gerichtshof*, eugh*, europaparlament*, europa-parlament*, europäisch* parlament, europa-spitzenkandidat*, europa-abgeordnete*, europaabgeordnete*, europa-politiker*, europapolitiker*, europäisch* kommiss*, europäisch* zentralbank*, ezb*, eurozone*, euro-zone*, euroland*, euro-land*, euroländer*, euro-länder*, euroraum*, euro-raum*, eurostaat*, euro-staat*, europäisch* gemeinschaftswährung*, europäisch* rat*, rat der eu*, europäisch* ebene, europäisch* rechnungshof*, europäisch* auswärtig* dienst*, europäisch* investitionsbank*, europol*, frontex*, europäisch* agentur*, eurogruppe*, eurorettungsschirm*, europäisch* rettungsschirm, brexit*”.

Table A1. Estimated Fixed Effects Parameters for Different Types of User Engagement

	Reactions			Shares			Comments		
	[95% Credibility Interval]			[95% Credibility Interval]			[95% Credibility Interval]		
Intercept	3.8	[2.93	4.61]	1.84	[0.97	2.65]	2.79	[1.79	3.81]
<i>Proximity</i> (Reference Category: EU Level)									
EU Country	-0.09	[-0.16	-0.01]	0.1	[0	0.2]	-0.18	[-0.27	-0.08]
Bordering Country	-0.01	[-0.11	0.09]	-0.02	[-0.16	0.11]	-0.11	[-0.23	0.01]
Austria	0.13	[0.03	0.24]	0.08	[-0.06	0.22]	0.29	[0.16	0.42]
Conflict	-0.27	[-0.32	-0.22]	-0.57	[-0.63	-0.51]	-0.01	[-0.07	0.05]
Negativity	0.27	[0.2	0.34]	0.58	[0.48	0.67]	-0.11	[-0.2	-0.02]
Emotionality	-0.04	[-0.1	0.01]	-0.15	[-0.22	-0.08]	0.13	[0.06	0.2]
Article length	0.03	[0.02	0.04]	0.03	[0.02	0.05]	0.04	[0.02	0.06]
Group effects									
Outlet level	1.44	[0.94	2.27]	1.46	[0.96	2.3]	1.71	[1.12	2.7]
NB shape parameter	0.67	[0.65	0.68]	0.42	[0.41	0.43]	0.45	[0.44	0.47]
<i>N</i>	10,380			10,380			10,380		

Notes: All parameters are estimated based on 4,000 MCMC posterior draws. Modes of parameter distributions and 95% CIs are reposted. Flat priors are used throughout, therefore parameter estimates are equivalent to MLE parameters.

Table A2. Estimated Fixed Effects Parameters for Different Types of User Engagement

	Reactions			Shares			Comments		
		[95% Credibility Interval]			[95% Credibility Interval]			[95% Credibility Interval]	
Intercept	3.52	[2.78	4.26]	1.57	[0.84	2.31]	2.71	[1.78	3.64]
<i>Proximity</i>									
<i>(Reference Category:</i>									
<i>EU Level)</i>									
EU Country	-0.04	[-0.11	0.03]	0.15	[0.06	0.24]	-0.2	[-0.3	-0.11]
Bordering Country	0	[-0.1	0.1]	0.1	[-0.02	0.23]	-0.11	[-0.23	0.01]
Austria	0.17	[0.07	0.27]	0.08	[-0.05	0.21]	0.31	[0.18	0.44]
Conflict	-0.2	[-0.25	-0.16]	-0.5	[-0.55	-0.44]	0.05	[-0.01	0.11]
Negativity	0.13	[0.06	0.19]	0.4	[0.31	0.48]	-0.15	[-0.24	-0.06]
Emotionality	0.09	[0.03	0.14]	0.01	[-0.05	0.07]	0.15	[0.09	0.22]
Article length	0.04	[0.03	0.05]	0.03	[0.02	0.05]	0.04	[0.03	0.06]
Group effects									
Outlet level	1.28	[0.85	2.01]	1.24	[0.8	1.95]	1.63	[1.08	2.55]
NB shape parameter	0.75	[0.73	0.77]	0.49	[0.47	0.5]	0.47	[0.46	0.49]
<i>N</i>		10,224			10,224			10,224	

Notes: All parameters are estimated based on 4,000 MCMC posterior draws. Modes of parameter distributions and 95% CIs are reposted. Flat priors are used throughout, therefore parameter estimates are equivalent to MLE parameters.

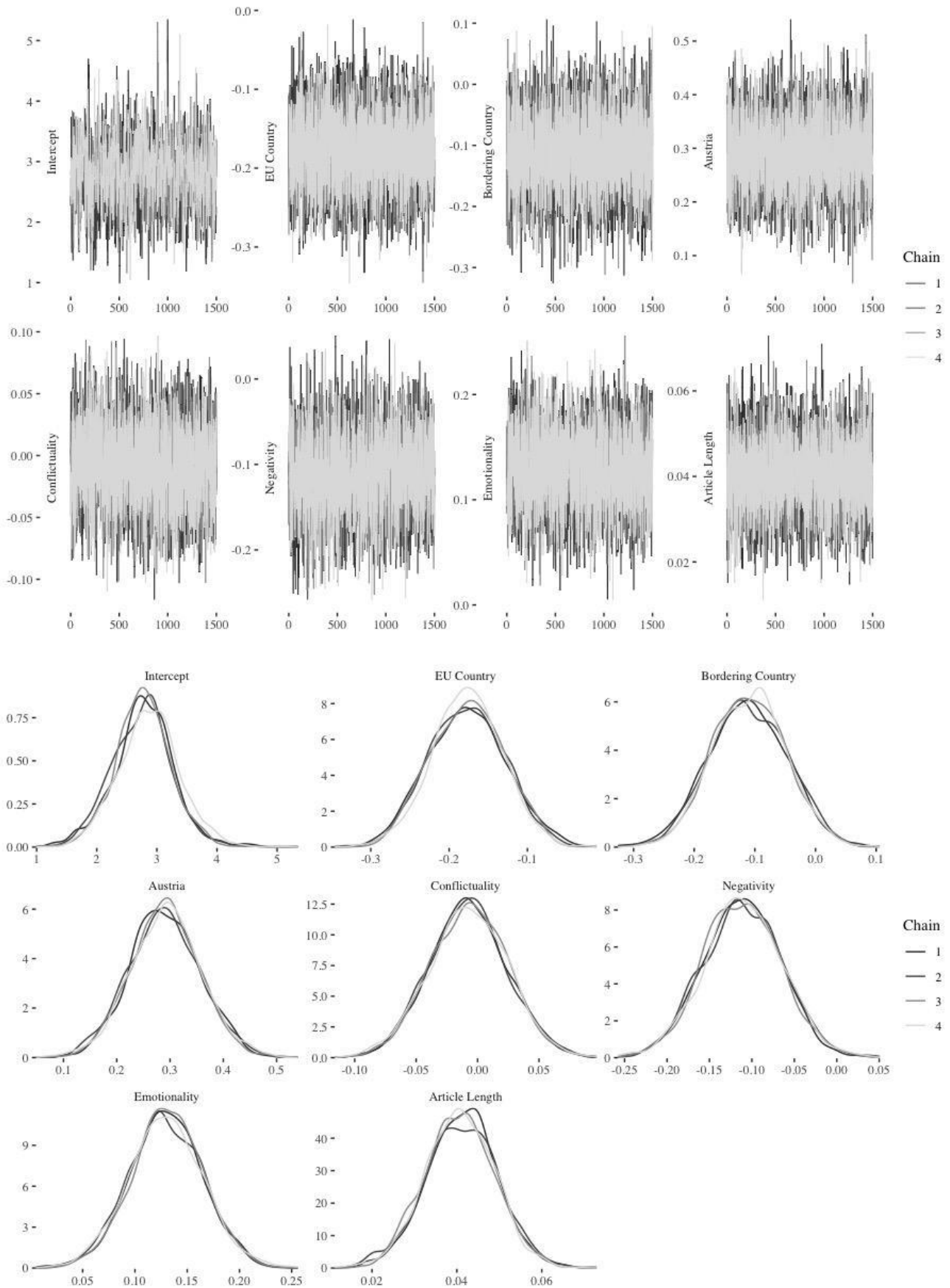


Figure A1. MCMC Trace plots and Posterior Parameter Densities (Model for Interactions). Trace plots show a good mixture of the Markov Chains. Posterior densities indicate that parameters are distributed roughly normally.

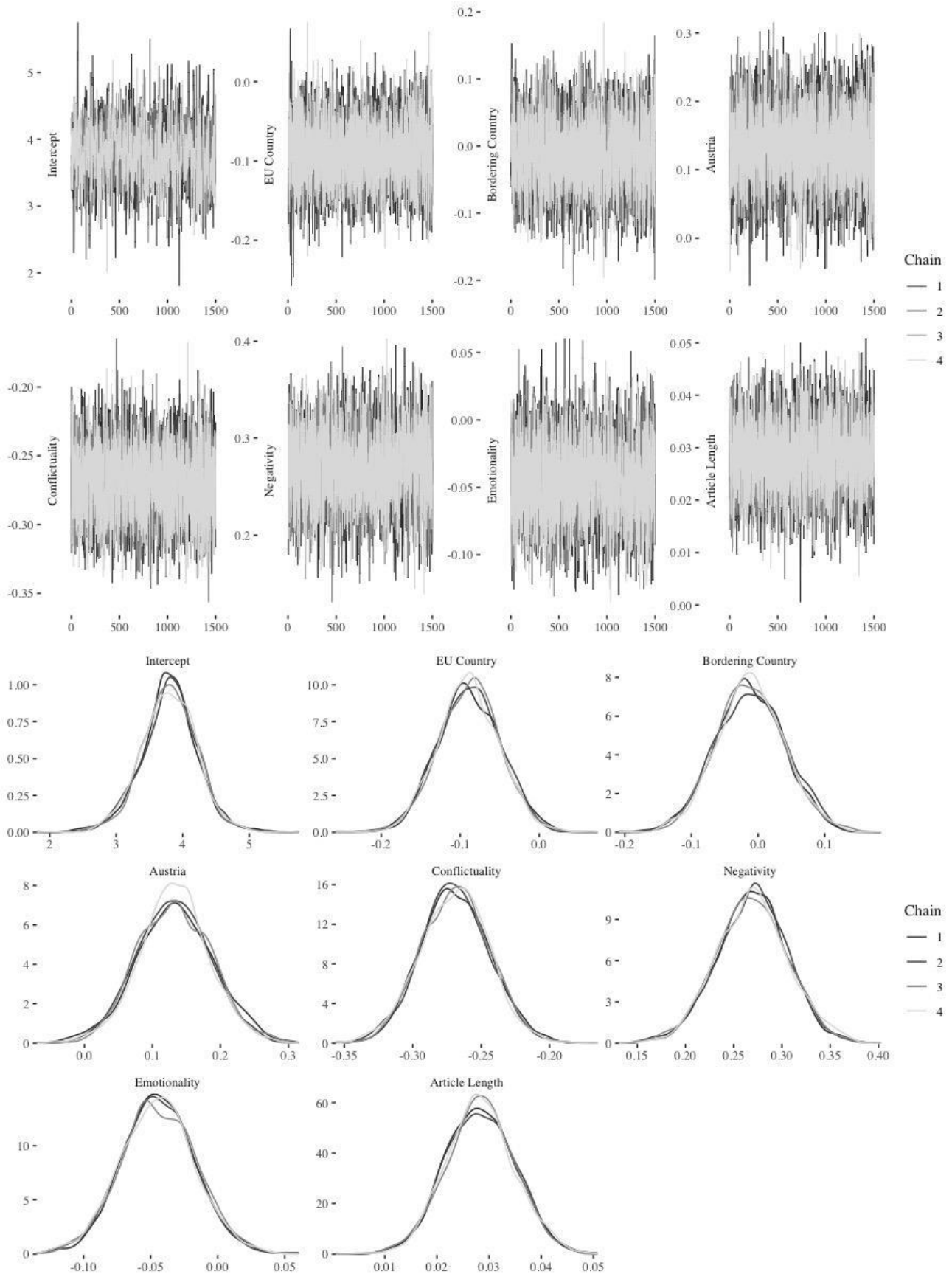


Figure A2. MCMC Trace plots and Posterior Parameter Densities (Model for Shares). Trace plots show a good mixture of the Markov Chains. Posterior densities indicate that parameters are distributed roughly normally.

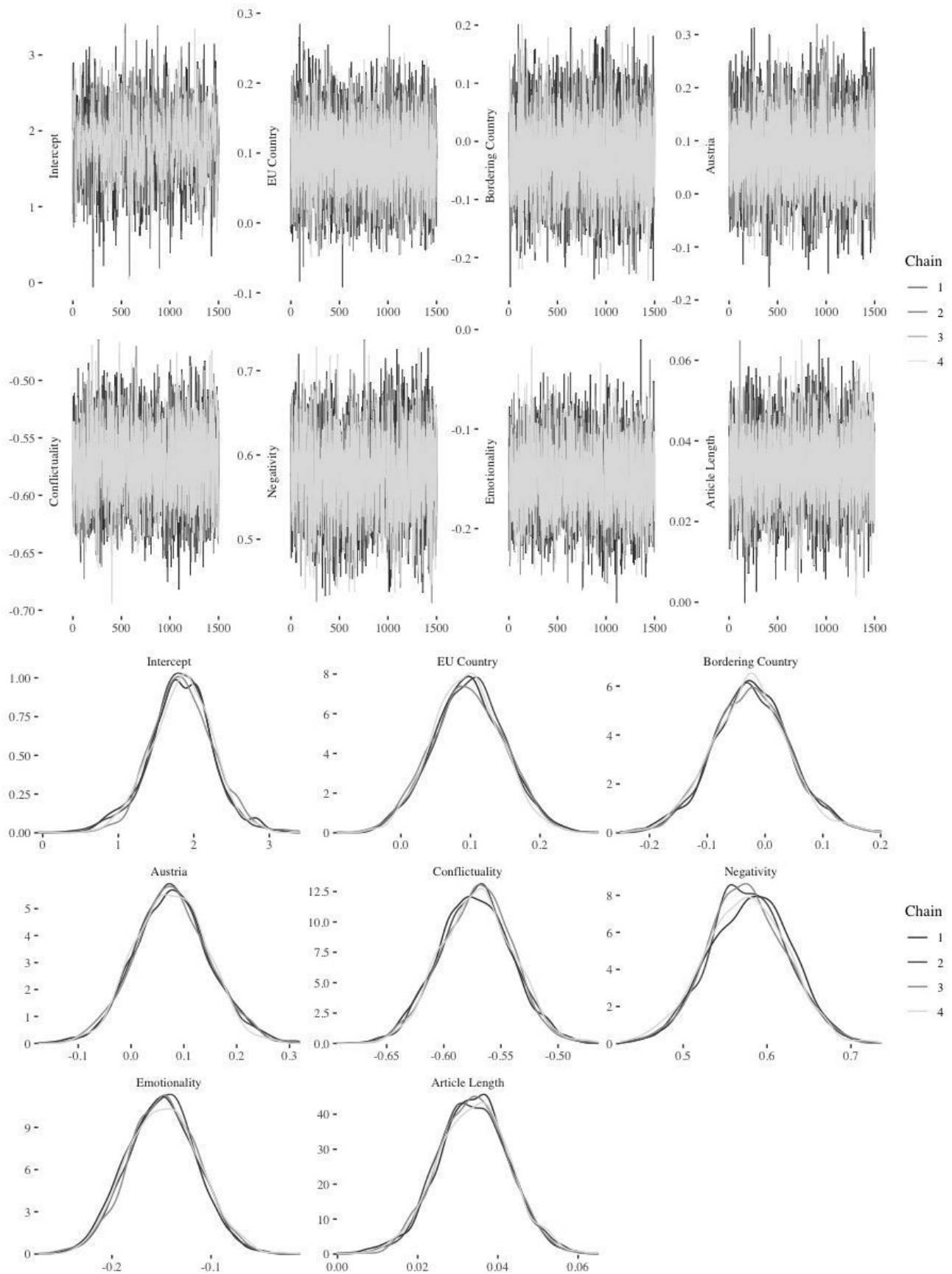


Figure A3. MCMC Trace plots and Posterior Parameter Densities (Model for Comments). Trace plots show a good mixture of the Markov Chains. Posterior densities indicate that parameters are distributed roughly normally.