

## Supplementary File

**Table A1.** Overview of the sample

	Facebook (n)	Instagram (n)	Twitter (n)	All platforms (n) <sup>1</sup>	Share of all posts from party (%)
Arbeiderpartiet (Ap)	97	36	28	161	78
Jonas Gahr Støre	35	7	4	46	22
<i>Ap (total)</i>	<i>132</i>	<i>43</i>	<i>32</i>	<i>207</i>	<i>100</i>
Høyre (H)	109	20	–	129	63
Erna Solberg	37	18	21	76	37
<i>H (total)</i>	<i>146</i>	<i>38</i>	<i>21</i>	<i>205</i>	<i>100</i>
Senterpartiet (Sp)	38	11	–	49	72
Trygve Slagsvold Vedum	19	–	–	19	28
<i>Sp (total)</i>	<i>57</i>	<i>11</i>	<i>–</i>	<i>68</i>	<i>100</i>
Fremskrittspartiet (Frp)	62	17	–	79	47
Sylvi Listhaug	47	43	–	90	53
<i>Frp (total)</i>	<i>109</i>	<i>60</i>	<i>–</i>	<i>169</i>	<i>100</i>
Sosialistisk Venstreparti (SV)	74	79	101	254	47
Audun Lysbakken	60	99	132	291	53
<i>SV (total)</i>	<i>134</i>	<i>178</i>	<i>233</i>	<i>545</i>	<i>100</i>
Rødt (R)	123	78	84	285	59
Bjørnar Moxnes	108	50	42	200	41
<i>R (total)</i>	<i>231</i>	<i>128</i>	<i>126</i>	<i>485</i>	<i>100</i>
Venstre (V)	55	28	309	392	80
Guri Melby	45	15	38	98	20
<i>V (total)</i>	<i>100</i>	<i>43</i>	<i>347</i>	<i>490</i>	<i>100</i>
Kristelig Folkeparti (KrF)	39	9	–	48	71
Kjell Ingolf Ropstad	13	7	–	20	29
<i>KrF (total)</i>	<i>52</i>	<i>16</i>	<i>–</i>	<i>68</i>	<i>100</i>
Miljøpartiet De Grønne (MDG)	49	42	143	234	83
Une Bastholm	20	17	10	47	17
<i>MDG (total)</i>	<i>69</i>	<i>59</i>	<i>153</i>	<i>281</i>	<i>100</i>
<i>Pasientfokus (P) (total)<sup>2</sup></i>	<i>76</i>	<i>–</i>	<i>–</i>	<i>76</i>	<i>100</i>
<b>All parties and politicians</b>	<b>1,106</b>	<b>576</b>	<b>912</b>	<b>2,594</b>	<b>100</b>

<sup>1</sup> 5 of the posts we originally collected (3 on Facebook, 2 on Twitter) had been deleted by the account owners prior to our coding. The deleted posts are not included in Table A1.

<sup>2</sup> The party leader of P did not have any own social media accounts.

**Table A2.** Category descriptions and reliability

Code	Issue	Description	bp.kappa	Pairwise agreement
topic311	<b>Taxes</b>	e.g., levels of taxation and duties (skatter og avgifter), both on salaries, properties, inheritance and goods such as sugar, alcohol and tobacco	.886	.943
topic313	<b>Left-right economic issues</b>	Topics related to public vs private ownership and control, e.g., of healthcare, education, social services, industry and businesses (e.g., mentions of “privatisering”, “velferdsprofitører”, “valgfrihet”, “friskoler” etc.), public bureaucracy	.838	.919
topic315	<b>Rural policy</b>	e.g., transferring resources and public enterprises to rural areas (“distriktsnorge”), politicians’ and bureaucrats’ understanding of rural Norway, references to “distriktene”, “distriktsnorge”, “desentralisering”, “sentralisering”, e.g. in relation with “kommunesammenslåing” and “fylkessammenslåing”	.876	.938
topic450	<b>Agricultural policy</b>	e.g., agriculture and forestry, agriculture subsidies, fishing industries, wood industry	.971	.986
topic310	<b>Economy and finance</b>	e.g., the European crisis, austerity measures (budsjettinnstramminger, e.g. the ABE reform), trade agreements, protectionism, national debt, budget, budgetary policy, enterprise policy, consumer protection ATTENTION: (un)employment is coded as topic324. Trade agreements with EU (through the EEA agreement or bilaterally) should be coded as topic420.	.81	.905
topic321	<b>Health</b>	health insurance, lack of personnel in the care sector, pandemic, the drug policy reform, dental health ATTENTION: COVID-19 related issues are coded under topic322.	.829	.914
topic322	<b>COVID-19 related issues</b>	e.g., pandemic crisis management, prioritizations of vaccinations, success of the vaccination campaign	.952	.976
topic323	<b>Economic inequality</b>	e.g., mentions of “sosial utjevning”, “sosial rettferdighet” or “omfordeling” in general or in	.743	.871

		relation to sickness and disability benefits, salary levels, progressive taxation of salaries, expanding upon public services instead of lowering taxes. Includes formulations such as “now it’s the poor’s turn”, “the rich shouldn’t become even richer”, “differences increase/have increased”		
topic324	<b>Employment</b>	e.g., measures against unemployment, labor policy. Keywords: sykelønn, sykepenger, trygd, dagpenger, sysselsetting, arbeidsledighet, NAV, stønad ATTENTION: Pension related issues are coded under topic326.	.8	.9
topic325	<b>Policy for families and children</b>	e.g., childcare, youth policy, policies such as child-care allowance (including “barnetrygd” and “kontantstøtte”), parental allowance, protection against dismissal for expectant mothers, child-care places, tax incentives for parents	.943	.971
topic326	<b>Politics for senior citizens, eldercare</b>	e.g., health and welfare services for the elderly, pensions	.952	.976
topic327	<b>Housing policy</b>	e.g., affordable housing, government interference in the housing market, measures to stimulate development of new residences	.981	.99
topic320	<b>Labor and social issues</b>	Other labor and social issues that are not covered by categories topic321 to topic327, e.g., welfare state in general	.867	.933
topic331	<b>Criminality/ crime rate in general</b>	Other internal security issues such as crime, police operations, video surveillance (of criminal offenses), etc. are addressed. NOT: Crimes of asylum seekers, refugees, or other immigrants. These should be coded under topic341.	.981	.99
topic332	<b>Political radicalism/ religious fanaticism</b>	e.g., policy measures against right/left-wing extremism, Islamism, National Socialism, terrorism	.99	.995
topic333	<b>Corruption</b>	e.g., policy measures against corruption, corruption problem in general	NA	1.0
topic330	<b>Domestic policy in general</b>	e.g., “Domestic policy in this country has been a disaster in the last eight years.”, legal policy	.981	.99

		Other issues related to domestic policy that are not covered by categories topic331 to topic333.		
topic341	<b>Crimes of asylum seekers, refugees, or other immigrants</b>	e.g., criminality rate among migrants, crimes related to cultural background of migrants	NA	1.0
topic340	<b>Immigration and integration policy</b>	e.g., language courses for foreigners, naturalization tests, refugee distribution	.971	.986
topic350	<b>Transport and infrastructure policy</b>	e.g., infrastructure for public transportation and/or motorways, electrical infrastructure	.886	.943
topic361	<b>Environmental policy</b>	e.g., climate change, safety of endangered species, policy to save forests, animal rights (including that of wolves and bears)	.8	.9
topic362	<b>Energy policy</b>	e.g., energy system transformation, electricity prices, mentions of oil and gas, framework conditions for the petroleum sector	.962	.981
topic371	<b>Education and research policy</b>	e.g., curriculum, school system, job training, universities, financial support for students, early childhood education, graduate and professional education, school size, class size, school/university choice, school/university privatization, tracking, teacher selection, teacher pay, teaching methods, curricular content, graduation requirements, school/university/research infrastructure, funding, and the values that schools and universities are expected to uphold and model	.905	.952
topic372	<b>Sport policy</b>	e.g., politics related to sport and leisure, state support for young athletes, state training programs, state-sponsored building of sports facilities, corona-related measures in sports stadiums	.99	.995
topic440	<b>Media policy and digitalization</b>	e.g., journalistic values, state of public broadcasting, bias in news reporting, nationwide WiFi, 5G standard, Directive on Copyright in the Digital Single Market (aka EU Copyright Directive), online privacy	.943	.971

topic370	<b>Cultural policy</b>	e.g., regulations for cultural events in times of the covid-pandemic; funding of theatres; public funding of movies	.981	.99
topic471	<b>Gender policy</b>	e.g., policies to combat gender violence (femicides, rapes, sexual abuse, mistreatment), equal pay, abortion, divorce	.99	.995
topic472	<b>LGBTQ+ policy</b>	e.g., policies to combat LGBTQ+ phobia and to promote equal rights (same-sex marriages, adoption of children, gender reassignment of transgender persons)	.99	.995
topic470	<b>Civil rights</b>	e.g., measures to reduce inequalities within a country, children rights (e.g., violence against children and adolescents), minorities/indigenous rights (e.g., protection of the culture, language, rights or identity of minorities and indigenous people)	.981	.99
topic380	<b>Defense policy</b>	e.g., national security, military, external security, policy of peace, policy of détente ATTENTION: Norway's role in war and military conflicts between other countries should be coded as topic410.	.99	.995
topic410	<b>War and military conflicts between countries</b>	e.g., UN peacekeeping, operations of the national army abroad	1.0	1.0
topic420	<b>EU/EEA</b>	e.g., mentions of EU, EEA membership, issues or opportunities within the EEA agreement.	.962	.981
topic460	<b>Developmental policy</b>	e.g., development aid	.971	.986
topic400	<b>Foreign policy, international relations</b>	The post addresses foreign policy issues related or not related to the country under investigation. e.g., relations with other states, relations with international organizations (e.g., UN, NATO, but not EU/EEA, which should be coded as topic420), arms trades, sanctions, etc. as long as not covered by any of the other topic categories.	.962	.981
topic300	<b>Policy: Other topical aspects of</b>	Only posts on political topics that cannot be assigned to any of the listed characteristics.	.99	.995

	<b>politics/policy fields.</b>	Only code if a post contains a topic which is not mentioned below or cannot be categorized in the above categories.		
topic998	<b>Other political topic</b>	e.g., posts containing political information/content which isn't mentioning or referring to any political topic	.943	.971
topic999	<b>Non-political topic</b>	e.g., posts containing non-political information/content, weather forecast, sports, literature critique about a book, etc.	.848	.924