

Appendix

Examples of Twitter and Facebook presences in the sample



Figure 1. Types of Twitter profiles



Figure 2. Types of Facebook profiles

Descriptive Statistics of the General Sample

	Observations	Mean	Std. Dev.	Minimum	Maximum
Online Presence	5,291	2.241	1.97	0	6
Gender (Female=1)	5,291	0.396	0.489	0	1
Incumbency	5,291	0.091	0.287	0	1
Major Party	5,291	0.363	0.481	0	1
Log Facebook followers	4,720	10.13	1.344	4.969	12.537
Log Twitter followers	4,571	9.69	1.661	3.61	12.557
Internet Access	5,291	79.91	9.51	57	96
Ballot Structure	5,291	0.505	0.515	0	2

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