|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 1: Multilevel Regressions of Dynamism Score and the Component Variables** | | | | | | | | |
| **Characteristic** | **Dynamism** | | **Log total following** | | **Log total tweets** | | **Created new accounts** | |
| **Beta** | **p-value** | **Beta** | **p-value** | **Beta** | **p-value** | **OR***1* | **p-value** |
| Age | -0.001 | 0.7 | -0.001 | 0.5 | 0.005 | <0.001 | 0.91 | 0.073 |
| Gender |  |  |  |  |  |  |  |  |
| Female | — |  | — |  | — |  | — |  |
| Male | -0.084 | 0.018 | 0.038 | 0.10 | -0.047 | 0.078 | 0.81 | 0.032 |
| Party |  |  |  |  |  |  |  |  |
| Ensemble | — |  | — |  | — |  | — |  |
| Independent | -0.131 | 0.13 | -0.05 | 0.4 | -0.126 | 0.054 | 0.94 | 0.8 |
| Les Républicains | -0.134 | 0.061 | -0.018 | 0.7 | -0.174 | 0.001 | 1.03 | 0.9 |
| NUPES | 0.26 | <0.001 | -0.223 | <0.001 | 0.065 | 0.2 | 3.18 | <0.001 |
| Other party | 0.162 | 0.015 | 0.04 | 0.4 | 0.3 | <0.001 | 1.24 | 0.3 |
| Rassemblement National | 0.177 | 0.018 | -0.187 | <0.001 | 0.554 | <0.001 | 1.30 | 0.3 |
| Reconquête | 0.522 | <0.001 | -0.471 | <0.001 | -0.146 | 0.009 | 7.98 | <0.001 |
| Incumbent |  |  |  |  |  |  |  |  |
| No | — |  | — |  | — |  | — |  |
| Yes | -0.103 | 0.14 | -0.25 | <0.001 | -0.224 | <0.001 | 0.78 | 0.4 |
| Number of past runs |  |  |  |  |  |  |  |  |
| 0 | — |  | — |  | — |  | — |  |
| 1 | -0.265 | <0.001 | -0.098 | 0.002 | -0.181 | <0.001 | 0.54 | <0.001 |
| 2 | -0.178 | 0.029 | -0.144 | 0.006 | -0.15 | 0.015 | 0.76 | 0.3 |
| 3 | -0.294 | 0.019 | -0.312 | <0.001 | -0.366 | <0.001 | 0.68 | 0.4 |
| 4 | -0.09 | 0.5 | -0.274 | 0.002 | -0.324 | 0.002 | 1.49 | 0.3 |
| Log of total followers | 0.289 | <0.001 | 0.869 | <0.001 | 0.746 | <0.001 | 0.38 | <0.001 |
| Lead of presidential winner in circo | -0.014 | 0.5 | 0.017 | 0.2 | 0.046 | 0.003 | 0.88 | 0.028 |
| Lead of 2017 legisltaive winner in circo | 0.02 | 0.3 | 0.012 | 0.3 | -0.023 | 0.11 | 1.06 | 0.2 |
| Overseas circo |  |  |  |  |  |  |  |  |
| No | — |  | — |  | — |  | — |  |
| Yes | 0.038 | 0.5 | -0.051 | 0.15 | -0.024 | 0.6 | 1.20 | 0.2 |
| Distance from Paris | -0.067 | 0.007 | 0.039 | 0.015 | -0.05 | 0.009 | 0.85 | 0.026 |
| No. Obs. | 2,974 |  | 2,974 |  | 2,974 |  | 2,974 |  |
| Log-likelihood | -4,044 |  | -2,750 |  | -3,237 |  | -1,386 |  |
| AIC | 8,131 |  | 5,541 |  | 6,516 |  | 2,812 |  |
| Age | -0.001 | 0.7 | -0.001 | 0.5 | 0.005 | <0.001 | 0.91 | 0.073 |
| **Note: All continuous variables scaled such that mean = 0 and SD = 1** Models for dynamism, log of total following and log of total tweets are multilevel linear regressions Model for created new accounts is a multilevel logistic regression | | | | | | | | |
| *1* OR = Odds Ratio | | | | | | | | |

| **Table 2: Multilevel Regressions of Originality Score and the Component Variables** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Characteristic** | **Originality** | | **Original tweet proportion** | | **Log of mean TFIDF** | |
| **Beta** | **p-value** | **Beta** | **p-value** | **Beta** | **p-value** |
| Age | 0.008 | 0.7 | 0.037 | 0.056 | -0.042 | 0.007 |
| Gender |  |  |  |  |  |  |
| Female | — |  | — |  | — |  |
| Male | 0.222 | <0.001 | 0.251 | <0.001 | 0.084 | 0.003 |
| Party |  |  |  |  |  |  |
| Ensemble | — |  | — |  | — |  |
| Independent | 0.493 | <0.001 | 0.427 | <0.001 | 0.351 | <0.001 |
| Les Républicains | 0.039 | 0.6 | -0.128 | 0.079 | 0.322 | <0.001 |
| NUPES | -0.104 | 0.12 | -0.061 | 0.4 | -0.098 | 0.075 |
| Other party | -0.061 | 0.4 | -0.106 | 0.12 | 0.065 | 0.2 |
| Rassemblement National | -0.878 | <0.001 | -0.676 | <0.001 | -0.692 | <0.001 |
| Reconquête | 0.117 | 0.10 | 0.139 | 0.064 | 0.092 | 0.11 |
| Incumbent |  |  |  |  |  |  |
| No | — |  | — |  | — |  |
| Yes | 0.302 | <0.001 | 0.316 | <0.001 | 0.168 | 0.002 |
| Number of past runs |  |  |  |  |  |  |
| 0 | — |  | — |  | — |  |
| 1 | -0.098 | 0.043 | -0.124 | 0.014 | 0.043 | 0.3 |
| 2 | -0.158 | 0.042 | -0.226 | 0.007 | 0.038 | 0.6 |
| 3 | -0.182 | 0.14 | -0.285 | 0.026 | 0.138 | 0.2 |
| 4 | -0.29 | 0.035 | -0.26 | 0.063 | -0.036 | 0.8 |
| Log of total followers | -0.288 | <0.001 | -0.042 | 0.060 | -0.626 | <0.001 |
| Lead of presidential winner in circo | -0.037 | 0.051 | 0.006 | 0.8 | -0.074 | <0.001 |
| Lead of 2017 legisltaive winner in circo | 0.01 | 0.6 | 0 | >0.9 | 0.012 | 0.4 |
| Overseas circo |  |  |  |  |  |  |
| No | — |  | — |  | — |  |
| Yes | 0.07 | 0.2 | 0.022 | 0.7 | 0.091 | 0.045 |
| Distance from Paris | 0.098 | <0.001 | 0.093 | <0.001 | 0.059 | 0.004 |
| No. Obs. | 2,850 |  | 2,974 |  | 2,850 |  |
| Log-likelihood | -3,739 |  | -4,093 |  | -3,202 |  |
| AIC | 7,519 |  | 8,228 |  | 6,445 |  |
| **Note: All continuous variables scaled such that mean = 0 and SD = 1** Models for originality, original tweet proportion and log of mean TFIDF are multilevel linear regressions | | | | | | |