

**“Populismo in rete”, appendice online: Capitolo 4. Il potere di mobilitazione della retorica populista durante le elezioni europee del 2019**

Tabella 1. Analisi sul livello di engagement durante le europee 2019 (tutti i partiti)

	Reazioni	Condivisioni	Commenti
Antielitismo	0.084* (0.049)	0.052 (0.055)	0.020 (0.057)
Popolo	0.126** (0.050)	0.066 (0.056)	0.079 (0.057)
Minoranze pericolose	0.126*** (0.040)	0.141*** (0.045)	0.172*** (0.046)
Negatività	0.219*** (0.035)	0.344*** (0.039)	0.423*** (0.040)
Intimizzazione	0.207*** (0.065)	0.083 (0.075)	0.287*** (0.073)
News contro-attitudinali	0.427*** (0.082)	0.454*** (0.094)	0.946*** (0.085)
News pro-attitudinali, fonte non-amica	0.202*** (0.037)	0.259*** (0.041)	0.248*** (0.042)
News pro-attitudinali, fonte amica	0.249*** (0.049)	0.416*** (0.054)	0.301*** (0.055)
Locale/Regionale	-0.046 (0.032)	-0.030 (0.036)	-0.065* (0.036)
Nazionale	-0.025 (0.030)	-0.032 (0.034)	0.026 (0.035)
Europeo	-0.020 (0.030)	0.005 (0.033)	-0.038 (0.034)
Polity	0.021 (0.057)	0.026 (0.063)	-0.066 (0.066)
Politics	-0.043 (0.031)	-0.106*** (0.035)	-0.096*** (0.035)
Politica economica	-0.114*** (0.043)	-0.063 (0.048)	-0.153*** (0.049)
Politica sociale	0.104** (0.044)	0.124** (0.049)	0.093* (0.050)
Immigrazione	0.101** (0.046)	0.131** (0.051)	0.131** (0.052)
Legge e ordine	0.034 (0.035)	0.039 (0.039)	-0.047 (0.040)
Altre policy	0.003 (0.044)	0.039 (0.049)	0.005 (0.050)
Interazione	0.057 (0.038)	0.016 (0.043)	0.160*** (0.043)
Mobilitazione	-0.257*** (0.029)	-0.234*** (0.033)	-0.343*** (0.033)

Image	0.109 (0.088)	0.143 (0.100)	0.061 (0.097)
Video	-0.035 (0.090)	0.189* (0.102)	-0.101 (0.099)
Link	-0.313*** (0.026)	-0.334*** (0.029)	-0.331*** (0.030)
Giorni mancanti alle elezioni	-0.007*** (0.002)	-0.004** (0.002)	-0.007*** (0.002)
Costante	0.078 (0.102)	-0.574*** (0.114)	-0.410*** (0.112)
N	4,582	4,582	4,582
Partiti	5	5	5

I coefficienti riportati sono gli “*incidence-rate ratio*”.  
Errori standard in parentesi. \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Tabella 2. Analisi sul livello di engagement durante le europee 2019 (escludendo la Lega)

	Reazioni	Condivisioni	Commenti
Antielitismo	0.150** (0.067)	0.098 (0.076)	0.126* (0.074)
Popolo	0.084 (0.075)	-0.001 (0.085)	0.007 (0.083)
Minoranze pericolose	0.008 (0.062)	0.071 (0.069)	0.070 (0.068)
Negatività	0.175*** (0.050)	0.338*** (0.056)	0.348*** (0.055)
Intimizzazione	0.276*** (0.089)	0.109 (0.105)	0.178* (0.103)
News contro-attitudinali	0.381*** (0.133)	0.394*** (0.152)	0.532*** (0.143)
News pro-attitudinali, fonte non-amica	0.023 (0.078)	0.068 (0.088)	-0.024 (0.088)
News pro-attitudinali, fonte amica	0.059 (0.078)	0.261*** (0.086)	-0.031 (0.088)
Locale/Regionale	-0.144** (0.068)	-0.260*** (0.078)	-0.113 (0.075)
Nazionale	0.080 (0.054)	0.075 (0.061)	0.125** (0.060)
Europeo	-0.062 (0.053)	-0.064 (0.059)	-0.080 (0.059)
Polity	-0.038 (0.077)	0.017 (0.085)	-0.129 (0.087)
Politics	0.024 (0.047)	0.001 (0.054)	0.008 (0.053)
Politica economica	-0.117**	-0.053	-0.136**

	(0.058)	(0.066)	(0.066)
Politica sociale	0.131**	0.154**	0.103*
	(0.052)	(0.060)	(0.059)
Immigrazione	0.075	0.211*	0.014
	(0.106)	(0.116)	(0.120)
Legge e ordine	-0.022	0.040	-0.093
	(0.059)	(0.066)	(0.067)
Altre policy	-0.129**	-0.066	-0.130**
	(0.058)	(0.065)	(0.065)
Interazione	-0.046	-0.201***	0.052
	(0.065)	(0.074)	(0.072)
Mobilitazione	-0.223***	-0.099**	-0.194***
	(0.045)	(0.050)	(0.050)
Image	0.273**	0.339**	0.152
	(0.116)	(0.134)	(0.127)
Video	0.173	0.438***	0.163
	(0.120)	(0.138)	(0.131)
Link	-0.340***	-0.373***	-0.283***
	(0.044)	(0.050)	(0.049)
Giorni mancanti alle elezioni	0.001	0.003	-0.004
	(0.003)	(0.003)	(0.003)
Costante	0.046	-0.740***	-0.324**
	(0.144)	(0.162)	(0.157)
N	1,351	1,351	1,351
Partiti	4	4	4

I coefficienti riportati sono gli “*incidence-rate ratio*”.  
Errori standard in parentesi. \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Tabella 3. Analisi sul livello di engagement durante le europee 2019 (retorica populista)

	Reazioni	Condivisioni	Commenti	Reazioni	Condivisioni	Commenti
Retorica populista	0.314*** (0.030)	0.363*** (0.033)	0.444*** (0.034)			
Retorica populista esplicita				0.271*** (0.031)	0.252*** (0.035)	0.331*** (0.036)
News contro-attitudinali	0.424*** (0.081)	0.459*** (0.094)	0.926*** (0.084)	0.477*** (0.081)	0.544*** (0.093)	1.036*** (0.084)
News pro-attitudinali, fonte non-amica	0.183*** (0.037)	0.243*** (0.041)	0.228*** (0.042)	0.207*** (0.037)	0.269*** (0.041)	0.257*** (0.042)
News pro-attitudinali, fonte amica	0.236*** (0.049)	0.408*** (0.054)	0.303*** (0.055)	0.283*** (0.048)	0.462*** (0.054)	0.366*** (0.055)
Locale/Regionale	-0.050 (0.032)	-0.030 (0.036)	-0.070* (0.036)	-0.041 (0.032)	-0.018 (0.036)	-0.056 (0.036)
Nazionale	-0.032	-0.035	0.018	-0.016	-0.019	0.037

	(0.030)	(0.034)	(0.035)	(0.030)	(0.034)	(0.035)
Europeo	-0.026	-0.006	-0.051	-0.026	-0.002	-0.045
	(0.030)	(0.033)	(0.034)	(0.030)	(0.033)	(0.034)
Polity	0.027	0.022	-0.075	0.047	0.058	-0.029
	(0.056)	(0.063)	(0.065)	(0.056)	(0.063)	(0.065)
Politics	-0.034	-0.090***	-0.075**	-0.016	-0.075**	-0.054
	(0.030)	(0.034)	(0.035)	(0.031)	(0.034)	(0.035)
Politica economica	-0.122***	-0.066	-0.164***	-0.104**	-0.039	-0.133***
	(0.043)	(0.048)	(0.049)	(0.043)	(0.048)	(0.049)
Politica sociale	0.107**	0.129***	0.102**	0.125***	0.145***	0.127**
	(0.043)	(0.049)	(0.049)	(0.044)	(0.049)	(0.050)
Immigrazione	0.108**	0.159***	0.165***	0.128***	0.197***	0.207***
	(0.045)	(0.050)	(0.051)	(0.045)	(0.050)	(0.051)
Legge e ordine	0.028	0.039	-0.045	0.047	0.065*	-0.013
	(0.035)	(0.039)	(0.040)	(0.035)	(0.039)	(0.040)
Altre policy	-0.003	0.031	-0.008	0.002	0.038	0.004
	(0.044)	(0.049)	(0.050)	(0.044)	(0.049)	(0.050)
Interazione	0.047	0.010	0.134***	0.040	0.005	0.122***
	(0.038)	(0.043)	(0.043)	(0.038)	(0.043)	(0.044)
Mobilitazione	-0.257***	-0.243***	-0.351***	-0.275***	-0.264***	-0.372***
	(0.029)	(0.032)	(0.033)	(0.029)	(0.032)	(0.033)
Image	0.129	0.171*	0.075	0.100	0.120	0.028
	(0.088)	(0.100)	(0.097)	(0.088)	(0.100)	(0.097)
Video	-0.026	0.179*	-0.113	-0.050	0.147	-0.140
	(0.090)	(0.102)	(0.099)	(0.090)	(0.102)	(0.099)
Link	-0.318***	-0.336***	-0.330***	-0.314***	-0.328***	-0.322***
	(0.026)	(0.029)	(0.030)	(0.026)	(0.029)	(0.030)
Giorni mancanti alle elezioni	-0.007***	-0.004**	-0.007***	-0.007***	-0.004**	-0.007***
	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)
Costante	0.055	-0.610***	-0.435***	0.083	-0.551***	-0.389***
	(0.102)	(0.114)	(0.112)	(0.101)	(0.114)	(0.112)
N	4,582	4,582	4,582	4,582	4,582	4,582
Partiti	5	5	5	5	5	5

I coefficienti riportati sono gli “*incidence-rate ratio*”.  
Errori standard in parentesi. \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Tabella 4. Analisi sul livello di engagement durante le europee 2019 (retorica populista e interazione con dummy per partito considerato populista)

	Reazioni	Condivisioni	Commenti	Reazioni	Condivisioni	Commenti
Populisti	-0.577*** (0.070)	-0.694*** (0.071)	-0.758*** (0.072)	-0.561*** (0.064)	-0.705*** (0.063)	-0.765*** (0.064)
Retorica populista	0.097 (0.061)	0.125* (0.069)	0.148** (0.070)			
Retorica populista X Populisti	0.239*** (0.068)	0.244*** (0.077)	0.308*** (0.078)			
Retorica populista esplicita				0.119* (0.066)	0.031 (0.076)	0.069 (0.076)
Retorica populista esplicita X Populisti				0.181** (0.073)	0.257*** (0.084)	0.304*** (0.084)
News contro-attitudinali	0.425*** (0.082)	0.475*** (0.094)	0.925*** (0.085)	0.471*** (0.082)	0.543*** (0.094)	1.015*** (0.084)
News pro-attitudinali, fonte non-amica	0.192*** (0.037)	0.257*** (0.041)	0.249*** (0.041)	0.212*** (0.037)	0.279*** (0.041)	0.274*** (0.041)
News pro-attitudinali, fonte amica	0.207*** (0.048)	0.364*** (0.053)	0.256*** (0.055)	0.235*** (0.048)	0.395*** (0.053)	0.290*** (0.055)
Locale/Regionale	-0.029 (0.032)	0.002 (0.036)	-0.031 (0.036)	-0.021 (0.032)	0.013 (0.035)	-0.018 (0.036)
Nazionale	-0.013 (0.030)	-0.011 (0.034)	0.045 (0.035)	-0.002 (0.030)	0.001 (0.034)	0.059* (0.034)
Europeo	-0.030 (0.030)	-0.013 (0.033)	-0.056* (0.034)	-0.028 (0.030)	-0.008 (0.033)	-0.048 (0.034)
Polity	0.024 (0.055)	0.015 (0.062)	-0.072 (0.064)	0.038 (0.055)	0.040 (0.062)	-0.040 (0.064)
Politics	-0.021 (0.030)	-0.074** (0.034)	-0.051 (0.035)	-0.005 (0.030)	-0.061* (0.034)	-0.033 (0.035)
Politica economica	-0.128*** (0.042)	-0.068 (0.047)	-0.171*** (0.048)	-0.116*** (0.042)	-0.050 (0.047)	-0.149*** (0.048)
Politica sociale	0.071* (0.043)	0.092* (0.048)	0.073 (0.049)	0.089** (0.043)	0.105** (0.048)	0.094* (0.049)
Immigrazione	0.123*** (0.045)	0.188*** (0.051)	0.188*** (0.051)	0.147*** (0.045)	0.225*** (0.050)	0.230*** (0.051)
Legge e ordine	0.028 (0.035)	0.046 (0.039)	-0.037 (0.040)	0.046 (0.034)	0.071* (0.039)	-0.006 (0.040)
Altre policy	-0.054 (0.044)	-0.027 (0.049)	-0.061 (0.050)	-0.052 (0.044)	-0.026 (0.049)	-0.058 (0.050)
Interazione	0.050 (0.038)	0.018 (0.043)	0.140*** (0.043)	0.044 (0.038)	0.014 (0.043)	0.130*** (0.043)
Mobilitazione	-0.234*** (0.029)	-0.216*** (0.032)	-0.312*** (0.033)	-0.250*** (0.029)	-0.232*** (0.032)	-0.327*** (0.033)
Image	0.149* (0.086)	0.209** (0.098)	0.092 (0.095)	0.130 (0.086)	0.172* (0.098)	0.057 (0.095)
Video	-0.015	0.209**	-0.092	-0.029	0.188*	-0.108

	(0.088)	(0.100)	(0.097)	(0.088)	(0.100)	(0.097)
Link	-0.324***	-0.341***	-0.334***	-0.319***	-0.334***	-0.327***
	(0.026)	(0.029)	(0.030)	(0.026)	(0.029)	(0.030)
Giorni mancanti alle elezioni	-0.006***	-0.003*	-0.006***	-0.007***	-0.004**	-0.007***
	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)
Costante	0.528***	-0.058	0.170	0.529***	-0.010	0.204*
	(0.114)	(0.125)	(0.123)	(0.111)	(0.121)	(0.119)
N	4,582	4,582	4,582	4,582	4,582	4,582
Partiti	5	5	5	5	5	5

I coefficienti riportati sono gli “*incidence-rate ratio*”.  
Errori standard in parentesi. \*\*\* p<0.01, \*\* p<0.05, \* p<0.1