

Special Issue: Conflict Mobilization or Problem-solving? Issue Competition in Western Europe
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‘The times they are a-changin’’: Party campaign strategies in the 2018 Italian election

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Online Appendices

Appendix A – Additional figures and tables

Table A1. Complete configurations of IY and IE for Italian parties on valence issues (Rank indicates cross-party IY ranking on that goal).

Goal	FDI			FI			LEU			League			M5S			PD			+EUR		
	IY	Rank	IE	IY	Rank	IE	IY	Rank	IE	IY	Rank	IE	IY	Rank	IE	IY	Rank	IE	IY	Rank	IE
Fight unemployment	0.12	5	0.03	0.21	2	0.14	0.08	6	0.03	0.19	4	0.04	0.25	1	0.00	0.21	3	0.13	0.06	7	0.00
Fight corruption	0.08	6	0.00	0.10	4	0.00	0.09	5	0.00	0.14	3	0.00	0.30	1	0.03	0.16	2	0.00	0.07	7	0.00
Support economic growth	0.11	5	0.01	0.23	1	0.07	0.07	6	0.02	0.18	4	0.03	0.22	2	0.03	0.22	3	0.14	0.06	7	0.10
Protect Italy from terrorist attacks	0.17	5	0.02	0.21	2	0.00	0.07	7	0.00	0.30	1	0.00	0.19	3	0.00	0.19	4	0.00	0.07	6	0.00
Make Italy count more in Europe	0.10	6	0.01	0.20	3	0.04	0.06	7	0.00	0.18	4	0.02	0.21	1	0.00	0.21	2	0.00	0.10	5	0.05
Reduce poverty in Italy	0.08	6	0.02	0.15	3	0.10	0.09	5	0.03	0.15	4	0.01	0.29	1	0.03	0.18	2	0.04	0.06	7	0.00
Make citizens safer from crime	0.20	2	0.22	0.19	3	0.07	0.06	6	0.01	0.36	1	0.06	0.19	4	0.00	0.14	5	0.07	0.04	7	0.01
Reduce the costs of politics	0.06	5	0.00	0.09	3	0.00	0.03	7	0.00	0.10	2	0.00	0.41	1	0.00	0.09	4	0.00	0.04	6	0.00
Ensure the good functioning of healthcare system	0.11	5	0.01	0.17	3	0.00	0.07	6	0.14	0.17	4	0.00	0.21	1	0.13	0.18	2	0.02	0.05	7	0.02
Fight pollution and disruption of territory	0.07	7	0.08	0.11	3	0.01	0.10	5	0.21	0.11	4	0.00	0.27	1	0.32	0.16	2	0.04	0.09	6	0.02
Improve Italian education	0.09	5	0.04	0.17	3	0.00	0.08	6	0.09	0.14	4	0.02	0.21	1	0.26	0.18	2	0.05	0.08	7	0.02
Renew Italian politics	0.07	5	0.01	0.10	4	0.00	0.05	6	0.03	0.12	2	0.00	0.32	1	0.06	0.11	3	0.00	0.04	7	0.05

Table A3. Top-5 Issue Yield goals for minor Italian parties (valence issues in italics).

Party	Goal	IY	IY Cross-party ranking
FDI	Limit the number of refugees	0.34	2
	Decriminalise the abuse of self-defence	0.31	2
	Restrict access to welfare benefits for immigrants	0.29	2
	Keep current legislation on citizenship for immigrants' children	0.23	2
	<i>Make citizens safer from crime</i>	0.20	2
LEU	Make citizenship for regular immigrants' children easier	0.40	2
	Stay in the EU	0.37	3
	Stay in the euro	0.36	3
	Keep current levels of access to welfare benefits for immigrants	0.34	1
	Continue to accept refugees like now	0.31	2
+EUR	Stay in the euro	0.47	2
	Legalise soft drugs	0.47	1
	Stay in the EU	0.43	2
	Continue to accept refugees like now	0.33	1
	Keep same-sex unions	0.32	2

Table A4. Top-5 goals by Issue Emphasis on Twitter for minor Italian parties (valence issues in italics).

Party	Goal	IE	IY cross-party ranking
FDI	Limit the number of refugees	0.22	2
	<i>Make citizens safer from crime</i>	0.22	2
	Decriminalise the abuse of self-defence	0.09	2
	<i>Fight pollution and disruption of territory</i>	0.08	7
	Increase economic bonuses to families with children	0.06	5
LEU	<i>Fight pollution and disruption of territory</i>	0.21	5
	<i>Ensure the good functioning of healthcare system</i>	0.14	6
	Keep tax progressivity on income	0.12	3
	<i>Improve Italian education</i>	0.09	6
	Scrap the cost of university tuition fees	0.06	1
+EUR	Stay in the EU	0.39	2
	Continue to accept refugees like now	0.16	1
	<i>Support economic growth</i>	0.10	7
	<i>Make Italy count more in Europe</i>	0.05	5
	<i>Renew Italian politics</i>	0.05	7

Note: Goals that were also among the top-5 according to IY are in bold.

Table A5. Issue strategies for various Italian parties: Effects of Issue Yield and Systemic Salience on Issue Emphasis.

	Model 1		Model 2	
IY	0.30 ^{***}	(0.07)	0.41 ^{***}	(0.01)
SS	0.22 ^{***}	(0.03)	0.22 ^{***}	(0.01)
+EUR (reference category)				
LEU			0.14 ^{***}	(0.00)
FDI			-0.05 ^{***}	(0.01)
FI			-0.03 ^{***}	(0.01)
League			0.07 ^{***}	(0.00)
PD			0.00	(0.01)
M5S			-0.20 ^{***}	(0.05)
+EUR (reference category) x IY				
LEU x IY			-0.42 ^{***}	(0.01)
FDI x IY			0.28 ^{***}	(0.02)
FI x IY			0.92 ^{***}	(0.02)
League x IY			-0.09 ^{***}	(0.01)
PD x IY			-0.24 ^{***}	(0.00)
M5S x IY			-0.18 ^{***}	(0.01)
+EUR (reference category) x SS				
LEU x SS			-0.10 ^{***}	(0.00)
FDI x SS			0.03 ^{**}	(0.01)
FI x SS			-0.15 ^{***}	(0.01)
League x SS			-0.07 ^{***}	(0.00)
PD x SS			0.03 [*]	(0.01)
M5S x SS			0.24 ^{***}	(0.05)
Constant	-0.22 ^{***}	(0.04)	-0.23 ^{***}	(0.01)
Sigma Constant	0.08 ^{***}	(0.01)	0.07 ^{***}	(0.01)
<i>Observations</i>	238		238	
<i>AIC</i>	-148.97		-186.16	
<i>BIC</i>	-135.08		-182.68	
<i>VarExp</i>	0.225		0.335	

Figure A1. Results of legislative elections in Italy (Chamber), 2008-2018.

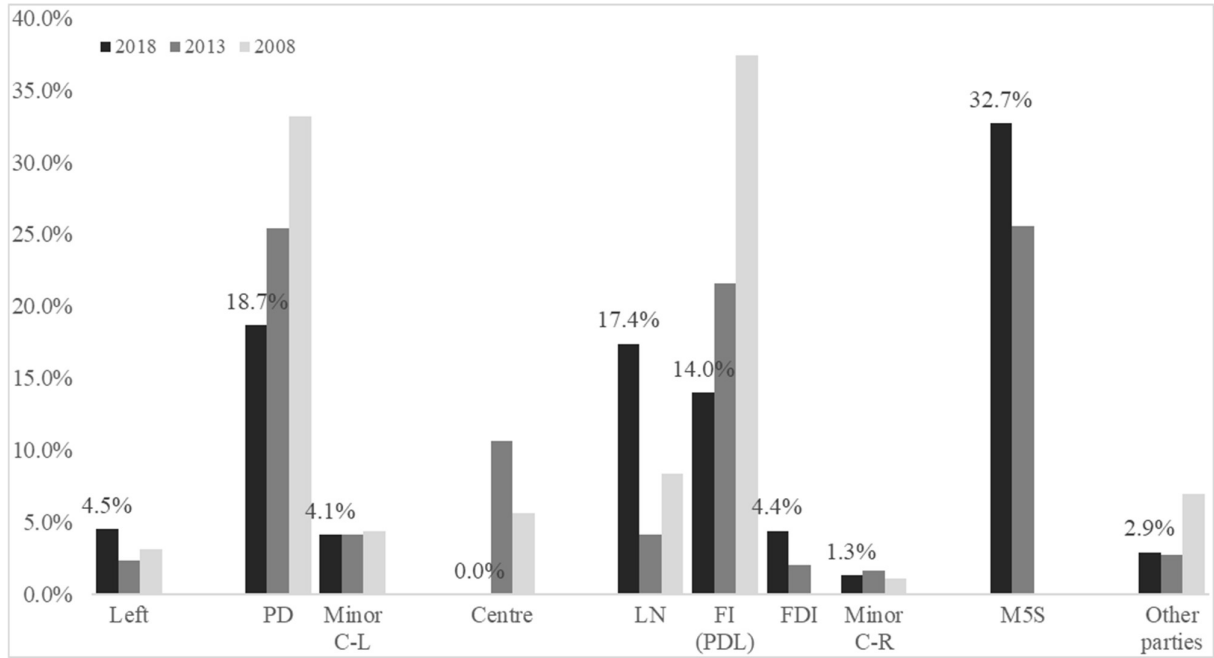
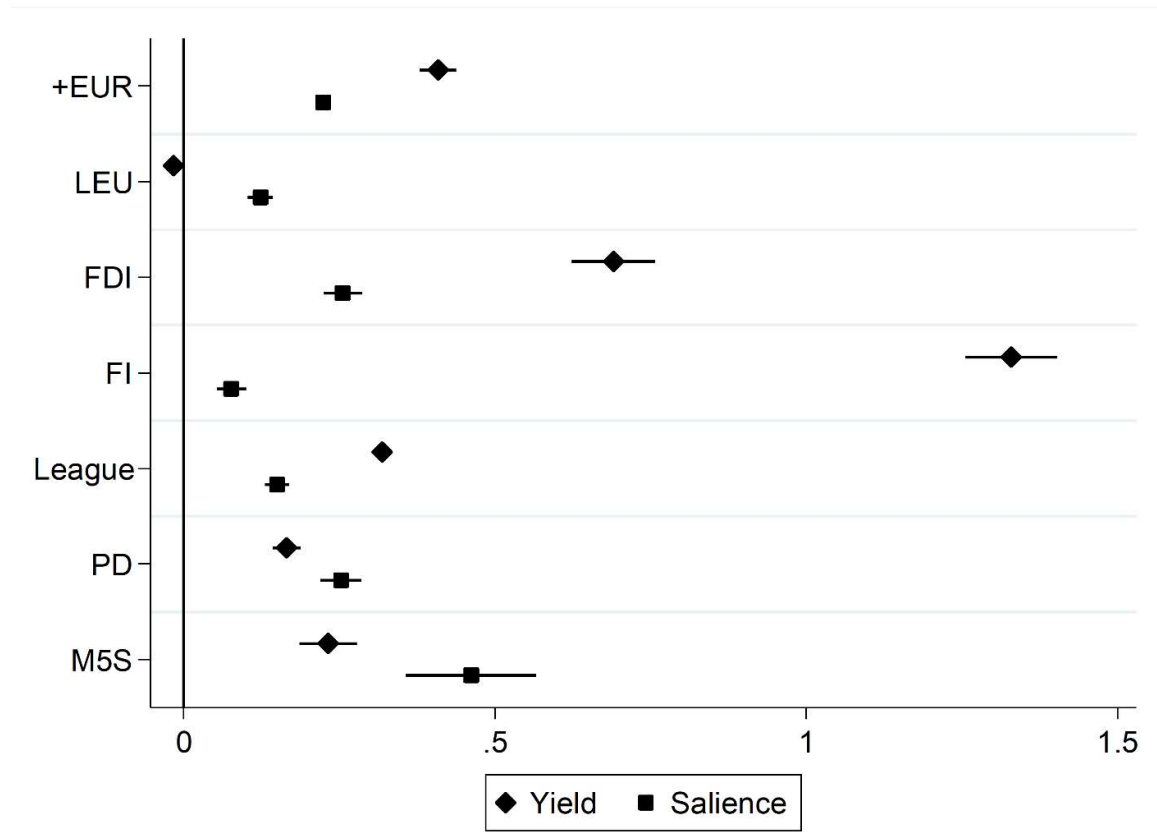


Figure A2. Marginal effects of Issue Yield and Systemic Salience on Issue Emphasis for Italian parties.



Note: The chart represents graphically the Tobit Model 2 reported in Table A5 in Appendix A. Diamonds represent the conditional effect of issue yield on Twitter emphasis for different parties. Squares represent the conditional effect of systemic salience on Twitter emphasis for different parties. Only the values for the subpopulation of issues with at least one tweet $E(Emph_{ij} | Emph_{ij} > 0)$ are reported. Horizontal bars represent 95% confidence intervals.

Appendix B – Question wordings

Positions on positional issues

Now we'd like to know your views of what should be done on various issues. How would you place your views on this scale, where 1 means you agree completely with the statement on the left, and 6 means you agree completely with the statement on the right? If your views fall somewhere in between, you can choose any number in between.

What do you think should be done?

Please choose the appropriate response for each item:

1 = Reduce income differences	2	3	4	5	6 = Do not reduce income differences
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase freedom for enterprise, making it easier to hire and fire					Reduce freedom of enterprise, making it harder to hire and fire
Keep current law on pension age					Lower pension age
Scrap the cost of university tuition fees					Keep the present cost of university tuition fees
Keep tax progressivity on income (who earns more has a higher tax rate)					Introduce a flat tax (pre-fixed rate of income tax, regardless of the income)
Do not introduce the hourly minimum wage					Introduce the hourly minimum wage
Introduce a basic income for those living in poverty					Do not introduce a basic income for those living in poverty
Intensify the fight against tax evasion					Do not intensify the fight against tax evasion
Increase economic bonuses to families with children					Do not increase economic bonuses to families with children
Limit economic globalisation					Promote economic globalisation
Stay in the euro					Leave the euro
Leave in the EU					Stay in the EU
Make the EU economic policies more flexible					Keep EU economic austerity
Make citizenship for regular immigrants' children easier					Keep current legislation on citizenship for immigrants' children
Restrict access to welfare benefits for immigrants					Keep current levels of access to welfare benefits for immigrants
Continue to accept refugees like now					Limit the number of refugees
Keep current legislation on the End-of-life					Abolish current legislation on the End-of-life
Abolish same-sex unions					Keep same-sex unions
Legalise soft drugs					Keep soft drugs illegal
Keep mandatory requirements for vaccines					Abolish mandatory requirements for vaccines
Legalise and regulate prostitution					Keep current legislation on prostitution
Decriminalise the abuse of self-defence					Keep current legislation on the abuse of self-defence

List of valence issues

- Fight unemployment
- Fight corruption
- Support economic growth
- Protect Italy from terrorist attacks
- Make Italy count more in Europe
- Reduce poverty in Italy
- Make citizens safer from crime
- Reduce the costs of politics
- Ensure the good functioning of healthcare system
- Fight pollution and disruption of territory
- Improve Italian education
- Renew Italian politics

Credibility (for both valence and preferred positional goals)

Which parties do you think are credible for achieving *[this goal]*?

Please choose **all** that apply:

- Partito Democratico
- Movimento Cinque Stelle
- Forza Italia
- Lega
- Fratelli d'Italia
- Liberi e Uguali
- Più Europa

Priority (for both valence and preferred positional goals)

Do you think that achieving *[this goal]* should have a...

Please choose **only one** of the following:

- High priority
- Average priority
- Low priority