**Can Influencers Be Political? Exploring the Role of Influencers in Promoting Views about Feminism in Spain**

**Supplementary Materials**

**A.1. Content Analysis Instructions**

To ensure a systematic and replicable coding process for broader research applications, we have formulated detailed instructions describing the methodology of our content analysis of the influencers in this study. Given the novelty of our research, no pre-existing studies or methods served as the basis for our content analysis. However, to maintain methodological precision and facilitate replicability in different contexts, we meticulously describe each step we took in our coding process.

1. We choose one of the influencers from our list of 26 influencers.
2. For each influencer, we conducted an analysis of their content in the three months prior to the survey.
3. For each influencer, we selected one publication/video/podcast/stream per week that is related to our topic of research on their main platform. The coders watched and studied each of these publications individually, consuming the entire content of each publication. In parallel, and especially in the event that they have not published anything on their main platform that week, we also used the secondary platforms used by that influencer.
4. In the "Content" column, we classified the type of content offered by the publication. To classify it, we used the coding dictionary - available in the appendix - and added the corresponding code in that column.
5. To store this information, we copied the post or cited a specific point in time when the influencer discusses content related to the research. We then added a timestamp indicating when this sentence was said in the video/stream/podcast. For example, if an influencer says that she is in favor of the feminist movement, we indicate at what minute and second this statement was made. If the entire content or publication is exclusively about one topic, the timestamp is 0:00. Finally, we indicated on which platform the statement was made and added the link. To increase reliability, images of each annotated publication were also collected.
6. To give context to the publication we have included, we added the "number of publications the influencer has made on the platform we are citing in the "# publications" column. For example, if we took a sentence from a YouTube video from the week of September 26th to October 2nd, we added the number of videos the influencer uploaded during that week in this column.[[1]](#footnote-1).
7. The number of views or likes that the coded post has received is coded in an additional column.
8. To ensure the most accurate coding of each influencer, it was decided to randomly distribute 5 weeks of each influencer that had not been coded to the different coders to check the inter-coder reliability of the coding performed (Cohen’s Kappa = 0.903). All inconsistent coding was handled personally by the research group and a decision was made on each one.
9. Finally, to classify influencers according to whether they are feminist or anti-feminist, we set two conditions. The first is that at least 20% of their posts were coded with feminist or anti-feminist themes. For example, an influencer who has posted or uploaded a video every week for the last three months is considered feminist if they have coded three or more posts with feminist themes.

**Table A1.** Determinants of Following each Type of Influencer. Full estimations

|  |  |
| --- | --- |
|  | *Dependent variable:* |
|  | Incidental Feminist Influencer (IFI) | Incidental Anti-feminist Influencer (IAFI) | Neutral Influencer |
|  | (1) | (2) | (3) |
| Women | 1.132\*\*\* | -0.568\*\*\* | 0.028 |
|  | (0.131) | (0.129) | (0.090) |
| Age | -0.053\*\*\* | -0.065\*\*\* | -0.073\*\*\* |
|  | (0.005) | (0.005) | (0.004) |
| Educational Level | -0.003 | -0.202\*\*\* | -0.063\*\*\* |
|  | (0.033) | (0.035) | (0.024) |
| Urban (vs. rural) | 0.242\*\* | 0.016 | 0.053 |
|  | (0.117) | (0.122) | (0.087) |
| Political Interest | 0.213\*\*\* | 0.191\*\*\* | 0.137\*\*\* |
|  | (0.069) | (0.072) | (0.051) |
| Homosexual (vs. Heterosexual) | 1.486\*\*\* | -0.564\* | -0.303\* |
|  | (0.188) | (0.288) | (0.179) |
| Bisexual (vs. Heterosexual) | 0.911\*\*\* | -0.047 | -0.098 |
|  | (0.183) | (0.236) | (0.169) |
| Ideology | -0.029 | 0.138\*\*\* | 0.057\*\*\* |
|  | (0.022) | (0.022) | (0.016) |
| Constant | -1.307\*\*\* | 0.614\* | 1.717\*\*\* |
|  | (0.346) | (0.337) | (0.250) |
|  |
| Observations | 3,238 | 3,220 | 3,265 |
| Log Likelihood | -1,061.379 | -976.150 | -1,700.006 |
| Akaike Inf. Crit. | 2,140.759 | 1,970.299 | 3,418.011 |
| *Note: \*p<0.1; \*\*p<0.05; \*\*\*p<0.01* |  |

**Table A2.** Determinants of Feminism Index. Full estimations

|  |  |
| --- | --- |
|  | *Dependent variable:* |
|  |  |
|  | Feminism Index |
|  | (1) | (2) | (3) | (4) |
|  |
| Woman | 0.079\*\*\* | 0.082\*\*\* | 0.082\*\*\* | 0.077\*\*\* |
|  | (0.007) | (0.007) | (0.007) | (0.007) |
|  |  |  |  |  |
| Age | -0.0002 | -0.001\*\* | -0.0002 | -0.0002 |
|  | (0.0003) | (0.0003) | (0.0003) | (0.0003) |
|  |  |  |  |  |
| Educational Level | 0.015\*\*\* | 0.014\*\*\* | 0.015\*\*\* | 0.014\*\*\* |
|  | (0.002) | (0.002) | (0.002) | (0.002) |
|  |  |  |  |  |
| Urban (vs. rural) | 0.009 | 0.010 | 0.010 | 0.009 |
|  | (0.007) | (0.007) | (0.007) | (0.007) |
|  |  |  |  |  |
| Political Interest | 0.022\*\*\* | 0.024\*\*\* | 0.023\*\*\* | 0.022\*\*\* |
|  | (0.004) | (0.004) | (0.004) | (0.004) |
|  |  |  |  |  |
| Homosexual (vs. Heterosexual) | 0.054\*\*\* | 0.065\*\*\* | 0.066\*\*\* | 0.054\*\*\* |
|  | (0.015) | (0.015) | (0.015) | (0.015) |
|  |  |  |  |  |
| Bisexual (vs. Heterosexual) | 0.017 | 0.025\* | 0.027\* | 0.015 |
|  | (0.013) | (0.015) | (0.013) | (0.013) |
|  |  |  |  |  |
| Ideology | -0.032\*\*\* | -0.032\*\*\* | -0.033\*\*\* | -0.031\*\*\* |
|  | (0.001) | (0.001) | (0.001) | (0.001) |
|  |  |  |  |  |
| Incidental Feminist Influencer (IFI) | 0.059\*\*\* |  |  | 0.062\*\*\* |
|  | (0.011) |  |  | (0.011) |
| Incidental Anti-feminist Influencer (IAFI) |  | -0.036\*\*\* |  | -0.054\*\*\* |
|  |  | (0.011) |  | (0.013) |
|  |  |  |  |  |
| Neutral Influencer |  |  | 0.022\*\*\* | 0.025\*\*\* |
|  |  |  | (0.008) | (0.008) |
|  |  |  |  |  |
| Constant | 0.635\*\*\* | 0.655\*\*\* | 0.629\*\*\* | 0.635\*\*\* |
|  | (0.020) | (0.020) | (0.020) | (0.021) |
| Observations | 3,227 | 3,209 | 3,254 | 3,205 |
| R2 | 0.277 | 0.273 | 0.274 | 0.283 |
| Adjusted R2 | 0.275 | 0.271 | 0.272 | 0.281 |
| F Statistic | 164.6\*\*\* (df = 9; 3198) | 153.1\*\*\* (df = 9; 3199) | 136.054\*\*\* (df = 9; 3244) | 142.2\*\*\* (df = 11; 3192) |
| *Note:* | *\*p<0.1; \*\*p<0.05; \*\*\*p<0.01* |

**Table A3**. Determinants of Anti-feminism Index – Full estimations

|  |  |
| --- | --- |
|  | *Dependent variable:* |
|  |  |
|  | Anti-feminism Index |
|  | (1) | (2) | (3) | (4) |
|  |
| Woman | -0.046\*\*\* | -0.053\*\*\* | -0.054\*\*\* | -0.041\*\*\* |
|  | (0.008) | (0.008) | (0.008) | (0.008) |
|  |  |  |  |  |
| Age | 0.003\*\*\* | 0.003\*\*\* | 0.003\*\*\* | 0.003\*\*\* |
|  | (0.0003) | (0.0003) | (0.0003) | (0.0003) |
|  |  |  |  |  |
| Educational Level | -0.016\*\*\* | -0.015\*\*\* | -0.016\*\*\* | -0.015\*\*\* |
|  | (0.002) | (0.002) | (0.002) | (0.002) |
|  |  |  |  |  |
| Urban (vs. rural) | 0.007 | 0.004 | 0.006 | 0.007 |
|  | (0.008) | (0.008) | (0.008) | (0.008) |
|  |  |  |  |  |
| Political Interest | -0.032\*\*\* | -0.036\*\*\* | -0.035\*\*\* | -0.034\*\*\* |
|  | (0.005) | (0.005) | (0.005) | (0.005) |
|  |  |  |  |  |
| Homosexual (vs. Heterosexual) | -0.064\*\*\* | -0.079\*\*\* | -0.080\*\*\* | -0.058\*\*\* |
|  | (0.017) | (0.017) | (0.017) | (0.017) |
|  |  |  |  |  |
| Bisexual (vs. Heterosexual) | -0.075\*\*\* | -0.089\*\*\* | -0.091\*\*\* | -0.070\*\*\* |
|  | (0.017) | (0.017) | (0.017) | (0.017) |
|  |  |  |  |  |
| Ideology | 0.048\*\*\* | 0.048\*\*\* | 0.048\*\*\* | 0.047\*\*\* |
|  | (0.001) | (0.001) | (0.001) | (0.001) |
|  |  |  |  |  |
| Incidental Feminist Influencer (IFI) | -0.105\*\*\* |  |  | -0.122\*\*\* |
|  | (0.012) |  |  | (0.013) |
|  |  |  |  |  |
| Incidental Anti-feminist Influencer (IAFI) |  | 0.058\*\*\* |  | 0.084\*\*\* |
|  |  | (0.013) |  | (0.014) |
|  |  |  |  |  |
| Neutral Influencer |  |  | -0.003 | -0.006 |
|  |  |  | (0.009) | (0.009) |
|  |  |  |  |  |
| Constant | 0.421\*\*\* | 0.384\*\*\* | 0.408\*\*\* | 0.397\*\*\* |
|  | (0.023) | (0.023) | (0.024) | (0.024) |
| Observations | 3,231 | 3,213 | 3,258 | 3,209 |
| R2 | 0.377 | 0.370 | 0.366 | 0.384 |
| Adjusted R2 | 0.375 | 0.369 | 0.365 | 0.382 |
| F Statistic | 216.3\*\*\*(df = 9; 3221) | 209.3\*\*\* (df = 9; 3203) | 208.7\*\*\* (df = 9; 3248) | 180.8\*\*\* (df = 11; 3197) |
|  |
| *Note:* | *\*p<0.1; \*\*p<0.05; \*\*\*p<0.01* |

**Table A4.** Propensity Score Matching – Feminism Index

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Treated | Not treated | Difference | t Value | p Value |
| Incidental Feminist Influencer (IFI) |  |  |  |  |
|  Unmatched | 0.775 | 0.654 | 0.121 | -10.345 | 0.000 |
|  ATT | 0.796 | 0.733 | 0.063 | -4.906 | 0.000 |
| Incidental Anti-feminist Influencer (IAFI) |  |  |  |  |
|  Unmatched | 0.599 | 0.673 | -0.074 | 6.338 | 0.000 |
|  ATT | 0.606 | 0.643 | -0.034 | 2.507 | 0.012 |
| Neutral Influencer |  |  |  |  |  |
|  Unmatched | 0.691 | 0.654 | 0.037 | -4.708 | 0.000 |
|  ATT | 0.698 | 0.664 | 0.034 | -2.440 | 0.014 |

Source: Our data. December 2022

**Table A5.** Propensity Score Matching – Anti-feminism Index

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Treated | Not treated | Difference | t Value | p Value |
| Incidental Feminist Influencer (IFI) |  |  |  |  |
|  Unmatched | 0.346 | 0.562 | -0.216 | 13.56 | 0.000 |
|  ATT | 0.328 | 0.443 | -0.115 | 5.804 | 0.000 |
| Incidental Anti-feminist Influencer (IAFI) |  |  |  |  |
|  Unmatched | 0.618 | 0.533 | 0.085 | -6.614 | 0.000 |
|  ATT | 0.618 | 0.558 | 0.060 | -3.558 | 0.000 |
| Neutral Influencer |  |  |  |  |  |
|  Unmatched | 0.512 | 0.556 | -0.044 | 4.432 | 0.000 |
|  ATT | 0.501 | 0.545 | -0.044 | 3.837 | 0.000 |

Source: Our data. December 2022

**Figure A1.** Age distribution of the full sample (blue) and subsample (red)

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Source: Our data. December 2022.

**Figure A2.** Support for Feminism and Anti-feminism by Gender



Source: Our data. December 2022

1. There is only one limitation worth mentioning in this regard and that is Instagram Stories. These stories are very popular with Instagram users and influencers and have the characteristic that they are only published on their profiles for 24 hours. After these 24 hours, the publication disappears and it is not possible to retrieve them from anywhere. [↑](#footnote-ref-1)