**Appendices**

**Information, politicization and reputation:**

**Assessing interest groups’ agenda-setting influence in the EU**

**Appendix A1: Distribution of issues across policy areas**

**Figure A1**

ENV = Environment

ENER = Energy

GROW = Internal Market, Industry, Entrepreneurship and SMEs

CLIMA = Climate action

MOVE = Mobility and Transport

AGRI = Agriculture and Rural Development

SANTE = Health and Food Safety

INTPA = International Partnerships

JUST = Justice and Consumers

**Appendix A2: Distribution of dimensions of politicization across sampled issues**

Our sample of issues exhibits variation across the three dimensions of politicization. Figure A2 portrays the distribution of media articles that discussed the sampled set of issues across the selected media outlets. The distribution of media attention resembles the distributions of media attention found in other projects (Beyers, Dür, Marshall, & Wonka, 2014). Moreover, the issues strongly vary regarding the degree to which the positions of involved organizations are polarized (Figure A3) and the level of interest mobilization they attract (Figure A4).

**Figure A2:** Issue salience across sampled issues varying in agenda status

**Figure A3:** Polarization across sampled issues varying in agenda status

**Figure A4:** Interest mobilization across sampled issues varying in agenda status

Appendix A4: Media article collection

We based our search for articles in the media archives on carefully selected keywords. Articles that only vaguely or indirectly related to the issue were omitted. Keyword searches were finalised only when an information saturation point was met, namely, when the addition of new keyword searches did not result in additional articles. Moreover, only pieces published between January 2019 and June 2022 were retained. We collected articles one year before the announcement of the EGD since some issues were already debated during the run-up to the EP elections – held between 23-26 May 2019. We also include media coverage after the EGD's announcement since most policy initiatives, and related issues, were discussed in its aftermath. Figure A8 displays the distribution of the articles across the different news outlets.

**Figure A5:** Number of media articles per news outlet

Appendix A5: Correlation politicization items

Table A1: Spearman-correlation matrix of measures of politicization

|  |  |  |  |
| --- | --- | --- | --- |
|  | Salience | Polarization | Interest mobilization |
| Salience | 1 |  |  |
| Polarization | -0.01 | 1 |  |
| Interest mobilization | 0.43\*\*\* | 0.22\*\*\* | 1 |

**Appendix A6: Expert interviews with interest representatives**

Next to the groups identified in the interviews with EC officials, we identified 86 additional interest groups active on our sampled issues based on a content analysis of the collected news media articles. Between February 2023 and July 2023 we approached representatives of these 244 groups to participate in an online structured interview. In the interviews, we asked them which other groups were active on the issue and identified an additional 71 interest groups that were not identified earlier. These additional groups were contacted in a second interview wave. All contacted experts were sent three reminders via email to increase the response rate. In total, we approached 316 organizations of which 138 organizations participated in an interview (response rate = 43.67%). All respondents are public affairs specialists who actively worked on the issue and were identified based on statements in the coded news stories, via the organization’s website, or through desk research (Beyers et al., 2014). To avoid a lack of interest or loss of concentration during the interview, we dealt with a maximum of three issues per interview. For groups that were active on more than three issues, we reached out to more than one respondent. In total, 148 interviews were conducted.

**Appendix A7: Descriptive statistics**

Table A2: Overview of dependent, independent, and control variables

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Type** | **Obs** | **M** | **SE** | **Freq** | **Min** | **Max** | **Level** |
| *Dependent variables* |  |  |  |  |  |  |  |  |
| Agenda preference attainment | Categorical | 332 |  |  |  |  |  | Group |
| No |  |  |  |  | 154 |  |  |  |
| Yes |  |  |  |  | 178 |  |  |  |
| Attributed AS influence | Categorical | 332 |  |  |  |  |  | Group |
| No |  |  |  |  | 193 |  |  |  |
| Yes |  |  |  |  | 139 |  |  |  |
| *Explanatory variables* |  |  |  |  |  |  |  |  |
| Type of information | Categorical | 332 |  |  |  |  |  | Group |
| Expert |  |  |  |  | 160 |  |  |  |
| Audience support |  |  |  |  | 172 |  |  |  |
| Salience | Continuous | 332 | 5.63 | 7.79 |  | 0 | 37.33 | Issue |
| Polarization | Continuous | 332 | 0.44 | 0.32 |  | 0 | 1 | Issue |
| Interest mobilization | Continuous | 332 | 7.63 | 4.31 |  | 1 | 17 | Issue |
| *Control variables* |  |  |  |  |  |  |  |  |
| Group type | Categorical | 332 |  |  |  |  |  | Group |
| Business |  |  |  |  | 159 |  |  |  |
| Citizen |  |  |  |  | 173 |  |  |  |
| Staff FTE | Continuous | 332 | 11.59 | 11.45 |  | 0 | 43 | Group |
| Member State support | Continuous | 297 | 2.62 | 0.71 |  | 1 | 4.25 | Group |
| Partisan support | Continuous | 297 | 3.31 | 0.70 |  | 1 | 4.50 | Group |
| Public support | Continuous | 297 | 3.25 | 0.89 |  | 1 | 4.71 | Group |
| DG Type | Categorical | 332 |  |  |  |  |  |  |
| Business-oriented |  |  |  |  | 189 |  |  |  |
| NGO-oriented |  |  |  |  | 143 |  |  |  |

Note: AS: Agenda-setting; Obs: observations; M: mean; SE: standard error; Freq: frequencies; Min: minimum; Max: Maximum

**Appendix A8: Models with perceived politicization items**

**Table A3: Multi-level logistic regressions modelling agenda-setting influence**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Preference attainment** | | | | **Attributed agenda-setting influence** | | | |
| *Variables* | *Model 1a* | *Model 1b* | *Model 1c* | *Model 1d* | *Model 2a* | *Model 2b* | *Model 2c* | *Model 2d* |
|  |  |  |  |  |  |  |  |  |
| **Fixed effects** |  |  |  |  |  |  |  |  |
| *Main explanatory variables* |  |  |  |  |  |  |  |  |
| Info. type (ref = expert) | 1.23\*\*\* (0.32) | 1.76\*\* (0.85) | 1.12 (0.76) | -2.10\*\* (1.08) | 2.93\*\*\* (0.51) | 0.11 (1.03) | 2.20\*\* (1.05) | -0.38 (1.46) |
| Perceived salience | -0.08 (0.18) | -0.02 (0.20) | -0.08 (0.18) | -0.06 (0.20) | -0.32 (0.36) | -0.77\* (0.41) | -0.32 (0.37) | 0.29 (0.37) |
| Perceived polarization | -0.06 (0.16) | -0.05 (0.16) | -0.08 (0.20) | -0.10 (0.18) | -0.01 (0.34) | -0.04 (0.34) | -0.14 (0.38) | -0.47 (0.45) |
| Perceived interest mobilization | 0.03 (0.20) | 0.03 (0.20) | 0.03 (0.20) | -0.42 (0.26) | 0.01 (0.40) | 0.01 (0.40) | 0.01 (0.40) | -0.47 (0.45) |
| *Interactions* |  |  |  |  |  |  |  |  |
| Info. type \* Perceived salience |  | -0.16 (0.23) |  |  |  | 0.90\*\*\* (0.32) |  |  |
| Info. type \* Perceived polarization |  |  | 0.04 (0.21) |  |  |  | 0.23 (0.30) |  |
| Info. type \* Perceived int. mob. |  |  |  | 0.91\*\*\* (0.29) |  |  |  | 0.88\*\* (0.38) |
| *Control variables* |  |  |  |  |  |  |  |  |
| Group type (ref = business) | 0.86\*\* (0.32) | 0.85\*\* (0.32) | 0.86\*\* (0.32) | 0.66\* (0.33) | -0.48 (0.42) | -0.44 (0.43) | -0.49 (0.42) | -0.72 (0.44) |
| Staff size | -0.01 (0.01) | -0.01 (0.01) | -0.01 (0.01) | -0.01 (0.01) | 0.02 (0.02) | 0.02 (0.02) | 0.02 (0.02) | 0.02 (0.02) |
| Member State support | 0.82\*\* (0.32) | 0.81\*\* (0.32) | 0.83\*\* (0.33) | 0.70\* (0.35) | 2.09\*\*\* (0.70) | 2.19\*\*\* (0.71) | 2.14\*\*\* (0.72) | 2.01\*\*\* (0.71) |
| Partisan support | -0.05 (0.42) | -0.05 (0.41) | -0.04 (0.42) | 0.11 (0.46) | 0.02 (0.82) | -0.02 (0.83) | 0.04 (0.83) | 0.04 (0.83) |
| Public support | 0.02 (0.30) | 0.03 (0.30) | 0.01 (0.30) | -0.07 (0.32) | -0.45 (0.62) | -0.52 (0.63) | -0.47 (0.63) | -0.50 (0.63) |
| **Policy issue intercept** | 0.71 (0.45) | 0.69 (0.44) | 0.73 (0.46) | 0.97 (0.57) | 5.14 (2.23) | 5.21 (2.09) | 5.29 (2.29) | 5.34 (2.27) |
|  |  |  |  |  |  |  |  |  |
| **Model fit** |  |  |  |  |  |  |  |  |
| N / Issues | 297 / 53 | 297 / 53 | 297 / 53 | 297 / 53 | 297 / 53 | 297 / 53 | 297 / 53 | 297 / 53 |
| AIC | 383.80 | 385.35 | 385.77 | 374.39 | 305.28 | 298.73 | 306.69 | 302.04 |
| BIC | 424.43 | 429.67 | 430.09 | 418.72 | 345.91 | 343.06 | 351.02 | 346.36 |

Note: Cell entries are estimated coefficients (with two-sided P values referring to H0 that β = 0 indicated for different significant levels: \* if significant at the 0.10 level, \*\* if significant at the 0.05 level and \*\*\* if significant at the 0.01 level) and standard errors are in parentheses.