

Supplementary materials for “Partisan tastes or ideological divides? Everyday interests and political identities in a multi-party system”

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Appendix A. Interests among politically engaged users on Swedish Twitter

In this section, we describe the “seed accounts” used to fit the interest model (Table A1). Then, we further describe the resulting interests and their top-10 accounts (Table A2).

Table A1: Politics and Interest clusters and seed accounts

Cluster Name	Seed Accounts
C	ErlandssonEskil; lenaek; staffand; Linander; KerstinLundgren; hakanlarsson; kristinoretorp; annieloof; ulrikacarlsson; solveigzander; federley; federleyeng; centererik; PerLodenius; anderssaakesson; perasling; abiralsahlani; FrkLindahl; JohanHedin-PLC; danielsaffle; rickardnordin; olajohansson; anderswjons-son; emilkallstrom; GranLindell; AndersAhlgren; KristinaYngwe; FredrikChs; PeterHelander; Jonnycato; magnusaek; centerHelena; sofianbroby; 1989mikael; MartinAadahl; nielspaarup; Alireza-Akhondi; melkiaphram; ulrikaliljeberg; muharremdemirok; Centerpartiet

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Cluster Name	Seed Accounts
KD	AlfSvenssonKD; AlfSvenssonKD; tuveskanberg; goranhagglund; SAttefall; Desireekd; amandaagestav; marialarsson56; magnus-jacobsson; MikaelOscarsson; magdaayoub53; AnnelieEnochson; jakobforssmed; lizamaria80; EmmaHenriksson; ireneoskars-son; LarsAxelNordell; michaelanefur; CarolineSzyber; pe-nilla; roberthalef; ASellstroem; RolandUtbutt; andreascarl-son; MagnusSjodahl; larrysoder; SofiaDammKD; ErikSlottner; AckoAnkarberg; christianckd; KdLoord; Ladaktusson; buschebba; bandyprasten; PiaSteensland; hampushagman; CamillaBrodin; KAOKD; gudrunbrunegard; nikeorbrink; AlfSvenssonKD; kdriks
L	larsleijonborg; marialeissner; karinpilsater; lottaedholm; bokon-berg; evaflyborg; CNylander; JohanPehrson; erikullenhag; Ce-ciliawigstrom; MauricioRojasmr; birgittaohlsson; Ninalundstrom; CeciliaWikstrom; BrodenAnita; TinaAcketoft; ChristerW; Tork-ildS; LarsTysklind; bjorklundjan; FredrikMalm; GulanAvci; MathiasSundin; AnnaSteele; RogerHaddadLib; KarinKarlsbro; matsperspektiv; RobertHannah85; AbdouSaid; mariaweimer; MariaArnholm; Cornebjär; LinaNordquist; JoarForssell; arman-teimouris; blomjuno; malindanielsson; RPourmokhtari; annastar-brink; liberalerna

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Cluster Name	Seed Accounts
M	carlbildt; ghokmark; BeatriceAsk2; cfgraf; hlanderholm; UlfKris- tersson; perbill; tolgforssten; MCederfelt; kinbergbatra; Kari- nenstrom; CeciliaMagnuss1; ewathalen; gunnaraxen; widegrenc- cilia; UlrikaUppsala; TobiasBillstrom; EwaBjorling; CarlssonSwe; EngstrmHillevi; KHammarbergh; MikaelSandstrom; SkaraChar- lotte; JohanForssell; Arkelsten; elizase; StenNordin; AnnaTenje; SthlmMayor; oloflavesson; Ericsonubbhult; hansrothenberg; jes- sicapolfjard; andreasostgote; AnnickaEngblom; BettyMalmberg; helenabouveng; brnnstrm2; ElisabethSvan; lenaasplund; chris- tianholm; JanRAndersson; UlfBerg1; AntiAvsan; MatsGerdaug; larshjalmered; fredrikschulte; lstaxang; tomastobe; habsburgdou- glas; oskaroholm; ACHammar; StenBergheden; ceciliett; Rosen- crantzJ; bengtzboe; agrenwikstrom; jonasjacobsson; martaobmin- ska; LottaAOlsson; PontusHaag; AnnaRKihlman; MAbrahams- son; RahmElisabeth; AsaCoenraads; LottaFinstorp; EvaLohman; jennypetersson; SQuicklund; jessikavilhelm; CamillaWalterss; Fiastankar; hanifbali; CarlOskar; beckmansasikter; Thomas- Finnborg; GustafHoffstedt; HultbergJohan; patrickreslow; Ed- wardRiedl; ErikOttoson; aanstrell; lassepuess; UlrikaHeindorff; idadrougge; PLJonson; rgustbee; TinaGhasemi; JohnWidegren; sotirisdellis; SofiaFolster; MariaStenergard; matsgreenM; erik- taby; Mariastockhaus; jorgenwarborn; NiklasWykman; Jesper- Skalberg; johannarantsi; hartzellhgi; RichardHerrey; meijer- louise; davidjosefsson; magganschroder; JMalmqvist; JohnWein- erhall; FruKopparklint; jorgenberglund; annsofiealm; viktor- warnick; KarapetArin; MarieLouiseHS; moderatkarlsson; Noria- Manouchi; WestergrenSofia; kristinaaxol; lifvenhage; HelenaAn- toni1; damsgaard; osvvard; brunsberg; jenniewer; joannalewerentz; moderaterna; cbildt

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Cluster Name	Seed Accounts
MP	DomeijAsa; MPPeterE; YvonneRuwaida; MWetterstrand; GunvorG; GustavFridolin; mikaelava; asaromson; MehmetKaplan; bolund; bodilvalero; tinaehn; HelenaLeander; svenssonsmith; MaxAndersson; MatsPertoft; lrahm; JabarAmin; bergstrmstina; AgnetaB; mariaferm; AnnikaLillemets; LiseNordin; JonasEriksson; ValterMutt; AnnikaHirvonen; thinkper; jakopdalunde; pstalhammar; StefanBNilsson; CarlSchlyter; almericson; emmahult; rasmusling; emmanohren; anderssschroder; niclas-malmberg; lorentztovatt; IsabellaLovin; alicebahkuhnke; karolinaskog; asalindhagen; jofverbeck; Rebeckalemoine; emmaberginger; matber; attefjord; MargFrans; MariaGardfjell; LeilaAliElmi; ElisabethFalk; AnnaSibinska; martinmarmgren; bassem040; amandalind; DanielHellden; martastenevi; miljopartiet

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Cluster Name	Seed Accounts
S	RingholmBo; barbroengman; margotwallstrom; MSahlin; pen-naosudd; annelihulthen; widarandersson; Ygeman; EvaNordmark; OstrosThomas; NPekgul; greenmonica; UrbanAhlin; sverik; MarieGranlund; TomasEneroth; hakanjuholt; CarinaHagg; maritaulvskog; AsbrinkErik; johanssonmorgan; carinagohlsson; jakobssonleif; elgestam; HilleviLarsson; bsamhallet; leifpagrot-sky; mikaeldamberg; veronicapalm; fredrikolovsson; BrittaLe-jon; Mejern; ernkrans; KGFdirekt; kulturgunilla; AgnetaGille; landshovdingy; BorjeVestlund; marienorden; pianilssons; soting; Charoline; kekhler; wasme; stefanwiken; SidaCarin; lundhsam-meli; IbrahimBaylan; lenahallengren; HannahBergstedt; hjal-marbranting; PeterJeppsson; hepe; evalenajansson; JennieNils-son; patrikbjorck; AGabelic; OlleThorell; YlvaJohansson; Teres-Lindberg; rozaguclu; WallnAnna; shekarabi; AgnetaKarlsson; ShadiyeHeydari; SaraKarlsson85; NylundWatz; GunillaSvantorp; SvenssonSuzanne; annleso; ElinLudis; johand; adnandibrani; fromisak; JonasGunnarssol; riksdagsmattias; pyryniemi; Inge-marNilsson; dalmaneek; SwedishPM; AnderssonMagda; anna-johansson; IdaKarkiainen; LawenRedar; AsaWestlund; tegrn; evalindh; lskold; TeresaCarvalho; AnnaVikstrom; walleannas; AzadehRojhan; BjorgWiechek; LeifNysmed; Serkankose76; eng-strompatrik; asainorberg; SanneEriksson88; vastgotapower; faradjkoliev; mattiasvepsa; gabrielwikstrom; jacobsandgren; davidlindvall; niklaska; mattiasotto1; YBladelius; Monicahaiden; MariaStromkvist; EmilssonLena; joharald; AnnaCarenS; Vlker; VeronicaLindhol; DahlqvistMikael; johanbuser; 1Perarne1; in-satspatrik; lailanaraghi; helenehk; strandhall; selinmarkus; TomHammarberg; socdemola; ericanadin; kasirgakadir; solle; AylinFazelian; lenabaastad; dagolov; MarleneBurwick; cari-naodebrink; helenebjorklund; kimasa62; dennisbegic; elingustafs-son8; carpebruksort; engdahlkarin; ksundin; JytteGuteland; so-cialdemokrat; YlvaJohansson

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Cluster Name	Seed Accounts
SD	JuliaKronlid; erikalmqvist; AdamMarttinen; kentekeroth; bjorn-soder; carinaherrstedt; jimmieakesson; MikaelJansson8; JosefFranssonSD; RichardJomshof; sdkarlsson; DavidLaang; per-ramhorn; SvenSallstrom; johnnyskalin; MarkusWiechel; KristinaWinberg; PaulaBieler; linusbylund; AngBengtsson; sdb-jalko; DennisDioukarev; Eskilandersson; jmillard81; johannissinen; mangepersson; costberg68; rogerhedlund; mattiasbjo; MartinKinnunen; robertstenkvist; AsplingLudvig; HermanssonEbba; SDTobbe; VingeHenrik; jonandsd; humlannitton; patrickreslow; KatjaNyberg; rubbestad; ARchristiansson; StaffanEklof; arandaclara; EnholmMatheus; yasmineeriksson; BosseBroman; NordbergMats; AngelicaJkpg; fredrikdahl2; AnkiUtterstedt; LindaLindbergs; LolMikael; cquensel; GrubbJorgen; PerSoderlundSD; gabrielkroon1; lyurkovskiy; beatricetingren; rashidfari-var; jessicategrud; sdriks
V	gudschy; YlvaJohansson; hzetterberg; rossad; OhlyLars; svenssonsmith; MEinarsson; FagerstaV; lindehans; anderssonnulla; wiwiannejoh; OlssonLiseLotte; egonfrid; aliesbati; jsjostedt; ChristinaHoej; holmjens; lindasnecker; avantis; nooshiit; fornarve; karlssonmaj; danielriazat; ragsjo; hsvenneling; YasPosio; JallowM; idagabrielsson; IlonaWaldau; ciczie; lorenadv; gunnarssonhanna; SegerlindElin; jeth73; jeswet; TonyHaddou; jonthorbjornson; AnderssonTay; fredholmkajsa; SamuelGonW; vansterpartiet; dadgostarnooshi
Mainstream news	DNDebatt; pwolodarski; SvD; SvDDebatt; svtnyheter; dagensnyheter; Expressen; SRNyheter; SvDledare; ABDebatt; ExpressenLedare; ttnyhetsbyran; Nyheterna; dagensarena; dagensindustri
Regional media outlets	p4ostergotland; nwtse; corrennyheter; svtost; nttyheter; tidningenergo; chalmersnyheter; norrkopingse
International media outlets	nytimes; TheEconomist; Reuters; BBCBreaking; BBCWorld; AP; washingtonpost; guardian; cnnbrk; WSJ; CNN; TIME; AJEnglish; NewYorker; BreakingNews; HuffPost; cnni; BBCNews
Journalists & opinion leaders: Mainstream	medierna; ThomasMattsson; medievarlden; mickegrill; JanHelin; niklasorrenius; ceciliauddenm; schori; GinnaLindberg; mymlan; Giertta; CillaBenko; matsknutson; margitsilber; abkarin; lenasundstrom
Journalists & pundits (left)	DrEmmaFrans; AgnesWold; Myrannosaurus; Skolinkvisition; owenil; ViktorBanke; AdvokatEmma; kwasbeb; fouadyoucefi; kennedianskt; greiderdd; viktorbk
Conservative opinion leaders	ivarpi; changfrick; bardissimo; katjanouch; rebeccawuvell; aronflam; skyttedal; bulletinnu; gustavkassel; konsensuseliten

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Cluster Name	Seed Accounts
Nordic politics	Jonasgahrstore; ernasolberg; Venstre; alexstubb; HadiaTajik; oslopolitiops; Aftenposten; Regjeringen; larsloekke; Trinesg; NR-Kno; politiken; nrkno; audunlysbakken; KnutOlavAmas
EU politics	EUCommission; eucopresident; vestager; JunckerEU; EuroparLEN; EUCouncil; EUCouncilPress; EmmanuelMacron; eu-councilpress; coe; euobs
US politics	BarackObama; HillaryClinton; POTUS44; POTUS45; JoeBiden; KamalaHarris; berniesanders; hillaryclinton; billclinton; speaker-pelosi
Politicians & public figures (right, intl.)	jordanbpeterson; joerogan; benlandis; TuckerCarlson; benshapiro
Human rights	Sida; RodaKorset; AmnestySverige; unicefsverige; FNforbundet; Barnombudsman; raddabarnen; rattvise; stiftelsenexpo
Pro-environmental organizations & activists (intl.)	Naturskyddsf; Supermiljoblogg; AHallbarhet; naturvardsverk; greenpeaceSE; WWFSverige; miljotweets; sthlmresilience; GretaThunberg; jrockstrom; kravmedia; mikaelkarlsson
Women & LGBTQ+ rights	feministerna; KvinnaKvinnaSWE; kvinnolobbyn; tidskriftenbang; stockholmpride; unizonjourer; SorayaPostFi; fempers; kvinnohat
Human rights (intl.)	unhumanrights; refugees; amnestyusa; undp; unwomen; unicef; amnesty
Governmental agencies & national security	Utrikesdep; Miljodep; Justitiedep; krisinformation; SAPOsverige; MSBse; PolisenSverige; SOSAlarmSverige; Folkhalsomynd; SJAB; Sverigesriksdag; SwedishPM; Migrationsverk; SwedishPM; polisenriks
Military	wisemanswisdoms; Forsvarsmakten; Cornubot; OAJonsson; forsvarsakerhet; Jagarchefen; patrikoksanen; IAPonomarenko; DefenceU; Totalforsvar
Universities & research	uppsalauni; Stockholmsuniv; Akademikerna; Forskningsnyhet; Lundsuni; Vetenskapsradet; StockholmUni; goteborgsuni; umeau-niversitet; sacostudentrad; karolinskainst; malmouniversity; malmouni; hogskolanskovde; linneuni; studentliv; KTHuniversity
School politics	Skolverket; Skolinspektion; Skollyftet; lararense; Skolporten; pedagogsthlm; annaekstrom; evalissiren; drlundahl; korlingsord
Health	Dagensmedicin; lakartidn; socialstyrelsen; vardforbundet; Vardfokus; lakarforbundet; Doctor4Quality; rfsu; heidistensmyren; annabasen; akutdoktor; HannaBrus
Christian institutions	Dagen; svenskakyrkan; BiskopAntje; Pontifex; joelsh; carlhenric; kyrkanstidning
Public relations	jocke; britstakston; deeped; emanuelkarlsten; nikkelin; DoctorSpinPR; fredrikwass; pleasecopyme; TrulyTherese

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Cluster Name	Seed Accounts
Entrepreneurship	vinnovase; svenaringsliv; tidningenchef; kairosfuture; AlmegaAB; tidningenchef; vetenskapollm
Finance	Investeraren; avanzabank; gunthermarder; Borspodden; 40procent20ar; Spiltan; ErikHansen
Trade unions	TCOSverige; unionen; skirse; teknikforetagen; ustudentkar; sacostudentrad; facketst
Celebrities (intl.)	ConanOBrien; EllenDeGeneres; ladygaga; rickygervais; jimmyfallon; tomhanks; LeoDiCaprio; rihanna; taylorswift13; britneyspears; oprah; jerryseinfeld
Stand up	JonatanUnge; OlaSoderholm; jesperronndahl; familjelivtxt; davidsundin; martinsonaby; fwikingsson; appelstoffe; moalundqvist; simonsvensson; Domtvingarmig; gardenfors; johabbed; marcusberggren
Entertainers	JonasGardell; MarkLevengood; Soranismail; fwikingsson; flxherngren; annikalantz; BatraDavid; jasontimbuktu; Magnusbetner; CanvisNous; KungUggla; ozznujen; JeremyClarkson
Swedish memers	ettpunktnoll; axljka; aversioner; antteist; vemihelvete; skrivbent; rawdjur; snutunge; AlltGenast; Gummidjuret
Twitter celebrities	qpaqex; glannstrom; NorthWiz; PatrikNordkvist; niklassvensson; lakritshandel; KlingsboLars; livskvitter; robertklavus; hrfredrik; missfunboard
Tech (intl.)	elonmusk; BillGates; TechCrunch; Google; Dropbox; Spotify; Youtube; Tesla; github; instagram; twitter;
Tech anti-establishment	piratpartiet; wikileaks; Snowden; YourAnonNews; AnonyOps; AnonymousPress; torproject; occupywallst; occupywallstnyc; anonymous
IT & creative	annatroberg; brokep; dekaminski; teirdes; Falkvinge; opassande
Sci-fi & popular science	stephenfry; neiltyson; NASA; MarsCuriosity; qikipedia; RichardDawkins; MarkHamill; SirPatStew; JohnCleese; Magnusbetner; donttrythis; notch; neilhimsel
Soccer	ErikNiva; oloflundh; leifby; Wilbacher; GustenDahlin; jonasdahlquist; DKristoffersson; KalleKarlsson; olawenstrom; MartinAslund; noabachner; juanitafranden
Hockey	wikegard; SVTChris; Sannylindstrom; SVTSport; MrMadhawk; svtlehmann; HLundqvist; NiklasJihde; LBoork; SHLse
Museums, theaters, literature	facketDIK; KULTURNYHETERNA; DNKultur; SRKultur; svtbabel; ExpressenKultur; KulturhusetSth; Kulturrdet; kultursidorna; asalinderborg; dramaten; nordiskamuseet; modernamuseet; kulturkoll; litteraturm; kulturroger
Hammarby	gustavgelin; Hammarbyfotboll; BajenFans; ByRickmer; Bajenpodden

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Cluster Name	Seed Accounts
Sports: other	skidemil; scholm240; bjornferry; yvettesvt; sannakallur; lisanorden; radiosporten; eurosportse; svtjacob
Music & music critics	fredrikstrage; andreslokk; sindinglarsen; hfahl; robynkonihiwa; wayoutwestgbg; lisamagnusson

Table A2: Accounts with highest ϕ value per Interest

Group	Name	Description	Top-10 accounts
News	Mainstream news	Mainstream media outlets in Sweden: television broadcasters and national-level newspapers.	pwolodarski, dndebatt, svtnyheter, svd, svddebatt, dagensnyheter, expressen, srnyheter, svdledare, tttyhetsbyran
	Regional media outlets	Regional newspapers, radio stations, TV broadcasters, and online news.	svtost, p4ostergotland, correnyheter, nwtse, nttyheter, norrkopingse, chalmersnyheter, vfse, ekuriren, p4kalmar
	Media outlets (intl.)	Top international media outlets in English, primarily based in the US or the UK.	bbcbreaking, nytimes, cnnbrk, reuters, theeconomist, bbcworld, cnn, ap, guardian, washingtonpost
	Journalists & opinion leaders: Mainstream	Journalists and opinion leaders working for mainstream media in Sweden.	niklasorrenius, matsknutson, lenasundstrom, abkarin, medierna, thomasmattsson, margitsilber, mymlan, janhelin, ceciliaudenm
	Journalists & pundits (left)	Left-leaning journalists and pundits in Sweden.	viktorbk, dremmafrans, agneswold, owenil, greiderdd, kwasbeb, viktorbanke, advokatemma, fouadyoucefi, myrannosaurus
	Conservative opinion leaders	Right-leaning public figures in Sweden.	ivarpi, bardissimo, skyttedal, rebeccawuvell, aronflam, katanouch, changfrick, bulletinu, konsensuseliten, gustavkassel
Politics	Nordic politics	Politicians and political parties from Denmark, Norway, and Finland.	alexstubb, ernasolberg, jonasgahrstore, venstre, aftenposten, larsloekke, politiken, hadiatajik, oslopolitiops, audunlysbakken

Table A2: Accounts with highest ϕ value per Interest

Group	Name	Description	Top-10 accounts
Public sphere	EU politics	EU parliament and government, politicians from largest European countries.	eucommission, eucopresident, emmanuelmacron, europarlen, junckereu, coe, eucouncilpress, eucouncil, euobs, sweden2023eu
	US politics	Former or current US politicians such as presidents or members of congress.	barackobama, potus45, joebiden, hillaryclinton, potus44, kamalaharris, berniesanders, billclinton, speakerpelosi, vp
	Politicians & public figures (right, intl.)	Right-wing politicians and public figures from the US, the UK, and other countries.	alicemedce, jordanbpeter-son, paulinaneuding, sakine, kvartalet, johaningero, magnusranstorp, adamcwejmam, sofielowenmark, annadahlberg
	Human rights	Human right organizations in Sweden focused on children, refugees, freedom of speech, political rights, or poverty	stiftelsenexpo, rattvise, raddabarnen, amnestysverige, rodakorset, unicefsverige, barnombudsman, sida, fnforbundet, andwa
	Pro-environmental organizations & activists	Pro-environmental organizations and activists based in Sweden	gretathunberg, naturskyddsf, supermiljoblogg, jrockstrom, mikaelkarlsson, ahallbarhet, greenpeace, wwfsverige, naturvardsverk, miljotweets
	Women & LGBTQ+ rights	NGOs, politicians, media outlets, and activists supporting women and LGBTQ+ community	feministerna, tidskriftenbang, fempers, sorayapostfi, kvinnohat, kvinnolobbyn, kvinnakvinnaswe, nattskiftetorg, nabilaaf, skiftetse
	Human rights (intl.)	International human right organizations focused on children, refugees, freedom of speech, political rights, or poverty	amnestyusa, unicef, amnesty, unhumanrights, unwomen, refugees, undp, hrw, utvmagasinet, omvarlden
	Governmental agencies & national security	Swedish government and governmental agencies responsible for crisis and security management	krisinformation, saposverige, utrikesdep, sjab, msbse, sverigesriksdag, folkhalsomynd, polisensverige, migrationsverk

Table A2: Accounts with highest ϕ value per Interest

Group	Name	Description	Top-10 accounts
	Military	Swedish and international public figures covering military conflicts	wisemanswisdoms, cornubot, patrikoksanen, forsvarsmakten, oajonsson, forsvarsakerhet, iaponomarenko, jagarchefen, defenceu, totalforsvar
	Universities & research	Swedish universities and organizations focused on higher education, research, academic workers, and students.	uppsalauni, akademikerna, forskningsnyhet, lundsuni, vetenskapsradet, stockholm-suniv, karolinskainst, goteborgsuni, umeauniversitet, stockholmuni
	School politics	Public figures and organizations involved in the discussion of school politics in Sweden.	annaekstrom, skolverket, skolin-spektion, evalissiren, skollyftet, lararense, korlingsord, drlundahl, skolporten, pedagogsthlm
	Health	Governmental and non-governmental healthcare organizations, healthcare-focused media outlets, and journalists, healthcare workers.	socialstyrelsen, dagensmedicin, hannabrus, lakartidn, vardforbundet, annabasen, rfsu, heidistensmyren, akutdoktor, vardfokus
	Christian institutions	Predominantly Swedish christian institutions, clergy, christian media outlets.	biskopantje, pontifex, sven-skakyrkan, dagen, joelsh, carlhenric, kyrkanstidning, varldenidag, frupark, svkristnarad
Business	Public relations	Swedish public relations professionals	emanuelkarlsten, britstakston, jocke, deeped, fredrikwass, nikkelin, doctorspinpr, trulytherese, pleasecopyme, lyreskog
	Entrepreneurship	Swedish companies and organizations focused on business development and entrepreneurship	svenaringsliv, almeaab, vinnovase, tidningenchef, kairosfuture, vetenskapallm, tillvaxtverket, foretagarna, sthlmshk, naringsdep
	Finance	Swedish finance sphere: banking, investment, brokers.	gunthermarder, investeraren, avanzabank, spiltan, bor-spodden, erikhansen, 40procent20ar, claeshemberg, kavastu, ekkalundin

Table A2: Accounts with highest ϕ value per Interest

Group	Name	Description	Top-10 accounts
Entertainment	Trade unions	Largest trade unions in Sweden representing different groups and occupations	skrse, tcosverige, unionen, losverige, tobiasbaudin, ylva-johanson, tidnarbetet, fack-etkommunal, evanordmark, socialdemokrat
	International celebrities	International english-speaking actors, TV-anchors, celebrities, writers.	rickygervais, conanobrien, ellen-degeneres, ladygaga, tomhanks, oprah, jimmyfallon, jerryseinfeld, leodicaprio, rihanna
	Stand up	Swedish stand-up scene with a focus on political satire	fwikingsson, appelstoffs, domtvingarmig, familjelivtxt, jonatanunge, jesperronndahl, davidsundin, olasoderholm, martinoneby, moalundqvist
	Entertainers	Entertainment on mainstream TV in Sweden	jonasgardell, soranismail, marklevengood, annikalantz, jasontimbuktu, fwikingsson, magnusbetner, batradavid, ozznujen, flxherngren,
	Swedish memers	Meme creators from the Swedish twittersphere	skrivbent, alltgenast, ettpunkt-noll, axljka, antteist, vemihel-vete, snutunge, aversioner, rawdjur, gummidjuret
	Twitter celebrities	Popular Swedish twitterers	niklassvensson, qpaqex, patriknordkvist, glannstrom, hrfredrik, robertklavus, northwiz, klingsbolars, lakritshandel, missfunboard
Tech	Tech (intl.)	International tech companies and their CEOs	elonmusk, billgates, spotify, twitter, instagram, google, youtube, dropbox, techcrunch, tesla
	Tech anti-establishment	Famous hacker groups, anti-establishment non-profit organizations, and public figures	wikileaks, snowden, youranon-news, piratpartiet, anyonops, anonymous, torproject, anonymouspress, occupywallstnyc, occupywallst

Table A2: Accounts with highest ϕ value per Interest

Group	Name	Description	Top-10 accounts
	IT & creative	Swedish IT industry and creative workers	brokep, dekaminski, anna-troberg, falkvinge, teirdes, opassande, piratpartiet, hax, rasmusfleischer, oscartexplorer
Hobbies & leisure activities	Sci-fi & popular science	Actors performing in sci-fi movies and shows, sci-fi writers, popular science writers and content-creators	magnusbetner, stephenfry, john-cleese, nasa, neiltyson, richard-dawkins, marscuriosity, notch, markhamill, qikipedia
	Soccer	Swedish soccer journalism, soccer fans, and famous Swedish soccer players	erikniva, juanitafranden, olofundh, leifby, olawenstrom, jonasdahlquist, dkristoffersson, gustendahlin, noabachner, martinaslund
	Hockey	Swedish hockey journalism, hockey fans, and famous Swedish hockey players	svtsport, wikegard, svthris, hlundqvist, svtlehmann, sannylindstrom, mrmadhawk, lboork, niklasjihde, shlse
	Museums, theaters, literature	Magazines, journalists, art-critics covering high-brow cultural consumption, theater and museum accounts	kulturnyhetera, dnkultur, srkultur, asalinderborg, expressenkultur, svtbabel, kulturhusetst, kulturroger, kultur-sidorna, dramaten
	Hammarby	Fanbase of the Hammarby soccer club	hammarbyfotboll, gustavgelin, bajenfans, byrickmer, bajenpodden, ultrish, kritaen5a, gronvita, flibbens, barabajen
	Sports: other	Swedish sport journalists, former and current athletes, winter sports	scholm240, bjornferry, svthacob, sannakallur, radiosporten, skidemil, yvettesvt, eurosportse, svtsport, lisanorden
	Music & music critics	Swedish musicians and music critics	fredrikstrage, andreslokko, robynkonihiwa, lisamagnusson, hfahl, sindinglarsen, way-outwestgbg, linat, kellermannen, hhellquist

Table A2: Results of clustering model of accounts followed by politically interested Swedish Twitter users. Displayed are the 10 accounts with the highest ϕ scores as yielded by the clustering model

Interests are comprised of accounts that are followed by users. The degree to which an account a is associated with an interest i is indicated by ϕ_{ai} . These scores are proportional, summing to 1 for each account. Accounts like “FIFA-WorldCup” or “ChampionsLeague” might score close to 1 for an interest like “soccer” and near 0 for accounts unrelated to soccer. Thus, looking at accounts with a high ϕ value for a given interest enable us to infer what the interest captures. We report the 10 accounts with the highest ϕ value per cluster in Table A2. In essence, ϕ_{ai} captures which accounts characterize each interest.

We optimized the number of groups using multiple measures that minimize symmetric KL-divergence [1], identify distinguishable groups [2], maximize between-cluster distance [3], and compare outcomes using Hierarchical Dirichlet Processes [4, 5]. Comparing these different approaches yielded an optimal solution of 45 groups.

Appendix B: A comparison of political views between Sweden's general public and Twitter audience

Figure A1 compares the distribution of vote shares for the respective parties in the 2019 Swedish elections and the distribution of Twitter users' strongest party affiliations as indicated by our seeded mixed membership clustering approach. We observe similar distributions albeit S and SD are under-represented. This might be due to certain demographic groups (i.e., older people) being underrepresented on Twitter.

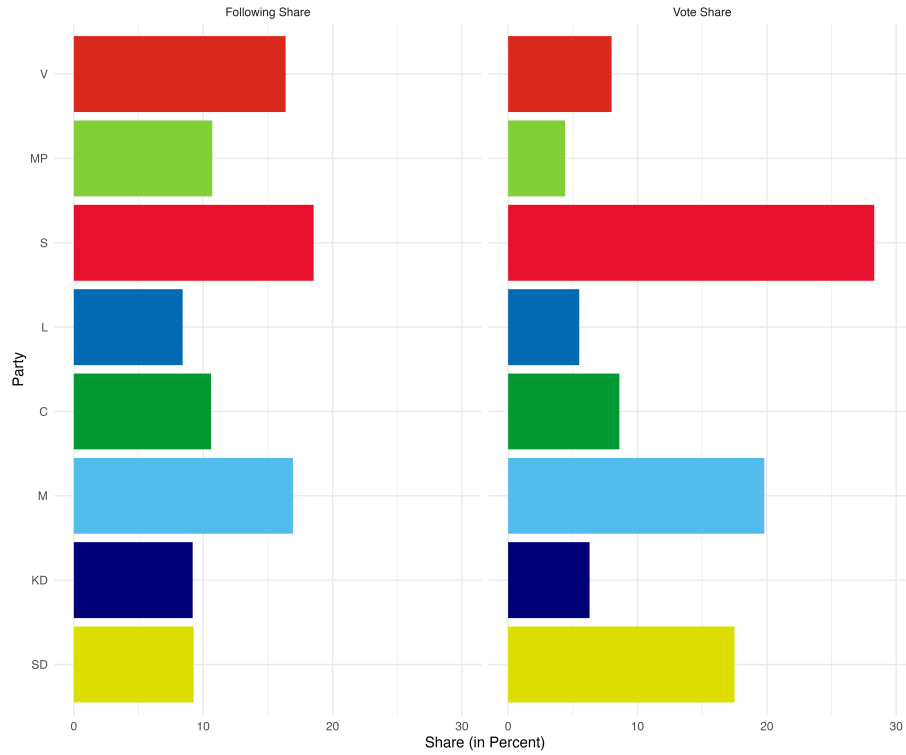


Figure A1: Comparison of vote shares of respective parties in the Swedish parliamentary elections 2019 and the share of parties followed in our Twitter sample. To calculate Following share, each user was assigned the value of the one party they had the strongest membership score θ with.

Appendix C: Inferring political positions of the Swedish parties using the Chapel Hill Expert Survey (CHES)

We rely on the latest wave of the Chapel Hill Expert Survey trend file [6]. The overarching goal of the CHES is to provide “party position data on ideological dimensions, European integration, specific policy positions, along with other party characteristics like salience of anti-establishment rhetoric” (p. 1). The survey determines these positions by surveying experts and asking them for their estimates on said variables. In the past, the CHES has facilitated research on party competition and positioning [7, 8], populist rhetoric [9, 10], as well as studies on how economic left or right positions have changed historically [11].

We use the CHES to gauge how “left” or “right” a particular party is. To position users on the political spectrum, we combine their party affiliations with each party’s ideological position as measured by the Chapel Hill Expert Survey (CHES) [6]. We rescale party positions from 0 (most left-wing) to 10 (most right-wing), then calculate each user’s position R_u as a weighted average:

$$R_u = \frac{\sum_{p \in P} \frac{\theta_{up}}{\sum_{p \in P} \theta_{up}} M_p}{|P|} \quad (1)$$

where M_p represents party p ’s left-right position from CHES and R_u indicated how strongly a user is leaning to the right. Users who follow only the most right-wing party score approximately 10, while those following only the most left-wing party score approximately 0. Most users fall somewhere in between based on their mix of followed politicians.

While the metaphor of being “left” or “right” dates back to the French revolution and the distribution of political interest groups on the parliamentary floor [12], research now commonly distinguishes between an economic left-right axis (i.e., a spectrum ranging from more to less government involvement) and an axis referring to cultural values, the GAL-TAN scale (ranging from “green alternative libertarian” to “traditional authoritarian nationalist”). The main idea is that these axes can be used to summarize cleavages, or political conflict lines, within a society, along which parties were formed and according to which they can thus be distinguished. GAL-TAN has been shown to be increasingly relevant when it comes to explaining political parties’ stances [13].

Including these left-right scales is relevant for our particular research interest as it allows us to link our research to findings from the United States, where the poles of the left-right axis are clearly defined by the two parties. Furthermore, polarization research has highlighted the increasing importance of GAL-TAN positions in explaining the phenomenon of affective polarization [14].

Figure A2 shows party placement on the economic left-right scale, and the GAL-TAN (Green-Alternative-Libertarian vs. Traditional-Authoritarian-Nationalist) scale, using data from the Chapel Hill Expert Survey [6]. Figure A2 indicates that V and SD hold the most extreme positions on the economic left and right scales, respectively. The latter is also the most extreme on the GAL-TAN dimension, with MP and V positioned at the opposite end of the

spectrum.

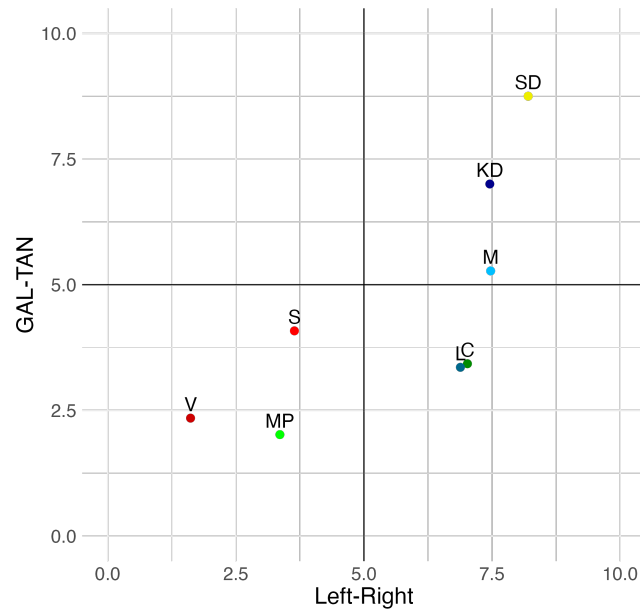


Figure A2: Political parties' average positions on economic Left-Right scale (x-axis) and GAL-TAN scale (y-axis) in 2010-2020, using data from the Chapel Hill Expert Survey

Figure A3 reworks Figure 2 but separates by different left-right scores from the CHES.

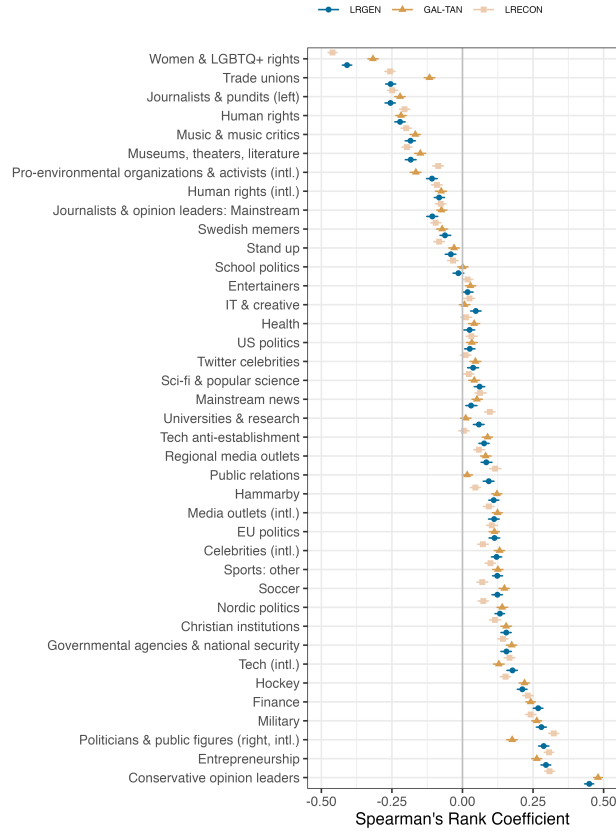


Figure A3: The size of the alignment between everyday interests and the left-right political scale. The figure displays estimates for Spearman's rank correlations computed based on co-following patterns of everyday interests θ_{ui} and users' locations on the left-right scale R_u . Positive correlations indicate an association with the right-wing end of the scale, while negative correlations indicate an association with the left-wing end of the scale. Associations calculated using different operationalizations of left-right positioning from the Chapel Hill Expert Survey. Confidence intervals calculated by bootstrapping (1,000 resamples).

Appendix D: Interests by Party and Gender

In the main document, we look at gender differences when it comes to following preferences (i.e., do left-leaning men share the same interests as left-leaning women). This analysis highlights significant similarities. In this section, we extend this analysis to the 5 strongest and weakest interest associations per party. In particular, Figure A4 replicates Figure 1 from the manuscript including only users that were identified as female, Figure A5 for males.

The results remain qualitatively the same. This suggests that political leaning trumps gender when it comes to everyday interests.

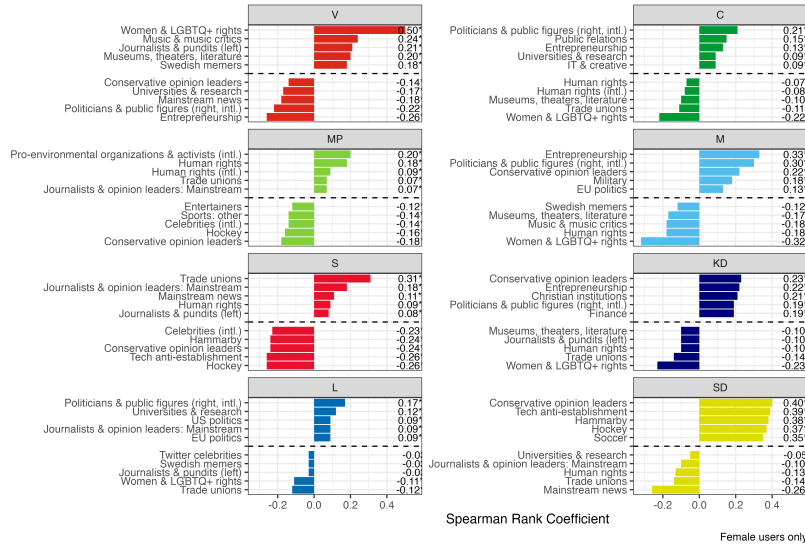


Figure A4: The *size* of the alignment between everyday interests and preferences for political parties on Swedish Twitter. The figure displays the top five positive and negative Spearman's rank correlations between everyday interests and each political party. The size of the correlations is computed based on co-following patterns related to everyday interests θ_{ui} and political parties θ_{up} among politically engaged female Swedish Twitter users ($N = 3,668$). Significance levels: * = $p < 0.05$; ** = $p < 0.01$; *** = $p < 0.001$

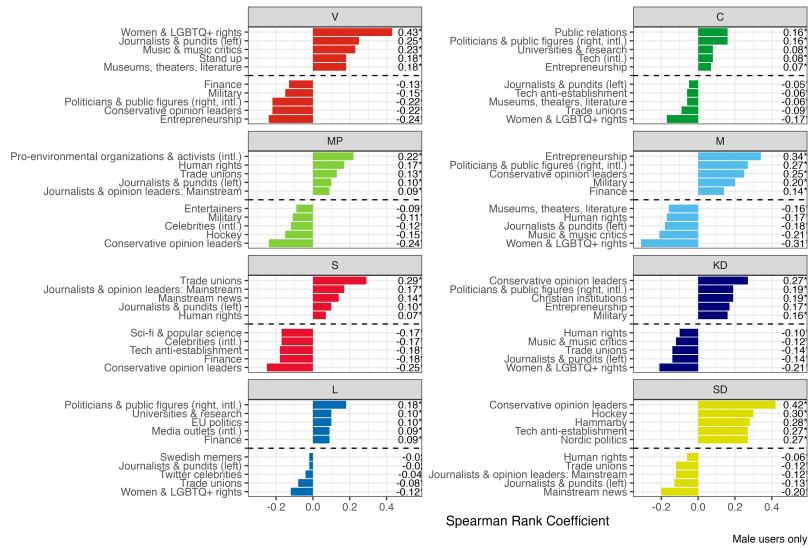


Figure A5: The *size* of the alignment between everyday interests and preferences for political parties on Swedish Twitter. The figure displays the top five positive and negative Spearman's rank correlations between everyday interests and each political party. The size of the correlations is computed based on co-following patterns related to everyday interests θ_{ui} and political parties θ_{up} among politically engaged male Swedish Twitter users ($N = 6,505$). Significance levels: * = $p < 0.05$; ** = $p < 0.01$; *** = $p < 0.001$

Appendix E: Intersection of lifestyle interests

To further investigate the shape of the politics-interests alignment, we perform a hierarchical clustering of the interests in order to see whether there are distinct bundles that are frequently followed together.

Figure A6 shows the results of a hierarchical clustering of the lifestyle interests. Each of the identified interest groups is represented by a point in the two-dimensional space. The distances between dots suggests the degree of overlap or similarity between interests. The analysis reveals six distinct packages of interests that tend to co-occur among Swedish Twitter users.

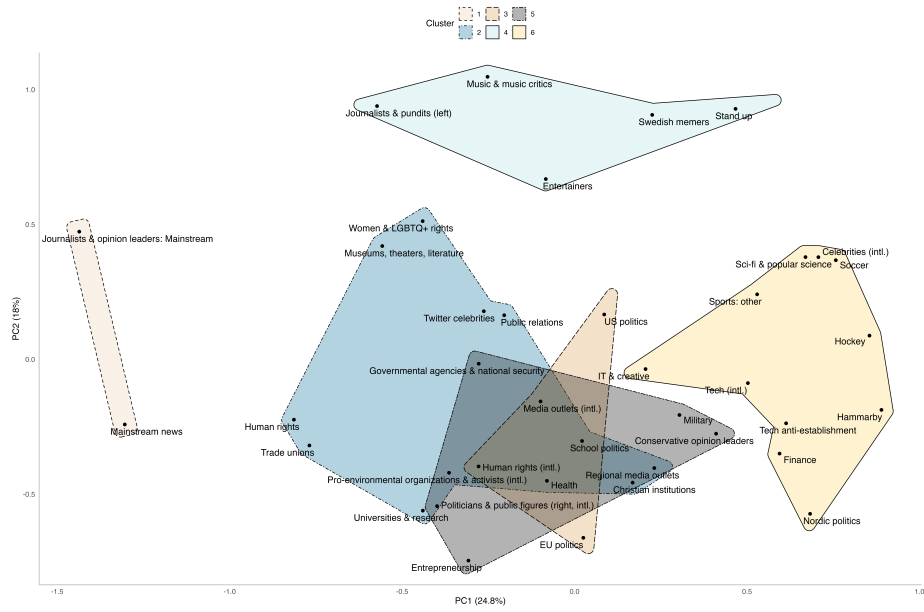


Figure A6: The shape of the alignment between everyday interests and political party preferences: interests that form bundles because they are frequently followed in combination. Bundles identified by means of a hierarchical clustering of co-following patterns (based on θ_{ui} scores) across politically engaged Swedish Twitter users ($N = 11,292$). The visualization is based on PCA and plots interests in the space defined by the first and second principal components.

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