APPENDIX

Table 1A. Validation measures.

	Accuracy	Precision	Recall
Vertical Europeanization	90.74	0.86	0.27
Horizontal Europeanization	96.03	0.50	0.80
Italian Politics	58.20	0.72	0.51
Negative Sentiment	77.78	0.53	0.42

To validate the methodological tools applied in the content analysis, we employed a manually coded dataset of 400 Facebook posts published by the leaders of the five main Italian parties during the 2019 European Parliament election campaign). Intercoder reliability between the two trained human coders exceeded a Krombach's Alpha of 0.75. The same dataset was automatically coded using the protocol developed in this study, and results were compared across three validation metrics: accuracy (correct classifications), precision (true positives among predicted positives), and recall (true positives among actual positives. The validation focused on Vertical Europeanization, Horizontal Europeanization, Domestication, and negative sentiment. Manual coding explicitly targeted the first two variables, enabling direct validation. For Domestication it should be noticed that while the 2019 codebook included a broad political content category, the present study adopts a more specific dictionary-based operationalization. Lower performance was thus expected for this variable. Furthermore, regarding sentiment, manual coding on 2019 data used a categorical classification (positive, negative, neutral), whereas SentITA produced a continuous sentiment score. For comparability, the SentITA output was recoded into a binary variable, identifying posts with negative sentiment. Results reflect these methodological differences. Finally, it should be also accounted that coders' instructions for horizontal Europeanization also mentioned some specific transnational topics emerged during the EP2019 election campaign (i.e., Gilet Jaune rallies in France). In the light of this, we expected diverse performance across the variables. Data reported in Table 1A show that for Vertical Europeanization, the model achieved 90.1% accuracy, with high precision (0.86) and low recall (0.27), indicating a conservative approach. For Horizontal Europeanization, accuracy reached 96.1%, with high recall (0.80) and moderate precision (0.50), suggesting a more inclusive performance. For negative sentiment, accuracy was 77.8%, with precision at 0.53 and recall at 0.42, discrepancies were expected given the measurement differences. Finally, Domestication classification achieved 72% precision and 51% recall, indicating moderately conservative performance.

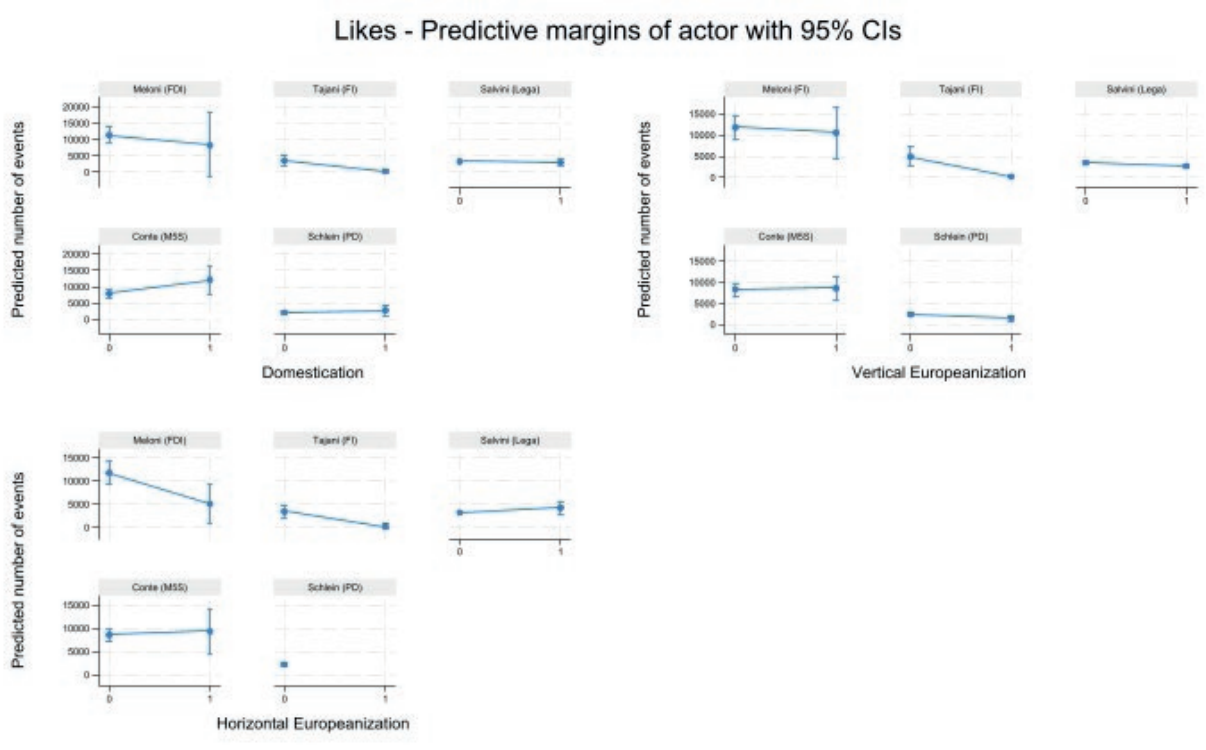


Figure 1a. Predicted Margins for Likes by Party Leader and Content Variables (Domestication, Vertical Europeanization, Horizontal Europeanization). Note: Predicted margins based on models including interaction terms between party leaders and content variables. 95% confidence intervals are displayed. No interaction term reaches statistical significance.

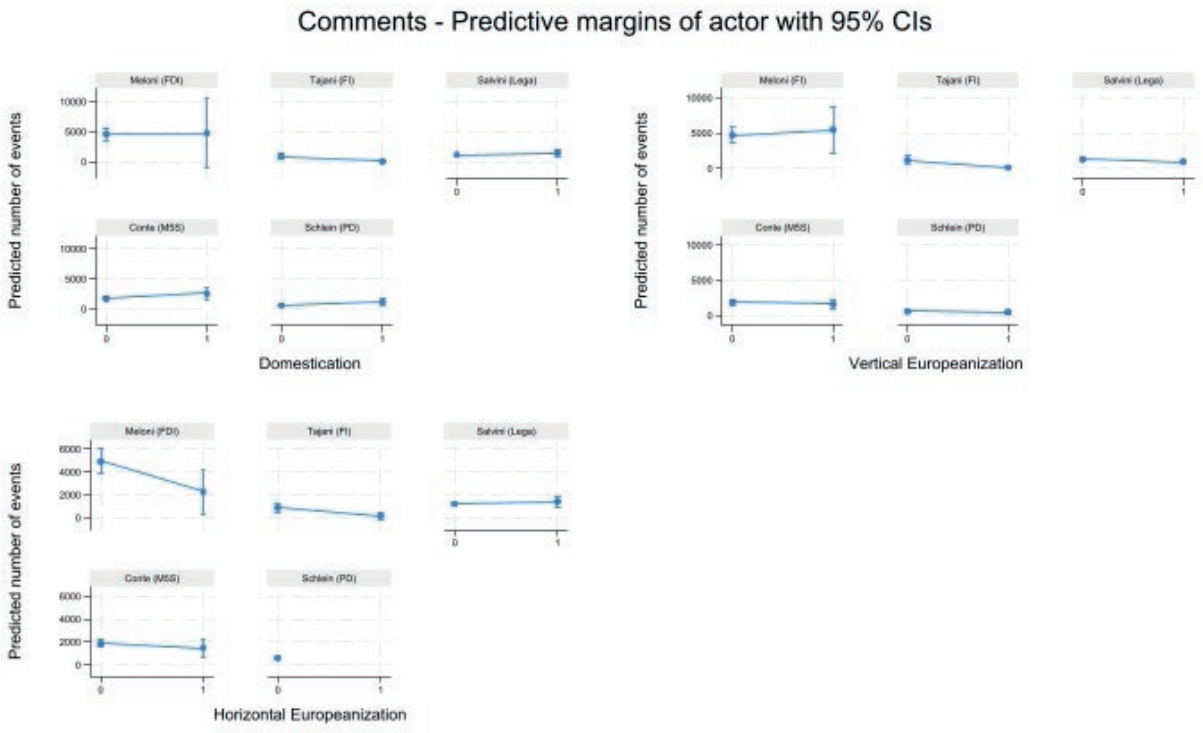


Figure 2a. Predicted Margins for Comments by Party Leader and Content Variables (Domestication, Vertical Europeanization, Horizontal Europeanization). Note: Predicted margins based on models including interaction terms between party leaders and content variables. 95% confidence intervals are displayed. No interaction term reaches statistical significance.

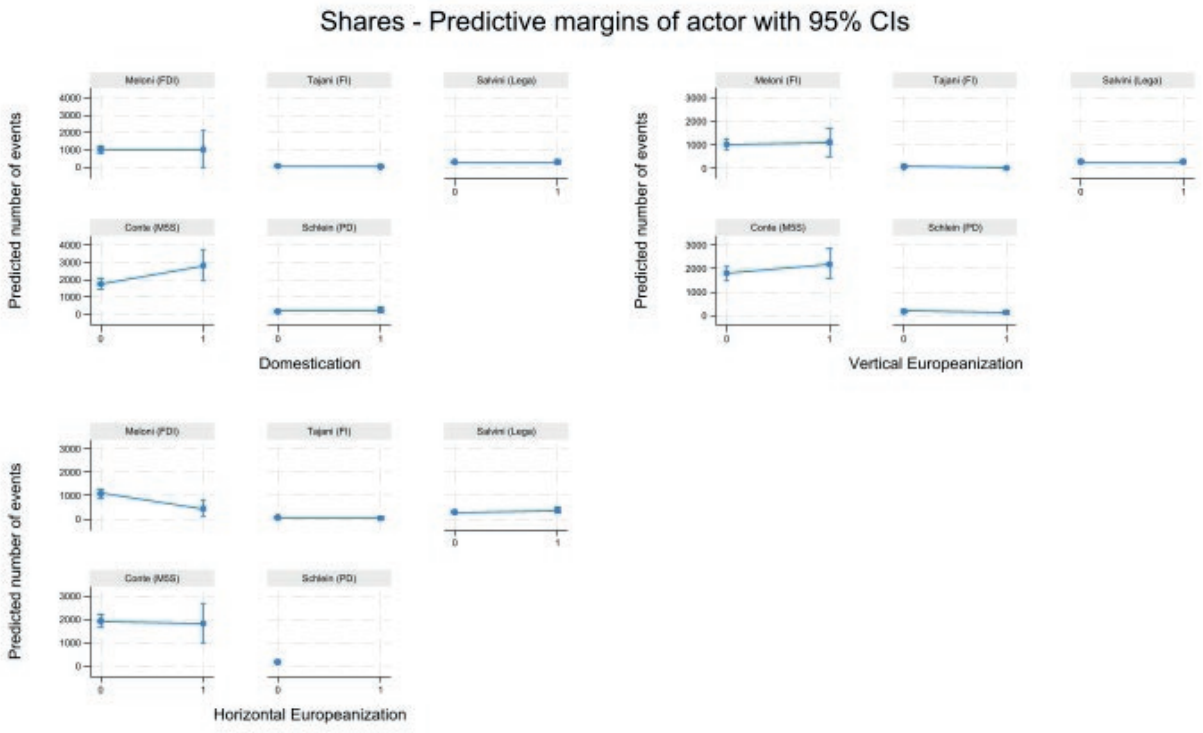


Figure 3a. Predicted Margins for Shares by Party Leader and Content Variables (Domestication, Vertical Europeanization, Horizontal Europeanization). Note: Predicted margins based on models including interaction terms between party leaders and content variables. 95% confidence intervals are displayed. No interaction term reaches statistical significance.

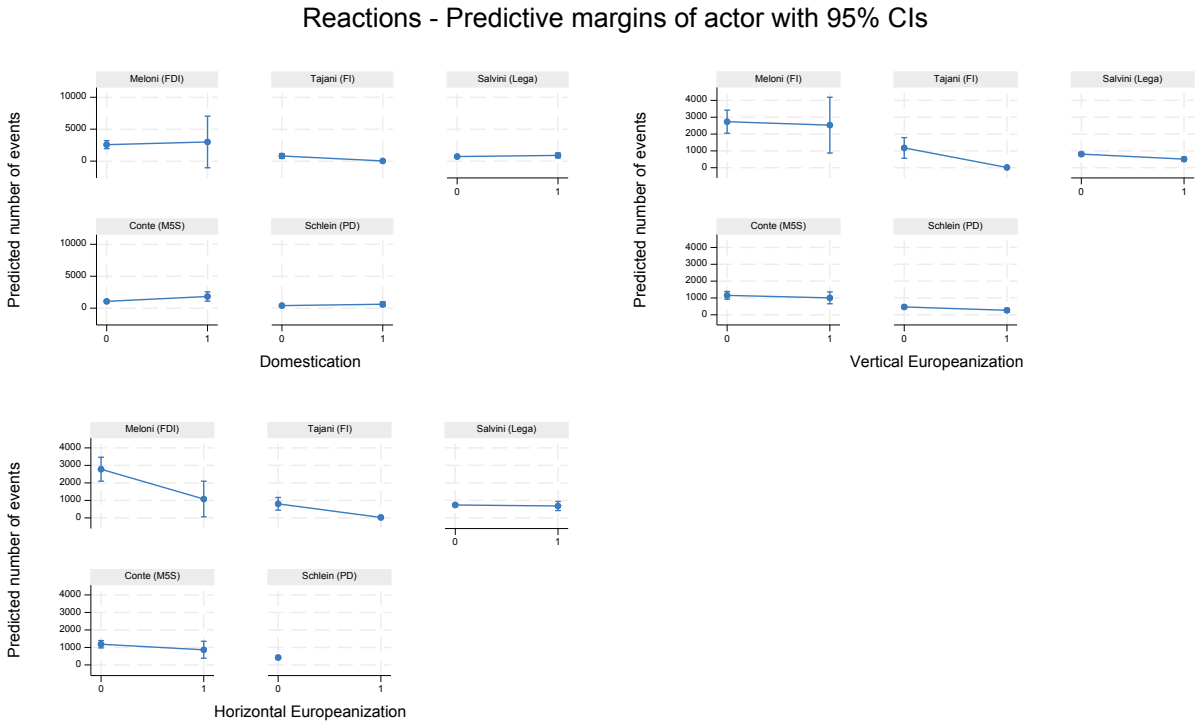


Figure 4a. Predicted Margins for Reactions by Party Leader and Content Variables (Domestication, Vertical Europeanization, Horizontal Europeanization). Note: Predicted margins based on models including interaction terms between party leaders and content variables. 95% confidence intervals are displayed. No interaction term reaches statistical significance.