Appendix for the article See Me, Like Me! Exploring Viewers’ Visual Attention to and Trait Perceptions of Party Leaders on Instagram

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1 Detailed Information on the Measurements and the Procedure of the Eye-Tracking Study

The visual behavior of a person consists of fixations, i.e. when the eye stops to take in information on an object, and saccades, i.e. the rapid, ballistic movements that connect the fixations (King et al. 2019). Counting the fixation frequency is a common measurement in communication research. The number of fixations indicates a person’s attention, and previous research shows that a higher number of fixations relates to more careful attention (Wedel and Pieters 2000). Moreover, the fixation frequency or count measurement offers an operational comparison between individuals or regions within a stimulus (King et al. 2019).

The eye tracking unit used in this study (Tobii Pro X3 120 eye-tracker) uses binocular tracking (two eyes). The software used was Tobii Studio 3.4.8. Participants were seated in front of a 22-inch full HD widescreen monitor, with a viewing distance of 60 cm from the screen. When seated, the calibration procedure was initialized, measuring the characteristics of the user’s eyes. The participant was asked to follow a dot moving through nine specific calibration points on the screen. Each time the dot stopped at a calibration point, the participant was asked to visually focus on the center of that dot. This calibration process was successfully completed by all the 20 participants with a gaze sample percentage between 85% and 98% (Mdn = 94%) during data collection.

The three areas of interest (AOIs) were created leaving approximately 1 cm between different AOIs according to the “1 degree” guideline of the manufacturer. The Tobii I-VT fixation filter was used with a minimum threshold for fixations of 60 ms. The measurement used in this study was the total fixation duration in seconds. This metric measures the sum of the duration of all fixations within an AOI. Moreover, the fixation time distribution (as a percentage) over all AOIs per image was calculated.

A test session consisted of three parts, where data from one participant at a time was collected. Firstly, the participant was introduced to the lab surrounding and personnel, the structure of the study (without revealing the aim of the study) as well as participant’s rights. Thereafter, demographical and background data on the participant was collected. Secondly, in the test room, the participant was seated in front of a
computer. The eye-tracking measurement was introduced as well as information on how to perform the test. Thirdly, after finishing the test, a structured interview was conducted with the participant. Lastly, the actual purpose of the study was revealed to the participant, following ethical guidelines.

2 The Stimuli

The selected photos from Orpo’s and Henriksson’s Instagram feeds, according to the categories listed in Table 1 in the article, are displayed in Table A1.

**Table A1.** The Stimuli of the Experiment.

| Photo | Orpo | Henriksson |
|-------|------|------------|
| Nr. 1, private | ![Orpo Nr. 1, private](image) | ![Henriksson Nr. 1, private](image) |
| Nr. 2, private | ![Orpo Nr. 2, private](image) | ![Henriksson Nr. 2, private](image) |
| Nr. 3, private | ![Orpo Nr. 3, private](image) | ![Henriksson Nr. 3, private](image) |
| Nr. 4, private | ![Orpo Nr. 4, private](image) | ![Henriksson Nr. 4, private](image) |
| Nr. 5, private | ![Orpo Nr. 5, private](image) | ![Henriksson Nr. 5, private](image) |
| Nr. 1, public |
|--------------|
| ![Photo 1](image1.png) |
| ![Photo 2](image2.png) |
| ![Photo 3](image3.png) |
| ![Photo 4](image4.png) |
| ![Photo 5](image5.png) |

The photos are published with kind permission from Orpo and Henriksson. Their Instagram feeds can be found here:

Orpo: [https://www.instagram.com/petteriorpo/](https://www.instagram.com/petteriorpo/)

Henriksson: [https://www.instagram.com/annamajah/](https://www.instagram.com/annamajah/)

### References

King, Andy J., Nadine Bol, R. Glenn Cummins, and Kevin K. John. 2019. “Improving Visual Behavior Research in Communication Science: An Overview, Review, and Reporting Recommendations for Using Eye-Tracking Methods.” *Communication Methods and Measures* 13(3): 1–29.

Wedel, Michel, and Rik Pieters. 2000. “Eye Fixations on Advertisements and Memory for Brands: A Model and Findings.” *Marketing Science* 19(4): 297–312.