

# Metered data collection strategy

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In this document we will define the metered data collection strategy. Essentially, this means: 1) specifying the general instructions of who to track, for how long and what type of data will be collected, and 2) defining the variables that will be computed with metered data and the data that will be used to do so.

## 1. General instructions

To start with, we can define some general instructions about how metered data will be collected:

1. Data will be collected for a total of 30 days (15 days before the respondent start the respond the survey and 15 after) for each of the third waves, regardless if the respondent ACCEPTS the participation on the experiment of the 1<sup>st</sup> wave which last for 7 days.
2. Data will be collected at the domain and subdomain levels, as well as at the app level (when technically possible).
3. Only panellists who have some tracking data collected during the last month can be part of the sample.

## 2. Datasets

Different datasets will be created. Specifically, Netquest will produce the following datasets for EACH country:

1. **Mobile+PC**: this dataset will contain the variables computed using information from both PC/MAC and mobile devices combined. Hence, showing the complete online behaviour of participants.
2. **PC**: this dataset will contain the variables computed using only information from PC/MAC devices. Hence, showing the PC/MAC Internet behaviour of participants.
3. **Mobile**: this dataset will contain the variables computed using only information from mobile devices. Hence, showing the mobile Internet behaviour of participants.

These datasets will be computed for each of the five countries. Hence, Netquest will deliver 15 separate datasets: SPAIN-MOBIL+PC, SPAIN-PC, SPAIN-MOBILE; ITALY-MOBIL+PC, ITALY-PC, ITALY-MOBILE; PORTUGAL-MOBIL+PC, PORTUGAL-PC, PORTUGAL-MOBILE; ARGENTINA-MOBIL+PC, ARGENTINA-PC, ARGENTINA-MOBILE; CHILE-MOBIL+PC, CHILE-PC, CHILE-MOBILE.

All datasets will be created and delivered in a LONG/PANEL format. Hence, we will have 30 observations per individual, meaning that each dataset will contain 1,000 participants and 30,000 observations. The dataset will be centred, for each individual, at the date that they started the survey. Hence, day 15 will always be the day of the start of the survey of each participant, instead of following the same calendar distribution (e.g. from 10 of October to 10 of November for everyone).

Regarding the differences between the datasets of each country, countries share some key variables. Nonetheless, they will not present exactly the same variables. For instance, for each country we specifically create variables measuring the time spent on each the 50 most visited news media outlets. These are different for each country. Hence, Spain will have a variable for each of their 50 domains, but not the variable of the news media outlets of Italy, Portugal, etc. Furthermore, one module of variables (socio economic status, see later) will only be computed for Spain.

### 3. Creating the variables

Creating metered data variables requires to, first, define what the variables are measuring. As for surveys, this allows to clearly specify which abstract concept we believe our variables will be measuring. Second, properly creating metered data variables also requires specifying the data that will be used to create the variables i.e. the domains and subdomains needed, the period of time to use, the criteria to decide what constitutes as a visit, or the types of devices for which to use information.

#### 3.1. Defining the variables

In this subsection we define the variables. We define what the variables will be measuring, without giving details of the data that will be used to specifically build them. These definitions will serve as the base for different variables. For instance, the variable “Total time spent visiting political news” will be computed for all the devices together, as well as separate for mobile and desktop devices; also, the variable will be computed for the different day tracked, as well as in general for the whole fieldwork process. Hence, one definition can be used for different data specifications.

##### 3.1.1. *General Internet use variables*

**Total time spent on the Internet:** Total time spent on the Internet. This measure includes the time spent on all URLs and apps that a participant visited during the *defined time frame*.

**Total number of visits to URLs or Apps:** Total number of visits to web pages and apps. This measure includes all the visits done to URLs and apps during the *defined time frame*.

##### 3.1.2. *General consumption of news media outlets variables*

**Total time spent on news media outlets:** Total time spent on news media outlets. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being news media outlets.

**Total number of visits to news media outlets:** Total number of visits to news media outlets. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being news media outlets.

**Total time spent on X news media outlet:** Total time spent on the X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs and apps identified as being from the X news media outlet.

**Total number of visits to X news media outlet:** Total number of visits to the X news media outlets (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs and apps identified as being from X news media outlet.

### ***3.1.3. Consumption of political news***

**Total time spent visiting political news:** Total time spent visiting political news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being political news.

**Total number of visits to political news:** Total number of visits to political news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being political news.

**Total time spent visiting national news:** Total time spent visiting national news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being national news.

**Total number of visits to national news:** Total number of visits to national news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being national news.

**Total time spent visiting regional news:** Total time spent visiting regional news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being regional news.

**Total number of visits to regional news:** Total number of visits to regional news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being regional news.

**Total time spent visiting international news:** Total time spent visiting international news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being international news.

**Total number of visits to international news:** Total number of visits to international news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being international news.

**Total time spent visiting opinion pieces:** Total time spent visiting opinion pieces. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being opinion pieces.

**Total number of visits to opinion pieces:** Total number of visits to opinion pieces. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being opinion pieces.

**Total time spent on political news from X news media outlet:** Total time spent visiting political news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a political article, from X news media outlet.

**Total number of visits to political news from X news media outlet:** Total number of visits to political news articles on X news media outlet (e.g. *theguardian.com*). This measure

includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a political article, from X news media outlet.

**Total time spent on national news from X news media outlet:** Total time spent visiting national news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a national news article, from X news media outlet.

**Total number of visits to national news from X news media outlet:** Total number of visits to national news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a national news article, from X news media outlet.

**Total time spent on regional news from X news media outlet:** Total time spent regional political news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a regional news article, from X news media outlet.

**Total number of visits to regional news from X news media outlet:** Total number of visits to regional news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a regional news article, from X news media outlet.

**Total time spent on international news from X news media outlet:** Total time spent visiting international news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being an international news article, from X news media outlet.

**Total number of visits to international news from X news media outlet:** Total number of visits to international news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being an international news article, from X news media outlet.

**Total time spent on opinion pieces from X news media outlet:** Total time spent visiting opinion pieces on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being an opinion piece, from X news media outlet.

**Total number of visits to opinion pieces from X news media outlet:** Total number of visits to opinion pieces on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being an opinion piece, from X news media outlet.

#### **3.1.4. Social media use variables**

**Total time spent on social media sites:** Total time spent on social media sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being social media sites.

**Total number of visits to social media sites:** Total number of visits to social media sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being social media sites.

**Total time spent visiting Twitter:** Total time spent visiting Twitter. This measure includes the time spent on a given day on all URLs and apps identified as Twitter.

**Total number of visits to Twitter:** Total number of visits to Twitter. This measure includes all the visits done on a given day to URLs and apps identified as Twitter.

**Total time spent visiting Facebook:** Total time spent visiting Facebook. This measure includes the time spent on a given day on all URLs and apps identified as Facebook.

**Total number of visits to Facebook:** Total number of visits to Facebook. This measure includes all the visits done on a given day to URLs and apps identified as Facebook.

**Total time spent visiting Youtube:** Total time spent visiting Youtube. This measure includes the time spent on a given day on all URLs and apps identified as Youtube.

**Total number of visits to Youtube:** Total number of visits to Youtube. This measure includes all the visits done on a given day to URLs and apps identified as Youtube.

**Total time spent visiting Whatsapp:** Total time spent visiting Whatsapp. This measure includes the time spent on a given day on all URLs and apps identified as Whatsapp.

**Total number of visits to Whatsapp:** Total number of visits to Whatsapp. This measure includes all the visits done on a given day to URLs and apps identified as Whatsapp.

**Total time spent visiting Instagram:** Total time spent visiting Instagram. This measure includes the time spent on a given day on all URLs and apps identified as Instagram.

**Total number of visits to Instagram:** Total number of visits to Instagram. This measure includes all the visits done on a given day to URLs and apps identified as Instagram.

**Total time spent visiting TikTok:** Total time spent visiting TikTok. This measure includes the time spent on a given day on all URLs and apps identified as TikTok.

**Total number of visits to TikTok:** Total number of visits to TikTok. This measure includes all the visits done on a given day to URLs and apps identified as TikTok.

**Total time spent visiting Snapchat:** Total time spent visiting Snapchat. This measure includes the time spent on a given day on all URLs and apps identified as Snapchat.

**Total number of visits to Snapchat:** Total number of visits to Snapchat. This measure includes all the visits done on a given day to URLs and apps identified as Snapchat.

**Total time spent visiting X Twitter profile:** Total time spent visiting X Twitter profile (e.g. @potus). This measure includes the time spent on a given day on the subdomain defined to be for X Twitter profile.

**Total number of visits to X Twitter profile:** Total number of visits to X Twitter profile (e.g. @potus). This measure includes all the visits done on a given day to the subdomain defined to be for X Twitter profile.

### **3.1.5. Social economic status variables (only for Spain)**

**Total time spent visiting culture news:** Total time spent visiting culture news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being culture news.

**Total number of visits to culture news:** Total number of visits to culture news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being culture news.

**Total time spent visiting tv news:** Total time spent visiting tv news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being tv news.

**Total number of visits to tv news:** Total number of visits to tv news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being tv news.

**Total time spent visiting society news:** Total time spent visiting society news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being society news.

**Total number of visits to society news:** Total number of visits to society news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being society news.

**Total time spent visiting science news:** Total time spent visiting science news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being science news.

**Total number of visits to science news:** Total number of visits to science news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being science news.

**Total time spent visiting tech news:** Total time spent visiting tech news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being tech news.

**Total number of visits to tech news:** Total number of visits to tech news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being tech news.

**Total time spent visiting economy news:** Total time spent visiting economy news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being economy news.

**Total number of visits to economy news:** Total number of visits to economy news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being economy news.

**Total time spent visiting business news:** Total time spent visiting business news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being business news.

**Total number of visits to business news:** Total number of visits to business news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being business news.

**Total time spent visiting sports news:** Total time spent visiting sports news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being sports news.

**Total number of visits to sports news:** Total number of visits to sports news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being sports news.

**Total time spent visiting motor news:** Total time spent visiting motor news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being motor news.

**Total number of visits to motor news:** Total number of visits to motor news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being motor news.

**Total time spent visiting lifestyle news:** Total time spent visiting lifestyle news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being lifestyle news.

**Total number of visits to lifestyle news:** Total number of visits to lifestyle news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being lifestyle news.

**Total time spent visiting gossip news:** Total time spent visiting gossip news. This measure includes the time spent on a given day on all URLs identified in the *specified subdomain list* as being gossip news.

**Total number of visits to gossip news:** Total number of visits to gossip news. This measure includes all the visits done on a given day to URLs identified in the *specified subdomain list* as being gossip news.

**Total time spent on culture news from X news media outlet:** Total time spent visiting culture news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a culture article, from X news media outlet.

**Total number of visits to culture news from X news media outlet:** Total number of visits to culture news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a culture article, from X news media outlet.

**Total time spent on tv news from X news media outlet:** Total time spent visiting tv news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a tv article, from X news media outlet.

**Total number of visits to tv news from X news media outlet:** Total number of visits to tv news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a tv article, from X news media outlet.

**Total time spent on society news from X news media outlet:** Total time spent visiting society news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a society article, from X news media outlet.

**Total number of visits to society news from X news media outlet:** Total number of visits to society news articles on X news media outlet (e.g. *theguardian.com*). This measure

includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a society article, from X news media outlet.

**Total time spent on science news from X news media outlet:** Total time spent visiting science news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a science article, from X news media outlet.

**Total number of visits to science news from X news media outlet:** Total number of visits to science news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a science article, from X news media outlet.

**Total time spent on tech news from X news media outlet:** Total time spent visiting tech news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a tech article, from X news media outlet.

**Total number of visits to tech news from X news media outlet:** Total number of visits to tech news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a tech article, from X news media outlet.

**Total time spent on economy news from X news media outlet:** Total time spent visiting economy news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a economy article, from X news media outlet.

**Total number of visits to economy news from X news media outlet:** Total number of visits to economy news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a economy article, from X news media outlet.

**Total time spent on business news from X news media outlet:** Total time spent visiting business news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a business article, from X news media outlet.

**Total number of visits to business news from X news media outlet:** Total number of visits to business news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a business article, from X news media outlet.

**Total time spent on sport news from X news media outlet:** Total time spent visiting sport news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a sport article, from X news media outlet.

**Total number of visits to sport news from X news media outlet:** Total number of visits to sport news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a sport article, from X news media outlet.

**Total time spent on motor news from X news media outlet:** Total time spent visiting motor news on X news media outlet (e.g. *theguardian.com*). This measure includes the time



spent on a given day on all URLs identified in the *specific subdomain list* as being a motor article, from X news media outlet.

**Total number of visits to motor news from X news media outlet:** Total number of visits to motor news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a motor article, from X news media outlet.

**Total time spent on lifestyle news from X news media outlet:** Total time spent visiting lifestyle news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a lifestyle article, from X news media outlet.

**Total number of visits to lifestyle news from X news media outlet:** Total number of visits to lifestyle news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a lifestyle article, from X news media outlet.

**Total time spent on gossip news from X news media outlet:** Total time spent visiting gossip news on X news media outlet (e.g. *theguardian.com*). This measure includes the time spent on a given day on all URLs identified in the *specific subdomain list* as being a gossip article, from X news media outlet.

**Total number of visits to gossip news from X news media outlet:** Total number of visits to gossip news articles on X news media outlet (e.g. *theguardian.com*). This measure includes all the visits done on a given day to URLs identified in the *specific subdomain list* as being a gossip article, from X news media outlet.

**Total time spent on supermarket sites:** Total time spent on supermarket sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being supermarket sites.

**Total number of visits to supermarket sites:** Total number of visits to supermarket sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being supermarket sites.

**Total time spent visiting X supermarket site:** Total time spent visiting X supermarket site. This measure includes the time spent on a given day on the subdomain defined to be for X supermarket site.

**Total number of visits to X supermarket site:** Total number of visits to X supermarket site. This measure includes all the visits done on a given day to the subdomain defined to be for X supermarket site.

**Total time spent on clothing store sites:** Total time spent on clothing store sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being clothing store sites.

**Total number of visits to clothing store sites:** Total number of visits to clothing store sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being clothing store sites.

**Total time spent visiting X clothing store site:** Total time spent visiting X clothing store site. This measure includes the time spent on a given day on the subdomain defined to be for X clothing store site.

**Total number of visits to X clothing store site:** Total number of visits to X clothing store site. This measure includes all the visits done on a given day to the subdomain defined to be for X clothing store site.

**Total time spent on luxury brand sites:** Total time spent on luxury brand sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being luxury brand sites.

**Total number of visits to luxury brand sites:** Total number of visits to luxury brand sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being luxury brand sites.

**Total time spent visiting X luxury brand site:** Total time spent visiting X luxury brand site. This measure includes the time spent on a given day on the subdomain defined to be for X luxury brand site.

**Total number of visits to X luxury brand site:** Total number of visits to X luxury brand site. This measure includes all the visits done on a given day to the subdomain defined to be for X luxury brand site.

**Total time spent on e-learning sites:** Total time spent on e-learning sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being e-learning sites.

**Total number of visits to e-learning sites:** Total number of visits to e-learning sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being e-learning sites.

**Total time spent visiting X e-learning site:** Total time spent visiting X e-learning site. This measure includes the time spent on a given day on the subdomain defined to be for X e-learning site.

**Total number of visits to X e-learning site:** Total number of visits to X e-learning site. This measure includes all the visits done on a given day to the subdomain defined to be for X e-learning site.

**Total time spent on job hunting sites:** Total time spent on job hunting sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being job hunting sites.

**Total number of visits to job hunting sites:** Total number of visits to job hunting sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being job hunting sites.

**Total time spent visiting X job hunting site:** Total time spent visiting X job hunting site. This measure includes the time spent on a given day on the subdomain defined to be for X job hunting site.

**Total number of visits to X job hunting site:** Total number of visits to X job hunting site. This measure includes all the visits done on a given day to the subdomain defined to be for X job hunting site.

**Total time spent on gambling sites:** Total time spent on gambling sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being gambling sites.

**Total number of visits to gambling sites:** Total number of visits to gambling sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being gambling sites.

**Total time spent visiting X gambling site:** Total time spent visiting X gambling site This measure includes the time spent on a given day on the subdomain defined to be for X gambling site.

**Total number of visits to X gambling site:** Total number of visits to X gambling site. This measure includes all the visits done on a given day to the subdomain defined to be for X gambling site.

**Total time spent on tv sites:** Total time spent on tv sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being tv sites.

**Total number of visits to tv sites:** Total number of visits to tv sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being tv sites.

**Total time spent visiting X tv site:** Total time spent visiting X tv site This measure includes the time spent on a given day on the subdomain defined to be for X tv site.

**Total number of visits to X tv site:** Total number of visits to X tv site. This measure includes all the visits done on a given day to the subdomain defined to be for X tv site.

**Total time spent on restaurant chain sites:** Total time spent on restaurant chain sites. This measure includes the time spent on a given day on all URLs and apps identified in the specified domain list as being restaurant chain sites.

**Total number of visits to restaurant chain sites:** Total number of visits to restaurant chain sites. This measure includes all the visits done on a given day to URLs and apps identified in the specified domain list as being restaurant chain sites.

**Total time spent visiting X restaurant chain site:** Total time spent visiting X restaurant chain site This measure includes the time spent on a given day on the subdomain defined to be for X restaurant chain site.

**Total number of visits to X restaurant chain site:** Total number of visits to X restaurant chain site. This measure includes all the visits done on a given day to the subdomain defined to be for X restaurant chain site.

**Total time spent visiting X youtube channel site:** Total time spent visiting X youtube channel site This measure includes the time spent on a given day on the subdomain defined to be for X youtube channel site.

**Total number of visits to X youtube channel site:** Total number of visits to X youtube channel site. This measure includes all the visits done on a given day to the subdomain defined to be for X youtube channel site.

### **3.2. Specifying the data to use to construct the variables**

Once defined the variables, we can start for specifying the data used to construct these variables. Nonetheless, although it might seem straightforward to define the data to use to construct the variables, many different specifications can be defined. For instance, there are different ways in which we can consider what a visit is or what domains should be considered as news media outlets and subsequently tracked. Hence, this means that a variable can be constructed in many different ways. Which specifications will produce the highest quality data? Considering the little research available exploring this, it is not possible to answer this question. Therefore, it is advisable to create different versions of the same variable, with slight variation on how they are specified. This way it will be possible to assess the robustness of results obtained using this dataset. Compared with surveys, in which we would need to ask participants many different questions with slight variations, for metered data it is on us to define the data that will be used for each variable and extract the information from the dataset in the different specified ways. Although time consuming, this allows to assess the robustness of our analyses at a level which is not normally available for surveys.

In the following subsections, we explain the different specifications that we will be using, when possible, to create our variables.

### ***3.2.1. Inclusion criteria***

When creating variables based on visits, we must define what we consider as a visit before creating the variable. By inclusion criteria we refer to the criteria used to consider a visit to a URL as a real visit. This might mean creating strategies to identify when a visit is the product of 1) an error, 2) the participant/browser refreshing the page or 3) an artifact of the website (e.g. having different URLs for the same page). Also, it helps only considering as visits those which have given participants enough time to read all or part of the article. Because past research has proven that different inclusion strategies lead to different results (see Mangold et al., 2021), we want to be able to conduct robustness checks of the analyses using different inclusion criteria. Hence, here we define the different inclusion criteria that we will be using.

#### **Netquest criteria**

- A visit is only considered if the individual spent at least 1 second in the domain/app
- A new visit is counted when more than 30 minutes have passed since participant's last entry to the same domain/app.
- If a page is refreshed, a new visit is recorded but with a new timestamp (updated day and time). The duration of that visits starts counting from the moment the page was updated.

#### **Alternative criteria 1**

- A visit is only considered if the individual spent at least 30 seconds in the domain/app
- A new visit is counted when more than 30 minutes have passed since participant's last entry to the same domain/app.
- If a page is refreshed, it counts as the same previous visits instead of a new one.

#### **Alternative criteria 2**

- A visit is only considered if the individual spent at least 120 seconds in the domain/app.
- A new visit is counted when more than 30 minutes have passed since participant's last entry to the same domain/app.

- If a page is refreshed, it counts as the same previous visits instead of a new one.

### ***3.2.2. Differentiating for devices, browsers and app***

As said earlier, we will be creating separate datasets for the behaviours happening at the PC/MAC level and at the mobile level. However, within those devices, people go to the Internet using specific browsers and apps. This means that variables can be subdivided into behaviours done through apps or browsers, and within browsers, between specific ones. Sometimes it might be of interest to know from which device individuals are engaging in some behaviours e.g. is there a generational gap in how different generations consume news (app vs web)?

Considering this, for the PC and Mobile datasets we will compute the variables using in general (i.e. app and browsers combined), as well as for each specific source (app / browser).

For the Mobile dataset we will compute the variables in the following ways:

- All (combination of the information tracked for all the browsers and apps that a person uses)
- Web (only behaviour happening on a browser)
- App (only behaviours happening on an app)

For the PC dataset, we will compute the following:

- All (combination of the information tracked for all the devices/browsers that a participant uses)
- Windows PC – Chrome
- Windows PC – Firefox
- Windows PC (for those using desktop app)
- MAC – Chrome
- MAC – Firefox
- MAC – Safari
- MAC (for those using desktop app)

### ***3.2.3. List of domains***

In order to compute the variables, we need to define the lists of domains and subdomains that we want to track. For some variables, this is straightforward. Nonetheless, for some others there might be many different lists available to consider, which could lead to different results. Below we define the lists that will be used to compute the different types of variables.

#### **General Internet use variables**

All existent URLs and apps will be used to measure these variables.

#### **General consumption of news media outlets variables**

In order to construct variables measuring individual's news media consumption, we must first define which news media outlets to track. Nonetheless, this is not straightforward since there is no common practice in the literature about which news media outlets to use to create metered data variables. Some have used all the news media outlets (Mangold, Stier, Breuer, & Scharkow, 2021), whether others have only used a list of the most visited (e.g. top 42,

Cardenal et al. 2019; top 50, Bach et al. 2019). Using information from all news media outlets might not be efficient, since most of them might not even be visited by participants. Nonetheless, using only the list of the most visited domains opens two non-negligible questions: a) how can we rank the domains to know which domains are the most visited ones? And b) which number of most visited domains should we be using? In terms of the list, there are several top sites ranking lists databases that can be used to rank the news domains into the most and least read. Specifically, there are 4 commonly used: Alexa, Cisco, Majestic and Tranco. Regarding the number of domains to include, although past research has found that the 42 most visited news media outlets accounted for 99.85 per cent of all reported visits to online news outlets in a sample of individuals from the very same panel that we are using (Cardenal et al., 2019), excluding too many news media outlets might systematically bias the variables created. For instance, if most regional news media outlets are excluded, and there is a specific profile that only consumes regional news media outlets, we would not observe their behaviour.

Considering all this, for each country, we developed several lists of domains, combining different top sites ranking lists with different number of domains in it. These lists can be found in the “political domain level” sheets of the documents *ALL LISTS – SPAIN*, *ALL LISTS – ITALY*, *ALL LISTS – PORTUGAL*, *ALL LISTS – ARGENTINA*, *ALL LISTS – CHILE*. These lists have the following names:

**Table 1.** Lists of news media outlets domains

	<b>Tranco</b>	<b>Alexa</b>	<b>Cisco</b>	<b>Majestic</b>
All	All domains			
Top 200	Top 200 – Tranco	Top 200 – Alexa	Top 200 – Cisco	Top 200 – Majestic
Top 100	Top 100 – Tranco	Top 100 – Alexa	Top 100 – Cisco	Top 100 – Majestic
Top 50	Top 50 – Tranco	Top 50 – Alexa	Top 50 – Cisco	Top 50 – Majestic
Top 20	Top 20 – Tranco	Top 20 – Alexa	Top 20 – Cisco	Top 20 – Majestic
Top 10	Top 10 - Tranco	Top 10 - Alexa	Top 10 - Cisco	Top 10 - Majestic

### **Consumption of political news**

Most past research has only used domain information (e.g. theguardian.com) to compute these types of variables. Nonetheless, we believe that if wanting to know whether individuals are exposed to more specific content, like political information, only looking at the domain level might produce variables with low validity. For instance, a participant visiting *theguardian.com* can read articles about politics but also about sports, culture or society among other topics. If wanting to measure the effect of people reading about politics, not excluding those articles about other topics might confound the results. Therefore, to create these variables, there was the need to define which news media outlets should be tracked and, within those news media outlets, what URLs should be considered as political or not. In addition, we wanted to desegregate political news into sub-categories of political news, in order to have a better understanding of what individuals read when consuming political news. Hence, we coded the subdomains of each domain in five categories: *Political news*, *National news*, *Regional news*, *International news* and *Opinion pieces*.

Since it was inefficient and unfeasible to code the subdomains for all the domains in each country, we codified the subdomains of the top 50 domains in each country, for each of the top sites ranking lists. Hence, we created lists for each content and for each combination of

top sites ranking lists and number of domains. Consequently, we created the following lists which can be found in the “political subdomain level” sheets of the documents *ALL LISTS – SPAIN*, *ALL LISTS – ITALY*, *ALL LISTS – PORTUGAL*, *ALL LISTS – ARGENTINA*, *ALL LISTS – CHILE*:

**Table 2.** Lists of political, national, regional, international and opinion news media outlets subdomains

	<b>Tranco</b>	<b>Alexa</b>	<b>Cisco</b>	<b>Majestic</b>
<b><i>Political</i></b>				
Top 50	Political - Top 50 – Tranco	Political - Top 50 – Alexa	Political - Top 50 – Cisco	Political - Top 50 – Majestic
Top 20	Political - Top 20 – Tranco	Political - Top 20 – Alexa	Political - Top 20 – Cisco	Political - Top 20 – Majestic
Top 10	Political - Top 10 - Tranco	Political - Top 10 - Alexa	Political - Top 10 - Cisco	Political - Top 10 - Majestic
<b><i>National</i></b>				
Top 50	National - Top 50 – Tranco	National - Top 50 – Alexa	National - Top 50 – Cisco	National - Top 50 – Majestic
Top 20	National - Top 20 – Tranco	National - Top 20 – Alexa	National - Top 20 – Cisco	National - Top 20 – Majestic
Top 10	National - Top 10 - Tranco	National - Top 10 - Alexa	National - Top 10 - Cisco	National - Top 10 - Majestic
<b><i>Regional</i></b>				
Top 50	Regional - Top 50 – Tranco	Regional - Top 50 – Alexa	Regional - Top 50 – Cisco	Regional - Top 50 – Majestic
Top 20	Regional - Top 20 – Tranco	Regional - Top 20 – Alexa	Regional - Top 20 – Cisco	Regional - Top 20 – Majestic
Top 10	Regional - Top 10 - Tranco	Regional - Top 10 - Alexa	Regional - Top 10 - Cisco	Regional - Top 10 - Majestic
<b><i>International</i></b>				
Top 50	International - Top 50 – Tranco	International - Top 50 – Alexa	International - Top 50 – Cisco	International - Top 50 – Majestic
Top 20	International - Top 20 – Tranco	International - Top 20 – Alexa	International - Top 20 – Cisco	International - Top 20 – Majestic
Top 10	International - Top 10 - Tranco	International - Top 10 - Alexa	International - Top 10 - Cisco	International - Top 10 - Majestic
<b><i>Opinion</i></b>				
Top 50	Opinion - Top 50 – Tranco	Opinion - Top 50 – Alexa	Opinion - Top 50 – Cisco	Opinion - Top 50 – Majestic
Top 20	Opinion - Top 20 – Tranco	Opinion - Top 20 – Alexa	Opinion - Top 20 – Cisco	Opinion - Top 20 – Majestic
Top 10	Opinion - Top 10 - Tranco	Opinion - Top 10 - Alexa	Opinion - Top 10 - Cisco	Opinion - Top 10 - Majestic

To see the specific subdomains for each of the news media outlets/domains, we refer to each country’s sheet “Outlets’ political subdomains” in the documents “ALL LISTS - \*country name\*”.

## **Social media use variables**

In order to compute the variables about social media use, we have selected a list of the most used social media around the world. These, together with their domain level information, can be found in the sheets “social media domain level” in the document “ALL LISTS - \*country\*”.

Specifically for Twitter, we also wanted to create variables measuring the consumption of content of specific twitter profiles. Hence, in the sheets “social media subdomain level” in the documents “ALL LISTS – \*country\*” we present the subdomains for each of these profiles, for each country.

## **Social Economic Status (Only for Spain)**

Specifically for Spain, we are also developing variables to understand whether the online behaviour of individuals differs across social economic status. Because of this, we have developed several lists covering types of behaviours like visiting supermarkets, e-learning platforms or the types of news articles that individuals read (e.g. culture, sports, etc).

We have developed the following domain lists: *SUPERMARKETS CLOTHING ONLINE STORES LUXURY E-LEARNING JOB HUNTING GAMBLING ONLINE TV ONLINE RESTAURANT CHAINS* in the sheet “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the file *ALL LISTS – SPAIN*.

Also, for the variables related to the content of news articles, we have developed the following subdomain lists: *CULTURE TV&MOVIES SOCIETY SCIENCE TECH ECONOMY BUSINESS SPORTS MOTOR LIFESTYLE GOSSIP* in the sheet “SOCIAL ECONOMIC STATUS SUBDOMAIN LEVEL” in the file “*ALL LISTS – SPAIN*”.

As for the consumption of political news variables, to see the specific subdomains for each of the news media outlets/domains, we refer to each country’s sheet “Outlets’ ST subdomains”, in the documents “ALL LISTS - \*country name\*”.

## **4. Variables**

As said before, each variable defined will be computed following several specifications of what domain/subdomain lists to use, and the devices to track or also the criteria used to consider something as a visit. In this section we present a complete list of the full specification for which each variable will be computed. A more detailed version of this can be found, for each country, in the excel documents “List of variables – Alternative design v2 - \*Country name\*.xlsx”

### ***4.1. General Internet use variables***

#### **Total time spent on the Internet**

- *Measure:* Seconds

#### **Total number of visits to URLs or Apps**

- *Measure:* N° Visits



## 4.2. General consumption of news media outlets variables

### Total time spent on news media outlets

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* All lists, Top 200 – Tranco, Top 100 – Tranco, Top 50 – Tranco, Top 20 – Tranco, Top 10 – Tranco, Top 200 – Alexa, Top 100 – Alexa, Top 50 – Alexa, Top 20 – Alexa, Top 10 – Alexa, Top 200 – Cisco, Top 100 – Cisco, Top 50 – Cisco, Top 20 – Cisco, Top 10 – Cisco, Top 200 – Majestic, Top 100 – Majestic, Top 50 – Majestic, Top 20 – Majestic, Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### Total number of visits to news media outlets

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* All lists, Top 200 – Tranco, Top 100 – Tranco, Top 50 – Tranco, Top 20 – Tranco, Top 10 – Tranco, Top 200 – Alexa, Top 100 – Alexa, Top 50 – Alexa, Top 20 – Alexa, Top 10 – Alexa, Top 200 – Cisco, Top 100 – Cisco, Top 50 – Cisco, Top 20 – Cisco, Top 10 – Cisco, Top 200 – Majestic, Top 100 – Majestic, Top 50 – Majestic, Top 20 – Majestic, Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### Total time spent on X news media outlet

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* The specific news media outlets for which to compute this variable are the Top 50 – Tranco outlets for each country, defined in the document “*TOP 50 domains and subdomains - \*country\* - ALL LISTS*”
- *Instructions:* only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.

### Total number of visits to X news media outlet

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- 
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* The specific news media outlets for which to compute this variable are the Top 50 – Tranco outlets for each country, defined in the document “*TOP 50 domains and subdomains - \*country\* - ALL LISTS*”

- *Instructions:* only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.

### 4.3. Consumption of political news

#### Total time spent visiting political news

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Political - Top 50 – Tranco, Political - Top 20 – Tranco, Political - Top 10 – Tranco, Political - Top 50 – Alexa, Political - Top 20 – Alexa, Political - Top 10 – Alexa, Political - Top 50 – Cisco, Political - Top 20 – Cisco, Political - Top 10 – Cisco, Political - Top 50 – Majestic, Political - Top 20 – Majestic, Political - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

#### Total number of visits to political news

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Political - Top 50 – Tranco, Political - Top 20 – Tranco, Political - Top 10 – Tranco, Political - Top 50 – Alexa, Political - Top 20 – Alexa, Political - Top 10 – Alexa, Political - Top 50 – Cisco, Political - Top 20 – Cisco, Political - Top 10 – Cisco, Political - Top 50 – Majestic, Political - Top 20 – Majestic, Political - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

#### Total time spent visiting national news

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* National - Top 50 – Tranco, National - Top 20 – Tranco, National - Top 10 – Tranco, National - Top 50 – Alexa, National - Top 20 – Alexa, National - Top 10 – Alexa, National - Top 50 – Cisco, National - Top 20 – Cisco, National - Top 10 – Cisco, National - Top 50 – Majestic, National - Top 20 – Majestic, National - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

#### Total number of visits to national news

- *Measure:* Seconds

- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* National - Top 50 – Tranco, National - Top 20 – Tranco, National - Top 10 – Tranco, National - Top 50 – Alexa, National - Top 20 – Alexa, National - Top 10 – Alexa, National - Top 50 – Cisco, National - Top 20 – Cisco, National - Top 10 – Cisco, National - Top 50 – Majestic, National - Top 20 – Majestic, National - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### **Total time spent visiting regional news**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Regional - Top 50 – Tranco, Regional - Top 20 – Tranco, Regional - Top 10 – Tranco, Regional - Top 50 – Alexa, Regional - Top 20 – Alexa, Regional - Top 10 – Alexa, Regional - Top 50 – Cisco, Regional - Top 20 – Cisco, Regional - Top 10 – Cisco, Regional - Top 50 – Majestic, Regional - Top 20 – Majestic, Regional - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### **Total number of visits to regional news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Regional - Top 50 – Tranco, Regional - Top 20 – Tranco, Regional - Top 10 – Tranco, Regional - Top 50 – Alexa, Regional - Top 20 – Alexa, Regional - Top 10 – Alexa, Regional - Top 50 – Cisco, Regional - Top 20 – Cisco, Regional - Top 10 – Cisco, Regional - Top 50 – Majestic, Regional - Top 20 – Majestic, Regional - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### **Total time spent visiting international news**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* International - Top 50 – Tranco, International - Top 20 – Tranco, International - Top 10 – Tranco, International - Top 50 – Alexa, International - Top 20 – Alexa, International - Top 10 – Alexa, International - Top 50 – Cisco, International - Top 20 – Cisco, International - Top 10 – Cisco, International - Top 50 – Majestic, International - Top 20 – Majestic, International - Top 10 – Majestic

- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### **Total number of visits to international news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* International - Top 50 – Tranco, International - Top 20 – Tranco, International - Top 10 – Tranco, International - Top 50 – Alexa, International - Top 20 – Alexa, International - Top 10 – Alexa, International - Top 50 – Cisco, International - Top 20 – Cisco, International - Top 10 – Cisco, International - Top 50 – Majestic, International - Top 20 – Majestic, International - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### **Total time spent visiting opinion pieces**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Opinion - Top 50 – Tranco, Opinion - Top 20 – Tranco, Opinion - Top 10 – Tranco, Opinion - Top 50 – Alexa, Opinion - Top 20 – Alexa, Opinion - Top 10 – Alexa, Opinion - Top 50 – Cisco, Opinion - Top 20 – Cisco, Opinion - Top 10 – Cisco, Opinion - Top 50 – Majestic, Opinion - Top 20 – Majestic, Opinion - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### **Total number of visits to opinion pieces**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Opinion - Top 50 – Tranco, Opinion - Top 20 – Tranco, Opinion - Top 10 – Tranco, Opinion - Top 50 – Alexa, Opinion - Top 20 – Alexa, Opinion - Top 10 – Alexa, Opinion - Top 50 – Cisco, Opinion - Top 20 – Cisco, Opinion - Top 10 – Cisco, Opinion - Top 50 – Majestic, Opinion - Top 20 – Majestic, Opinion - Top 10 – Majestic
- *Instructions:* Only compute for the domains of each country. For instance, for Argentinian panellists only compute the time spent in the domains that appear in the lists of the document *ALL LISTS – ARGENTINA*.

### **Total time spent on political news from X news media outlet**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Lists: the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”
- *Instructions:* only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.

#### **Total number of visits to political news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”
- *Instructions:* only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.

#### **Total time spent on national news from X news media outlet**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Lists: the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.
- *Instructions:* only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.

#### **Total number of visits to national news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.
- *Instructions:* only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.

#### **Total time spent on regional news from X news media outlet**

- *Measure:* Seconds

- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: Lists: the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”*
- *Instructions: If the news media outlet has no subdomain codified in this category, code the values as missing.*
- *Instructions: only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.*

#### **Total number of visits to regional news from X news media outlet**

- *Measure: Seconds*
- *Inclusion criteria: Netquest criteria, Alternative criteria 1, Alternative criteria 2*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”*
- *Instructions: If the news media outlet has no subdomain codified in this category, code the values as missing.*
- *Instructions: only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.*

#### **Total time spent on international news from X news media outlet**

- *Measure: Seconds*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: Lists: the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”*
- *Instructions: If the news media outlet has no subdomain codified in this category, code the values as missing.*
- *Instructions: only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.*

#### **Total number of visits to international news from X news media outlet**

- *Measure: Seconds*
- *Inclusion criteria: Netquest criteria, Alternative criteria 1, Alternative criteria 2*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”*
- *Instructions: If the news media outlet has no subdomain codified in this category, code the values as missing.*
- *Instructions: only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.*

### **Total time spent on opinion pieces from X news media outlet**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Lists: the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.
- *Instructions:* only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.

### **Total number of visits to opinion pieces from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- 
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* the specific subdomains for each news media outlet can be found in the sheet “Outlets’ political subdomains” of the documents “ALL LISTS- \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.
- *Instructions:* only compute these variables for the domains of each country. For instance, do not compute a variable for El Pais (Spanish) for the Italian dataset.

## **4.4. Social media use variables**

### **Total time spent on social media sites**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* list in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”

### **Total number of visits to social media sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* list in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”

### **Total time spent visiting Twitter**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Twitter domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”

#### **Total number of visits to Twitter**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Twitter domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”

#### **Total time spent visiting Facebook**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Facebook domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”

#### **Total number of visits to Facebook**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Facebook domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”

#### **Total time spent visiting Youtube**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Youtube domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”

#### **Total number of visits to Youtube**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Youtube domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”
- 

#### **Total time spent visiting Whatsapp**

- *Measure:* Seconds



- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: Whatsapp domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”*

### **Total number of visits to Whatsapp**

- *Measure: Seconds*
- *Inclusion criteria: Netquest criteria, Alternative criteria 1, Alternative criteria 2*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: Whatsapp domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”*

### **Total time spent visiting Instagram**

- *Measure: Seconds*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: Instagram domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”*

### **Total number of visits to Instagram**

- *Measure: Seconds*
- *Inclusion criteria: Netquest criteria, Alternative criteria 1, Alternative criteria 2*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: Instagram domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”*

### **Total time spent visiting TikTok**

- *Measure: Seconds*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: TikTok in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”*

### **Total number of visits to TikTok**

- *Measure: Seconds*
- *Inclusion criteria: Netquest criteria, Alternative criteria 1, Alternative criteria 2*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: TikTok domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”*

### **Total time spent visiting Snapchat**

- *Measure: Seconds*
- *Devices: depends on the dataset. See 3.2.2.*
- *Lists: Snapchat domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”*

### **Total number of visits to Snapchat**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Snapchat domains in The sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”

### **Total time spent visiting X Twitter profile**

- *Measure:* Seconds
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* the specific subdomains for each country can be found in the sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”
- *Instructions:* only compute these variables for the profiles of each country. For instance, do not compute a variable for <https://twitter.com/sanchezcastejon>, (Spanish president) in the Italian dataset.

### **Total number of visits to X Twitter profile**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* the specific subdomains for each country can be found in the sheets “SOCIAL MEDIA SUBDOMAIN LEVEL” in the documents “ALL LISTS - \*country\*”
- *Instructions:* only compute these variables for the profiles of each country. For instance, do not compute a variable for <https://twitter.com/sanchezcastejon>, (Spanish president) in the Italian dataset.

#### ***4.4.1. Social Economic Status variables (only for Spain)***

### **Total time spent visiting culture news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Culture (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total number of visits to culture news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Culture (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total time spent visiting tv news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Tv (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to tv news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Tv (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting society news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Society (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to society news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Society (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting science news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Science (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to science news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Science (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting tech news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Tech (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total number of visits to tech news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Tech (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total time spent visiting economy news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Economy (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total number of visits to economy news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Economy (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total time spent visiting business news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Business (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total number of visits to business news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Business (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total time spent visiting sports news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Sport (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total number of visits to sports news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.

- *Lists:* Sport (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting motor news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Motor (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to motor news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Motor (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting lifestyle news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Lifestyle (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to lifestyle news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Lifestyle (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting gossip news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Gossip (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to gossip news**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Gossip (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent on culture news from X news media outlet**

- *Measure:* Seconds

- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total number of visits to culture news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total time spent on tv news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total number of visits to tv news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total time spent on society news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total number of visits to society news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.

- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total time spent on science news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total number of visits to science news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total time spent on tech news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total number of visits to tech news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total time spent on economy news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”

- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total number of visits to economy news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total time spent on business news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total number of visits to business news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total time spent on sport news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total number of visits to sport news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.



### **Total time spent on motor news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

### **Total number of visits to motor news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

### **Total time spent on lifestyle news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

### **Total number of visits to lifestyle news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

### **Total time spent on gossip news from X news media outlet**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

### **Total number of visits to gossip news from X news media outlet**

- *Measure:* Seconds

- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Specific topic column in the sheet “Outlet’s ST subdomains” in the document “ALL LISTS - \*country name\*”
- *Instructions:* If the news media outlet has no subdomain codified in this category, code the values as missing.

#### **Total time spent on supermarket sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Supermarket (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to supermarket sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Supermarket (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting X supermarket site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Supermarket (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to X supermarket site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Supermarket (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent on clothing store sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Clothing online stores (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to clothing store sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2

- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Clothing online stores (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting X clothing store site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Clothing online stores (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to X clothing store site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Clothing online stores (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent on luxury brand sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Luxury (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to luxury brand sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Luxury (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting X luxury brand site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Luxury (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to X luxury brand site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Luxury (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent on e-learning sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* E-learning (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to e-learning sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* E-learning (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting X e-learning site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- 
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* E-learning (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to X e-learning site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* E-learning (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent on job hunting sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Job hunting (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to job hunting sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Job hunting (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting X job hunting site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.

- *Lists:* Job hunting (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

**Total number of visits to X job hunting site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Job hunting (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

**Total time spent on gambling sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Gambling online (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

**Total number of visits to gambling sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Gambling online (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

**Total time spent visiting X gambling site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Gambling online (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

**Total number of visits to X gambling site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Gambling online (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

**Total time spent on tv sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* TV online (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

**Total number of visits to tv sites**

- *Measure:* Seconds

- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* TV online (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting X tv site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- 
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* TV online (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to X tv site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* TV online (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent on restaurant chain sites.**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Restaurant chains (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to restaurant chain sites**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Restaurant chains (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total time spent visiting X restaurant chain site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Restaurant chains (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

#### **Total number of visits to X restaurant chain site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *Lists:* Restaurant chains (in sheets “SOCIAL ECONOMIC STATUS DOMAIN LEVEL” in the “ALL LISTS - SPAIN” documents)

### **Total time spent visiting X youtube channel site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *List:* In the sheet “Youtube subdomains” in the “ALL LISTS – SPAIN” document

### **Total number of visits to X youtube channel site**

- *Measure:* Seconds
- *Inclusion criteria:* Netquest criteria, Alternative criteria 1, Alternative criteria 2
- *Devices:* depends on the dataset. See 3.2.2.
- *List:* In the sheet “Youtube subdomains” in the “ALL LISTS – SPAIN” document

## **5. Order of the variables in the dataset**

Since some variables will be computed in different ways (e.g. using different inclusion criteria), we will have several repeated versions of the same variables (e.g. Total number of visits to news media outlets – 1s, Total number of visits to news media outlets – 30s, Total number of visits to news media outlets – 120s). These variations are meant to help researchers use the specifications that better fit their objectives, as well as to compute robustness checks. Nonetheless, the high number of variables can also be a burden for researchers who only want to use the base variables and do not care about variations. Because of this, in each dataset, variables will be ordered following this rationality:

- The base variables will be placed at the beginning, and the variations will come after them.
- The base specifications are the following:
  - For the lists of domains: ALL DOMAINS
  - For the list of subdomains: TOP 50 – TRANCO
  - For the inclusion criteria: Netquest i.e. 1S
  - For the devices: ALL DEVICES (i.e. Mobile for Mobile, and PC for PC).

An example of how to order the variables can be found in the document “Example datasets.xlsx”