

## **LIST OF APPENDICES**

Appendix no. 1: *An overview of results how were spouses referred to as (table)*

Appendix no. 2: *Number of posts spouses were included in (table)*

Appendix no. 3: *Average number of reaction if the spouse was referred as spouse or politician (likes, reactions, comments and shares combined) (table)*

Appendix no. 4: *The change of reactions (likes, reactions, comments and shares combined), if spouse mentioned (table)*

Appendix no. 5: *An overview of percentage of contexts potential First Ladies were mentioned in (graph)*

Appendix no. 6: *Overview of all posts shared and posts including spouse mention (graph)*

Appendix no. 7: *The number of appearances mentions in posts among all candidates (graph)*

Appendix no. 8: *Share of posts including information about the appearance (table)*

Appendix no. 9: *Appearance of potential First Ladies evaluated as (graph)*

Appendix no. 10: *Frequency of spouse mentions over studied period of time vs timeline all candidates combined (graph)*

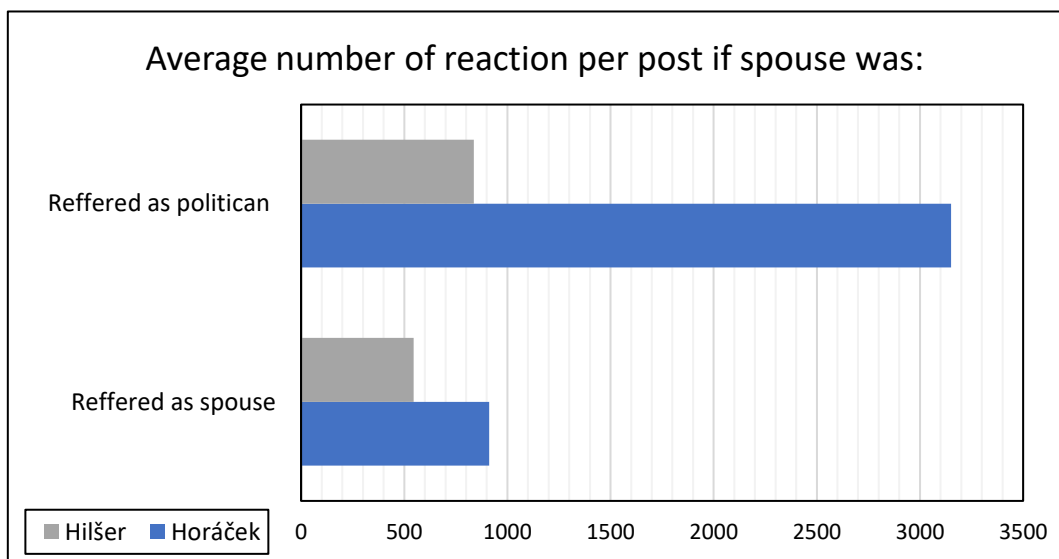
Appendix no. 1: *An overview of results how were spouses referred to as (table)*

		Drahoš	Fischer	Hannig	Hilšer	Horáček	Hynek	Kulhánek	Topolánek
Referred to as	Politician	1	0	0	3	3	0	1	0
	Voter	0	0	0	0	0	0	1	1
	Spouse	18	7	0	5	3	8	3	6
	Gender	0	0	0	1	0	0	0	0

Appendix no. 2: *Number of posts spouses were included in (table)*

	Number of posts	Spouse mentioned	Spouse in image (not mentioned in copy)	Spouse featured in total	Spouse featured in total (in %)
Drahoš	266	19	24	43	16,17 %
Fischer	222	7	7	14	6,31 %
Hannig	209	0	0	0	0,00 %
Hilšer	256	9	3	12	4,69 %
Horáček	228	6	1	7	3,07 %
Hynek	283	8	2	10	3,53 %
Kulhánek	184	5	4	9	4,89 %
Topolánek	186	7	1	8	4,30 %

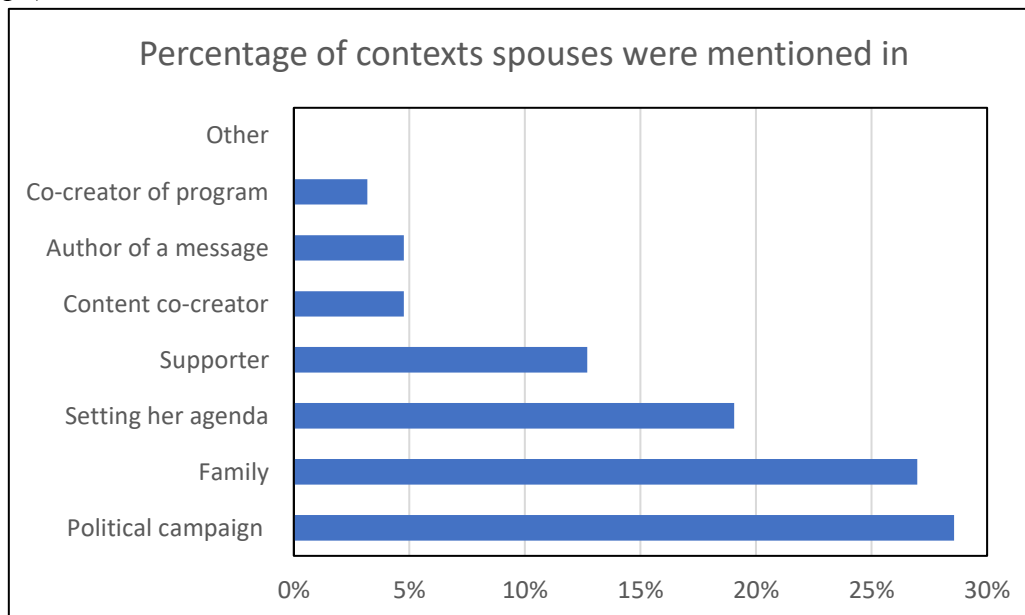
Appendix no. 3: *Average number of reaction if the spouse was referred as spouse or politician (likes, reactions, comments and shares combined) (table)*



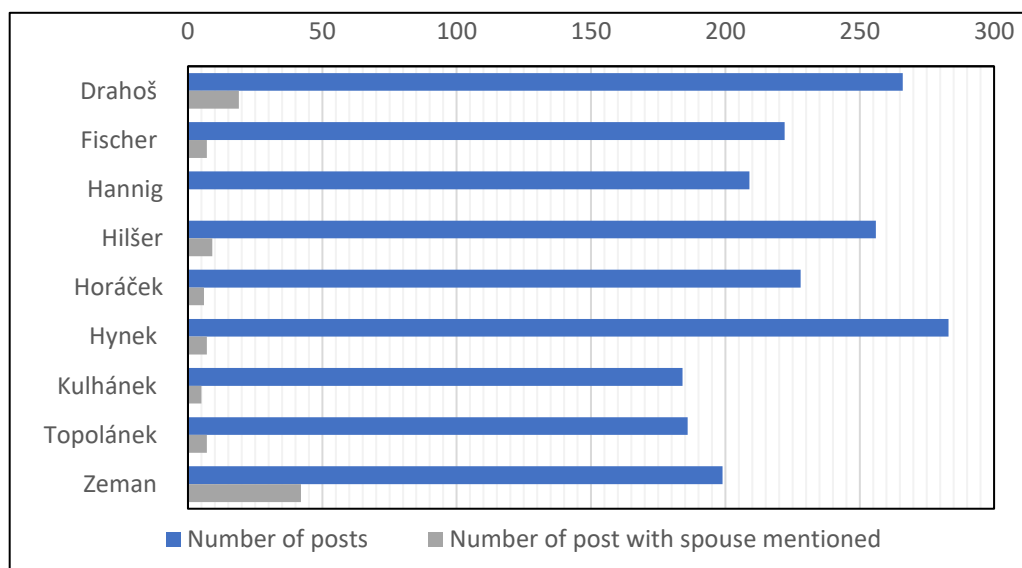
Appendix no. 4: *The change of reactions (likes, reactions, comments and shares combined), if spouse mentioned (table)*

Drahoš	32 %
Fischer	47 %
Hannig	—
Hilšer	420 %
Horáček	14 %
Hynek	32 %
Kulhánek	-46 %
Topolánek	-9 %

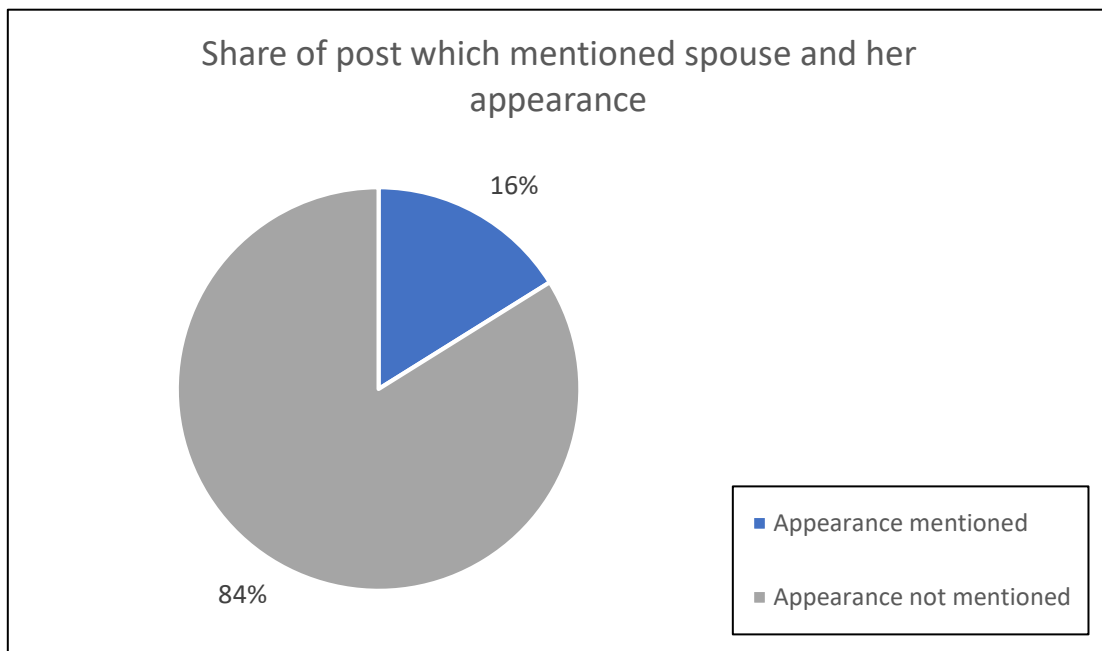
Appendix no. 5: *An overview of percentage of contexts potential First Ladies were mentioned in (graph)*



Appendix no. 6: *Overview of all posts shared and posts including spouse mention (graph)*



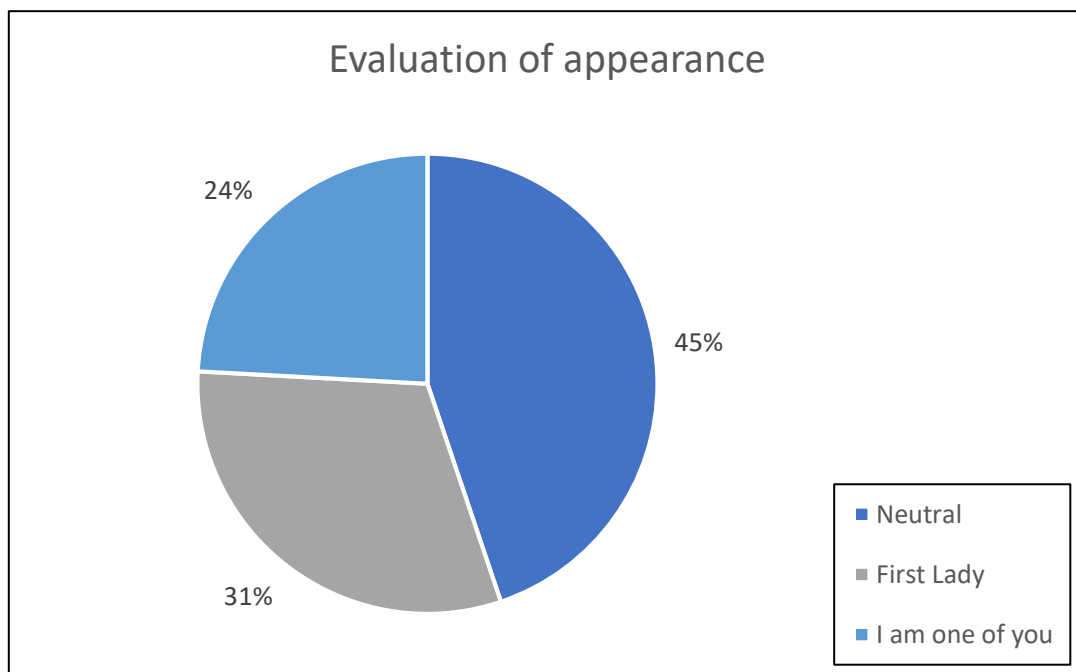
Appendix no. 7: *The number of appearances mentions in posts among all candidates (graph)*



Appendix no. 8: *Share of posts including information about the appearance (table)*

	Drahoš	Fischer	Hannig	Hilšer	Horáček	Hynek	Kulhánek	Topolánek
Appearance mentioned in:	11 %	29 %	0 %	0 %	33 %	14 %	40 %	0 %

Appendix no. 9: *Appearance of potential First Ladies evaluated as (graph)*



Appendix no. 10: *Frequency of spouse mentions over studied period of time vs timeline all candidates combined (graph)*

