Appendix C: Qualitative overview of Alex Vanopslagh's cross-media campaign

Abbreviations:

- ° LA: Liberal Alliance
- ° AV: Alex Vanopslagh
- ° MF: Mette Frederiksen
- ° SD: The Social Democratic Party

Date	Facebook	Instagram	Twitter	TikTok	Mentions in legacy news media
October 5, 2022	Update shortly before the announcement of the election, which frames AV and LA's election campaign narrative. They go to the polls on a critique of MF and SD for abusing the power as government. LA stands for the opposite.	-	-	-	AV is mentioned in relation to political analyses of the election, a meeting between party leaders in the political right-wing and in one Berlingske article, where he presents what LA goes to the polls on.
	-	-	-	LA shares a short, humoristic video, where AV passes by, points towards the camera and the music sounds: "Bring the action!" (i.e., the election)	
	-	-	-	AV shares the news of the election. He encourages the followers to talk each other up and give each other the liberty to take responsibility. He wishes everyone a good election.	

	-	-	-	LA shares a short, humoristic video. The setting is LA's summer party, and AV is the DJ. An ironic remark is made about LA's small size in terms of mandates, but that they want some more.	
	Update from a meeting with party leaders from the rightwing parties. AV remarks, that they do not agree about everything but do agree about the direction.	Same as Facebook	-	-	
	Humoristic video in the Alex & Alex series, where AV both plays a red-wing party liner and himself. Some of the critiques of AV in the public are addressed and defended via humor.	Same as Facebook	Same as Facebook and Instagram	-	
	-	-	AV invites people to tune into TV3+ in the break of the match between FCK and Manchester City to see a tv commercial by LA.	-	
October 6, 2022	Av shares a tv commercial by LA, which was shown in the break of the match between FCK and Manchester City the day	Same as Facebook	Same as Facebook and Instagram	-	AV is mentioned in relation to: i) AV's critical question to MF about her handling of the Mink case during the opening debate in the

before on TV3+. He calls it Danish history in politics.				parliament this day, and ii) Professors stating that LA's tv commercial was illegal.
-	-	-	LA shares a video clip from the parliament, where AV criticizes, that Syrian refugees, who behave properly, are sent home, even though we need them on the labor market.	
-	-	-	LA shares a video clip, where MF is interviewed by a Danish journalist. Here, she states that she never sets aside the law. AV makes an ironic remark about this with reference to the Mink case.	
-	-	-	LA shares a video, where "red Alex" from the Alex & Alex series sees a clip with "blue Alex". He calls him an antisocial liberalist.	
AV asks his followers to support LA's election campaign financially.	-	-	-	
AV shares a video clip from the opening debate in the parliament, where he outlines LA's election campaign narrative (like the Facebook post 5/10).	-	-	-	

October 7, 2022	Post where AV shares the news that LA got the best opinion poll in his time as leader.	-	Same as Facebook (in a shorter format)	-	AV is only mentioned in one news article this day.
	-	-	-	LA shares a short video clip from the parliament, where AV criticizes MF and SD for not having specific plans for how to solve current challenges in the Danish welfare state.	
	-	-	-	A short video clip, where AV sees himself in tv and asks: "Is it live?".	
	-	-	-	LA shares a short video from the parliament, where AV describes LA's approach.	
	-	AV shares a short, humoristic video clip from an election meeting, where he encourages the listeners to be more liberal.	-	-	
	AV shares a video from the parliament, where he asks MF about the Mink case.	-	-	-	

	According to AV, the rule of law is threatened in Denmark. LA presents a plan for how to strengthen Danish democracy.	-	-	-	
October 8, 2022	Election campaign update: AV uploads a picture, where he puts up campaign posters.	Same as Facebook	-	-	
	-	-	-	LA shares a short video clip from the parliament, where AV accuses the government of being afraid of the future with reference to a modified version of their election campaign slogan.	
	-	-	-	LA shares a short clip from the parliament, where AV argue that there is no unequal pay between men and women within the same job category. A political colleague shows that she disagrees with her body language.	
	-	-	AV shares an article from Politiken, where AV is interviewed and presents LA's new plan for how to strengthen the rule of law in Denmark.	-	

	-	-	AV shares a Twitter thread with examples of how public authorities have tried to keep the public from gaining insights into their work.		
	AV refers to a political colleague's advice to make time for the broad lines in politics. In this context, he advertises for LA colleague Henrik Dahl's new book "At the adults' table".	-	-	-	AV and LA are mentioned in relation to i) Their proposal to sanction municipalities with a long casework time, ii) that they demand from a new right-wing PM that the rule of law in Denmark is strengthened, and iii) their success on TikTok.
	A humoristic video in the Alex & Alex series. This time, MF's ambition to form a broad government is criticized.	-	Same as Facebook (in a shorter version and with link to Facebook to see the full video)	-	
October 9, 2022	AV shares a link to a Berlingske article, which shows that the Danes have become poorer and the inequality higher under MF's government. LA proposes to lower the tax on work.	-	-	-	AV is mentioned in news articles, where he criticizes SD's proposed tax cuts. According to him, it appears unreliable.
	-	-	-	LA shares a short clip from the Alex & Alex video, which was uploaded to his Facebook and Twitter the day before.	

	AV thanks the Danes, who has agreed to display a LA banner around the country.	-	-	-	
October 10, 2022	AV criticizes the government for having increased the number of regulations. LA's principle will be: "One new regulation, two regulations out".	-	-	-	AV's housing conditions are discussed in the media. In addition to this, he is mentioned in relation to political discussions of how to solve problems with low youth well-being. According
	-	-	-	Video where AV expresses that a green frontrunner like Denmark ought to help other countries reduce their CO ₂ emission.	to AV and LA, it requires a change of culture.
October 11, 2022	AV shares a picture of the right-wing party leaders. Together, they present a plan for how to improve Danes' liberty of choice.	-	-	-	AV is mentioned in relation to the right-wing parties' joint plan for how to improve the liberty of choice in Denmark. On the joint press conference, the question of whether people
	-	-	-	LA shares a video with clips from one of AV's election meetings, this time in a Danish high school.	in older homes should be allowed to deselect care workers with a headscarf is debated (i.e., an older proposal by New Right).
	-	-	-	LA shares a humoristic video, where AV stands with an Ekstra Bladet frontpage, where the main story is that MF has told three lies in tv debates. According to AV, MF is lucky that they only discovered three lies (with reference to his abuse of power narrative).	

	-	-	-	Video where AV presents a contest. All the participants must do is to make a funny LA video and post it to TikTok with the hashtag #AlexPlakat. The person with the funniest video wins a signed AV poster.	
October 12, 2022	AV posts a video about LA's welfare policy. The headlines are less bureaucracy, strengthened entrepreneurship and improved liberty of choice. The video ends with the slogan "The time calls for LA". The format and filter in the video are old-fashioned.	Same as Facebook.	-	-	AV is mentioned in relation to the headscarf discussion from the previous day. He withdraws LA's support to the proposal, and the media describes it as an attitudinal U-turn.
	-	-	AV shares a Berlingske article, where AV is interviewed about LA's inflation policy. LA does support inflation help packages because they will only worsen the inflation.	-	
	AV shares an anecdote about two young men, who fly from Australia to Denmark to vote for LA.	Same as Facebook.	-	-	

October 13, 2022	AV declares that LA goes to the polls on a promise of a commission inquiry of the FE case.	-	Same as Facebook (in a shorter variant)	LA shares a video, where AV makes an ironic remark about SD. According to him, they are afraid of the future and use fear as a rhetoric device. LA stands for the opposite.	AV is mentioned in relation to his participation in TV 2's youth debate. Among other things, his critique of the government's plan for Danish psychiatry is mentioned. Together with the other right-wing parties, he demands a commission inquiry of the FE case.
	-	-	-	LA shares a short video, where AV explains the main difference between a liberal and socialist society: In a liberal society, you can live as a socialist, but a liberal cannot live in a socialist society.	
	-	-	AV shares a Berlingske editorial about how the dismissal of Findsen has thrown the Intelligence Service into a crisis. AV agrees with this view.	-	
	-	AV shares a humoristic clip from the parliament, where AV says: "I hear the question as a question of how I can be so liberal. Maybe it is just because I am liberal".	-	Same as Instagram.	

October 14, 2022	AV promotes his participation in the programme "Meet the parties" on DR 1 the day before. He encourages his followers to see it.	-	-	LA shares a short clip from "Meet the parties", where the journalist asks AV a humoristic question. Note: It is shared after the clip from the parliament about equality and Global Goal consultants on TikTok.	AV is only mentioned in a few articles this day, but they speak of LA's success on TikTok.
	-	-	-	LA shares a clip from one of AV's speeches in the parliament. He criticizes the plan to employ equality and Global Goal consultants in one of the most equal countries in the world. It is a waste of the taxpayers' money.	
	-	-	-	LA shares a humoristic video, where AV criticizes that we must pay half of our money to the Danish Customs and Tax Administration. A man defends this, whereupon AV drinks half of his coffee.	
	-	-	AV criticizes the government for not expressing their view on the FE case due to confidence considerations. According to AV, it is merely an evasive explanation.	-	

	-	-	AV shares a longer Twitter thread about the FE case. He uses the case to support his abuse of power narrative.	-	
	AV updates his followers about the FE case. The Danish constitutional state is threatened, and he encourages everyone to vote for a right-wing party to support the transfer of power.	-	-	-	
October 15, 2022	AV shares a joint election video with the party leaders in the other right-wing parties. The message is that Denmark needs a new government.	Same as Facebook	Same as Facebook and Instagram	-	There is only one article that mentions AV this day.
	-	-	-	Video where AV stands outside the Danish parliament and makes an ironic remark about that the other parties once again are passing new regulations. LA's principle is: One new regulation, two regulations out.	

	-	-	-	LA shares a clip from a televised party leader debate, where AV criticizes his colleagues for being too generous with giving out money in a time with inflation.	
	AV shares a post, where he explains, why he believes that Findsen was subject to judicial murder. He criticizes SD and demands a commission inquiry.	-	AV shares a shorter version of the Facebook post on Twitter as well	-	
October 16, 2022	AV shares a video, which displays a dystopian scenario, where high school students only can get a rye bread sandwich with mackerel for lunch in 2026. Everyone is encouraged to vote for AV to avoid this scenario in the future.	Same as Facebook	Same as Facebook and Instagram	-	There is only one article that mentions AV this day.
	-	-	-	LA shares a video clip of MF, who problematizes that it is possible to lie without being held accountable for it today. Afterwards, AV holds up an Ekstra Bladet frontpage, where MF is called a tv liar.	

	-	-	-	LA shares a humoristic video, where AV criticizes the widespread use of social media among the young. However, after he learns that LA has gotten 1 million likes on TikTok, he throws confetti and calls himself "Daddy Vanopslagh".	
	AV makes a speech about low well-being addressed to the young generation. He calls his political colleagues' solutions for quick fixes, and believes we need a cultural change. He draws on his own personal experiences with stress in the speech.	-	-	-	
	AV shares a picture from his lunch at a Copenhagen restaurant. The owner is an example of what you can achieve with will and fighter spirit, when you face hard times.	-	-	-	
October 17, 2022	-	AV's speech about youth well-being, which was uploaded to Facebook the day before, is posted on Instagram.	-	-	Only one article mentions AV this day. AV is mentioned in an article, where he expresses that he fundamentally is against inflation help packages

	It is AV's birthday, and he expresses his joy in the positive opinion poll, LA has received.	Same as Facebook	-	-	because it will only prolong the problem.
	-	-	-	LA shares a clip with AV from "Meet the parties". In the clip, AV expresses the need of a positive liberal voice in Danish politics (like LA).	
	-	-	-	LA shares a video, where AV explains that it is LA's believe that nuclear power stations is a part of the solution to the climate crisis.	
	AV shares a humoristic video from LA's group meeting. The video ends with: "We have only three mandates, but we would really like some more" inspired by a well-known Danish supermarket slogan.	-	-	-	
October 18, 2022	AV shares a special edition of the Alex & Alex series with The Liberal Party's leader as guest star. "Red" Alex asks the guest questions about how he will be as PM. It is used as an indirect critique of MF.	Same as Facebook	Same as Facebook and Instagram	Same as Facebook, Instagram, and Twitter (it is, however, the last of the posts uploaded to TikTok this day)	AV is mentioned in relation to the housing case again. This time, he is criticized of having violated the civil register law.

	-	-	-	In a humoristic video, AV states that it is LA policy to remove the registration fee on cars. LA shares a video with AV, where he explains that tax cuts will make everyone's	
				lives better. Some may benefit more from it than others, but everyone will benefit.	
October 19, 2022	AV shares an election campaign video about LA's economic policy. The headlines are a responsible economic policy, tax cuts, and that it should be cheaper to do business. The video ends with: "The time calls for LA".	Same as Facebook	Same as Facebook and Instagram	Same as Facebook, Instagram, and Twitter (it is, however, the last of the posts uploaded to TikTok this day)	AV is mentioned in relation to two cases: i) His personal housing conditions and ii) The Conservative's People Party agrees with LA that it is a good idea to examine another situation (in the Danish public called the Samsam case) together with the FE case.
	-	-	-	LA uploads a clip from a talkshow, where AV talks about the FE case and declares that LA supports a commission inquiry.	
	-	-	-	AV explains in a video that LA want to remove the inheritance tax. He does not mean it is right to tax death and grief.	
	-	AV shares a follow-up video on a story, where the first 200, who wrote an e-mail to	-	-	

		LA, would get a flag with AV's face on it.			
	AV responds to the tv documentary "Outcry from the old people's homes". He believes the solution is to make more old people's homes independent of the state so that they operate on market conditions.	-	He shares a variant of the Facebook post on Twitter as well.	-	AV is not mentioned in any articles this day.
	-	-	-	LA uploads a video, where he asks the young if MF is their mother, since she wants to decide which youth education they get into. LA go to the polls on liberty of choice in youth education.	
	-	-	-	LA shares a video, where AV sits behind his desk and jokes about that The Liberal Party's leader has asked for AV's help to increase his follower base on TikTok.	
	AV shares a news story about MF: Equal to the Mink case, she has deleted text messages regarding the FE case. He uses it to support his abuse of power narrative.	-	He shares a shorter variant of the Facebook post on Twitter as well.	-	

October 21, 2022	-	-	-	LA posts a short clip from AV's speech to the young about poor well-being previously posted to Facebook and Instagram.	The main news story in relation to AV comes from Berlingske. They write that LA's former public relations manager warned AV that he broke the housing regulations.
	-	-	-	LA shares a video, where AV announces that he goes live on Twitch on Sunday, while he plays Call of Duty and answers the voters' questions.	regulations.
October 22, 2022	AV shares the results of the latest opinion poll, where LA get 7 % of the votes. He thanks everyone for the support.	Same as Facebook	-	-	The largest news story in relation to AV is that LA got a good opinion poll and got a better result than The Conservative People's Party.
	-	-	AV shares his reflections on SD's inflation help package. He believes it is irresponsible economically.	-	
	-	AV advertises that he will be present at the central station in Copenhagen the following day in the afternoon. He will give out LA merchandise.	-	Same as Instagram	
	AV shares a clip from the parliament, where he makes a speech about low wellbeing in the young generation.	Same as Facebook	-	-	

October 23, 2022	AV criticizes his colleagues for opening the "irresponsible gift shop" during the election. This will only worsen the inflation, according to AV.	-	-	-	None of the collected articles mention AV this day.
	-	-	-	LA shares another clip from AV's speech to the young about poor well-being. This clip focus on that the young will feel better, if they do not treat themselves as victims.	
	-	-	-	LA shares a humoristic video from a changing room. The party's MPs are going to play a match but are under pressure, because they only are three team members. The video ends with a supermarket inspired slogan: The essence is that they want more mandates.	
October 24, 2022	AV shares a video of a dystopian scenario in 2026: A high school student is expelled of a Danish high school, because his father has a salary that is too high. The headmaster says they should have voted for AV, not MF.	-	Same as Facebook	-	There is only one news article that mentions AV this day, and it is in relation to AV's housing case.

	-	-	-	LA shares a video of AV's visit to the central station the day before.	
	AV shares an anecdote about an old milkman. He currently lives in an old people's home but on this day, he gets on last day on the job. It is used as an example of why old people's homes, that are independent of the state, is a good idea.	Same as Facebook	-	-	
	AV asks for financial contributions to LA's election campaign.	Same as Facebook	-	-	
October 25, 2022	AV shares a video, which gives insights into his working day — prior to, during and after a panel debate.	Same as Facebook	-	-	AV is mentioned in relation to two news stories: i) An article where he expresses that nuclear power plants is a part of the solution to the climate crisis and ii) He responds to critiques in the public of the dystopian video uploaded to his social media, where parental income determines the young's educational choice.

-	-	-	AV stands in the hall of the parliament. He hopes that a portrait of MF will be added to the wall soon (this happens when former PMs are no longer Members of Parliament). He believes it would be suitable to hang the portrait next to another Danish PM, who also shot down Danish economy according to AV.	
-	-	-	In a video, AV promotes LA's plan for the Danish society towards 2035. The headlines are that: Danes get more money in their hands, the work supply is increased, and the welfare state is future-proof. AV hopes that the Danes will reward LA for the plan.	
-	-	-	AV shares a video, where he is interviewed in a car. They talk of AV's former job as a bartender.	
-	-	AV shares a Politiken article, where a LA employee has participated in an interview. He commends his efforts during the election.	-	

	AV shares a video clip from the closing debate in the parliament in May, where AV expresses his concerns about the state of the Danish democracy. He promises that his party will never support MF.	-	-	-	
October 26, 2022	AV shares an election campaign video about LA's visions for Danish democracy. The headlines are: A more open Public Records Act (in Danish: Offentlighedsloven), less surveillance and regulation and improved rule of the law. The video ends with: "The time calls for LA".	Same as Facebook	Same as Facebook and Instagram	-	AV is mentioned in the news, in that he criticizes SD's plan for how to improve work condition and wages in the Danish public sector. In addition to this, AV's election campaign activities during the day are mentioned.
	-	AV shares a video with clips from an election meeting at a Danish high school the day before. During the debate, AV criticizes the government's abuse of power and the degradation in young people's liberty to choose youth education themselves. Afterwards, he gives autographs.	-	LA shares a shorter version of the post uploaded to Instagram	

	-	-	AV criticizes SD's inflation help package with reference to a Politiken article (this was posted before the election campaign video on Twitter).	-	
	-	-	AV criticizes SD's plan to improve wages in the Danish public sector.		
October 27, 2022	AV shares a humoristic video about two young people on a date. They discuss the election and have different views on LA. The video is used to address critiques of LA in the public indirectly.	Same as Facebook	Same as Facebook and Instagram	-	AV is only mentioned in one article this day. He is mentioned in relation to LA's campaign activities this day.
	-	-	-	LA shares another short clip from Vanopslagh's car interview. The interviewer thinks that AV is one of the few politicians that are worth listening to on Christiansborg.	
	-	-	-	LA uploads a video, where argue that nuclear power plants are a part of the solution to the climate crisis.	

October 28, 2022	Election campaign video where AV explains that LA goes to the polls on a new start for Denmark. Where the government stands for insecurity and fear, LA stands for hope, freedom, and responsibility.	Same as Facebook	Same as Facebook and Instagram	-	AV appears in an article, where he gives a joint interview with a political colleague from Green Left about being ill with stress. In addition to this, he appears in two fact check articles.
	-	-	-	LA shares a video with clips of MF from 2014 moving forward, where she argues for debureaucratization of the public sector. According to AV, she obviously does not mean it, since the public sector has not become less bureaucratic under her government.	
	-	-	-	LA shares a video, where they present three characteristics of the liberal voter: They support responsible economic policy, citizens before the system, and the citizens get to keep more of their own money.	
	-	-	-	LA shares an election campaign update from Holstebro. Here, AV has met a stupid person, that is, a cardboard character of himself.	
	-	-	AV shares LA's new plan for entreprenurship with	-	

			reference to an article on Finans.dk.		
October 29, 2022	According to AV, his political colleagues give out money too easily in the election campaign, while discussions of how to secure Danish prosperity are lacking. A part of the solution is LA's new plan for entrepreneurship.	Same as Facebook	The news is shared the day before in another format	-	AV is not mentioned in any of the scraped articles this day.
	AV shares a picture of a double-sided advertisement, which LA has placed in the Danish newspaper Information to remind the readers of MF's said abuse of the power.	-	Same as Facebook	-	
	AV shares an election campaign video, where he encourages the Danes to vote for LA for a fresh start for Denmark, including a responsible economic policy.	-	-	-	
	-	-	-	LA shares an election campaign video, where AV criticizes the SD government for not solving important societal challenges in their government time and for the many scandals. If the Danes want to get safely through uncertain times, they should vote for LA.	

	-	-	-	In a short video, AV promotes the Facebook live question session with him on October 30. LA shares a short video with three keywords (Freedom, responsibility, and optimism) plus an invitation to vote for LA. LA shares a video clip from the election campaign and thanks Holstebro for the	
October 30, 2022	AV shares a humoristic video from a changing room. The party's MPs are going to play a match but are under pressure, because they only are three team members. The video ends with a supermarket inspired slogan: The essence is that they want more mandates. Note: The video was shared on TikTok on October 23.	Same as Facebook	Same as Facebook and Instagram	support.	AV is mentioned in relation to LA's continued success in the opinion polls. Also, the Danish voters' good rating of him in a survey about the party leaders' popularity is mentioned.
	-	-	-	LA shares a short clip from the parliament, where AV talks directly to MF about the FE case. According to AV, MF only wants to respond to questions, when it is convenient for her, even though it is a part of her job to answer these questions.	

-	-	-	LA shares an election campaign video, where AV encourages the followers to vote for LA. It is an opportunity for them to remove MF as PM.	
-	-	-	LA shares a video, where AV explains LA's opinion about the future of the State Education Grant (in Danish: SU). They do not want to remove it, as many think, but want to change the last two years to a loan, because the most resourceful in our society ought to take more responsibility.	
-	-	-	LA shares a humoristic video, where AV polishes his shoes in Rosa Lund's tshirt (MP from the Red/Green Alliance). Note: During the election, Lund and AV had continuous political discussions on TikTok, while they ate chillis.	
AV shares a post, where he reflects about that politicians cannot solve all our problems. We have a responsibility ourselves. AV refers to LA's previous "You can do it!" campaign.	Same as Facebook	-	-	

	Facebook live where followers can ask AV questions.	-	-	-	
October 31, 2022	In a video, AV reminds the voters that he is only on the ballot paper in East Jutland. However, a vote for LA is also a vote for AV.	Same as Facebook	Same as Facebook and Instagram	-	AV appears in the news in relation to the last televised party leader debate before the election. In this debate, he criticizes his political colleagues for promising too much during the election
	-	-	-	LA shares a video, in which AV talks about LA's tax policy. He encourages voters to vote for LA.	and MF's ambition to form a broad government. Finally, AV and LA are mentioned in an article about how the different parties will handle the inflation.
	-	-	-	LA uploads a video, where AV shows the ballot paper. A memory help that LA is list I, which stands for "Intelligent".	
-	-	-	-	In a video, AV advertises that LA will give out merch in front of the parliament this evening.	
	-	-	-	LA shares a humoristic clip of AV from the party leader debate.	

	-	-	-	LA uploads another clip from the party leader debate. Here, AV argues for a greater international outlook in the Danish climate policy. We ought to help other countries lower their CO ₂ emissions.	
	AV reflects on the election campaign and LA's success among the young. It is not only because of LA's success of TikTok but because LA fundamentally believe in the young.	Same as Facebook	-	-	
November 1, 2022	Election campaign video where AV encourages the Danes to vote for LA and wishes everyone a good election day.	-	-	-	AV and LA's successful use of social media during the election is mentioned in the news. In addition to this, AV is mentioned in relation to general news about the
	-	-	-	LA shares another clip from the party leader debate, where AV criticizes the government for being irresponsible economically in times of inflation.	election and its outcome.
	-	-	-	In a video, AV reminds everyone that he is only on the ballot paper in East Jutland, but a vote for LA is a vote for him.	
	-	-	-	In a video, AV recaps what voters can get, if they vote for LA.	

			LA uploads another video from the party leader debate. In this clip, AV criticizes the government's failure to debureacratize the healthcare system. LA's suggestions are to suspend the rules one year as a test.	
-	-	-	LA shares a final clip from the party leader debate. This time, it is about climate changes and the need for a greater international outlook in the Danish climate policy.	
AV reflects on to LA has been the time as party less party close to to the percentage of variance of the variance of variance	rough in his lader: From a the minimum lyotes bresentation, lness, and th success. ryone a good d	-	-	
AV updates his that he has now vote.		Same as Facebook and Instagram	-	