

Appendix A: Sampling strategy

Inclusion criteria

- Channels that had at least 100,000 subscribers as of April 12 and were widely known in the target audience
- Russian speaking channels, both within and outside the Russian Federation
- Channels that mainly targeted a Russian or Russian speaking audience

We sought to identify channels that fit into the following categories: 1) pro-Kremlin, 2) regime-critical, and 3) non-politically oriented (entertainment) channels.

Criteria for selection of pro-Kremlin YouTube channels

Pro-Kremlin content is defined as content that either promotes the Kremlin or disseminates worldviews closely aligned with the Kremlin’s policies.

- Channels that produce political or news-oriented content
- Channels are known for producing pro-Kremlin content amongst experts and the wider audience

Criteria for selection of regime-critical YouTube channels

Regime-critical content is defined as content that either promotes Russian opposition outside of the political system or spreads worldviews that are critical towards the current political regime in Russia.

- Channels that produce political or news-oriented content
- Channels known for producing pro-opposition content (i.e., non-systemic opposition inside the Russian Federation)

Criteria for selection of non-politically oriented channels

- Channels where the main content is not political or news-oriented (e.g., entertainment)

Top 10 popular non-politically oriented channels inside the Russian Federation according to *whatstat.ru* and *br-analytics.ru* prior to the invasion.