1. Supplementary File on Methodology

To perform the analysis, we drew up tables that feature the preferences of Harry Potter fan groups.[1] The figures that we generated based on Facebook data contain the following information: the segments that have been analyzed, the total number of Facebook users in the given segment, and the overlap between the target group and the given segments (ratio of activity). The final figure shows how many active users there were in the given segments. Furthermore, we used an indicator that includes the size of the segment (the number of its active users) to capture in which segments (or, for that matter, which specific Facebook platform) the users in our target group were more active than the average Hungarians, and where they were less interested than the average users. We refer to this as the *overrepresentation indicator.* The indicator takes into consideration the size of the segment (or page) and of the target group audience, looking at their overlap, juxtaposing them with the standard expected value calculation method. The indicator is a standardized number without a unit of measurement. Based on the rankings of the segments and the pages, we can talk about preferences, areas of interest, and attitudes within the target group (or target groups). The indicator is calculated as follows:

If the symbol of the target group is C, the symbol of the segment or page in question is S, while their overlap (the overlap of the target group with the given segment or page) is C∩S, then Ratio1 |C∩S|:|C|, Ratio2 is |C∩S|:|S|.

Based on the above, the *overrepresentation indicator* is as follows: Ratio1 x Ratio2 = (|C∩S|:|C|)*(|C∩S|:|S|) = (|C∩S|^2):(|C|x|S|).

1 The data tables that we relied on for this analysis can be accessed in the enclosed Supplementary Files