

## Supplementary Materials for

### **Less than you think: Prevalence and predictors of fake news dissemination on Facebook**

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#### **This PDF file includes:**

Tables S1–S13. Determinants of fake news sharing on Facebook.

Table S14. Determinants of hard news sharing on Facebook.

Fig. S1. Average number of fake news articles shared by age group (with 95% confidence intervals), using the URL-level measure derived from (2).

## Tables and Figures

Tables A1 and A2 present alternative specifications for the models in Table 2, columns 2 and 4, using negative binomial and OLS regressions, respectively. Tables A3 and A4 present models that include indicators for both party identification and ideological self-placement in addition to the other demographic variables, while Tables A5 and A6 include party but not ideology. In all four tables, the first column is a quasi-Poisson regression as in Table 2; the second column is a negative binomial regression; and the third column is a linear model. Tables A4 and A6 use the Allcott & Gentzkow-based measure instead of the main BuzzFeed-based measure as the dependent variable.

Tables A7 and A8 present OLS and logistic regressions, respectively, with three different specifications in which the dependent variable is coded as binary (1 if respondent shared at least one fake news article using main BuzzFeed-based list). Table A9 is a version of Table A4, except that the Allcott & Gentzkow-based measure used as the dependent variable is coded at the article level. We present models that count exact matches to any URL in the Allcott & Gentzkow dataset as fake news, and that look at only those coded as having a pro-Trump or pro-Clinton slant. We use OLS in Table A9, because the coding scheme results in much lower counts that lead to difficulty fitting our standard count models. Fig. A1 visualizes sharing by age using this measure.

Tables A10-A12 use the alternate measures of fake news described above.

Table A13 presents a version of Table 2 with a measure of political knowledge included as a predictor. (See “Sample details” for information on the knowledge measure.) Table A14 presents models with sharing from hard news domains as the dependent variable. “Hard news” in this case is defined as one of the domains classified as a producer of hard news by (1). See the “Details on main BuzzFeed-based list” section for more information.

**Alternative model specifications for Table 2**

Table S1. Determinants of fake news sharing on Facebook.

	Number of Stories Shared (1)	Number of Stories Shared (A&G) (2)
Very Liberal	0.092 (0.884)	1.056** (0.430)
Liberal	-1.352 (0.966)	0.507 (0.428)
Moderate	0.411 (0.839)	0.511 (0.415)
Conservative	2.202*** (0.835)	1.497*** (0.424)
Very Conservative	2.204*** (0.853)	1.706*** (0.441)
Age: 30-44	0.376 (0.590)	0.002 (0.256)
Age: 45-65	0.919* (0.547)	0.478** (0.239)
Age: Over 65	1.604*** (0.576)	1.091*** (0.263)
Female	-0.132 (0.249)	-0.229* (0.134)
Black	-1.262* (0.659)	-0.739*** (0.263)
Education	0.090 (0.088)	0.014 (0.047)
Income	-0.006 (0.008)	0.004 (0.003)
Number of links shared	0.001*** (0.0002)	0.002*** (0.0001)
Constant	-4.272*** (1.008)	-1.993*** (0.477)
N	1,040	1,040
Log Likelihood	-447.065	-1,448.323
$\theta$	0.163*** (0.026)	0.315*** (0.024)
AIC	922.129	2,924.646

\*p < .1; \*\*p < .05; \*\*\*p < .01  
Negative binomial regressions.

Table S2. Determinants of fake news sharing on Facebook.

	Number of Stories Shared (1)	Number of Stories Shared (A&G) (2)
Very Liberal	0.015 (0.251)	1.037 (1.058)
Liberal	-0.097 (0.247)	-0.054 (1.041)
Moderate	0.011 (0.235)	0.211 (0.992)
Conservative	0.615** (0.249)	1.997* (1.050)
Very Conservative	0.795*** (0.266)	3.765*** (1.122)
Age: 30-44	0.014 (0.162)	-0.158 (0.683)
Age: 45-65	0.032 (0.154)	0.143 (0.648)
Age: Over 65	0.486*** (0.176)	2.461*** (0.742)
Female	-0.046 (0.093)	-0.522 (0.392)
Black	-0.084 (0.156)	-0.440 (0.656)
Education	-0.039 (0.033)	-0.096 (0.137)
Income	-0.002 (0.002)	0.006 (0.010)
Number of links shared	0.0003*** (0.0001)	0.003*** (0.0004)
Constant	0.091 (0.280)	0.032 (1.181)
N	1,040	1,040
Adjusted R <sup>2</sup>	0.065	0.098

\*p < .1; \*\*p < .05; \*\*\*p < .01  
 OLS regressions.

**Additional specifications for Table 2**

Table S3. Determinants of fake news sharing on Facebook.

	Number of Stories Shared		
	(1)	(2)	(3)
Very Liberal	0.622 (1.486)	0.538 (0.970)	0.036 (0.267)
Liberal	-0.754 (1.700)	-0.864 (1.046)	-0.054 (0.263)
Moderate	0.297 (1.412)	0.556 (0.910)	-0.013 (0.246)
Conservative	2.177 (1.389)	2.229** (0.923)	0.665** (0.266)
Very Conservative	2.302 (1.400)	2.268** (0.942)	0.872*** (0.283)
Democrat	-0.553 (1.684)	-0.812 (0.963)	-0.056 (0.300)
Republican	0.188 (1.640)	-0.304 (0.958)	-0.142 (0.311)
Independent	1.088 (1.630)	-0.044 (0.943)	0.263 (0.300)
Other	0.361 (1.843)	0.434 (1.113)	-0.005 (0.401)
Age: 30-44	0.852 (0.928)	0.454 (0.588)	0.008 (0.162)
Age: 45-65	1.023 (0.878)	1.043* (0.552)	0.033 (0.155)
Age: Over 65	1.915** (0.880)	1.697*** (0.579)	0.487*** (0.177)
Female	0.115 (0.257)	-0.134 (0.248)	-0.023 (0.093)
Black	-0.288 (0.878)	-0.936 (0.658)	-0.034 (0.159)
Education	-0.079 (0.096)	0.078 (0.088)	-0.042 (0.032)
Income	-0.008 (0.010)	-0.007 (0.008)	-0.002 (0.002)
Number of FB posts	0.001*** (0.0002)	0.001*** (0.0002)	0.0003*** (0.0001)
Constant	-4.244** (1.974)	-4.132*** (1.141)	0.049 (0.347)
N	1,040	1,040	1,040
Adjusted R <sup>2</sup>			0.072
Log Likelihood		-444.555	
$\theta$		0.172*** (0.028)	
AIC		7 925.110	

\*p < .1; \*\*p < .05; \*\*\*p < .01

Models: Quasi-Poisson, negative binomial, and OLS respectively.

Table S4. Determinants of fake news sharing on Facebook.

	Number of Stories Shared (A&G)		
	(1)	(2)	(3)
Very Liberal	1.295*	0.939**	0.968
	(0.783)	(0.455)	(1.123)
Liberal	0.698	0.409	-0.030
	(0.791)	(0.454)	(1.106)
Moderate	0.527	0.408	0.017
	(0.777)	(0.435)	(1.034)
Conservative	1.646**	1.479***	2.228**
	(0.775)	(0.452)	(1.119)
Very Conservative	2.066***	1.742***	4.136***
	(0.780)	(0.470)	(1.192)
Democrat	0.756	0.389	0.176
	(1.100)	(0.521)	(1.263)
Republican	0.565	0.130	-0.515
	(1.102)	(0.535)	(1.310)
Independent	1.480	0.522	1.497
	(1.095)	(0.521)	(1.263)
Other	0.962	0.270	0.299
	(1.166)	(0.650)	(1.689)
Age: 30-44	0.213	0.010	-0.184
	(0.339)	(0.255)	(0.681)
Age: 45-65	0.455	0.433*	0.129
	(0.313)	(0.240)	(0.651)
Age: Over 65	1.171***	1.038***	2.447***
	(0.317)	(0.263)	(0.743)
Female	-0.129	-0.223*	-0.409
	(0.139)	(0.133)	(0.392)
Black	-0.393	-0.731***	-0.275
	(0.353)	(0.266)	(0.669)
Education	-0.023	0.017	-0.107
	(0.050)	(0.047)	(0.137)
Income	0.002	0.004	0.005
	(0.003)	(0.003)	(0.010)
Number of links shared	0.001***	0.002***	0.003***
	(0.0001)	(0.0001)	(0.0004)
Constant	-2.380**	-2.246***	-0.375
	(1.205)	(0.593)	(1.459)
N	1,040	1,040	1,040
Adjusted R <sup>2</sup>			0.107
Log Likelihood		-1,446.001	
$\theta$		0.320*** (0.024)	
AIC	8	2,928.001	

\*p < .1; \*\*p < .05; \*\*\*p < .01

Models: Quasi-Poisson, negative binomial, and OLS respectively.



Table S5. Determinants of fake news sharing on Facebook.

	Number of Stories Shared		
	(1)	(2)	(3)
Democrat	-0.391 (1.653)	-1.029 (0.884)	-0.054 (0.285)
Republican	1.583 (1.605)	1.083 (0.869)	0.327 (0.293)
Independent	1.884 (1.601)	0.751 (0.867)	0.396 (0.289)
Other	1.313 (1.829)	1.144 (1.083)	0.174 (0.397)
Age: 30-44	0.771 (0.954)	0.344 (0.591)	0.013 (0.164)
Age: 45-65	1.419 (0.897)	1.309** (0.552)	0.115 (0.156)
Age: Over 65	2.418*** (0.899)	2.047*** (0.582)	0.594*** (0.177)
Female	-0.094 (0.257)	-0.314 (0.254)	-0.069 (0.094)
Black	-0.753 (0.892)	-0.966 (0.654)	-0.079 (0.160)
Education	-0.154 (0.095)	-0.028 (0.089)	-0.061* (0.032)
Income	-0.015 (0.010)	-0.015* (0.008)	-0.003 (0.002)
Number of FB posts	0.001*** (0.0002)	0.001*** (0.0002)	0.0003*** (0.0001)
Constant	-3.630** (1.836)	-3.244*** (1.027)	0.148 (0.327)
N	1,040	1,040	1,040
Adjusted R <sup>2</sup>			0.043
Log Likelihood		-463.397	
$\theta$		0.128*** (0.020)	
AIC		952.795	

\*p < .1; \*\*p < .05; \*\*\*p < .01

Models: Quasi-Poisson, negative binomial, and OLS respectively.

Table S6. Determinants of fake news sharing on Facebook.

	Number of Stories Shared (A&G)		
	(1)	(2)	(3)
Democrat	1.291 (1.179)	0.620 (0.502)	0.424 (1.201)
Republican	1.726 (1.180)	1.081** (0.509)	1.335 (1.233)
Independent	2.165* (1.177)	1.101** (0.505)	2.107* (1.218)
Other	1.814 (1.259)	0.892 (0.642)	1.150 (1.670)
Age: 30-44	0.211 (0.373)	-0.018 (0.260)	-0.153 (0.691)
Age: 45-65	0.599* (0.342)	0.518** (0.243)	0.383 (0.655)
Age: Over 65	1.416*** (0.344)	1.243*** (0.266)	2.798*** (0.747)
Female	-0.246* (0.149)	-0.249* (0.136)	-0.546 (0.395)
Black	-0.705* (0.384)	-0.867*** (0.273)	-0.468 (0.672)
Education	-0.069 (0.052)	-0.007 (0.047)	-0.176 (0.135)
Income	0.0005 (0.003)	0.003 (0.003)	0.001 (0.010)
Number of links shared	0.001*** (0.0001)	0.002*** (0.0001)	0.003*** (0.0004)
Constant	-1.830 (1.222)	-1.867*** (0.558)	0.012 (1.378)
N	1,040	1,040	1,040
Adjusted R <sup>2</sup>			0.080
Log Likelihood		-1,467.833	
$\theta$		0.288*** (0.021)	
AIC		2,961.666	

\*p < .1; \*\*p < .05; \*\*\*p < .01

Models: Quasi-Poisson, negative binomial, and OLS respectively.

Table S7. Determinants of fake news sharing on Facebook.

	Shared Any Fake News Stories		
	(1)	(2)	(3)
Very Liberal	0.006 (0.052)		-0.007 (0.049)
Liberal	-0.034 (0.051)		-0.056 (0.048)
Moderate	-0.015 (0.048)		-0.007 (0.046)
Conservative	0.102* (0.052)		0.121** (0.049)
Very Conservative	0.170*** (0.055)		0.190*** (0.052)
Democrat	-0.003 (0.059)	-0.007 (0.056)	
Republican	0.051 (0.061)	0.136** (0.057)	
Independent	0.068 (0.059)	0.090 (0.057)	
Other	0.150* (0.078)	0.183** (0.078)	
Age: 30-44	0.025 (0.032)	0.027 (0.032)	0.022 (0.032)
Age: 45-65	0.079*** (0.030)	0.094*** (0.030)	0.069** (0.030)
Age: Over 65	0.069** (0.035)	0.088** (0.035)	0.059* (0.034)
Female	-0.0002 (0.018)	-0.008 (0.018)	-0.004 (0.018)
Black	-0.019 (0.031)	-0.026 (0.031)	-0.040 (0.030)
Education	0.001 (0.006)	-0.003 (0.006)	0.002 (0.006)
Income	-0.0001 (0.0005)	-0.0003 (0.0005)	-0.00001 (0.0005)
Number of FB posts	0.0001*** (0.00002)	0.0001*** (0.00002)	0.0001*** (0.00002)
Constant	-0.042 (0.068)	-0.032 (0.064)	-0.006 (0.055)
N	1,040	1,040	1,040
Adjusted R <sup>2</sup>	0.099	11	0.071

\*p < .1; \*\*p < .05; \*\*\*p < .01  
OLS models.

Table S8. Determinants of fake news sharing on Facebook.

	Shared Any Fake News Stories		
	(1)	(2)	(3)
Very Liberal	0.069 (0.785)		-0.061 (0.735)
Liberal	-1.026 (0.872)		-1.301 (0.827)
Moderate	-0.284 (0.733)		-0.047 (0.696)
Conservative	0.841 (0.733)		1.188* (0.688)
Very Conservative	1.167 (0.749)		1.541** (0.698)
Democrat	0.419 (1.399)	0.299 (1.336)	
Republican	1.307 (1.389)	2.083 (1.321)	
Independent	1.498 (1.381)	1.737 (1.321)	
Other	2.267 (1.457)	2.601* (1.406)	
Age: 30-44	0.986 (0.659)	0.908 (0.651)	0.843 (0.650)
Age: 45-65	1.654*** (0.629)	1.770*** (0.620)	1.469** (0.614)
Age: Over 65	1.479** (0.659)	1.687*** (0.647)	1.283** (0.645)
Female	0.051 (0.227)	-0.069 (0.219)	0.015 (0.224)
Black	-0.584 (0.608)	-0.709 (0.606)	-0.940 (0.588)
Education	0.020 (0.081)	-0.018 (0.077)	0.046 (0.080)
Income	-0.001 (0.007)	-0.004 (0.007)	0.0004 (0.007)
Number of FB posts	0.001*** (0.0002)	0.001*** (0.0002)	0.001*** (0.0002)
Constant	-5.323*** (1.493)	-5.228*** (1.461)	-4.267*** (0.927)
N	1,040	1,040	1,040
Log Likelihood	-306.291	-320.530	-313.214
AIC	648.582	667.060	654.428

\*p < .1; \*\*p < .05; \*\*\*p < .01  
Logistic regression models.

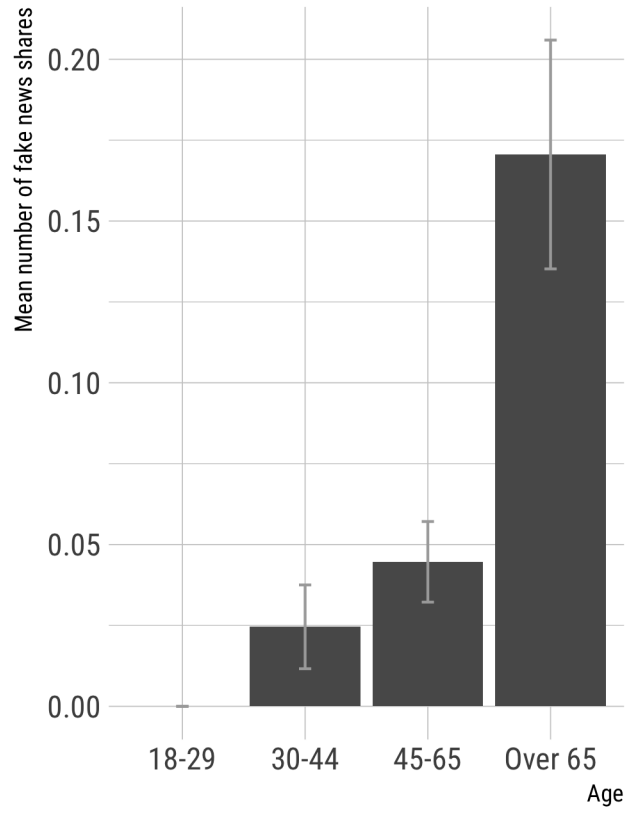
## Using Allcott & Gentzkow URL-level measure

Table S9. Determinants of fake news sharing on Facebook.

	Number Shared (1)	Number Shared (pro-T) (2)	Number Shared (pro-C) (3)
Very Liberal	0.083* (0.050)	-0.001 (0.031)	0.083** (0.039)
Liberal	-0.022 (0.049)	-0.007 (0.030)	-0.015 (0.038)
Moderate	-0.016 (0.047)	-0.001 (0.029)	-0.016 (0.036)
Conservative	0.027 (0.050)	0.048 (0.031)	-0.021 (0.038)
Very Conservative	0.096* (0.053)	0.099*** (0.033)	-0.003 (0.041)
Age: 30-44	0.032 (0.032)	0.003 (0.020)	0.030 (0.025)
Age: 45-65	0.056* (0.031)	0.011 (0.019)	0.045* (0.024)
Age: Over 65	0.166*** (0.035)	0.051** (0.022)	0.115*** (0.027)
Female	0.013 (0.019)	-0.008 (0.011)	0.021 (0.014)
Black	-0.014 (0.031)	-0.001 (0.019)	-0.012 (0.024)
Education	0.005 (0.006)	0.0004 (0.004)	0.005 (0.005)
Income	0.003*** (0.0005)	-0.00001 (0.0003)	0.003*** (0.0004)
Number of links posted	0.0001** (0.00002)	0.00004*** (0.00001)	0.00002 (0.00002)
Constant	-0.099* (0.056)	-0.014 (0.034)	-0.085** (0.043)
N	1,040	1,040	1,040

\*p < .1; \*\*p < .05; \*\*\*p < .01

OLS models. The DVs in Columns 2 and 3 subset to articles in Allcott & Gentzkow's data coded as being pro-Trump or pro-Clinton fake news, respectively.



**Fig. S1.** Average number of fake news articles shared by age group (with 95% confidence intervals), using the URL-level measure derived from (2).

**Applying alternative fake news lists** Table A10 provides a version of our main results using an alternative list of fake news domains produced by BuzzFeed (3). This list (hereafter “BuzzFeed 2”) is more comprehensive than the one used in the main text (comprising 92 domains after removing hard news domains from (1)) because it was expanded with more data made available after the 2016 presidential election and it includes some stories that might not be considered political. As Silverman notes, for instance, many of the most-shared fake news articles in 2016 were crime-related (e.g.: “Morgue Worker Arrested After Giving Birth To A Dead Man’s Baby”). Perhaps as a result, there are no clear effects of party or ideology when using this measure, although the age effect remains.

We use another list referenced in the same report (3) which contains the top 50 most shared fake news articles in 2016 (hereafter “BuzzFeed 3”). (See <https://www.buzzfeed.com/craigsilverman/top-fake-news-of-2016> for details and to download the lists.) This was generated using the analytics service BuzzSumo. We code a share from any domain on this list of articles as a fake news share.

Finally, in Table A12 we apply a crowdsourced list of fake news domains supervised by Melissa Zimdars of Merrimack College and described at [OpenSources.co](https://www.opensources.co). The project defines fake news as: “Sources that entirely fabricate information, disseminate deceptive content, or grossly distort actual news reports.”

Table S10. Determinants of fake news sharing on Facebook.

	Number of Stories Shared			
	(1)	(2)	(3)	(4)
Very Liberal	1.252 (0.800)	1.387* (0.812)		
Liberal	0.666 (0.810)	0.793 (0.821)		
Moderate	0.255 (0.807)	0.249 (0.819)		
Conservative	0.566 (0.819)	0.552 (0.830)		
Very Conservative	0.503 (0.849)	0.613 (0.859)		
Democrat			0.634 (0.908)	0.691 (0.936)
Republican			0.281 (0.928)	0.256 (0.956)
Independent			0.261 (0.921)	0.260 (0.949)
Other			1.359 (0.988)	1.525 (1.017)
Age: 30-44	1.003* (0.567)	1.096* (0.575)	1.017* (0.559)	1.181** (0.576)
Age: 45-65	1.407** (0.547)	1.535*** (0.554)	1.417*** (0.541)	1.582*** (0.559)
Age: Over 65	1.245** (0.578)	1.390** (0.584)	1.260** (0.569)	1.445** (0.586)
Female	-0.168 (0.207)	-0.197 (0.208)	-0.100 (0.201)	-0.132 (0.207)
Black	-0.059 (0.378)	-0.119 (0.383)	-0.196 (0.372)	-0.274 (0.387)
Education	0.069 (0.073)	0.078 (0.072)	0.091 (0.069)	0.111 (0.070)
Income	0.008** (0.004)	0.009** (0.004)	0.010*** (0.004)	0.011*** (0.004)
Number of FB posts	0.001*** (0.0001)		0.001*** (0.0001)	
Constant	-4.423*** (0.960)	-4.282*** (0.977)	-4.418*** (1.052)	-4.323*** (1.092)
N	1,040	1,041	1,040	1,041

\*p < .1; \*\*p < .05; \*\*\*p < .01  
Quasi-Poisson models.



Table S11. Determinants of fake news sharing on Facebook.

	Number of Stories Shared			
	(1)	(2)	(3)	(4)
Very Liberal	0.511 (0.909)	0.648 (0.907)		
Liberal	0.035 (0.923)	0.135 (0.921)		
Moderate	-0.101 (0.903)	-0.104 (0.903)		
Conservative	0.485 (0.905)	0.482 (0.903)		
Very Conservative	0.667 (0.924)	0.732 (0.921)		
Democrat			14.958 (993.790)	15.018 (992.796)
Republican			14.663 (993.790)	14.666 (992.796)
Independent			15.069 (993.790)	15.091 (992.796)
Other			16.399 (993.790)	16.549 (992.796)
Age: 30-44	0.538 (0.734)	0.614 (0.733)	0.665 (0.737)	0.759 (0.737)
Age: 45-65	1.119 (0.689)	1.225* (0.688)	1.313* (0.697)	1.453** (0.697)
Age: Over 65	1.217* (0.721)	1.360* (0.716)	1.474** (0.724)	1.605** (0.722)
Female	0.186 (0.279)	0.143 (0.276)	0.190 (0.275)	0.187 (0.275)
Black	-0.462 (0.616)	-0.512 (0.615)	-0.577 (0.619)	-0.622 (0.622)
Education	0.134 (0.097)	0.132 (0.095)	0.089 (0.093)	0.101 (0.092)
Income	0.001 (0.007)	0.001 (0.007)	0.002 (0.007)	0.002 (0.007)
Number of FB posts	0.001** (0.0002)		0.001** (0.0002)	
Constant	-4.969*** (1.124)	-4.831*** (1.122)	-19.686 (993.790)	-19.654 (992.796)
N	1,040	1,041	1,040	1,041
Log Likelihood	-209.038	-211.564	-206.431	-208.806
AIC	446.076	449.128	438.863	441.612

\*p < .1; \*\*p < .05; \*\*\*p < .01  
Poisson models.

Table S12. Determinants of fake news sharing on Facebook.

	Number of Stories Shared			
	(1)	(2)	(3)	(4)
Very Liberal	0.243 (0.750)	0.424 (0.926)		
Liberal	-0.163 (0.758)	-0.120 (0.936)		
Moderate	0.031 (0.725)	-0.053 (0.896)		
Conservative	1.348* (0.707)	1.264 (0.871)		
Very Conservative	1.808** (0.706)	1.962** (0.868)		
Democrat			0.552 (1.390)	0.595 (1.609)
Republican			1.673 (1.380)	1.750 (1.596)
Independent			2.065 (1.377)	1.981 (1.594)
Other			1.001 (1.615)	1.085 (1.870)
Age: 30-44	-0.040 (0.517)	0.025 (0.640)	0.092 (0.593)	0.008 (0.684)
Age: 45-65	0.742 (0.454)	0.838 (0.563)	1.033** (0.517)	1.007* (0.600)
Age: Over 65	1.369*** (0.460)	1.618*** (0.565)	1.874*** (0.519)	1.893*** (0.602)
Female	-0.182 (0.171)	-0.374* (0.202)	-0.283 (0.189)	-0.403* (0.215)
Black	-0.822 (0.522)	-0.938 (0.643)	-0.964 (0.600)	-0.824 (0.695)
Education	-0.134** (0.064)	-0.136* (0.076)	-0.211*** (0.070)	-0.195** (0.078)
Income	-0.002 (0.005)	-0.001 (0.006)	-0.007 (0.005)	-0.007 (0.006)
Number of FB posts	0.001*** (0.0001)		0.001*** (0.0001)	
Constant	-1.588* (0.830)	-1.249 (1.024)	-2.350 (1.470)	-1.809 (1.699)
N	1,040	1,041	1,040	1,041

\*p < .1; \*\*p < .05; \*\*\*p < .01  
Quasi-Poisson models.

Table S13. Determinants of fake news sharing on Facebook.

	Number of Stories Shared		Number of Stories Shared (A&G)	
	(1)	(2)	(3)	(4)
Very Liberal	0.299 (1.274)	0.245 (1.240)	2.046* (1.195)	1.935* (1.093)
Liberal	-1.307 (1.474)	-1.283 (1.436)	1.287 (1.203)	1.249 (1.101)
Moderate	0.224 (1.211)	0.307 (1.181)	1.243 (1.191)	1.335 (1.090)
Conservative	2.040* (1.179)	2.125* (1.151)	2.221* (1.185)	2.300** (1.086)
Very Conservative	2.250* (1.180)	2.200* (1.152)	2.735** (1.185)	2.604** (1.086)
Age: 30-44	0.763 (0.823)	0.736 (0.802)	0.255 (0.389)	0.183 (0.356)
Age: 45-65	1.094 (0.777)	1.046 (0.757)	0.584 (0.359)	0.478 (0.328)
Age: Over 65	2.007** (0.779)	1.863** (0.761)	1.360*** (0.361)	1.128*** (0.333)
Female	-0.099 (0.226)	0.016 (0.228)	-0.279* (0.158)	-0.153 (0.149)
Black	-0.881 (0.764)	-0.808 (0.746)	-0.577 (0.398)	-0.507 (0.366)
Education	-0.103 (0.084)	-0.108 (0.084)	-0.034 (0.056)	-0.038 (0.053)
Income	-0.007 (0.009)	-0.008 (0.008)	0.003 (0.003)	0.003 (0.003)
Knowledge	0.101 (0.131)	0.081 (0.126)	0.130 (0.085)	0.114 (0.077)
Number of links shared		0.001*** (0.0002)		0.001*** (0.0001)
Constant	-3.405** (1.403)	-3.610*** (1.370)	-1.919 (1.233)	-2.198* (1.128)
N	1,028	1,027	1,028	1,027

\*p < .1; \*\*p < .05; \*\*\*p < .01  
Quasi-Poisson models.

Table S14. Determinants of hard news sharing on Facebook.

	Number of Stories Shared	
	(1)	(2)
Very Liberal	0.798*** (0.215)	
Liberal	0.591*** (0.215)	
Moderate	0.390* (0.213)	
Conservative	0.542** (0.219)	
Very Conservative	0.370 (0.228)	
Democrat		0.762*** (0.277)
Republican		0.643** (0.282)
Independent		0.809*** (0.279)
Other		0.819*** (0.313)
Age: 30-44	-0.043 (0.105)	-0.040 (0.107)
Age: 45-65	0.081 (0.099)	0.054 (0.100)
Age: Over 65	-0.083 (0.115)	-0.110 (0.115)
Female	-0.325*** (0.059)	-0.279*** (0.059)
Black	-0.223** (0.108)	-0.302*** (0.108)
Education	0.099*** (0.021)	0.112*** (0.021)
Income	0.002 (0.001)	0.003** (0.001)
Number of links posted	0.001*** (0.00003)	0.001*** (0.00003)
Constant	3.094*** (0.231)	2.828*** (0.292)
N	1,040	1,040

\*p < .1; \*\*p < .05; \*\*\*p < .01<sup>20</sup>  
 Quasi-Poisson models.