

## Reporting Summary

Nature Research wishes to improve the reproducibility of the work that we publish. This form provides structure for consistency and transparency in reporting. For further information on Nature Research policies, see our [Editorial Policies](#) and the [Editorial Policy Checklist](#).

### Statistics

For all statistical analyses, confirm that the following items are present in the figure legend, table legend, main text, or Methods section.

n/a Confirmed

- ☐ ☒ The exact sample size ( $n$ ) for each experimental group/condition, given as a discrete number and unit of measurement
- ☐ ☒ A statement on whether measurements were taken from distinct samples or whether the same sample was measured repeatedly
- ☐ ☒ The statistical test(s) used AND whether they are one- or two-sided  
*Only common tests should be described solely by name; describe more complex techniques in the Methods section.*
- ☒ ☐ A description of all covariates tested
- ☐ ☒ A description of any assumptions or corrections, such as tests of normality and adjustment for multiple comparisons
- ☐ ☒ A full description of the statistical parameters including central tendency (e.g. means) or other basic estimates (e.g. regression coefficient) AND variation (e.g. standard deviation) or associated estimates of uncertainty (e.g. confidence intervals)
- ☒ ☐ For null hypothesis testing, the test statistic (e.g.  $F$ ,  $t$ ,  $r$ ) with confidence intervals, effect sizes, degrees of freedom and  $P$  value noted  
*Give  $P$  values as exact values whenever suitable.*
- ☒ ☐ For Bayesian analysis, information on the choice of priors and Markov chain Monte Carlo settings
- ☒ ☐ For hierarchical and complex designs, identification of the appropriate level for tests and full reporting of outcomes
- ☒ ☐ Estimates of effect sizes (e.g. Cohen's  $d$ , Pearson's  $r$ ), indicating how they were calculated

*Our web collection on [statistics for biologists](#) contains articles on many of the points above.*

### Software and code

Policy information about [availability of computer code](#)

**Data collection** Data were collected from online depositories or API of the social media platforms. The Twitter friendship network structure is obtained from the website <http://an.kaist.ac.kr/traces/WWW2010.html>.

**Data analysis** Navicat Premium was used to management the network data. The statistical analysis was conducted by Matlab and Python2.

For manuscripts utilizing custom algorithms or software that are central to the research but not yet described in published literature, software must be made available to editors and reviewers. We strongly encourage code deposition in a community repository (e.g. GitHub). See the Nature Research [guidelines for submitting code & software](#) for further information.

### Data

Policy information about [availability of data](#)

All manuscripts must include a [data availability statement](#). This statement should provide the following information, where applicable:

- Accession codes, unique identifiers, or web links for publicly available datasets
- A list of figures that have associated raw data
- A description of any restrictions on data availability

The Weibo and Twitter data are publicly available.

## Field-specific reporting

Please select the one below that is the best fit for your research. If you are not sure, read the appropriate sections before making your selection.

☐ Life sciences ☒ Behavioural & social sciences ☐ Ecological, evolutionary & environmental sciences

For a reference copy of the document with all sections, see [nature.com/documents/nr-reporting-summary-flat.pdf](https://www.nature.com/documents/nr-reporting-summary-flat.pdf)

## Life sciences study design

All studies must disclose on these points even when the disclosure is negative.

|                 |                                                                                                                                                                                                                                                                             |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sample size     | <i>Describe how sample size was determined, detailing any statistical methods used to predetermine sample size OR if no sample-size calculation was performed, describe how sample sizes were chosen and provide a rationale for why these sample sizes are sufficient.</i> |
| Data exclusions | <i>Describe any data exclusions. If no data were excluded from the analyses, state so OR if data were excluded, describe the exclusions and the rationale behind them, indicating whether exclusion criteria were pre-established.</i>                                      |
| Replication     | <i>Describe the measures taken to verify the reproducibility of the experimental findings. If all attempts at replication were successful, confirm this OR if there are any findings that were not replicated or cannot be reproduced, note this and describe why.</i>      |
| Randomization   | <i>Describe how samples/organisms/participants were allocated into experimental groups. If allocation was not random, describe how covariates were controlled OR if this is not relevant to your study, explain why.</i>                                                    |
| Blinding        | <i>Describe whether the investigators were blinded to group allocation during data collection and/or analysis. If blinding was not possible, describe why OR explain why blinding was not relevant to your study.</i>                                                       |

## Behavioural & social sciences study design

All studies must disclose on these points even when the disclosure is negative.

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Study description | This is a quantitative study of the evolution behavior of social media users, and the effect of the evolution behavior to the information cascading on the media.                                                                                                                                                                                                                                                       |
| Research sample   | We collected the followee list of about 100 million Weibo users, the evolution of about 193 (184) thousand of Weibo (Twitter) users, and the tracks of 253 outbreak information items in Weibo.                                                                                                                                                                                                                         |
| Sampling strategy | The users in Weibo friendship network are collected by snowball sampling. We try our best to collect the biggest possible samples, which contains 100 million users.<br>For Twitter user evolution datasets, the users are sampled by stratified sampling that the users with more followers has a higher sampling ratio. For the tracks of information items in Weibo, the item are sampled by random sampling method. |
| Data collection   | Data were collected from online depositories or API of the social media platforms.                                                                                                                                                                                                                                                                                                                                      |
| Timing            | The network structure, evolution dataset and tracks of Weibo are collected from 2012 to 2014. The evolution dataset of Twitter is collected in 2018.                                                                                                                                                                                                                                                                    |
| Data exclusions   | The binning method is employed to quantify the nodal activity and follower growth rate. If the number of users in a bin is small (the cutoff is 10 in Weibo), the bin is excluded from the analysis to avoid large fluctuation.                                                                                                                                                                                         |
| Non-participation | There are no human research participants in this studies.                                                                                                                                                                                                                                                                                                                                                               |
| Randomization     | There are no human research participants in this studies.                                                                                                                                                                                                                                                                                                                                                               |

## Ecological, evolutionary & environmental sciences study design

All studies must disclose on these points even when the disclosure is negative.

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Study description | <i>Briefly describe the study. For quantitative data include treatment factors and interactions, design structure (e.g. factorial, nested, hierarchical), nature and number of experimental units and replicates.</i>                                                                                                                                                                                                                                         |
| Research sample   | <i>Describe the research sample (e.g. a group of tagged <i>Passer domesticus</i>, all <i>Stenocereus thurberi</i> within Organ Pipe Cactus National Monument), and provide a rationale for the sample choice. When relevant, describe the organism taxa, source, sex, age range and any manipulations. State what population the sample is meant to represent when applicable. For studies involving existing datasets, describe the data and its source.</i> |

|                                                                                            |                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sampling strategy                                                                          | <i>Note the sampling procedure. Describe the statistical methods that were used to predetermine sample size OR if no sample-size calculation was performed, describe how sample sizes were chosen and provide a rationale for why these sample sizes are sufficient.</i>                                 |
| Data collection                                                                            | <i>Describe the data collection procedure, including who recorded the data and how.</i>                                                                                                                                                                                                                  |
| Timing and spatial scale                                                                   | <i>Indicate the start and stop dates of data collection, noting the frequency and periodicity of sampling and providing a rationale for these choices. If there is a gap between collection periods, state the dates for each sample cohort. Specify the spatial scale from which the data are taken</i> |
| Data exclusions                                                                            | <i>If no data were excluded from the analyses, state so OR if data were excluded, describe the exclusions and the rationale behind them, indicating whether exclusion criteria were pre-established.</i>                                                                                                 |
| Reproducibility                                                                            | <i>Describe the measures taken to verify the reproducibility of experimental findings. For each experiment, note whether any attempts to repeat the experiment failed OR state that all attempts to repeat the experiment were successful.</i>                                                           |
| Randomization                                                                              | <i>Describe how samples/organisms/participants were allocated into groups. If allocation was not random, describe how covariates were controlled. If this is not relevant to your study, explain why.</i>                                                                                                |
| Blinding                                                                                   | <i>Describe the extent of blinding used during data acquisition and analysis. If blinding was not possible, describe why OR explain why blinding was not relevant to your study.</i>                                                                                                                     |
| Did the study involve field work? <input type="checkbox"/> Yes <input type="checkbox"/> No |                                                                                                                                                                                                                                                                                                          |

## Field work, collection and transport

|                        |                                                                                                                                                                                                                                                                                                                                       |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Field conditions       | <i>Describe the study conditions for field work, providing relevant parameters (e.g. temperature, rainfall).</i>                                                                                                                                                                                                                      |
| Location               | <i>State the location of the sampling or experiment, providing relevant parameters (e.g. latitude and longitude, elevation, water depth).</i>                                                                                                                                                                                         |
| Access & import/export | <i>Describe the efforts you have made to access habitats and to collect and import/export your samples in a responsible manner and in compliance with local, national and international laws, noting any permits that were obtained (give the name of the issuing authority, the date of issue, and any identifying information).</i> |
| Disturbance            | <i>Describe any disturbance caused by the study and how it was minimized.</i>                                                                                                                                                                                                                                                         |

## Reporting for specific materials, systems and methods

We require information from authors about some types of materials, experimental systems and methods used in many studies. Here, indicate whether each material, system or method listed is relevant to your study. If you are not sure if a list item applies to your research, read the appropriate section before selecting a response.

### Materials & experimental systems

|                                     |                                                        |
|-------------------------------------|--------------------------------------------------------|
| n/a                                 | Involved in the study                                  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Antibodies                    |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Eukaryotic cell lines         |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Palaeontology and archaeology |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Animals and other organisms   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Human research participants   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Clinical data                 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Dual use research of concern  |

### Methods

|                                     |                                                 |
|-------------------------------------|-------------------------------------------------|
| n/a                                 | Involved in the study                           |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> ChIP-seq               |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Flow cytometry         |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> MRI-based neuroimaging |

## Antibodies

|                 |                                                                                                                                                                                                                                                         |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Antibodies used | <i>Describe all antibodies used in the study; as applicable, provide supplier name, catalog number, clone name, and lot number.</i>                                                                                                                     |
| Validation      | <i>Describe the validation of each primary antibody for the species and application, noting any validation statements on the manufacturer's website, relevant citations, antibody profiles in online databases, or data provided in the manuscript.</i> |

## Eukaryotic cell lines

### Policy information about [cell lines](#)

|                     |                                                                                                                                       |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Cell line source(s) | <i>State the source of each cell line used.</i>                                                                                       |
| Authentication      | <i>Describe the authentication procedures for each cell line used OR declare that none of the cell lines used were authenticated.</i> |

Mycoplasma contamination

Confirm that all cell lines tested negative for mycoplasma contamination OR describe the results of the testing for mycoplasma contamination OR declare that the cell lines were not tested for mycoplasma contamination.

Commonly misidentified lines  
(See [ICLAC](#) register)

Name any commonly misidentified cell lines used in the study and provide a rationale for their use.

## Palaeontology and Archaeology

Specimen provenance

Provide provenance information for specimens and describe permits that were obtained for the work (including the name of the issuing authority, the date of issue, and any identifying information).

Specimen deposition

Indicate where the specimens have been deposited to permit free access by other researchers.

Dating methods

If new dates are provided, describe how they were obtained (e.g. collection, storage, sample pretreatment and measurement), where they were obtained (i.e. lab name), the calibration program and the protocol for quality assurance OR state that no new dates are provided.

☐ Tick this box to confirm that the raw and calibrated dates are available in the paper or in Supplementary Information.

Ethics oversight

Identify the organization(s) that approved or provided guidance on the study protocol, OR state that no ethical approval or guidance was required and explain why not.

Note that full information on the approval of the study protocol must also be provided in the manuscript.

## Animals and other organisms

Policy information about [studies involving animals](#); [ARRIVE guidelines](#) recommended for reporting animal research

Laboratory animals

For laboratory animals, report species, strain, sex and age OR state that the study did not involve laboratory animals.

Wild animals

Provide details on animals observed in or captured in the field; report species, sex and age where possible. Describe how animals were caught and transported and what happened to captive animals after the study (if killed, explain why and describe method; if released, say where and when) OR state that the study did not involve wild animals.

Field-collected samples

For laboratory work with field-collected samples, describe all relevant parameters such as housing, maintenance, temperature, photoperiod and end-of-experiment protocol OR state that the study did not involve samples collected from the field.

Ethics oversight

Identify the organization(s) that approved or provided guidance on the study protocol, OR state that no ethical approval or guidance was required and explain why not.

Note that full information on the approval of the study protocol must also be provided in the manuscript.

## Human research participants

Policy information about [studies involving human research participants](#)

Population characteristics

Describe the covariate-relevant population characteristics of the human research participants (e.g. age, gender, genotypic information, past and current diagnosis and treatment categories). If you filled out the behavioural & social sciences study design questions and have nothing to add here, write "See above."

Recruitment

Describe how participants were recruited. Outline any potential self-selection bias or other biases that may be present and how these are likely to impact results.

Ethics oversight

Identify the organization(s) that approved the study protocol.

Note that full information on the approval of the study protocol must also be provided in the manuscript.

## Clinical data

Policy information about [clinical studies](#)

All manuscripts should comply with the ICMJE [guidelines for publication of clinical research](#) and a completed [CONSORT checklist](#) must be included with all submissions.

Clinical trial registration

Provide the trial registration number from ClinicalTrials.gov or an equivalent agency.

Study protocol

Note where the full trial protocol can be accessed OR if not available, explain why.

Data collection

Describe the settings and locales of data collection, noting the time periods of recruitment and data collection.

Outcomes

Describe how you pre-defined primary and secondary outcome measures and how you assessed these measures.

## Dual use research of concern

Policy information about [dual use research of concern](#)

### Hazards

Could the accidental, deliberate or reckless misuse of agents or technologies generated in the work, or the application of information presented in the manuscript, pose a threat to:

- | No                       | Yes                                                 |
|--------------------------|-----------------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> Public health              |
| <input type="checkbox"/> | <input type="checkbox"/> National security          |
| <input type="checkbox"/> | <input type="checkbox"/> Crops and/or livestock     |
| <input type="checkbox"/> | <input type="checkbox"/> Ecosystems                 |
| <input type="checkbox"/> | <input type="checkbox"/> Any other significant area |

### Experiments of concern

Does the work involve any of these experiments of concern:

- | No                       | Yes                                                                                                  |
|--------------------------|------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> Demonstrate how to render a vaccine ineffective                             |
| <input type="checkbox"/> | <input type="checkbox"/> Confer resistance to therapeutically useful antibiotics or antiviral agents |
| <input type="checkbox"/> | <input type="checkbox"/> Enhance the virulence of a pathogen or render a nonpathogen virulent        |
| <input type="checkbox"/> | <input type="checkbox"/> Increase transmissibility of a pathogen                                     |
| <input type="checkbox"/> | <input type="checkbox"/> Alter the host range of a pathogen                                          |
| <input type="checkbox"/> | <input type="checkbox"/> Enable evasion of diagnostic/detection modalities                           |
| <input type="checkbox"/> | <input type="checkbox"/> Enable the weaponization of a biological agent or toxin                     |
| <input type="checkbox"/> | <input type="checkbox"/> Any other potentially harmful combination of experiments and agents         |

## ChIP-seq

### Data deposition

- ☐ Confirm that both raw and final processed data have been deposited in a public database such as [GEO](#).
- ☐ Confirm that you have deposited or provided access to graph files (e.g. BED files) for the called peaks.

#### Data access links

May remain private before publication.

For "Initial submission" or "Revised version" documents, provide reviewer access links. For your "Final submission" document, provide a link to the deposited data.

#### Files in database submission

Provide a list of all files available in the database submission.

#### Genome browser session (e.g. [UCSC](#))

Provide a link to an anonymized genome browser session for "Initial submission" and "Revised version" documents only, to enable peer review. Write "no longer applicable" for "Final submission" documents.

### Methodology

#### Replicates

Describe the experimental replicates, specifying number, type and replicate agreement.

#### Sequencing depth

Describe the sequencing depth for each experiment, providing the total number of reads, uniquely mapped reads, length of reads and whether they were paired- or single-end.

#### Antibodies

Describe the antibodies used for the ChIP-seq experiments; as applicable, provide supplier name, catalog number, clone name, and lot number.

#### Peak calling parameters

Specify the command line program and parameters used for read mapping and peak calling, including the ChIP, control and index files used.

#### Data quality

Describe the methods used to ensure data quality in full detail, including how many peaks are at FDR 5% and above 5-fold enrichment.

#### Software

Describe the software used to collect and analyze the ChIP-seq data. For custom code that has been deposited into a community repository, provide accession details.

## Flow Cytometry

### Plots

Confirm that:

- ☐ The axis labels state the marker and fluorochrome used (e.g. CD4-FITC).
- ☐ The axis scales are clearly visible. Include numbers along axes only for bottom left plot of group (a 'group' is an analysis of identical markers).
- ☐ All plots are contour plots with outliers or pseudocolor plots.
- ☐ A numerical value for number of cells or percentage (with statistics) is provided.

### Methodology

- Sample preparation *Describe the sample preparation, detailing the biological source of the cells and any tissue processing steps used.*
- Instrument *Identify the instrument used for data collection, specifying make and model number.*
- Software *Describe the software used to collect and analyze the flow cytometry data. For custom code that has been deposited into a community repository, provide accession details.*
- Cell population abundance *Describe the abundance of the relevant cell populations within post-sort fractions, providing details on the purity of the samples and how it was determined.*
- Gating strategy *Describe the gating strategy used for all relevant experiments, specifying the preliminary FSC/SSC gates of the starting cell population, indicating where boundaries between "positive" and "negative" staining cell populations are defined.*
- ☐ Tick this box to confirm that a figure exemplifying the gating strategy is provided in the Supplementary Information.

## Magnetic resonance imaging

### Experimental design

- Design type *Indicate task or resting state; event-related or block design.*
- Design specifications *Specify the number of blocks, trials or experimental units per session and/or subject, and specify the length of each trial or block (if trials are blocked) and interval between trials.*
- Behavioral performance measures *State number and/or type of variables recorded (e.g. correct button press, response time) and what statistics were used to establish that the subjects were performing the task as expected (e.g. mean, range, and/or standard deviation across subjects).*

### Acquisition

- Imaging type(s) *Specify: functional, structural, diffusion, perfusion.*
- Field strength *Specify in Tesla*
- Sequence & imaging parameters *Specify the pulse sequence type (gradient echo, spin echo, etc.), imaging type (EPI, spiral, etc.), field of view, matrix size, slice thickness, orientation and TE/TR/flip angle.*
- Area of acquisition *State whether a whole brain scan was used OR define the area of acquisition, describing how the region was determined.*
- Diffusion MRI ☐ Used ☐ Not used

### Preprocessing

- Preprocessing software *Provide detail on software version and revision number and on specific parameters (model/functions, brain extraction, segmentation, smoothing kernel size, etc.).*
- Normalization *If data were normalized/standardized, describe the approach(es): specify linear or non-linear and define image types used for transformation OR indicate that data were not normalized and explain rationale for lack of normalization.*
- Normalization template *Describe the template used for normalization/transformation, specifying subject space or group standardized space (e.g. original Talairach, MNI305, ICBM152) OR indicate that the data were not normalized.*
- Noise and artifact removal *Describe your procedure(s) for artifact and structured noise removal, specifying motion parameters, tissue signals and physiological signals (heart rate, respiration).*

Volume censoring

Define your software and/or method and criteria for volume censoring, and state the extent of such censoring.

## Statistical modeling & inference

Model type and settings

Specify type (mass univariate, multivariate, RSA, predictive, etc.) and describe essential details of the model at the first and second levels (e.g. fixed, random or mixed effects; drift or auto-correlation).

Effect(s) tested

Define precise effect in terms of the task or stimulus conditions instead of psychological concepts and indicate whether ANOVA or factorial designs were used.

Specify type of analysis: ☐ Whole brain ☐ ROI-based ☐ BothStatistic type for inference  
(See [Eklund et al. 2016](#))

Specify voxel-wise or cluster-wise and report all relevant parameters for cluster-wise methods.

Correction

Describe the type of correction and how it is obtained for multiple comparisons (e.g. FWE, FDR, permutation or Monte Carlo).

## Models & analysis

n/a | Involved in the study

☐☐ Functional and/or effective connectivity☐☐ Graph analysis☐☐ Multivariate modeling or predictive analysis

Functional and/or effective connectivity

Report the measures of dependence used and the model details (e.g. Pearson correlation, partial correlation, mutual information).

Graph analysis

Report the dependent variable and connectivity measure, specifying weighted graph or binarized graph, subject- or group-level, and the global and/or node summaries used (e.g. clustering coefficient, efficiency, etc.).

Multivariate modeling and predictive analysis

Specify independent variables, features extraction and dimension reduction, model, training and evaluation metrics.