
Sharing without clicking on news in social media

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Supplementary Information

Effects on SwoCs	2017 May~Nov <i>b</i> (SE) 95% CI [LL – UL]	2018 Midterm <i>b</i> (SE) 95% CI [LL – UL]	2019 May~Nov <i>b</i> (SE) 95% CI [LL – UL]	2020 Presidential <i>b</i> (SE) 95% CI [LL – UL]
Content affinity	-967.63 (31.25) [-1,028.88 – -906.38]	-754.20 (42.57) [-837.62 – -670.77]	-71.96 (46.70) ^{ns} [-163.48 – 19.57]	297.36 (35.90) [226.99 – 367.73]
Content affinity ²	2,805.77 (34.83) [2,737.51 – 2,874.03]	3,630.11 (44.70) [3,542.50 – 3,717.73]	3,745.15 (48.46) [3,650.18 – 3,840.12]	4,196.67 (37.41) [4,123.36 – 4269.98]
<i>R</i> ²	0.044	0.034	0.023	0.035

Supplementary Data Table 1. Coefficient and standard error values of content affinity on SwoCs of political URLs. The reported effect values are based on polynomial regression with a two-tailed test. Except for the effects of content affinity on SwoCs in 2019 ($b = 71.96$, $SE = 46.70$, $p = 0.12$), all other coefficients included in this table showed statistical significance ($ps < 0.001$).

Effects on SwoCs	2017 May~Nov <i>b</i> (SE) 95% CI [LL – UL]	2018 Midterm <i>b</i> (SE) 95% CI [LL – UL]	2019 May~Nov <i>b</i> (SE) 95% CI [LL – UL]	2020 Presidential <i>b</i> (SE) 95% CI [LL – UL]
Affinity alignment	-994.88 (4.59) [-1,003.88 – -985.89]	-983.45 (5.81) [-994.83 – -972.08]	-880.65 (6.12) [-892.65 – -868.65]	-964.95 (4.95) [-974.66 – -955.24]
<i>R</i> ²	0.054	0.029	0.016	0.021

Supplementary Data Table 2. Coefficient and standard error values of affinity alignment on SwoCs of political URLs. The reported effect values are based on linear regression with a two-tailed test. All coefficients included in this table showed statistical significance ($ps < 0.001$).

TPFC Ratings	2017	2018	2019	2020	Total
Fact checked as altered media	0	0	0	1	1
Fact checked as false	3,089	925	2,422	4,716	11,152
Fact checked as missing context	3	0	2	366	371
Fact checked as mixture or false headline	126	310	306	877	1,619
Fact checked as true	132	550	464	267	1,413
Not eligible	388	380	313	182	1,263
Not rated	385	375	1,357	6,568	8,685
Opinion	10	32	75	4	121
Prank generator	4	4	20	26	54
Satire	43	78	168	39	328
Total	4,180	2,654	5,127	13,046	25,007

Supplementary Data Table 3. TPFC ratings among fact-checked URLs. Please note that we used bold formatting for total counts to enhance visibility of the sums of each year and each TPFC-rating category.

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	2017	2018	2019	2020
Political Classifier Performance	Recall = .8975 Precision = .8975 F1 score = .8969	Recall = .9300 Precision = .9300 F1 score = .9231	Recall = .8750 Precision = .8750 F1 score = .8817	Recall = .8800 Precision = .8800 F1 score = .8845
Data Size	4,180 URLs	2,654 URLs	5,127 URLs	13,046 URLs
Political	1,073 URLs	925 URLs	1,219 URLs	4,343 URLs
Non-political	2,896 URLs	1,698 URLs	2,554 URLs	7,812 URLs
Other	153 URLs	10 URLs	997 URLs	702 URLs

Supplementary Data Table 4. Data size and classification for fact-checked URLs each year. The “Other” category refers to URLs with unclassifiable titles or blurbs such as non-English text and error messages. URLs not containing any text in both titles and main blurbs were not assigned any political classifier codes, hence the sum of classified URLs is not equal to each year’s entire fact-checked data size. Please note that we used bold formatting for the total data sizes to enhance visibility of the sum of different content categories.

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TPFC Rating	URL Count	Shares without Clicks	Total Shares
Fact checked as altered media	1	10,255 [10,235 – 10,275]	17,210 [17,183 – 17,237]
Fact checked as false	2,969	41,035,420 [41,034,352 – 41,036,488]	58,428,895 [58,427,400 – 58,430,390]
Fact checked as missing context	229	2,834,920 [2,834,623 – 2,835,217]	3,589,650 [3,589,235 – 3,590,065]
Fact checked as mixture or false headline	440	11,503,905 [11,503,494 – 11,504,316]	15,768,335 [15,767,759 – 15,768,911]
Fact checked as true	405	20,756,200 [20,755,806 – 20,756,594]	28,337,235 [28,336,683 – 28,337,787]
Not eligible	252	27,241,838 [27,241,527 – 27,242,149]	37,296,479 [37,296,043 – 37,296,915]
Not rated	3,140	185,288,411 [185,287,313 – 185,289,509]	247,649,587 [247,648,049 – 247,651,125]
Opinion	26	2,765,695 [2,765,595 – 2,765,795]	3,693,155 [3,693,015 – 3,693,295]
Satire	98	11,132,655 [11,132,461 – 11,132,849]	15,851,355 [15,851,083 – 15,851,627]
Total	7,560	302,569,299 [302,567,595 – 302,571,003]	410,631,901 [410,629,515 – 410,634,287]

Supplementary Data Table 5. SwoCs and shares of political URLs by TPFC ratings.

Aggregates from the one fact-checked as altered media comes from the following URL

(<https://news.grabien.com/story-biden-and-harris-hold-campaign-event-ariz-and-local-news-can>)

User Affinity	Shares without Clicks (% of Total SwoCs)	Shares (% of Total Shares)	% of SwoCs among Shares
-2 = very liberal	2,637,490 (6.43%) [2,636,422 – 2,638,558]	3,877,705 (6.64%) [3,876,210 – 3,879,200]	68.02%
-1 = moderately liberal	3,208,400 (7.82%) [3,207,332 – 3,209,468]	4,548,315 (7.78%) [4,546,820 – 4,549,810]	70.54%
0 = neutral	3,619,635 (8.82%) [3,618,567 – 3,620,703]	5,217,990 (8.93%) [5,216,495 – 5,219,485]	69.37%
1 = moderately conservative	14,028,265 (34.19%) [14,027,197 – 14,029,333]	19,606,400 (33.56%) [19,604,905 – 19,607,895]	71.55%
2 = very conservative	17,541,630 (42.75%) [17,540,562 – 17,542,698]	25,178,485 (43.09%) [25,176,990 – 25,179,980]	69.67%
Total	41,035,420 (100%) [41,034,352 – 41,036,488]	58,428,895 (100%) [58,427,400 – 58,430,390]	70.23%

Supplementary Data Table 6. SwoCs and shares of 2,969 false political URLs by user affinity.

User Affinity	Shares without Clicks (% of Total SwoCs)	Shares (% of Total Shares)	% of SwoCs among Shares
-2 = very liberal	4,991,480 (24.05%) [4,991,086 – 4,991,874]	7,200,685 (25.41%) [7,200,133 – 7,201,237]	69.32%
-1 = moderately liberal	4,901,740 (23.62%) [4,901,346 – 4,902,134]	7,005,245 (24.72%) [7,004,693 – 7,005,797]	69.97%
0 = neutral	1,980,050 (9.54%) [1,979,656 – 1,980,444]	2,669,755 (9.42%) [2,669,203 – 2,670,307]	74.17%
1 = moderately conservative	4,064,570 (19.58%) [4,064,176 – 4,064,964]	5,221,745 (18.43%) [5,221,193 – 5,222,297]	77.84%
2 = very conservative	4,818,360 (23.21%) [4,817,966 – 4,818,754]	6,239,805 (22.02%) [6,239,253 – 6,240,357]	77.22%
Total	20,756,200 (100%) [20,755,806 – 20,756,594]	28,337,235 (100%) [28,336,683 – 28,337,787]	73.25%

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Supplementary Data Table 7. SwoCs and shares of 405 true political URLs by user affinity.

TPFC Rating	AllSides	Robertson et al. (26)
Face checked as altered media	0	1
Fact checked as false	150	966
Fact checked as missing context	21	169
Fact checked as mixture or false headline	68	254
Fact checked as true	189	330
Not eligible	92	170
Not rated	1,298	2,144
Opinion	8	17
Satire	2	25
Total	1,828	4,076

Supplementary Data Table 8. TPFC ratings among fact-checked political URLs with media bias ratings.

Media Bias Rating	URL Count	Shares without Clicks	Total Shares
-2 = left	25 (16.67%)	600,580 [600,482 – 600,678]	879,880 [879,743 – 880,017]
-1 = lean left	4 (2.67%)	190,720 [190,681 – 190,759]	231,730 [231,675 – 231,785]
0 = center	6 (4.00%)	310,715 [310,667 – 310,763]	428,640 [428,573 – 428,707]
1 = lean right	5 (3.33%)	22,440 [22,396 – 22,484]	27,240 [27,179 – 27,301]
2 = right	110 (73.33%)	2,151,860 [2,151,654 – 2,152,066]	2,911,100 [2,910,812 – 2,911,388]
Total	150 (100%)	3,276,315 [3,276,075 – 3,276,555]	4,478,590 [4,478,254 – 4,478,926]

5 **Supplementary Data Table 9. SwoCs and shares of false political URLs by AllSides media bias ratings.**

Media Bias Rating	URL Count	Shares without Clicks	Total Shares
-2 = left	47 (24.87%)	7,003,110 [7,002,976 – 7,003,244]	9,735,680 [9,735,492 – 9,735,868]
-1 = lean left	61 (32.28%)	5,068,055 [5,067,902 – 5,068,208]	7,106,800 [7,106,586 – 7,107,014]
0 = center	32 (16.93%)	395,745 [395,634 – 395,856]	468,195 [468,040 – 468,350]
1 = lean right	9 (4.76%)	263,935 [263,876 – 263,994]	353,235 [353,153 – 353,317]
2 = right	40 (21.16%)	1,691,105 [1,690,981 – 1,691,229]	2,268,355 [2,268,181 – 2,268,529]
Total	189 (100%)	14,421,950 [14,421,681 – 14,422,219]	19,932,265 [19,931,888 – 19,932,642]

Supplementary Data Table 10. SwoCs and shares of true political URLs by AllSides media bias ratings.

Media Bias Rating	URL Count	Shares without Clicks	Total Shares
Less than -0.5	36 (3.73%)	1,508,760 [1,508,642 – 1,508,878]	2,176,855 [2,176,690 – 2,177,020]
Above -0.5 & Below 0	137 (14.18%)	5,130,530 [5,130,301 – 5,130,759]	6,385,220 [6,384,899 – 6,385,541]
Above 0 & Below 0.5	359 (37.16%)	5,271,470 [5,271,099 – 5,271,841]	8,132,160 [8,131,640 – 8,132,680]
Over 0.5	434 (44.93%)	9,713,615 [9,713,207 – 9,714,023]	13,901,080 [13,900,508 – 13,901,652]
Total	966 (100%)	21,624,375 [21,623,766 – 21,624,984]	30,595,315 [30,594,462 – 30,596,168]

5 **Supplementary Data Table 11. SwoCs and shares of false political URLs by Robertson et al.'s (33) media bias ratings.**

Media Bias Rating	URL Count	Shares without Clicks	Total Shares
Less than -0.5	35 (10.61%)	5,116,290 [5,116,174 – 5,116,406]	7,131,065 [7,130,903 – 7,131,227]
Above -0.5 & Below 0	113 (34.24%)	6,806,790 [6,806,582 – 6,806,998]	9,070,745 [9,070,453 – 9,071,037]
Above 0 & Below 0.5	52 (15.76%)	2,976,610 [2,976,469 – 2,976,751]	4,234,145 [4,233,947 – 4,234,343]
Over 0.5	130 (39.39%)	3,652,980 [3,652,757 – 3,653,203]	4,778,595 [4,778,282 – 4,778,908]
Total	330 (100%)	18,552,670 [18,552,314 – 18,553,026]	25,214,550 [25,214,052 – 25,215,048]

Supplementary Data Table 12. SwoCs and shares of true political URLs by Robertson et al.'s (33) media bias ratings.