

Reporting Summary

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Please do not complete any field with "not applicable" or n/a. Refer to the help text for what text to use if an item is not relevant to your study.

For final submission: please carefully check your responses for accuracy; you will not be able to make changes later.

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 The data was all collected from entirely publicly accessible information on the Internet. This entirely public data required to reproduce the empirical results in the paper is contained at the end of the SI document.

Data analysis The theoretical model output for figure 3 was obtained from a computer simulation by the authors, and the code for this simulation is given in the SI. The open-source software packages Gephi and R were used to analyze the network and to plot the figures from the data.

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/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

This data required to reproduce the empirical results reported in the paper, is contained at the end of the SI document.

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

Behavioural & social sciences study design

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

Study description	We analyzed freely available public information on the Internet
Research sample	As described in the paper, we collected information about clusters and kept moving to the next cluster until we returned to the same clusters. Hence our data is not technically a sample.
Sampling strategy	Our data is not a sample. We focus on Facebook, as stated in the paper. We collected information about clusters and kept moving to the next cluster until we returned to the same clusters.
Data collection	The data was all collected from entirely publicly accessible information on the Internet. This entirely public data required to reproduce the empirical results in the paper is contained at the end of the SI document.
Timing	The data were collected during 2019, as explained in the paper.
Data exclusions	We only collected public data from Facebook.
Non-participation	Not applicable.
Randomization	Not applicable.

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
☒	☐ Antibodies
☒	☐ Eukaryotic cell lines
☒	☐ Palaeontology
☒	☐ Animals and other organisms
☒	☐ Human research participants
☒	☐ Clinical data

Methods

n/a	Involved in the study
☒	☐ ChIP-seq
☒	☐ Flow cytometry
☒	☐ MRI-based neuroimaging