

Supplementary material for ‘Cognitive attraction and online misinformation’

Element	Possible coding	Description
General content	positive/negative/ neutral	The content concerns a topic that can be considered positive/negative/neutral.
Threat-related information	present/absent	The content concerns possible threats: homicides, robberies, violent acts, dangerous situations, etc.
Sexually-related information	present/absent	The content describes or allude explicitly to sexual, or sexually-related, acts.
Disgust	present/absent	The content describes details eliciting disgust.
MCI elements	present/absent	The content violates intuitive expectations, e.g. presence of supernatural entities (aliens, ghosts, god(s), etc.) or anti-essentialist elements (see below). References to priests, the pope, etc. should not be included.
Anti-essentialist violations	present/absent	References to hybrid-species, sex amongst different species, GMO, and similar.
Social information	present/absent	The content concerns intense and salient social relationships e.g. gossip, cheating, group alliances, controversies among individuals, etc.
Celebrities	present/absent	The content concerns celebrities (in doubt, Google them).
Political topic	yes/no	The content concerns professional politics e.g. ‘the congress did such and such’, ‘senator XY affirmed’ not topics of political relevance (e.g. abortion, guns, etc.) alone.

Table S1: Elements coded and descriptions provided to additional coders.

	Overall	General	General (2)	Threat	Sex	Disgust	MCI	Anti- essentialism	Social	Celebrity	Politics
C1	0.85	0.66	1.00	0.80	0.90	0.98	0.92	0.92	0.70	0.88	0.92
C2	0.87	0.76	1.00	0.92	0.92	0.90	0.90	0.96	0.68	0.86	0.90
C3	0.89	0.76	0.98	0.86	0.98	0.78	0.94	0.94	0.68	0.94	1.00
C4	0.86	0.82	1.00	0.80	0.98	0.88	0.90	0.98	0.52	0.90	0.94
Cumulative	0.87	0.75	1.00	0.87	0.95	0.89	0.92	0.95	0.65	0.90	0.94

Table S2: Summary of agreements with the additional coders. Results are rounded to the second decimal. See main text for details.