

Appendix

Table A1: Parametric Survival Analysis (Personality Similarity)

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
User similarity	1.0991*** (0.0043)	1.1002*** (0.0043)	1.0972*** (0.0044)	1.0950*** (0.0044)	1.2977*** (0.0217)	1.2957*** (0.0217)	1.2981*** (0.0214)	1.2805*** (0.0211)
Reciprocal relationship	7.6938*** (0.3612)	7.7152*** (0.3626)	7.0719*** (0.3342)	7.1289*** (0.3368)	7.2361*** (0.3210)	7.2109*** (0.3199)	7.2519*** (0.3225)	6.6094*** (0.3022)
# Peer-to-Peer interactions	1.0008 (0.0008)	1.0009 (0.0008)	1.0006 (0.0009)	1.0006 (0.0009)	1.0006 (0.0008)	1.0006 (0.0009)	1.0007 (0.0008)	1.0004 (0.0009)
Sentiment of message	1.6331*** (0.1090)	1.6324*** (0.1090)	1.5529*** (0.1023)	1.6077*** (0.1070)	1.6703*** (0.1050)	1.6456*** (0.1038)	1.5793*** (0.0998)	1.4622*** (0.0957)
Personalized message	1.1117*** (0.0052)	1.1121*** (0.0052)	1.1113*** (0.0052)	1.1091*** (0.0052)	1.0572*** (0.0039)	1.0553*** (0.0039)	1.0492*** (0.0052)	1.0393*** (0.0053)
User expertise (Sender)	1.2572*** (0.0292)	1.2538*** (0.0293)	1.2693*** (0.0297)	1.2765*** (0.0299)	1.2040*** (0.0257)	1.1953*** (0.0255)	1.2196*** (0.0262)	1.2003*** (0.0267)
User leadership (Sender)	1.0140*** (0.0017)	1.0140*** (0.0017)	1.0112*** (0.0017)	1.0111*** (0.0017)	1.0100*** (0.0018)	1.0101*** (0.0018)	1.0102*** (0.0018)	1.0049** (0.0018)
Personality similarity (Main personality type)		0.9406 (0.0448)						
Personality similarity			1.4882*** (0.0486)					
Personality similarity (Agreeableness)				1.1108* (0.0496)	1.4686*** (0.1145)	1.4672*** (0.1145)	1.4507*** (0.1141)	1.4451*** (0.1136)
Personality similarity (Conscientiousness)				1.0705 (0.0401)	0.9679 (0.0473)	0.9728 (0.0475)	0.9865 (0.0483)	1.0111 (0.0492)
Personality similarity (Extraversion)				1.3094*** (0.0617)	0.9807 (0.0660)	0.9696 (0.0655)	0.9322 (0.0637)	0.9050 (0.0623)
Personality similarity (Emotional range)				1.0436 (0.0418)	1.0060 (0.0398)	1.0030 (0.0398)	1.0142 (0.0404)	1.0121 (0.0405)
Personality similarity (Openness)				1.0499 (0.0461)	0.9087 (0.0654)	0.9056 (0.0651)	0.9319 (0.0665)	0.9166 (0.0651)
Visible message=1					1.3235*** (0.0959)	1.2444** (0.0912)	1.1899* (0.0874)	1.4537*** (0.1090)
Visible message=1 x Personality similarity (Agreeableness)					0.7597** (0.0680)	0.7704** (0.0689)	0.7722** (0.0694)	0.7608** (0.0687)
Visible message=1 x Personality similarity (Conscientiousness)					1.0898 (0.0668)	1.0875 (0.0666)	1.0716 (0.0661)	1.0180 (0.0627)
Visible message=1 x Personality similarity (Extraversion)					1.3448*** (0.1102)	1.3432*** (0.1102)	1.3897*** (0.1150)	1.4452*** (0.1209)
Visible message=1 x Personality similarity (Emotional range)					1.0007 (0.0559)	1.0006 (0.0560)	0.9942 (0.0559)	1.0302 (0.0580)
Visible message=1 x Personality similarity (Openness)					1.1933* (0.1006)	1.2032* (0.1014)	1.1578 (0.0971)	1.1739 (0.0981)
Sender\Recipient popularity controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Message controls	No	No	No	No	No	Yes	Yes	Yes
Product controls	No	No	No	No	No	No	Yes	Yes
Additional Sender\Recipient controls	No	No	No	No	No	No	No	Yes
Log-likelihood	-21600.1	-21599.2	-21516.8	-21521.7	-28189.6	-28175.8	-28149.1	-27949.6
BIC	43331.44	43341.71	43176.77	43234.31	56659.98	56644.49	56627.75	56338.58
AIC	43222.14	43222.47	43057.53	43075.32	56425.29	56399.6	56352.25	55971.24
chi2	3677.905	3679.571	3844.516	3834.722	4218.527	4246.219	4299.572	4698.585
p	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	152730	152730	152730	152730	199563	199563	199563	199563

Note: Parametric survival analysis proportional hazards model of log relative-hazard form. The hazard ratios (HRs) represent the percent increase (HR > 1) or decrease (HR < 1) in post-purchase hazards associated with each attribute. Significance levels: * p<0.05, ** p<0.01, *** p<0.001

High Openness (Sender) x Low Openness (Recipient)						(0.2775)
High Openness (Sender) x High Openness (Recipient)						1.3699*** (0.1071)
Visible message=1	1.1899*					(0.0874)
Sender\Recipient controls	Yes	Yes	Yes	Yes	Yes	Yes
Message controls	Yes	Yes	Yes	Yes	Yes	Yes
Product controls	Yes	Yes	Yes	Yes	Yes	Yes
Log-likelihood	-28149.1	-28111.1	-28093.4	-28077.6	-28005.6	-28109
BIC	56627.75	56588.33	56552.97	56521.3	56377.34	56584.19
AIC	56352.25	56282.22	56246.85	56215.18	56071.22	56278.07
chi2	4299.572	4375.603	4410.972	4442.641	4586.601	4379.747
p	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	199563	199563	199563	199563	199563	199563

Note: Parametric survival analysis proportional hazards model of log relative-hazard form. The hazard ratios (HRs) represent the percent increase (HR > 1) or decrease (HR < 1) in post-purchase hazards associated with each attribute. The baseline case for Models (2)-(6) represents dyads in which the WOM message was not visible. Significance levels: * p<0.05, ** p<0.01, *** p<0.001

Table A3: Survival Analysis (Personality Similarity with Possibly Correlated Observations)

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
User similarity	1.0994*** (0.0134)	1.1003*** (0.0136)	1.0974*** (0.0134)	1.0953*** (0.0132)	1.2962*** (0.0254)	1.2942*** (0.0253)	1.2967*** (0.0266)	1.2797*** (0.0270)
Reciprocal relationship	7.3565*** (0.4797)	7.3720*** (0.4830)	6.7628*** (0.4429)	6.8198*** (0.4453)	6.9464*** (0.4649)	6.9192*** (0.4633)	6.9508*** (0.4686)	6.3147*** (0.4468)
# Peer-to-Peer interactions	1.0008 (0.0010)	1.0009 (0.0009)	1.0006 (0.0010)	1.0006 (0.0010)	1.0006 (0.0010)	1.0006 (0.0010)	1.0008 (0.0010)	1.0005 (0.0011)
Sentiment of message	1.6083*** (0.1158)	1.6077*** (0.1158)	1.5281*** (0.1070)	1.5825*** (0.1119)	1.6483*** (0.1079)	1.6242*** (0.1065)	1.5613*** (0.1024)	1.4458*** (0.0962)
Personalized message	1.1084*** (0.0048)	1.1088*** (0.0049)	1.1079*** (0.0049)	1.1057*** (0.0050)	1.0559*** (0.0038)	1.0540*** (0.0038)	1.0486*** (0.0048)	1.0387*** (0.0049)
User expertise (Sender)	1.2499*** (0.0371)	1.2471*** (0.0369)	1.2616*** (0.0380)	1.2690*** (0.0383)	1.2000*** (0.0329)	1.1917*** (0.0325)	1.2148*** (0.0340)	1.1957*** (0.0337)
User leadership (Sender)	1.0138*** (0.0018)	1.0138*** (0.0018)	1.0110*** (0.0018)	1.0108*** (0.0018)	1.0098*** (0.0019)	1.0099*** (0.0019)	1.0100*** (0.0020)	1.0048* (0.0019)
Personality similarity (Main personality type)		0.9506 (0.0539)						
Personality similarity			1.4758*** (0.0627)					
Personality similarity (Agreeableness)				1.1074* (0.0535)	1.4608*** (0.0993)	1.4591*** (0.0994)	1.4427*** (0.0997)	1.4369*** (0.0991)
Personality similarity (Conscientiousness)				1.0681 (0.0448)	0.9697 (0.0481)	0.9746 (0.0482)	0.9876 (0.0489)	1.0121 (0.0497)
Personality similarity (Extraversion)				1.3087*** (0.0698)	0.9761 (0.0579)	0.9649 (0.0576)	0.9280 (0.0555)	0.9005 (0.0539)
Personality similarity (Emotional range)				1.0400 (0.0498)	1.0061 (0.0358)	1.0031 (0.0359)	1.0143 (0.0364)	1.0123 (0.0367)
Personality similarity (Openness)				1.0486 (0.0537)	0.9115 (0.0629)	0.9084 (0.0626)	0.9348 (0.0633)	0.9199 (0.0613)
Visible message=1					1.3100** (0.1153)	1.2334* (0.1087)	1.1818 (0.1020)	1.4369*** (0.1230)
Visible message=1 x Personality similarity (Agreeableness)					0.7616*** (0.0603)	0.7720** (0.0609)	0.7735** (0.0616)	0.7633*** (0.0609)
Visible message=1 x Personality similarity (Conscientiousness)					1.0860 (0.0708)	1.0834 (0.0704)	1.0690 (0.0703)	1.0165 (0.0667)
Visible message=1 x Personality similarity (Extraversion)					1.3490*** (0.1023)	1.3487*** (0.1024)	1.3952*** (0.1062)	1.4503*** (0.1106)
Visible message=1 x Personality similarity (Emotional range)					0.9993 (0.0572)	0.9992 (0.0574)	0.9925 (0.0573)	1.0272 (0.0593)
Visible message=1 x Personality similarity (Openness)					1.1875* (0.0977)	1.1970* (0.0986)	1.1526 (0.0943)	1.1657 (0.0946)
Sender\Recipient popularity controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Message controls	No	No	No	No	No	Yes	Yes	Yes
Product controls	No	No	No	No	No	No	Yes	Yes
Additional Sender\Recipient controls	No	No	No	No	No	No	No	Yes
Log-likelihood	-23726.8	-23726.3	-23646.8	-23650.8	-31823.7	-31810.8	-31785.2	-31592.7
BIC	47573.06	47583.85	47424.87	47480.72	63915.88	63902.27	63887.75	63612.58
AIC	47473.69	47474.55	47315.56	47331.67	63691.39	63667.58	63622.45	63255.45
chi2	2459.884	2525.988	2469.142	2643.004	2483.971	2644.359	2807.676	3230.129
p	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	152730	152730	152730	152730	199563	199563	199563	199563

Note: Semiparametric survival analysis with Cox proportional hazards model adjusting for possibly correlated observations. The hazard ratios (HRs) represent the percent increase (HR > 1) or decrease (HR < 1) in post-purchase hazards associated with each attribute. Significance levels: * p<0.05, ** p<0.01, *** p<0.001

Table A4: Survival Analysis (Personality Characteristics with Possibly Correlated Observations)

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Personality similarity (Agreeableness)	1.4427*** (0.0997)		1.3810*** (0.0939)	1.3232*** (0.0911)	1.4276*** (0.1016)	1.5220*** (0.1017)
Personality similarity (Conscientiousness)	0.9876 (0.0489)	1.1021* (0.0538)		1.0379 (0.0504)	1.1335** (0.0510)	1.0336 (0.0465)
Personality similarity (Extraversion)	0.9280 (0.0555)	1.0526 (0.0746)	0.9217 (0.0567)		0.8069*** (0.0485)	0.9515 (0.0601)
Personality similarity (Emotional range)	1.0143 (0.0364)	1.0710 (0.0445)	1.0852* (0.0431)	0.9787 (0.0366)		0.9562 (0.0383)
Personality similarity (Openness)	0.9348 (0.0633)	1.0941 (0.0750)	1.0107 (0.0636)	0.8564* (0.0556)	0.9707 (0.0601)	
Visible message=1 x Personality similarity (Agreeableness)	0.7735** (0.0616)		0.7669** (0.0618)	0.8583 (0.0680)	0.7470*** (0.0630)	0.7316*** (0.0572)
Visible message=1 x Personality similarity (Conscientiousness)	1.0690 (0.0703)	0.9832 (0.0645)		1.0234 (0.0673)	1.0106 (0.0545)	1.0274 (0.0643)
Visible message=1 x Personality similarity (Extraversion)	1.3952*** (0.1062)	1.1737 (0.0998)	1.4223*** (0.1116)		1.5592*** (0.1198)	1.3837*** (0.1072)
Visible message=1 x Personality similarity (Emotional range)	0.9925 (0.0573)	0.9241 (0.0573)	0.9852 (0.0527)	1.0302 (0.0606)		1.0348 (0.0597)
Visible message=1 x Personality similarity (Openness)	1.1526 (0.0943)	0.9637 (0.0842)	1.0880 (0.0866)	1.1923* (0.0956)	1.1559 (0.0924)	
Low Agreeableness (Sender) x Low Agreeableness (Recipient)		0.6159*** (0.0592)				
Low Agreeableness (Sender) x High Agreeableness (Recipient)		0.5593*** (0.0744)				
High Agreeableness (Sender) x Low Agreeableness (Recipient)		1.3050* (0.1523)				
High Agreeableness (Sender) x High Agreeableness (Recipient)		1.0843 (0.1724)				
Low Conscientiousness (Sender) x Low Conscientiousness (Recipient)			0.6902 (0.1316)			
Low Conscientiousness (Sender) x High Conscientiousness (Recipient)			0.9953 (0.1078)			
High Conscientiousness (Sender) x Low Conscientiousness (Recipient)			1.6170** (0.2575)			
High Conscientiousness (Sender) x High Conscientiousness (Recipient)			1.7278*** (0.1679)			
Low Extraversion (Sender) x Low Extraversion (Recipient)				1.1884* (0.0973)		
Low Extraversion (Sender) x High Extraversion (Recipient)				0.5808** (0.1136)		
High Extraversion (Sender) x Low Extraversion (Recipient)				1.7128*** (0.2024)		
High Extraversion (Sender) x High Extraversion (Recipient)				0.9471 (0.2151)		
Low Emotional range (Sender) x Low Emotional range (Recipient)					1.6119*** (0.1459)	
Low Emotional range (Sender) x High Emotional range (Recipient)					1.0822 (0.1674)	
High Emotional range (Sender) x Low Emotional range (Recipient)					0.9103 (0.1049)	
High Emotional range (Sender) x High Emotional range (Recipient)					0.5369** (0.1164)	
Low Openness (Sender) x Low Openness (Recipient)						0.9529 (0.3897)
Low Openness (Sender) x High Openness (Recipient)						0.7611 (0.1517)
						1.7139*

High Openness (Sender) x Low Openness (Recipient)						(0.3806)
High Openness (Sender) x High Openness (Recipient)						1.3596*** (0.1218)
Visible message=1	1.1818 (0.1020)					
Sender\Recipient controls	Yes	Yes	Yes	Yes	Yes	Yes
Message controls	Yes	Yes	Yes	Yes	Yes	Yes
Product controls	Yes	Yes	Yes	Yes	Yes	Yes
Log-likelihood	-31785.2	-31749.4	-31731.7	-31717	-31647.6	-31747.1
BIC	63887.75	63852.65	63817.28	63787.94	63649.13	63848.09
AIC	63622.45	63556.74	63521.37	63492.03	63353.21	63552.18
chi2	2807.676	3293.54	2924.079	3044.417	3126.634	2843.099
p	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	199563	199563	199563	199563	199563	199563

Note: Semiparametric survival analysis with Cox proportional hazards model adjusting for possibly correlated observations. The hazard ratios (HRs) represent the percent increase (HR > 1) or decrease (HR < 1) in post-purchase hazards associated with each attribute. The baseline case for Models (2)-(6) represents dyads in which the WOM message was not visible. Significance levels: * p<0.05, ** p<0.01, *** p<0.001

Table A5: Survival Analysis (Personality Similarity with Additional Message Controls)

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
User similarity	1.0995*** (0.0043)	1.1003*** (0.0044)	1.0975*** (0.0044)	1.0954*** (0.0044)	1.2947*** (0.0219)	1.2930*** (0.0219)	1.2959*** (0.0216)	1.2789*** (0.0213)
Reciprocal relationship	7.3975*** (0.3484)	7.4114*** (0.3493)	6.7992*** (0.3224)	6.8597*** (0.3252)	6.9887*** (0.3105)	6.9631*** (0.3096)	6.9818*** (0.3110)	6.3488*** (0.2911)
# Peer-to-Peer interactions	1.0008 (0.0008)	1.0009 (0.0008)	1.0006 (0.0009)	1.0006 (0.0009)	1.0006 (0.0008)	1.0006 (0.0008)	1.0008 (0.0008)	1.0005 (0.0009)
Sentiment of message	1.6017*** (0.1073)	1.6013*** (0.1074)	1.5220*** (0.1008)	1.5776*** (0.1055)	1.6453*** (0.1040)	1.6235*** (0.1029)	1.5622*** (0.0991)	1.4497*** (0.0952)
Personalized message	1.1076*** (0.0052)	1.1079*** (0.0052)	1.1072*** (0.0052)	1.1048*** (0.0053)	1.0552*** (0.0039)	1.0534*** (0.0039)	1.0487*** (0.0052)	1.0388*** (0.0053)
User expertise (Sender)	1.2492*** (0.0290)	1.2467*** (0.0290)	1.2596*** (0.0294)	1.2671*** (0.0296)	1.1994*** (0.0256)	1.1933*** (0.0254)	1.2125*** (0.0260)	1.1931*** (0.0265)
User leadership (Sender)	1.0136*** (0.0017)	1.0136*** (0.0017)	1.0109*** (0.0017)	1.0106*** (0.0017)	1.0096*** (0.0018)	1.0097*** (0.0018)	1.0099*** (0.0018)	1.0047* (0.0018)
Personality similarity (Main personality type)		0.9545 (0.0454)						
Personality similarity			1.4765*** (0.0481)					
Personality similarity (Agreeableness)				1.1057* (0.0494)	1.4597*** (0.1141)	1.4581*** (0.1141)	1.4436*** (0.1138)	1.4379*** (0.1133)
Personality similarity (Conscientiousness)				1.0684 (0.0401)	0.9705 (0.0474)	0.9746 (0.0476)	0.9889 (0.0484)	1.0130 (0.0493)
Personality similarity (Extraversion)				1.3163*** (0.0621)	0.9713 (0.0656)	0.9614 (0.0651)	0.9261 (0.0634)	0.8999 (0.0620)
Personality similarity (Emotional range)				1.0365 (0.0415)	1.0047 (0.0399)	1.0021 (0.0398)	1.0129 (0.0405)	1.0112 (0.0406)
Personality similarity (Openness)				1.0485 (0.0459)	0.9108 (0.0655)	0.9082 (0.0653)	0.9324 (0.0666)	0.9178 (0.0652)
Visible message=1					1.2801*** (0.0928)	1.2139** (0.0890)	1.1668* (0.0858)	1.4180*** (0.1065)
Visible message=1 x Personality similarity (Agreeableness)					0.7612** (0.0682)	0.7713** (0.0691)	0.7722** (0.0695)	0.7627** (0.0690)
Visible message=1 x Personality similarity (Conscientiousness)					1.0856 (0.0666)	1.0839 (0.0664)	1.0670 (0.0658)	1.0152 (0.0626)
Visible message=1 x Personality similarity (Extraversion)					1.3646*** (0.1120)	1.3640*** (0.1121)	1.4061*** (0.1165)	1.4567*** (0.1220)
Visible message=1 x Personality similarity (Emotional range)					0.9977 (0.0558)	0.9983 (0.0559)	0.9907 (0.0557)	1.0260 (0.0579)
Visible message=1 x Personality similarity (Openness)					1.1875* (0.0999)	1.1952* (0.1005)	1.1551 (0.0968)	1.1677 (0.0976)
Sender\Recipient popularity controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Message controls	No	No	No	No	No	Yes	Yes	Yes
Product controls	No	No	No	No	No	No	Yes	Yes
Additional Sender\Recipient controls	No	No	No	No	No	No	No	Yes
Log-likelihood	-23722.4	-23721.9	-23642.1	-23645.5	-31815.8	-31804.9	-31779.8	-31589.6
BIC	47576.01	47586.98	47427.46	47482.04	63912.19	63902.63	63889.08	63618.49
AIC	47466.71	47467.75	47308.22	47323.06	63677.51	63657.74	63613.57	63251.15
chi2	3589.740	3590.706	3750.229	3743.393	4135.005	4156.771	4206.937	4587.359
p	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	152730	152730	152730	152730	199563	199563	199563	199563

Note: Semiparametric survival analysis with Cox proportional hazards model. The presented econometric specifications control whether each message was explicitly made visible to all followers. The hazard ratios (HRs) represent the percent increase (HR > 1) or decrease (HR < 1) in post-purchase hazards associated with each attribute. Significance levels: * p<0.05, ** p<0.01, *** p<0.001

Table A6: Survival Analysis (Personality Characteristics with Additional Message Controls)

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Personality similarity (Agreeableness)	1.4436*** (0.1138)		1.3778*** (0.1066)	1.3252*** (0.0937)	1.4278*** (0.1121)	1.5241*** (0.1119)
Personality similarity (Conscientiousness)	0.9889 (0.0484)	1.1046* (0.0526)		1.0391 (0.0508)	1.1395** (0.0526)	1.0354 (0.0478)
Personality similarity (Extraversion)	0.9261 (0.0634)	1.0506 (0.0707)	0.9194 (0.0637)		0.8023** (0.0562)	0.9514 (0.0654)
Personality similarity (Emotional range)	1.0129 (0.0405)	1.0695 (0.0454)	1.0870* (0.0434)	0.9775 (0.0400)		0.9552 (0.0379)
Personality similarity (Openness)	0.9324 (0.0666)	1.0912 (0.0761)	1.0120 (0.0690)	0.8549* (0.0592)	0.9691 (0.0634)	
Visible message=1 x	0.7722** (0.0695)		0.7661** (0.0686)	0.8572 (0.0701)	0.7451** (0.0676)	0.7304*** (0.0619)
Personality similarity (Agreeableness)						
Visible message=1 x	1.0670 (0.0658)	0.9804 (0.0596)		1.0202 (0.0630)	1.0061 (0.0552)	1.0249 (0.0611)
Personality similarity (Conscientiousness)						
Visible message=1 x	1.4061*** (0.1165)	1.1864* (0.0953)	1.4375*** (0.1208)		1.5809*** (0.1340)	1.3940*** (0.1148)
Personality similarity (Extraversion)						
Visible message=1 x	0.9907 (0.0557)	0.9228 (0.0540)	0.9825 (0.0512)	1.0278 (0.0586)		1.0322 (0.0570)
Personality similarity (Emotional range)						
Visible message=1 x	1.1551 (0.0968)	0.9608 (0.0805)	1.0873 (0.0889)	1.1898* (0.0977)	1.1581 (0.0918)	
Personality similarity (Openness)						
Low Agreeableness (Sender) x		0.6072*** (0.0485)				
Low Agreeableness (Recipient)						
Low Agreeableness (Sender) x		0.5502*** (0.0546)				
High Agreeableness (Recipient)						
High Agreeableness (Sender) x		1.2860* (0.1282)				
Low Agreeableness (Recipient)						
High Agreeableness (Sender) x		1.0609 (0.1351)				
High Agreeableness (Recipient)						
Low Conscientiousness (Sender) x			0.6818* (0.1138)			
Low Conscientiousness (Recipient)						
Low Conscientiousness (Sender) x			0.9871 (0.1018)			
High Conscientiousness (Recipient)						
High Conscientiousness (Sender) x			1.6188*** (0.1980)			
Low Conscientiousness (Recipient)						
High Conscientiousness (Sender) x			1.7201*** (0.1482)			
High Conscientiousness (Recipient)						
Low Extraversion (Sender) x				1.1875* (0.0912)		
Low Extraversion (Recipient)						
Low Extraversion (Sender) x				0.5787*** (0.0771)		
High Extraversion (Recipient)						
High Extraversion (Sender) x				1.6269*** (0.1937)		
Low Extraversion (Recipient)						
High Extraversion (Sender) x				0.8926 (0.1821)		
High Extraversion (Recipient)						
Low Emotional range (Sender) x					1.5924*** (0.1231)	
Low Emotional range (Recipient)						
Low Emotional range (Sender) x					1.0749 (0.1383)	
High Emotional range (Recipient)						
High Emotional range (Sender) x					0.9014 (0.0949)	
Low Emotional range (Recipient)						
High Emotional range (Sender) x					0.5232*** (0.1009)	
High Emotional range (Recipient)						
Low Openness (Sender) x						0.9342 (0.3395)
Low Openness (Recipient)						
Low Openness (Sender) x						0.7446 (0.1363)
High Openness (Recipient)						
High Openness (Sender) x						1.7043***

Low Openness (Recipient)		(0.2682)
High Openness (Sender) x		1.3489***
High Openness (Recipient)		(0.1055)
Visible message=1	1.1668*	
	(0.0858)	

Log-likelihood	-31779.8	-31742.9	-31722.4	-31711.5	-31635.8	-31740.2
BIC	63889.08	63851.88	63810.97	63789.11	63637.77	63846.45
AIC	63613.57	63545.77	63504.85	63483.00	63331.66	63540.34
chi2	4206.937	4280.745	4321.657	4343.512	4494.854	4286.173
P	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	199563	199563	199563	199563	199563	199563

Note: Semiparametric survival analysis with Cox proportional hazards model. The presented econometric specifications control whether each message was explicitly made visible to all followers. The hazard ratios (HRs) represent the percent increase (HR > 1) or decrease (HR < 1) in post-purchase hazards associated with each attribute. The baseline case for Models (2)-(6) represents dyads in which the WOM message was not visible. Significance levels: * p<0.05, ** p<0.01, *** p<0.001

Table A7: Survival Analysis (Personality Similarity with Additional User Similarity Controls)

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
User similarity	1.1720*** (0.0093)	1.1749*** (0.0095)	1.1613*** (0.0094)	1.1599*** (0.0093)	1.2833*** (0.0251)	1.2811*** (0.0250)	1.2946*** (0.0253)	1.2722*** (0.0250)
User similarity (Intrinsic preferences)	2.2117*** (0.0615)	2.2129*** (0.0616)	2.1888*** (0.0609)	2.1927*** (0.0610)	2.0632*** (0.0508)	2.0622*** (0.0508)	2.1277*** (0.0529)	2.2514*** (0.0570)
Reciprocal relationship	5.3049*** (0.2725)	5.3115*** (0.2730)	5.0340*** (0.2587)	5.0759*** (0.2605)	5.2861*** (0.2524)	5.2618*** (0.2513)	5.1572*** (0.2466)	4.7278*** (0.2315)
# Peer-to-Peer interactions	1.0003 (0.0007)	1.0003 (0.0007)	1.0003 (0.0007)	1.0003 (0.0007)	1.0002 (0.0007)	1.0003 (0.0007)	1.0003 (0.0007)	1.0001 (0.0007)
Sentiment of message	1.5219*** (0.1026)	1.5255*** (0.1030)	1.4676*** (0.0979)	1.5201*** (0.1023)	1.5804*** (0.1006)	1.5685*** (0.1001)	1.4888*** (0.0953)	1.3986*** (0.0923)
Personalized message	1.0874*** (0.0053)	1.0878*** (0.0053)	1.0870*** (0.0053)	1.0846*** (0.0053)	1.0330*** (0.0039)	1.0311*** (0.0040)	1.0240*** (0.0051)	1.0101 (0.0052)
User expertise (Sender)	1.2052*** (0.0283)	1.1986*** (0.0283)	1.2142*** (0.0286)	1.2242*** (0.0289)	1.1672*** (0.0252)	1.1627*** (0.0250)	1.1821*** (0.0255)	1.1479*** (0.0255)
User leadership (Sender)	1.0165*** (0.0017)	1.0164*** (0.0017)	1.0143*** (0.0017)	1.0138*** (0.0017)	1.0128*** (0.0017)	1.0130*** (0.0017)	1.0133*** (0.0018)	1.0084*** (0.0019)
Personality similarity (Main personality type)		0.9115* (0.0431)						
Personality similarity			1.3931*** (0.0461)					
Personality similarity (Agreeableness)				1.1195* (0.0494)	1.4511*** (0.1128)	1.4497*** (0.1128)	1.4084*** (0.1109)	1.4035*** (0.1102)
Personality similarity (Conscientiousness)				1.0214 (0.0387)	0.9495 (0.0467)	0.9534 (0.0468)	0.9654 (0.0476)	0.9955 (0.0488)
Personality similarity (Extraversion)				1.2670*** (0.0592)	0.9903 (0.0668)	0.9792 (0.0663)	0.9226 (0.0634)	0.8949 (0.0618)
Personality similarity (Emotional range)				1.0363 (0.0424)	0.9993 (0.0396)	0.9966 (0.0396)	1.0186 (0.0407)	1.0160 (0.0408)
Personality similarity (Openness)				1.0291 (0.0457)	0.8984 (0.0649)	0.8957 (0.0647)	0.9531 (0.0676)	0.9313 (0.0656)
Visible message=1					1.2972*** (0.0971)	1.2214** (0.0926)	1.1317 (0.0853)	1.3913*** (0.1067)
Visible message=1 x Personality similarity (Agreeableness)					0.7779** (0.0692)	0.7887** (0.0702)	0.7946* (0.0714)	0.7609** (0.0688)
Visible message=1 x Personality similarity (Conscientiousness)					1.0691 (0.0660)	1.0697 (0.0660)	1.0672 (0.0664)	0.9972 (0.0621)
Visible message=1 x Personality similarity (Extraversion)					1.2875** (0.1054)	1.2853** (0.1054)	1.3561*** (0.1127)	1.4037*** (0.1181)
Visible message=1 x Personality similarity (Emotional range)					1.0006 (0.0565)	1.0016 (0.0567)	0.9834 (0.0560)	1.0218 (0.0583)
Visible message=1 x Personality similarity (Openness)					1.1759 (0.0997)	1.1815* (0.1001)	1.0994 (0.0922)	1.1297 (0.0944)
Sender\Recipient popularity controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Message controls	No	No	No	No	No	Yes	Yes	Yes
Product controls	No	No	No	No	No	No	Yes	Yes
Additional Sender\Recipient controls	No	No	No	No	No	No	No	Yes
Log-likelihood	-23070.0	-23068.0	-23015.0	-23015.1	-31144.4	-31132.6	-31068.5	-30813.0
BIC	46271.26	46279.32	46173.21	46221.17	62569.40	62557.99	62466.46	62065.36
AIC	46161.97	46160.09	46053.98	46062.20	62334.72	62313.12	62190.97	61698.04
chi2	4795.723	4799.604	4905.714	4905.495	5376.738	5400.345	5528.487	6039.417
P	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	152610	152610	152610	152610	199437	199437	199437	199437

Note: Semiparametric survival analysis with Cox proportional hazards model. The presented econometric specifications include additional controls for similarity in intrinsic taste and preferences. The hazard ratios (HRs) represent the percent increase (HR > 1) or decrease (HR < 1) in post-purchase hazards associated with each attribute. Significance levels: * p<0.05, ** p<0.01, *** p<0.001

Table A8: Survival Analysis (Personality Characteristics with Additional User Similarity Controls)

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Personality similarity (Agreeableness)	1.4084*** (0.1109)		1.3772*** (0.1072)	1.3073*** (0.0926)	1.4085*** (0.1109)	1.5133*** (0.1119)
Personality similarity (Conscientiousness)	0.9654 (0.0476)	1.0598 (0.0511)		1.0208 (0.0504)	1.1164* (0.0519)	1.0233 (0.0477)
Personality similarity (Extraversion)	0.9226 (0.0634)	0.9965 (0.0675)	0.9055 (0.0630)		0.8018** (0.0563)	0.9552 (0.0660)
Personality similarity (Emotional range)	1.0186 (0.0407)	1.0671 (0.0452)	1.1012* (0.0441)	0.9842 (0.0402)		0.9522 (0.0380)
Personality similarity (Openness)	0.9531 (0.0676)	1.1161 (0.0775)	1.0188 (0.0690)	0.8766 (0.0605)	0.9833 (0.0637)	
Visible message=1 x	0.7946* (0.0714)		0.7503** (0.0675)	0.8567 (0.0702)	0.7481** (0.0680)	0.7277*** (0.0621)
Personality similarity (Agreeableness)						
Visible message=1 x	1.0672 (0.0664)	1.0038 (0.0618)		1.0151 (0.0633)	1.0139 (0.0560)	1.0134 (0.0611)
Personality similarity (Conscientiousness)						
Visible message=1 x	1.3561*** (0.1127)	1.1960* (0.0969)	1.4143*** (0.1192)		1.5199*** (0.1291)	1.3214*** (0.1089)
Personality similarity (Extraversion)						
Visible message=1 x	0.9834 (0.0560)	0.9266 (0.0549)	0.9729 (0.0510)	1.0265 (0.0593)		1.0374 (0.0582)
Personality similarity (Emotional range)						
Visible message=1 x	1.0994 (0.0922)	0.9194 (0.0777)	1.0696 (0.0875)	1.1190 (0.0921)	1.1228 (0.0889)	
Personality similarity (Openness)						
Low Agreeableness (Sender) x		0.6681*** (0.0535)				
Low Agreeableness (Recipient)						
Low Agreeableness (Sender) x		0.5806*** (0.0580)				
High Agreeableness (Recipient)						
High Agreeableness (Sender) x		1.4921*** (0.1498)				
Low Agreeableness (Recipient)						
High Agreeableness (Sender) x		1.2083 (0.1538)				
High Agreeableness (Recipient)						
Low Conscientiousness (Sender) x			0.8013 (0.1338)			
Low Conscientiousness (Recipient)						
Low Conscientiousness (Sender) x			1.0027 (0.1042)			
High Conscientiousness (Recipient)						
High Conscientiousness (Sender) x			1.6857*** (0.2105)			
Low Conscientiousness (Recipient)						
High Conscientiousness (Sender) x			1.6614*** (0.1463)			
High Conscientiousness (Recipient)						
Low Extraversion (Sender) x				1.1327 (0.0892)		
Low Extraversion (Recipient)						
Low Extraversion (Sender) x				0.5712*** (0.0772)		
High Extraversion (Recipient)						
High Extraversion (Sender) x				1.5605*** (0.1859)		
Low Extraversion (Recipient)						
High Extraversion (Sender) x				0.9917 (0.2028)		
High Extraversion (Recipient)						
Low Emotional range (Sender) x					1.5460*** (0.1218)	
Low Emotional range (Recipient)						
Low Emotional range (Sender) x					1.0518 (0.1379)	
High Emotional range (Recipient)						
High Emotional range (Sender) x					0.9106 (0.0969)	
Low Emotional range (Recipient)						
High Emotional range (Sender) x					0.6201* (0.1195)	
High Emotional range (Recipient)						
Low Openness (Sender) x						1.1518 (0.4217)
Low Openness (Recipient)						
Low Openness (Sender) x						0.7490 (0.1372)
High Openness (Recipient)						
High Openness (Sender) x						1.9003***

Low Openness (Recipient)						(0.3051)
High Openness (Sender) x						1.2995**
High Openness (Recipient)						(0.1043)
Visible message=1	1.1317					
	(0.0853)					
Sender\Recipient controls	Yes	Yes	Yes	Yes	Yes	Yes
Message controls	Yes	Yes	Yes	Yes	Yes	Yes
Product controls	Yes	Yes	Yes	Yes	Yes	Yes
Log-likelihood	-31068.5	-30997.0	-31007.5	-30999.6	-30928.3	-31028.4
BIC	62466.46	62360.19	62381.17	62365.36	62222.60	62422.89
AIC	62190.97	62054.09	62075.07	62059.26	61916.50	62116.80
chi2	5528.487	5671.37	5650.389	5666.200	5808.959	5608.665
P	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	199437	199437	199437	199437	199437	199437

Note: Semiparametric survival analysis with Cox proportional hazards model. The presented econometric specifications include additional controls for similarity in intrinsic taste and preferences. The hazard ratios (HRs) represent the percent increase (HR > 1) or decrease (HR < 1) in post-purchase hazards associated with each attribute. The baseline case for Models (2)-(6) represents dyads in which the WOM message was not visible. Significance levels: * p<0.05, ** p<0.01, *** p<0.001

Table A9: Latent Variable Model (Personality Characteristics)

	Coef.	Std. Err.	z	P>z	[95% Conf. Interval]	
User similarity (Latent variable)	2.11457	0.41895	5.05	0.000	1.29344	2.93570
Reciprocal relationship	0.05895	0.00107	55.29	0.000	0.05686	0.06104
# Peer-to-peer interactions	0.00024	0.00004	5.50	0.000	0.00015	0.00032
Sentiment of message	0.00632	0.00084	7.55	0.000	0.00468	0.00796
Personalized message	-0.00060	0.00011	-5.29	0.000	-0.00082	-0.00038
User expertise (Sender)	-0.01432	0.00140	-10.22	0.000	-0.01707	-0.01158
User leadership (Sender)	0.00017	0.00002	8.27	0.000	0.00013	0.00021
Personality similarity (Agreeableness)	0.00409	0.00097	4.23	0.000	0.00219	0.00598
Personality similarity (Conscientiousness)	-0.00063	0.00060	-1.04	0.297	-0.00180	0.00055
Personality similarity (Extraversion)	0.00069	0.00097	0.71	0.477	-0.00121	0.00258
Personality similarity (Emotional range)	0.00014	0.00057	0.24	0.808	-0.00098	0.00126
Personality similarity (Openness)	0.00001	0.00085	0.01	0.993	-0.00167	0.00168
Visible message = 1	0.00198	0.00088	2.25	0.024	0.00371	0.00026
Visible message = 1 x Personality similarity (Agreeableness)	-0.00271	0.00108	-2.51	0.012	-0.00483	-0.00059
Visible message = 1 x Personality similarity (Conscientiousness)	0.00058	0.00075	0.78	0.435	-0.00088	0.00205
Visible message = 1 x Personality similarity (Extraversion)	0.00295	0.00110	2.69	0.007	0.00080	0.00510
Visible message = 1 x Personality similarity (Emotional range)	0.00091	0.00073	1.24	0.215	-0.00053	0.00235
Visible message = 1 x Personality similarity (Openness)	0.00022	0.00097	0.23	0.819	-0.00168	0.00212
Variance (User similarity (Followees))	0.89854	0.00284			0.89298	0.90413
Variance (User similarity (Interests))	0.90847	0.00286			0.90288	0.91409
Variance (User similarity (Followers))	0.83270	0.00264			0.82755	0.83789
Variance (User similarity (Latent factor))	0.00011	0.00004			0.00006	0.00023
Sender\Recipient popularity controls				Yes		
Message controls				Yes		
Product controls				Yes		
User similarity (Latent variable)						
User similarity (Followees)	1.00000 (constrained)					
User similarity (Interests)	33.28231	5.96033	5.58	0.000	21.60027	44.96434
User similarity (Followers)	2.41744	0.47037	5.14	0.000	1.49554	3.33935
Log-likelihood	-5282604.50		N	199563		
BIC	10566429.00		AIC	10565409.00		
chi2	1943505.60		p	0.0000		

Note: Latent variable model. The similarity between the sender and the recipient of a WOM message is latent and measured based on the features described in section 4.2.3 of the manuscript, including information at the LDA topic level. The coefficients are reported in untransformed form (i.e., not exponentiated such as log odds). The coefficients related to the LDA topics are omitted because of space limitations.

Table A10: Latent Variable Model (Personality Characteristics)

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Personality similarity (Agreeableness)	0.0041*** (0.0010)		0.0034*** (0.0010)	0.0039*** (0.0008)	0.0038*** (0.0010)	0.0037*** (0.0009)
Personality similarity (Conscientiousness)	-0.0006 (0.0006)	0.0002 (0.0006)		0.0002 (0.0006)	0.0023*** (0.0006)	0.0000 (0.0006)
Personality similarity (Extraversion)	0.0007 (0.0010)	0.0013 (0.0008)	0.0004 (0.0010)		-0.0009 (0.0010)	0.0009 (0.0009)
Personality similarity (Emotional range)	0.0001 (0.0006)	0.0002 (0.0006)	0.0018*** (0.0005)	-0.0002 (0.0006)		-0.0004 (0.0006)
Personality similarity (Openness)	0.0000 (0.0009)	0.0010 (0.0008)	0.0011 (0.0008)	-0.0008 (0.0008)	0.0005 (0.0008)	
Visible message=1 x Personality similarity (Agreeableness)	-0.0027* (0.0011)		-0.0027* (0.0011)	-0.0022* (0.0009)	-0.0033** (0.0011)	-0.0025* (0.0010)
Visible message=1 x Personality similarity (Conscientiousness)	0.0006 (0.0007)	0.0003 (0.0007)		-0.0003 (0.0008)	-0.0006 (0.0007)	-0.0001 (0.0007)
Visible message=1 x Personality similarity (Extraversion)	0.0029** (0.0011)	0.0016 (0.0009)	0.0032** (0.0011)		0.0037*** (0.0011)	0.0027** (0.0010)
Visible message=1 x Personality similarity (Emotional range)	0.0009 (0.0007)	0.0002 (0.0007)	-0.0001 (0.0007)	0.0008 (0.0007)		0.0012 (0.0007)
Visible message=1 x Personality similarity (Openness)	0.0002 (0.0010)	0.9985 (0.0009)	0.9994 (0.0009)	1.0009 (0.0009)	1.0004 (0.0009)	
Low Agreeableness (Sender) x Low Agreeableness (Recipient)		-0.0025** (0.0009)				
Low Agreeableness (Sender) x High Agreeableness (Recipient)		-0.0031* (0.0013)				
High Agreeableness (Sender) x Low Agreeableness (Recipient)		0.0026 (0.0017)				
High Agreeableness (Sender) x High Agreeableness (Recipient)		0.0043* (0.0020)				
Low Conscientiousness (Sender) x Low Conscientiousness (Recipient)			-0.0062** (0.0022)			
Low Conscientiousness (Sender) x High Conscientiousness (Recipient)			-0.0026 (0.0013)			
High Conscientiousness (Sender) x Low Conscientiousness (Recipient)			0.0044** (0.0015)			
High Conscientiousness (Sender) x High Conscientiousness (Recipient)			0.0044*** (0.0010)			
Low Extraversion (Sender) x Low Extraversion (Recipient)				-0.0013 (0.0010)		
Low Extraversion (Sender) x High Extraversion (Recipient)				-0.0079*** (0.0013)		
High Extraversion (Sender) x Low Extraversion (Recipient)				0.0037* (0.0016)		
High Extraversion (Sender) x High Extraversion (Recipient)				0.0017 (0.0019)		
Low Emotional range (Sender) x Low Emotional range (Recipient)					0.0054*** (0.0009)	
Low Emotional range (Sender) x High Emotional range (Recipient)					0.0012 (0.0016)	
High Emotional range (Sender) x Low Emotional range (Recipient)					-0.0055*** (0.0016)	
High Emotional range (Sender) x High Emotional range (Recipient)					-0.0127*** (0.0030)	
Low Openness (Sender) x Low Openness (Recipient)						0.0000 (0.0033)
Low Openness (Sender) x High Openness (Recipient)						-0.0050* (0.0020)
High Openness (Sender) x						0.0007

Low Openness (Recipient)						(0.0015)
High Openness (Sender) x						-0.0019*
High Openness (Recipient)						(0.0009)
Visible message=1	0.0020*					(0.0009)
Variance (User similarity (Followees))	0.8985***	0.8986***	0.8985***	0.8985***	0.8986***	0.8985***
	(0.0028)	(0.0028)	(0.0028)	(0.0028)	(0.0028)	(0.0028)
Variance (User similarity (Interests))	0.9085***	0.9099***	0.9079***	0.9080***	0.9098***	0.9083***
	(0.0029)	(0.0029)	(0.0029)	(0.0029)	(0.0029)	(0.0029)
Variance (User similarity (Followers))	0.8327***	0.8328***	0.8327***	0.8327***	0.8328***	0.8327***
	(0.0026)	(0.0026)	(0.0026)	(0.0026)	(0.0026)	(0.0026)
Variance (User similarity (Latent factor))	0.0001**	0.0000	0.0001*	0.0001*	0.0000	0.0001**
	(0.0000)	(0.0000)	(0.0000)	(0.0001)	(0.0000)	(0.0000)
Sender\Recipient popularity controls				Yes		
Message controls				Yes		
Product controls				Yes		
<hr/>						
User similarity (Latent variable)						
User similarity (Followees)	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000
	(constrained)	(constrained)	(constrained)	(constrained)	(constrained)	(constrained)
User similarity (Interests)	33.2823***	50.7491***	33.8780***	30.8236***	74.5505*	31.8114***
	(5.9603)	(15.2877)	(7.2450)	(6.2264)	(33.7011)	(5.7196)
User similarity (Followers)	2.4174***	0.0113***	0.0113***	0.0113***	0.0113***	0.0113***
	(0.4704)	(0.0021)	(0.0021)	(0.0021)	(0.0021)	(0.0021)
<hr/>						
Log-Likelihood	-5282604.5	-6703764.2	-6460247.2	-6733768.2	-6284303.8	-6342833.0
BIC	10566429.0	13408761.0	12921739.0	13468757.0	12569816.0	12686886.0
AIC	10565409.0	13407730.0	12920698.0	13467736.0	12568806.0	12685866.0
chi2	1943505.6	2005265.3	2000773.2	2002197.1	2006217.9	1983154.9
p	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
N	199,563	199,563	199,563	199,563	199,563	199,563

Note: Latent variable model. The similarity between the sender and the recipient of a WOM message is latent and measured based on the features described in section 4.2.3 of the manuscript, including information at the LDA topic level. The coefficients are reported in untransformed form (i.e., not exponentiated such as log odds). The baseline case for Models (2)-(6) represents dyads in which the WOM message was not visible. The coefficients related to the LDA topics are omitted because of space limitations. Significance levels: * p<0.05, ** p<0.01, *** p<0.001



American Express @AmericanExpress · 13 Feb 2013

Get Sony Action Cam for \$179.99+tax w/synced Amex Card. Tweet

#BuyActionCamPack to start purch! QtyLtd Exp 3/3 Terms amex.co/W4XhEH

Figure A1: American Express announcing the sale of a product on the microblogging platform of Twitter.



American Express ✓

@AmericanExpress

Get Sony Action Cam for \$179.99+tax
w/synced Amex Card. Tweet
[#BuyActionCamPack](#) to start purch! QtyLtd Exp
3/3 Terms amex.co/W4XhEH

[#BuyActionCamPack @AmericanExpress](#)

Figure A2(a): Response message visible to all followers of the sender.



American Express ✓

@AmericanExpress

Get Sony Action Cam for \$179.99+tax
w/synced Amex Card. Tweet
[#BuyActionCamPack](#) to start purch! QtyLtd Exp
3/3 Terms amex.co/W4XhEH

[@AmericanExpress #BuyActionCamPack](#)

Figure A2(b): Response message visible to a subset of the followers of the sender.

Figure A2: Messages with different levels of visibility.



American Express ✓
@AmericanExpress

Get Sony Action Cam for \$179.99+tax
w/synced Amex Card. Tweet
[#BuyActionCamPack](#) to start purch! QtyLtd Exp
3/3 Terms amex.co/W4XhEH

Figure A3(a): Response message with Twitter handle prepopulated to the right of the cursor.



American Express ✓
@AmericanExpress

Get Sony Action Cam for \$179.99+tax
w/synced Amex Card. Tweet
[#BuyActionCamPack](#) to start purch! QtyLtd Exp
3/3 Terms amex.co/W4XhEH

Figure A3(b): Response message with Twitter handle prepopulated to the left of the cursor.

Figure A3: Messages with prepopulated Twitter handle.

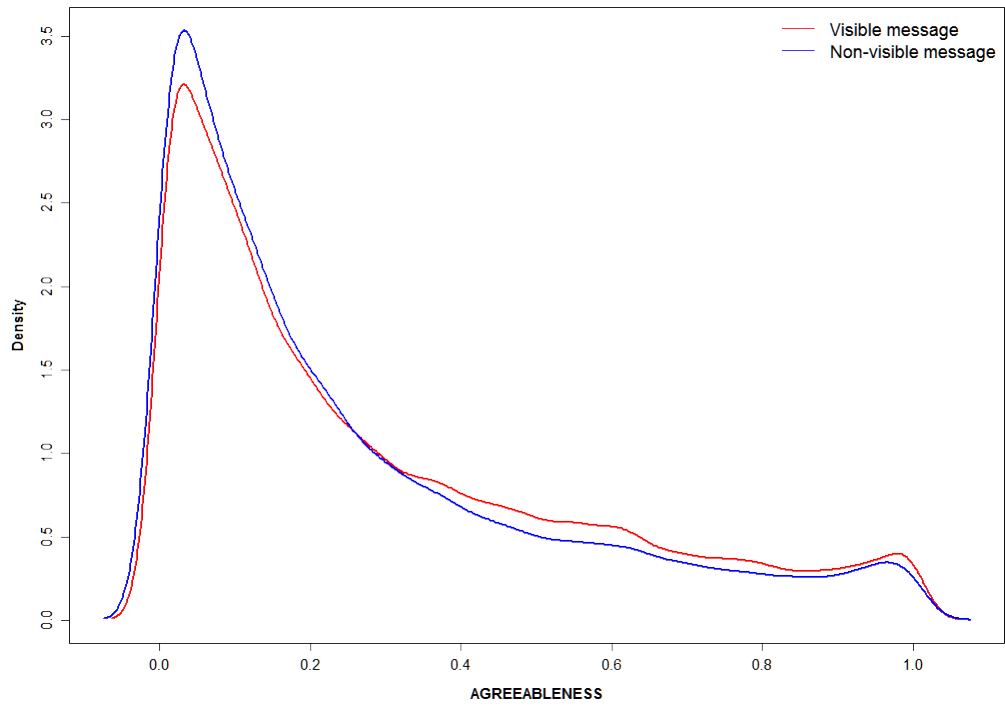


Figure A4: Distribution of level of Agreeableness in user personality on sets of users associated with visible (red) and non-visible (blue) messages.

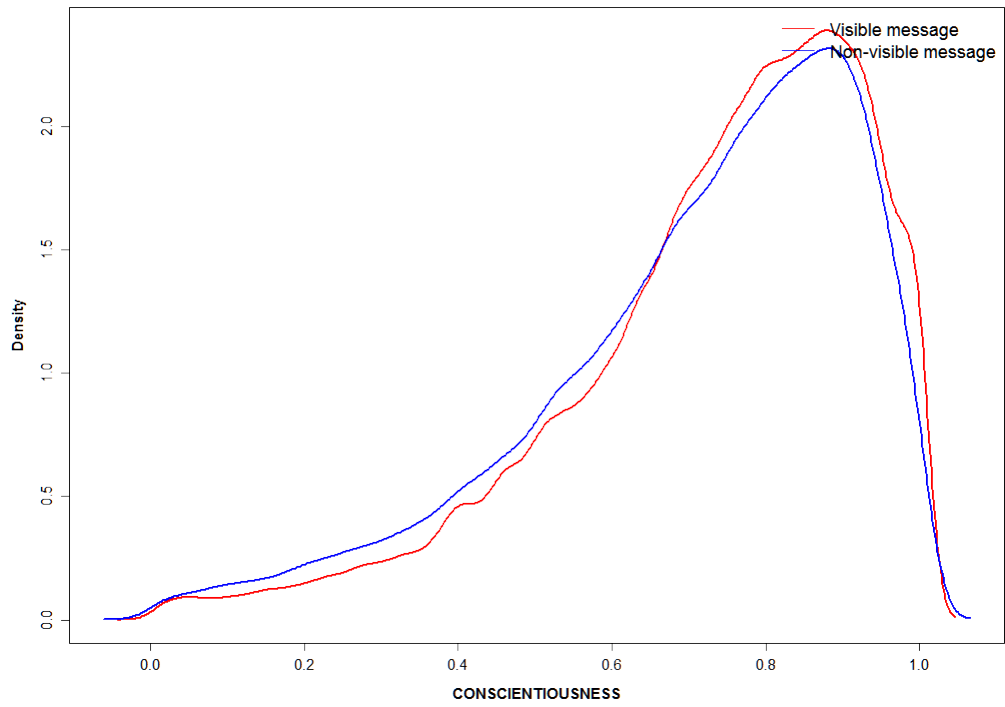


Figure A5: Distribution of level of Conscientiousness in user personality on sets of users associated with visible (red) and non-visible (blue) messages.

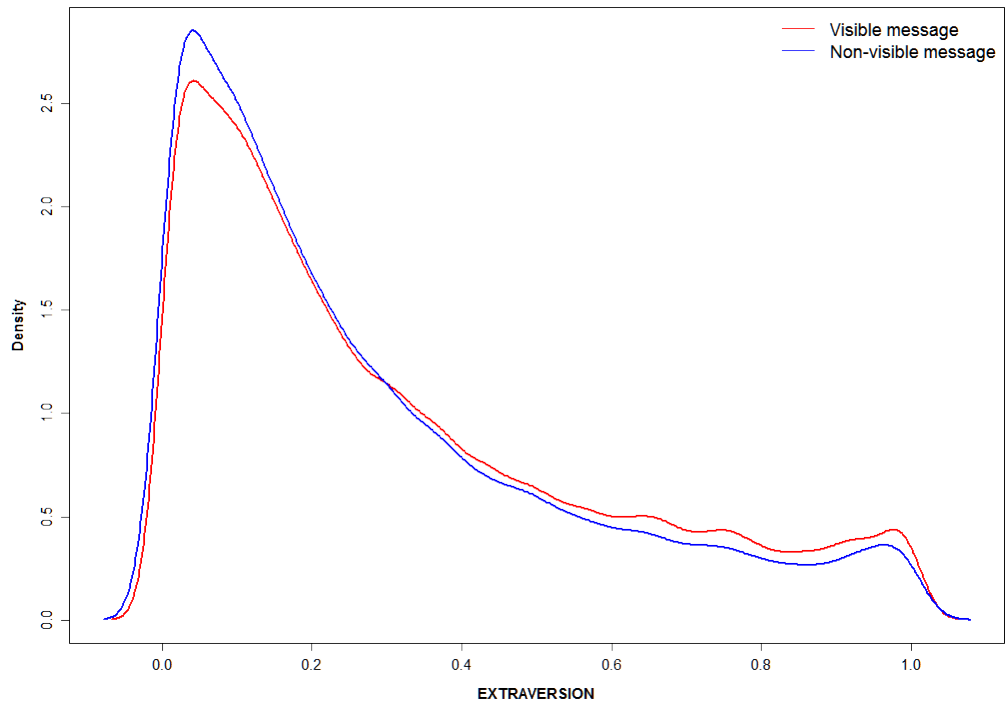


Figure A6: Distribution of level of Extraversion in user personality on sets of users associated with visible (red) and non-visible (blue) messages.

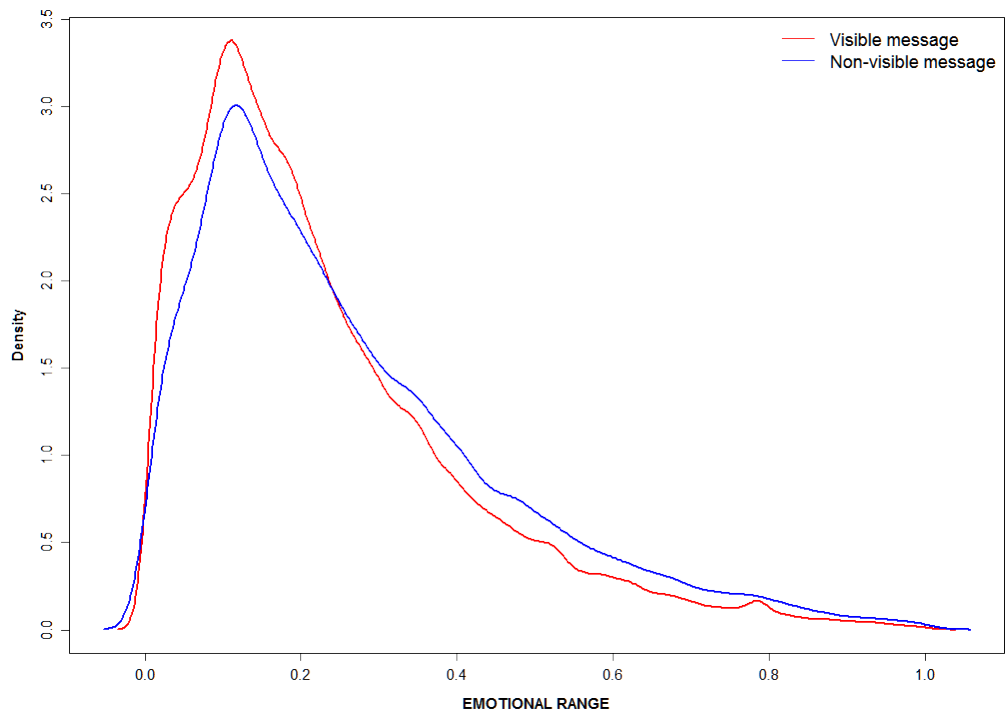


Figure A7: Distribution of level of Emotional range in user personality on sets of users associated with visible (red) and non-visible (blue) messages.

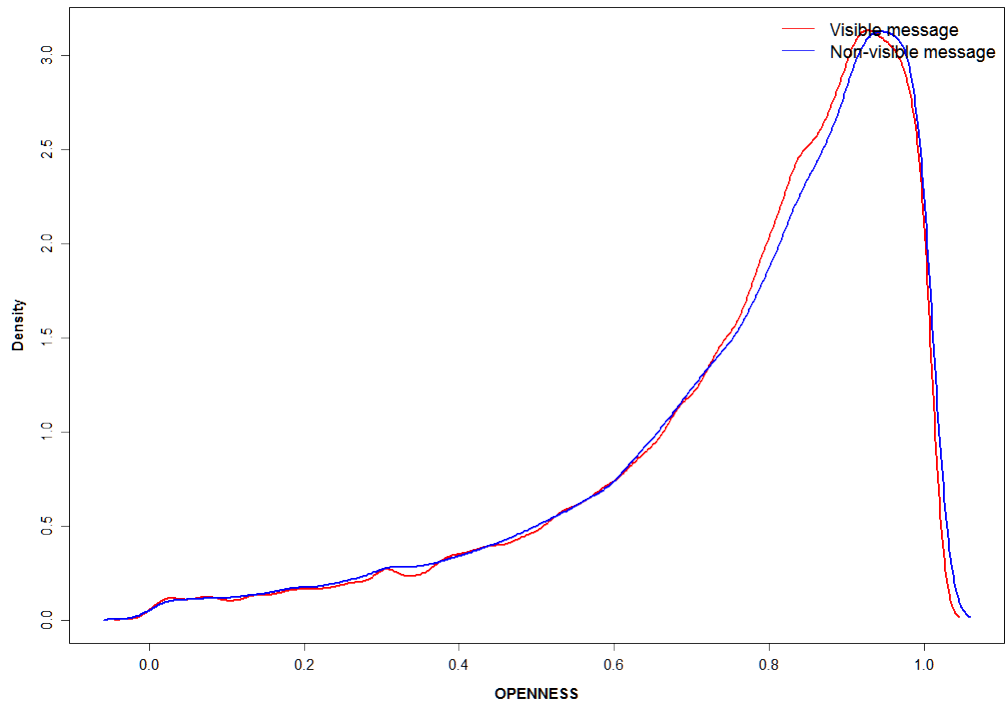


Figure A8: Distribution of level of Openness in user personality on sets of users associated with visible (red) and non-visible (blue) messages.

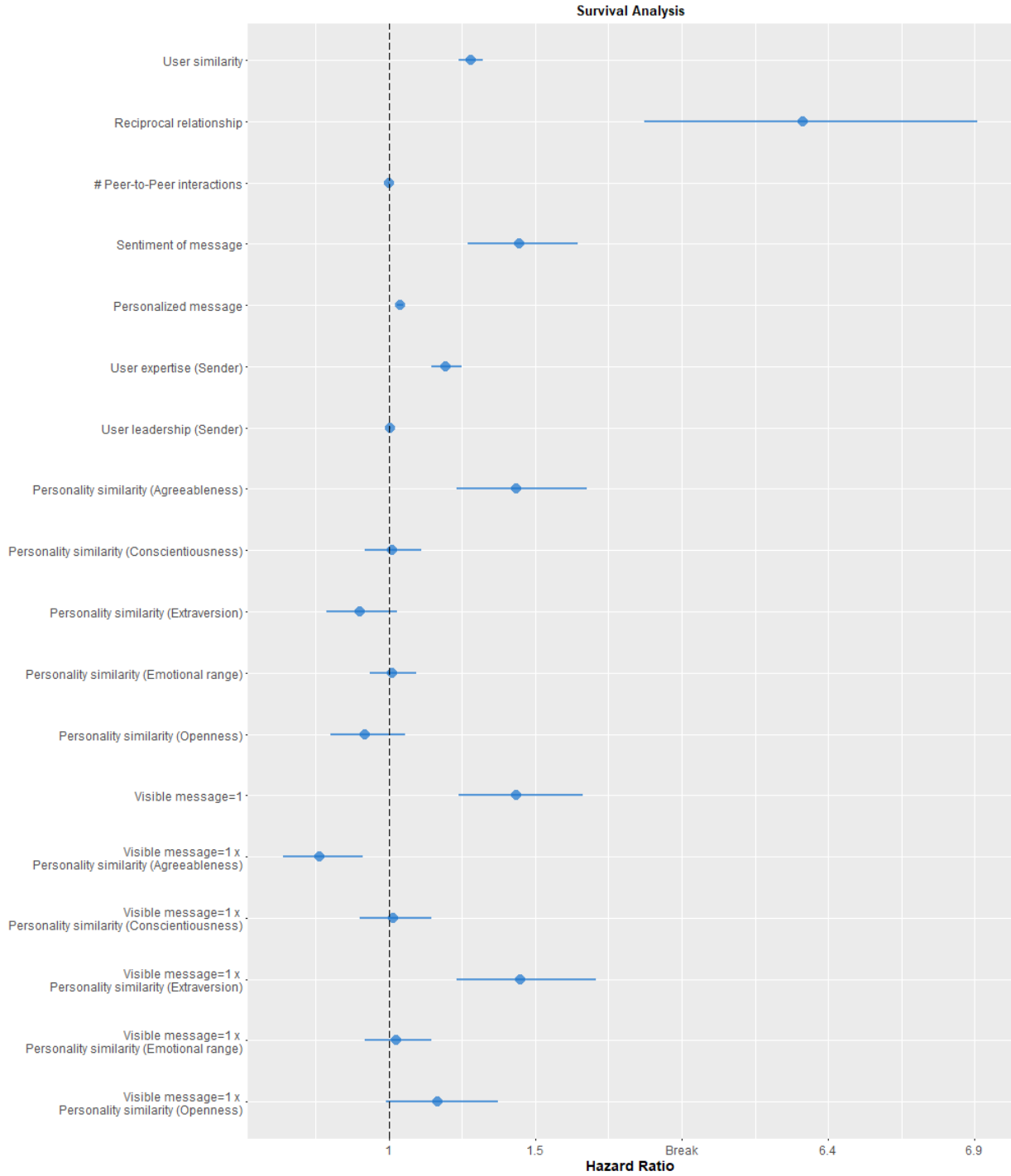


Figure A9: Effects of user attributes, dyadic user relationship characteristics, and user personality similarity on dyadic WOM effectiveness. Effects are shown with 95% confidence intervals (whiskers). The x-axis is discontinuous to better illustrate the effects of all the constructs. The figure displays hazard ratios (HRs) representing the percent increase ($HR > 1$) or decrease ($HR < 1$) in purchase hazards associated with each attribute. The econometric model controls for additional sender and recipient characteristics and product fixed effects.

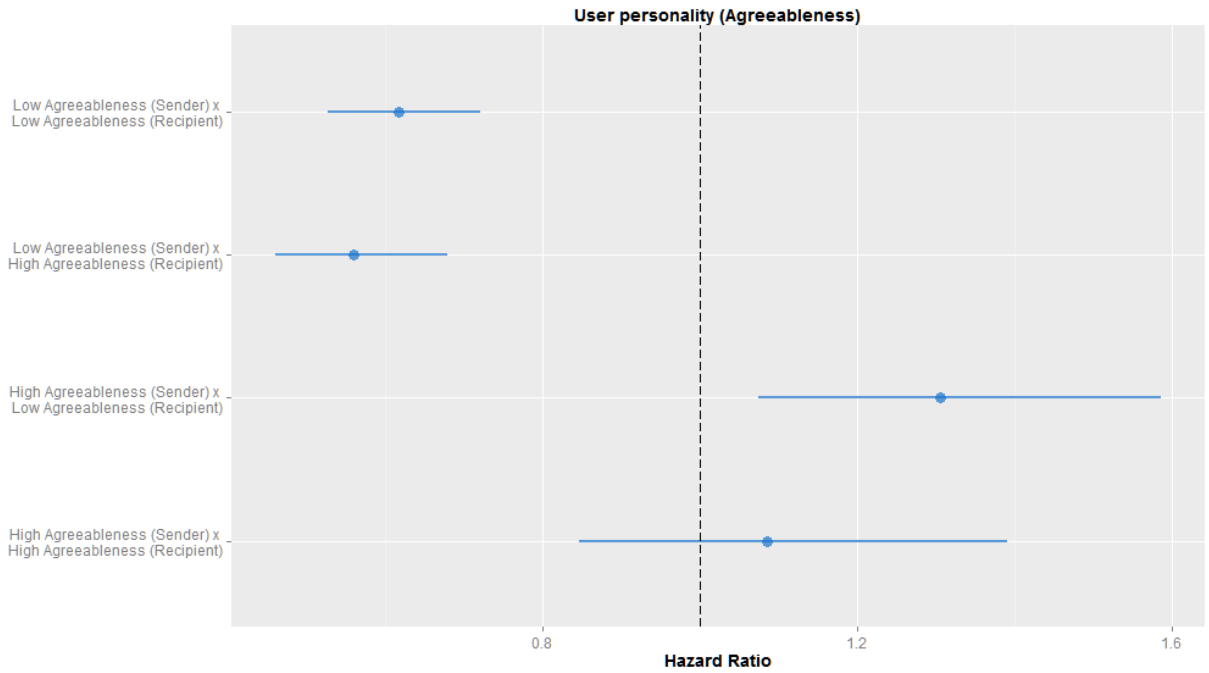


Figure A10: Effects of level of Agreeableness in user personality on dyadic WOM effectiveness. Effects are shown with 95% confidence intervals (whiskers). The figure displays hazard ratios (HRs) representing the percent increase ($HR > 1$) or decrease ($HR < 1$) in purchase hazards associated with each attribute.

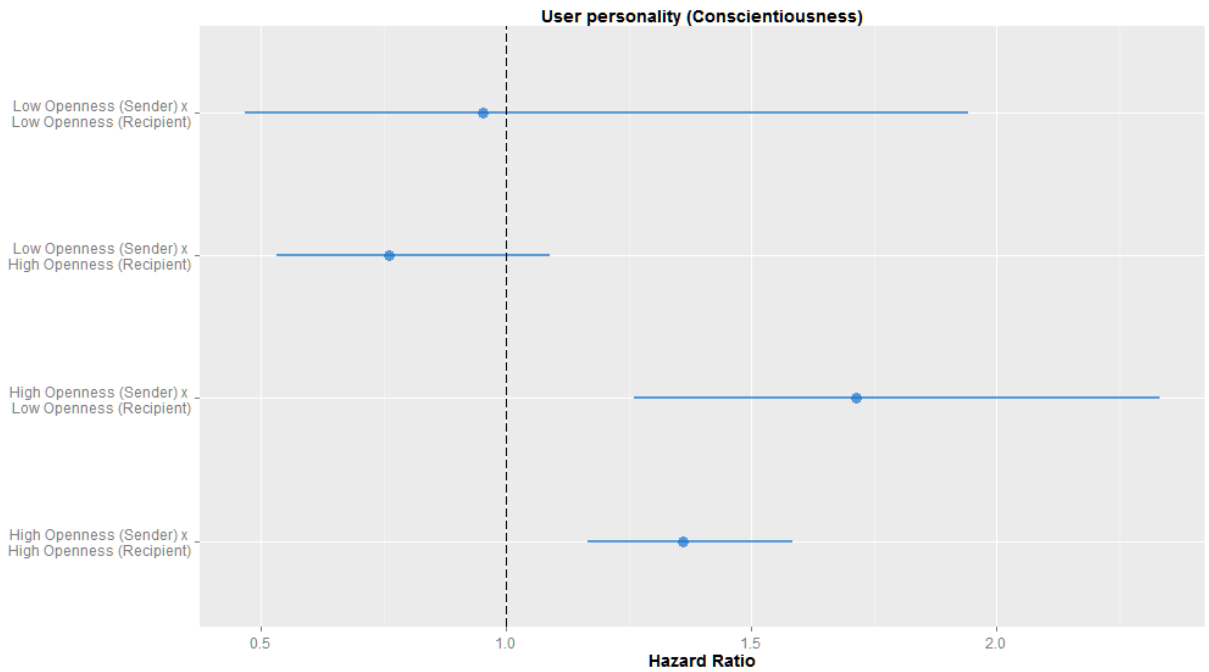


Figure A11: Effects of level of Conscientiousness in user personality on dyadic WOM effectiveness. Effects are shown with 95% confidence intervals (whiskers). The figure displays hazard ratios (HRs) representing the percent increase ($HR > 1$) or decrease ($HR < 1$) in purchase hazards associated with each attribute.

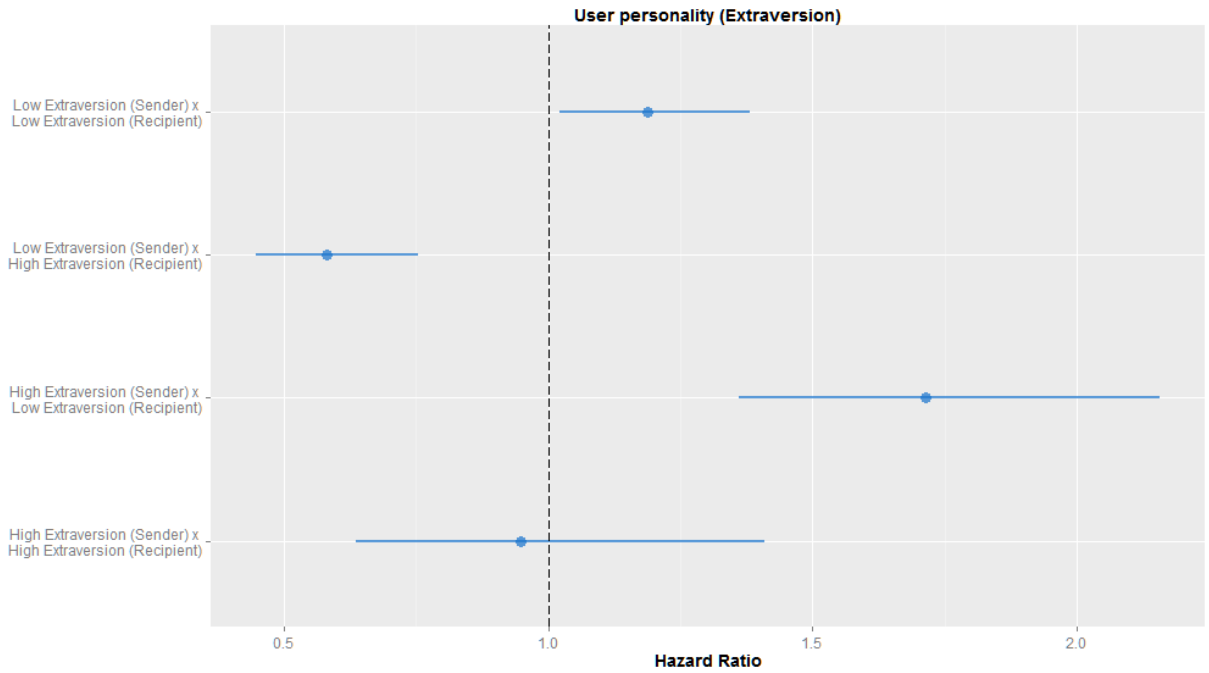


Figure A12: Effects of level of Extraversion in user personality on dyadic WOM effectiveness. Effects are shown with 95% confidence intervals (whiskers). The figure displays hazard ratios (HRs) representing the percent increase ($HR > 1$) or decrease ($HR < 1$) in purchase hazards associated with each attribute.

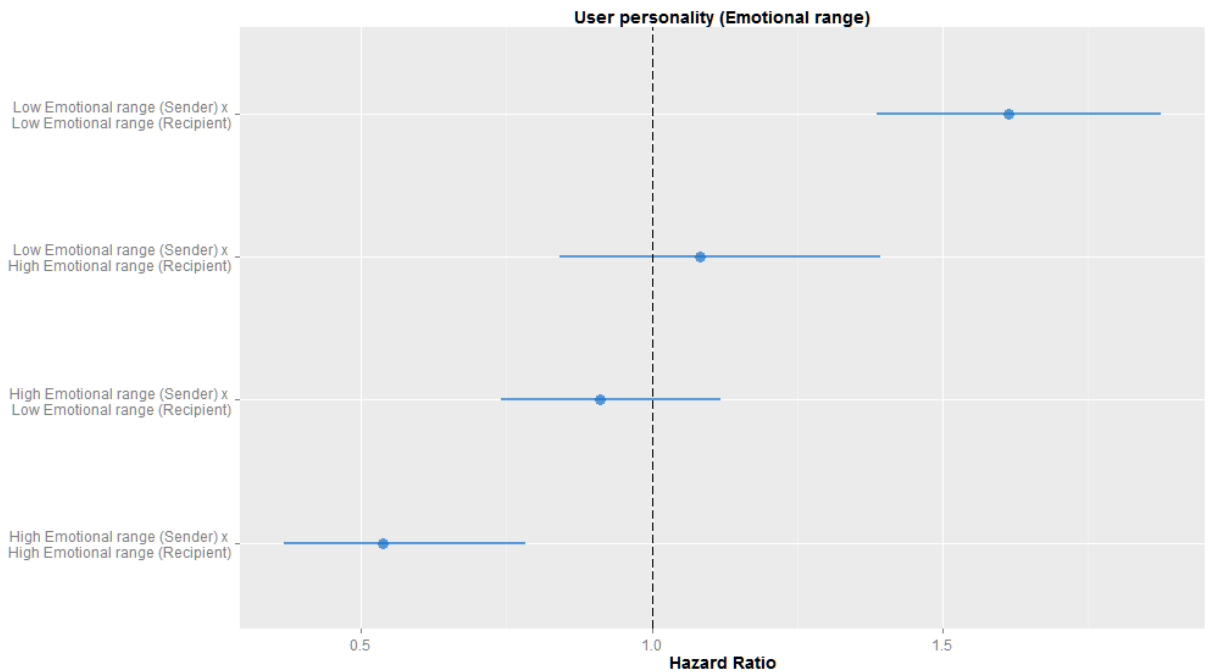


Figure A13: Effects of level of Emotional range in user personality on dyadic WOM effectiveness. Effects are shown with 95% confidence intervals (whiskers). The figure displays hazard ratios (HRs) representing the percent increase ($HR > 1$) or decrease ($HR < 1$) in purchase hazards associated with each attribute.

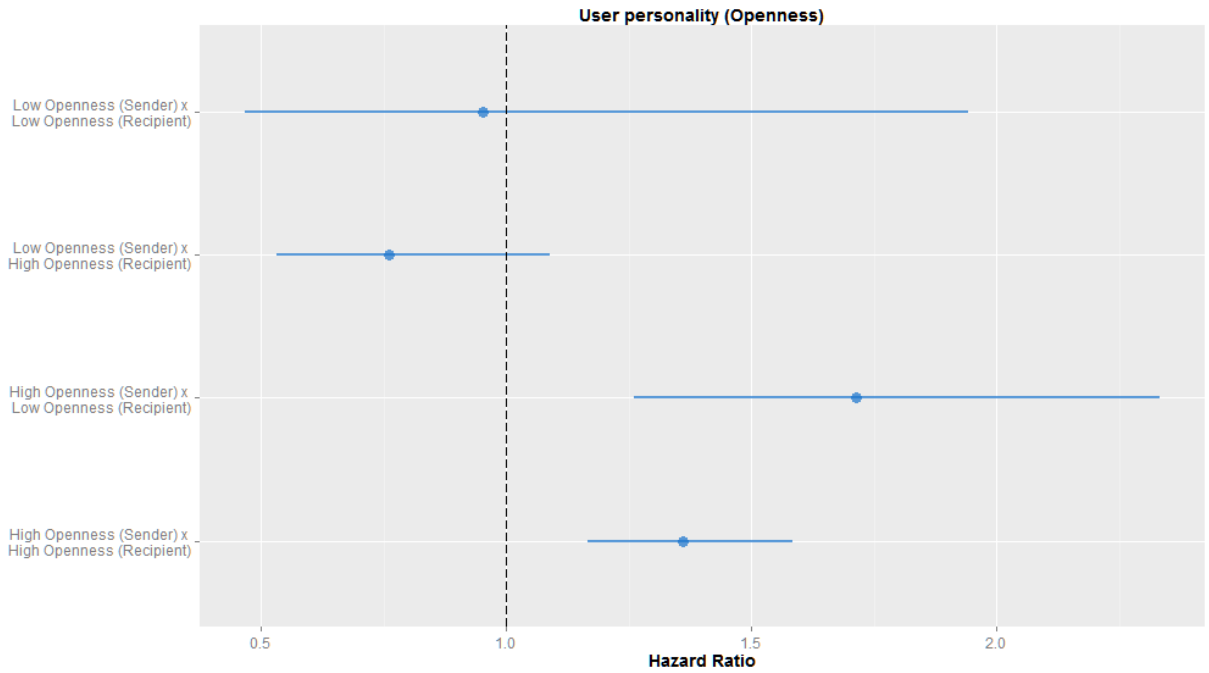


Figure A14: Effects of level of Openness in user personality on dyadic WOM effectiveness. Effects are shown with 95% confidence intervals (whiskers). The figure displays hazard ratios (HRs) representing the percent increase ($HR > 1$) or decrease ($HR < 1$) in purchase hazards associated with each attribute.