

Web Appendix A: Robustness Checks

Table A.1: Number of Reviews From Friends and Sources

Lag (days)	Lag 2	Lag 4	Lag 6	Lag 8	Lag 10	Lag 12	Lag 14
<u>Impact of Sources' Information</u> EXPERIENCE* SOURCES	0.0012 [-0.0062, 0.0108]	0.0071* [0.0005, 0.0235]	0.0073^ [-0.0002, 0.0271]	0.0065* [0.0002, 0.023]	0.0116** [0.0029, 0.0328]	0.012** [0.0027, 0.0343]	0.0042 [-0.0021, 0.0161]
SOURCES	-0.027** [-0.0802, -0.0049]	-0.0298** [-0.0923, -0.006]	-0.0417** [-0.1217, -0.0102]	-0.0376** [-0.1088, -0.0089]	-0.0354** [-0.1011, -0.0069]	-0.0291* [-0.088, -0.0036]	0.0079 [-0.0178, 0.0437]
<u>Impact of Friends' Information</u> EXPERIENCE* FRIENDS	-0.0092 [-0.0391, 0.0078]	-0.018* [-0.0602, -0.0012]	-0.016^ [-0.056, 0.0001]	-0.0156 [-0.0585, 0.0033]	-0.0013 [-0.0297, 0.0246]	-0.0049 [-0.0375, 0.0219]	-0.0017 [-0.0159, 0.0108]
FRIENDS	0.0154 [-0.0088, 0.0595]	0.027* [0.0007, 0.0865]	0.0255^ [-0.0018, 0.0867]	0.0257 [-0.0057, 0.0962]	-0.0066 [-0.0667, 0.0443]	0.0069 [-0.0484, 0.0743]	0.0008 [-0.0317, 0.0362]
<u>Other Variables</u> EXPERIENCE	0.2229 [-3.822, 4.4014]	-1.7119 [-6.107, 2.747]	-0.8496 [-5.4979, 3.8154]	-0.7643 [-4.7149, 2.9699]	-0.3539 [-3.8025, 3.3082]	-0.0822 [-3.5001, 3.1745]	-0.2406 [-3.3554, 3.2455]
EXPERIENCE (Lag=2)		1.1004 [-3.5222, 5.9045]	0.3094 [-4.2066, 5.1186]	0.3912 [-3.7764, 4.486]	0.1089 [-3.9342, 3.9681]	-0.2446 [-3.8622, 3.4444]	0.007 [-3.4977, 3.6405]
FOLLOWERS	-0.0092 [-0.0465, 0.0161]	-0.0062 [-0.0461, -0.0216]	0.0000 [-0.0337, 0.0294]	0.0051 [-0.0371, -0.0561]	0.0000 [-0.0445, 0.0466]	-0.0071 [-0.0617, 0.0355]	-0.0088 [-0.0677, -0.044]
EXPERIENCE* FOLLOWERS†	0.0056 [-0.0049, 0.0249]	0.0059 [-0.0043, 0.0265]	0.0084 [-0.0034, 0.0328]	0.0074 [-0.0032, 0.0285]	0.0000 [-0.0168, 0.0162]	-0.0018 [-0.0215, 0.0156]	0.006 [-0.011, 0.0319]
VALENCE	1.6979^ [-0.0988, 3.4422]	1.7376^ [-0.0496, 3.4585]	1.6152^ [-0.0566, 3.2996]	1.5956^ [-0.0726, 3.2656]	1.4713^ [-0.1132, 3.06]	1.3757^ [-0.1943, 2.9039]	1.5462^ [-0.028, 3.0736]
VARIANCE	-0.4181 [-1.0327, 0.164]	-0.4049 [-0.984, 0.1664]	-0.4339 [-1.0741, 0.1852]	-0.4431 [-1.0506, 0.1808]	-0.5109 [-1.186, 0.1264]	-0.4802 [-1.1539, 0.2426]	-0.4081 [-1.177, 0.3677]
ORDER	-0.1779** [-0.6313, -0.0376]	-0.4159** [-1.5765, -0.0728]	-0.3669** [-1.3124, -0.0788]	-0.2981** [-1.0675, -0.0646]	-0.3922** [-1.4066, -0.0833]	-0.2429** [-0.9858, -0.0416]	-0.8585** [-3.1478, -0.2025]
NEWSFEED	0.0044 [-0.0007, 0.0157]	0.0097** [0.0013, 0.0328]	0.004 [-0.0011, 0.0159]	-0.0009 [-0.0081, 0.0048]	-0.0027 [-0.0115, 0.003]	0.0034 [-0.0019, 0.0131]	0.008* [0.0009, 0.0245]
Number of Individuals	4,991	4,653	4,635	4,598	4,550	4,492	4,435
Number of Books	16,118	15,583	15,246	14,800	14,422	13,915	13,594
Number of Observations	120,843	110,784	101,059	96,440	87,946	82,678	76,461
MAD	1.0889	1.0933	1.0908	1.0834	1.0875	1.0925	1.0877
RMSE	1.5263	1.5372	1.5295	1.5241	1.5289	1.5355	1.5280

Notes. The 95% Bayesian Credible Interval is reported in brackets. ** Indicates that 0 is not contained 99% Bayesian Credible Interval. * Indicates that 0 is not contained 95% Bayesian Credible Interval. ^ Indicates that 0 is not contained 90% Bayesian Credible Interval. † Experience always has a 2 day lag in the interaction with followers.

Table A.2: Same Review Indicators from Friends and Sources

Lag (days)	Lag 2	Lag 4	Lag 6	Lag 8	Lag 10	Lag 12	Lag 14
Impact of Sources' Information							
EXPERIENCE*SOURCES	0.0084** [0.0019, 0.0233]	0.0063** [0.0009, 0.0195]	0.0072** [0.0018, 0.0206]	0.009** [0.0022, 0.0257]	0.008** [0.0018, 0.0225]	0.007** [0.0013, 0.0201]	0.006** [0.0008, 0.0168]
SOURCES	-0.0365** [-0.0997, -0.009]	-0.0282** [-0.0809, -0.0055]	-0.0212** [-0.0633, -0.004]	-0.0207** [-0.0623, -0.0038]	-0.0178* [-0.0561, -0.0013]	-0.0155* [-0.0504, -0.001]	-0.0165* [-0.0491, -0.0012]
Impact of Friends' Information							
EXPERIENCE*FRIENDS	0.0078 [-0.0037, 0.0336]	0.0018 [-0.0128, 0.02]	0.0084 [-0.0038, 0.0321]	0.0078 [-0.0055, 0.034]	0.0022 [-0.0101, 0.0216]	-0.0013 [-0.0185, 0.0142]	-0.0012 [-0.0196, 0.0146]
FRIENDS	0.0137 [-0.0047, 0.0549]	0.0316** [0.0062, 0.0944]	0.016 [-0.0055, 0.059]	0.0251* [0.0017, 0.0834]	0.026* [0.002, 0.0853]	0.0312* [0.004, 0.0966]	0.0375** [0.0057, 0.1131]
Other Variables							
EXPERIENCE	0.1696 [-4.0214, 4.3038]	2.4701 [-8.5933, 13.772]	-0.7773 [-5.2523, 4.2276]	-1.1571 [-5.1138, 2.7479]	-0.1209 [-3.6179, 3.5627]	-0.2573 [-3.5968, 3.2261]	-0.345 [-3.5779, 3.0026]
EXPERIENCE (Lag=2)							
FOLLOWERS	-0.0082 [-0.041, 0.0132]	-3.0653 [-14.452, 8.2697]	0.1989 [-4.5638, 4.9831]	0.4756 [-3.525, 4.445]	-0.2357 [-3.8121, 3.5688]	-0.3808 [-4.1811, 3.4314]	0.1163 [-3.4336, 3.953]
EXPERIENCE*FOLLOWERS†	0.0104 [-0.0012, 0.0351]	-0.0091 [-0.047, 0.0131]	0.0045 [-0.0226, 0.0374]	-0.0008 [-0.0437, 0.0488]	0.0003 [-0.0502, 0.0529]	-0.0086 [-0.0665, 0.0427]	-0.0116 [-0.0661, 0.0194]
VALENCE	1.6986^ [-0.0741, 3.4931]	0.005 [-0.006, 0.0235]	0.0091 [-0.0038, 0.0357]	0.0126^ [-0.0002, 0.0414]	0.009 [-0.004, 0.0319]	0.0041 [-0.0136, 0.0266]	0.0056 [-0.0121, 0.0319]
VARIANCE	-0.3936 [-1.0245, 0.1825]	1.6329^ [-0.0102, 3.4705]	1.5941^ [-0.0689, 3.2481]	1.5965^ [-0.0306, 3.3197]	1.4265^ [-0.1553, 3.0062]	1.3841^ [-0.1435, 2.8928]	1.4324^ [-0.129, 2.974]
ORDER	-0.4229** [-1.519, -0.0884]	-0.4518^ [-1.0352, 0.1262]	-0.425 [-1.0235, 0.1793]	-0.4511 [-1.0522, 0.1349]	-0.5345^ [-1.1409, 0.0785]	-0.4882 [-1.158, 0.1774]	-0.4504 [-1.1617, 0.3049]
NEWSFEED	0.0045^ [-0.0005, 0.0156]	-0.3088** [-1.2292, -0.0572]	-0.3496** [-1.2778, -0.0649]	-0.3451** [-1.2225, -0.0756]	-0.2971** [-1.0512, -0.0702]	-0.3544** [-1.3949, -0.0665]	-0.4063** [-1.4425, -0.0885]
Number of Individuals	4.991	4.653	4.635	4.598	4.550	4.492	4.435
Number of Books	16.118	15.583	15.246	14.800	14.422	13.915	13.594
Number of Observations	120,843	110,784	101,059	96,440	87,946	82,678	76,461
MAD	1.0956	1.0982	1.0914	1.0857	1.0873	1.0930	1.0890
RMSE	1.5335	1.5321	1.5309	1.5270	1.5291	1.5378	1.5307

Notes. The 95% Bayesian Credible Interval is reported in brackets. ** Indicates that 0 is not contained 99% Bayesian Credible Interval. * Indicates that 0 is not contained 95% Bayesian Credible Interval. ^ Indicates that 0 is not contained 90% Bayesian Credible Interval. † Experience always has a 2 day lag in the interaction with followers.

Web Appendix B: Text Analysis

In this section, we describe our text analysis approach to categorizing the set of reviews posted by friends and sources during and prior to the observation period. Categorizing this sizable amount of textual data as informative is a challenge which we address with a combination of manual coding, text analysis and ensemble methods in machine learning. Our coding procedure is as follows. First, we collect all the text from the 903,044 reviews posted by friends and sources. Out of the entire sample, 465,713 contained a written textual component. The remaining reviews were comprised of only a 1-5 star rating. Thus, we only categorize those that have a written textual component. We use two Mechanical Turk users who are specialized in categorization to code a random sample of 1,000 reviews. Specifically, the Mturk users are asked to read each review text (without seeing the 1-5 star rating) and categorize whether the text (1) provides information that helps them in their decision to choose the focal book and, separately, (2) provides information that helps them to pick books in general. The agreement between the two users was 79.6% and 77.3% respectively. A full description of the task is provided below.

With the coded sample, we then use machine learning to label the remaining reviews as containing information about (1) a specific book and, separately, (2) choosing books in general. Specifically, we use an ensemble of supervised learning algorithms provided in the RTextTools R Package (Jurka et al. 2012). In essence, the supervised learning algorithm develops a classification system based on an initial training sample where the labels (i.e. “informative review”) are known. The model learns about the characteristics of informative reviews based on the words and word relationships within the review text and uses those relationships to predict the categorization of a holdout text. Supervised learning for text documents are well established in the computer science literature and we refer readers to Boser et al. (1992), Collingwood and Wilkerson (2012), and Jurka et al. (2012) for further details. To validate the performance of the machine learning categorization, we split our training set and run the model on a randomly-chosen set of 700 reviews. We then use the estimates to categorize the remaining 300 coded holdout reviews. For each of the holdout reviews, we assign a prediction result of 1 for a correct prediction and 0 for an incorrect prediction. The prediction accuracy (hit rate) is calculated as the average of the prediction results across the 300 holdout reviews and is 80.1% for making a declarative prediction and 71.7% for making a procedural prediction.

This accuracy is in line with that in the machine learning literature (Jurka et al. 2012). Having validated the approach, we then use the entire set of 1,000 coded reviews as our calibration sample and use the results to categorize the remaining reviews.

Coding Instructions

Thank you for your help in coding the Review Text on the following page. These reviews are similar to those commonly found online and represent the opinions of online individuals. You may notice that some of the reviews appear to be cut off at the end. When this is the case, please just evaluate the text shown to you.

The instructions are as follows:

1) Please read each review (In column A) and provide your response to the questions in columns B and C.

2) In column B, please answer the following question: "Is this review likely to help you make a decision on purchasing the specific book for which the review is being written? (1 = Yes, 2 = No)"

For example: "This book was super well written. The main character Jennifer Government is a very kick-ass kinda gal with a bar-code tatoos under her left eye. She's also an incredibly sympathetic character who readers who might or perhaps um overidentify with their own jobs will find compellingly likeable more"

Note that we're not asking whether you would buy the book or whether you are certain either way. We're simply asking whether the review would help you in evaluating the specific book.

3) In column C, please answer the following question: "Is this review likely to help you pick better books in general? (1 = Yes, 2 = No)"

For example: "If you do a quick scan through reviews for this book quite a number of them read something like this: this is one case where the movie was better I should have just stuck with the movie and not bothered with the book. The book pales in comparison with the movie."

Again, we don't expect you to be certain about this. We're just hoping to get your opinion as to whether the information shared in the review would provide you with insights that would be generally useful beyond the specific book for which it's written.

4) You should think of these two questions as being completely independent. For some reviews, you may answer yes to both, to only one or to neither. Your answer to question 1 should have no bearing on your answer to question 2.

5) Finally, please keep in mind that there are absolutely no right or wrong answers here. We simply want your personal opinions.

Thank you!

Table B.1: Text Analysis Results: Number of Informative Text Reviews From Friends and Sources

Lag (days)	Lag 2	Lag 4	Lag 6	Lag 8	Lag 10	Lag 12	Lag 14
<u>Impact of Sources' Information</u> EXPERIENCE*SOURCES	0.0043 [-0.001, 0.0158] -0.0319** [-0.0983, -0.0061]	0.0095** [0.0021, 0.03] -0.041** [-0.1245, -0.0092]	0.011** [0.0026, 0.0334] -0.0526** [-0.1524, -0.013]	0.0061* [0.0007, 0.0197] -0.0366** [-0.1097, -0.0073]	0.0074** [0.0014, 0.0228] -0.0348** [-0.1042, -0.0066]	0.0101** [0.0024, 0.0293] -0.0367** [-0.1119, -0.0079]	0.0033 [-0.0014, 0.0138] 0.0076 [-0.0204, 0.0387]
<u>Impact of Friends' Information</u> EXPERIENCE*FRIENDS	-0.0047 [-0.0253, 0.0094] 0.0078 [-0.0069, 0.0345]	-0.0126* [-0.0445, -0.0001] 0.0093 [-0.0064, 0.0376]	-0.0078 [-0.0351, 0.0057] 0.0097 [-0.0087, 0.0431]	-0.0027 [-0.0242, 0.0142] 0.0074 [-0.0105, 0.0389]	-0.002 [-0.0216, 0.0158] -0.0022 [-0.0258, 0.019]	-0.0093 [-0.0326, 0.0014] -0.0005 [-0.0233, 0.0212]	-0.0027 [-0.0183, 0.0081] -0.0072 [-0.0346, 0.0089]
<u>Other Variables</u> EXPERIENCE	0.1537 [-3.9861, 4.2731]	7.6333 [-5.8812, 31.34]	-0.5138 [-5.015, 3.9366] 0.1205 [-4.4851, 4.7791]	-1.0905 [-5.4106, 3.1009] 0.5274 [-3.8589, 5.1092] 0.0095 [-0.0261, 0.0687] 0.0053 [-0.0086, 0.0274]	-0.3405 [-3.8155, 3.2612] 0.0082 [-3.8048, 3.7353] 0.0003 [-0.0505, 0.0563] 0.0013 [-0.0152, 0.0198]	-0.4274 [-3.8481, 3.038] 0.0892 [-3.7683, 3.7891] 0.0014 [-0.0408, 0.0463] -0.003 [-0.0257, 0.0139]	-0.1112 [-3.2328, 3.0751] 0.1586 [-3.3685, 3.7153] -0.0149 [-0.094, 0.0395] 0.0047 [-0.0127, 0.0273]
EXPERIENCE (Lag=2)							
FOLLOWERS	-0.0073 [-0.0471, 0.0169] 0.0047 [-0.0054, 0.0211]	-0.013 [-0.0575, 0.0118] 0.0038 [-0.0063, 0.0191]	0.0026 [-0.0298, 0.0367] 0.0061 [-0.0067, 0.029]	0.0053 [-0.0086, 0.0274]	0.0013 [-0.0152, 0.0198]	0.0014 [-0.0408, 0.0463]	-0.0149 [-0.094, 0.0395] 0.0047 [-0.0127, 0.0273]
EXPERIENCE*FOLLOWERS†	1.682^ [-0.079, 3.4787] -0.3857 [-0.9984, 0.2048] -0.3423** [-1.3114, -0.0618] 0.0046^ [-0.0003, 0.0165]	1.7188^ [-0.0544, 3.4652] -0.4278 [-1.06, 0.1506] -0.2888** [-1.0872, -0.0579] 0.01** [0.0014, 0.0335]	1.6226^ [-0.0733, 3.3356] -0.4256 [-1.0431, 0.1612] -0.4294** [-1.5166, -0.0867] 0.0043 [-0.0011, 0.0163]	1.5998^ [-0.1319, 3.2754] -0.4713 [-1.119, 0.1802] -0.249** [-1.0571, -0.0417] 0.000 [-0.0074, 0.0051]	1.4511^ [-0.1003, 3.0056] -0.4865 [-1.1482, 0.1721] -0.3888** [-1.3767, -0.0896] -0.0026 [-0.0124, 0.0033]	1.3652^ [-0.177, 2.9506] -0.4605 [-1.1536, 0.2675] -0.2811** [-1.0165, -0.0582] 0.0039 [-0.0014, 0.0144]	1.4111^ [-0.1502, 2.9521] -0.458 [-1.2041, 0.3245] -0.2796** [-1.1447, -0.0364] 0.0077* [0.0008, 0.0236]
VALENCE							
VARIANCE							
ORDER							
NEWSFEED							
Number of Individuals	4,991	4,653	4,635	4,598	4,550	4,492	4,435
Number of Books	16,118	15,583	15,246	14,800	14,422	13,915	13,594
Number of Observations	120,843	110,784	101,059	96,440	87,946	82,678	76,461

Notes. The 95% Bayesian Credible Interval is reported in brackets. ** Indicates that 0 is not contained 99% Bayesian Credible Interval. * Indicates that 0 is not contained 95% Bayesian Credible Interval. ^ Indicates that 0 is not contained 90% Bayesian Credible Interval. † Experience always has a 2 day lag in the interaction with followers.

Web Appendix C: Different Measures of Experience

In this section, we report the results and comparison of different measures of experience. Table C.1 presents the results with the number of reviews as the measure for experience for the varying lag periods and suggests that our results are robust. Table C.2 shows the results for the other experience proxies.¹ Overall, our results suggest that our findings are consistent when using an operationalization of experience that increases over ratings and posting activity. When considering experience as defined as the number of ratings sessions, number of ratings posted, and total posting sessions, our main results consistently hold. Specifically, individuals with more friends (or sources) post higher (lower) ratings and individuals who have greater experience and sources also post higher ratings. We expect that the rating and posting sessions, along with the number of ratings, closely represent learning experiences with real decision making because in order for one to post a rating or designate a book being “read,” one most likely made a purchase and then subsequently an evaluation. We find that the model with ratings sessions as experience performs best according to both MAD and RMSE.² Interestingly, the results for sources also hold when experience is calculated as whether the user formed a tie 10 day in the past. This suggests that those who have formed a tie 10 days ago may be able to better interpret opinions from sources compared to those who have never or have more recently formed a tie. In contrast, when operationalizing experience as the time since a user joined, we find the model does not perform as well and the results are not all consistent with our main findings. This may stem from the underlying learning process captured by the different experience measures. The time since a user joined may not accurately measure learning because it may not capture very well the heterogeneity in consumers’ usage of, or experience with, the platform in making decisions (i.e. no observable action).

¹We present the results with a lag of ten days for both the social network and experience variables. Shorter lags show similar results (available from the authors).

²To compare the models, we forecast ratings for a holdout sample, as the deviance information criterion may be problematic for mixture models such as that used in the LIV approach (Spiegelhalter et al. 2002). We use all observations that occur within the first five weeks as calibration and the remaining observations (two weeks) as the holdout sample. We generate a ratings forecast for each holdout observation using the posterior from our model estimates. This is done for each set of posterior estimate across 5,000 iterations. We use the forecast to calculate mean absolute deviation (MAD) and root mean squared error (RMSE) and present the average MAD and RMSE across each of the 5,000 iterations and across all observations.

Table C.1: Experience as the Number of Reviews

Lag (days)	Lag 2	Lag 4	Lag 6	Lag 8	Lag 10	Lag 12	Lag 14
<u>Impact of Sources' Information</u> EXPERIENCE*SOURCES	0.0326** [0.0089, 0.0904]	0.0359** [0.0084, 0.1039]	0.019* [0.0023, 0.0629]	0.0271** [0.0056, 0.0795]	0.0239** [0.0048, 0.0723]	0.0271** [0.0061, 0.0824]	0.0126 [-0.0027, 0.0434]
SOURCES	-0.0211** [-0.0669, -0.0025]	-0.0571** [-0.1847, -0.0093]	-0.0332^ [-0.1211, 0.0039]	-0.0448* [-0.1497, -0.0012]	-0.0014^ [-0.1215, 0.0104]	-0.0216 [-0.1068, 0.0221]	0.013 [-0.0323, 0.0884]
<u>Impact of Friends' Information</u> EXPERIENCE*FRIENDS	0.0157** [0.0037, 0.043]	0.0225** [0.0042, 0.0691]	0.0221** [0.0042, 0.0671]	0.0188* [0.0023, 0.0614]	0.0197** [0.0035, 0.0604]	-0.0062 [-0.0314, 0.0091]	-0.0147^ [-0.0491, 0]
FRIENDS	0.0367** [0.0104, 0.1008]	-0.0079 [-0.0385, 0.0086]	0.0008 [-0.0258, 0.0269]	0.008 [-0.0175, 0.0421]	0.0046 [-0.026, 0.039]	0.0385^ [-0.0002, 0.1241]	0.0541** [0.0087, 0.1644]
<u>Other Variables</u> EXPERIENCE	-0.7898 [-6.2603, 4.8453]	0.6937 [-1.8193, 3.2473]	0.2286 [-2.069, 2.5362]	0.3322 [-1.8565, 2.6383]	0.1559 [-1.9068, 2.2865]	0.0903 [-1.7993, 2.1349]	0.0603 [-1.8299, 2.0757]
EXPERIENCE (Lag=2)		-1.6331 [-7.3252, 3.6673]	-1.3596 [-6.8153, 4.1634]	-1.5317 [-7.0587, 3.9255]	-1.22 [-6.7801, 4.252]	-1.3174 [-6.6881, 3.7796]	-1.3403 [-6.4876, 3.8363]
FOLLOWERS	0.0015 [-0.0282, 0.0356]	0.0428** [0.0076, 0.1354]	0.0268 [-0.0068, 0.1005]	0.012 [-0.0247, 0.0726]	0.0076 [-0.0293, 0.0588]	-0.0157 [-0.0774, 0.0302]	-0.0159 [-0.0876, 0.0275]
EXPERIENCE*FOLLOWERS†	0.0015 [-0.0192, 0.025]	0.0075 [-0.0154, 0.0434]	0.0142 [-0.0086, 0.0592]	0.0137 [-0.0101, 0.0628]	0.0113 [-0.014, 0.0545]	0.0128 [-0.013, 0.0644]	-0.0018 [-0.0525, 0.0303]
VALENCE	1.5625* [0.1883, 2.9424]	1.5189* [0.1474, 2.9702]	1.4796* [0.16, 2.8666]	1.4999* [0.1527, 2.886]	1.3705* [0.0799, 2.7095]	1.2537* [0.0291, 2.5893]	1.3271* [0.0244, 2.6007]
VARIANCE	-0.379 [-0.907, 0.2308]	-0.4197 [-1.0297, 0.1741]	-0.4284 [-1.0224, 0.2175]	-0.4381 [-1.1268, 0.2324]	-0.5062 [-1.1986, 0.1684]	-0.4686 [-1.2298, 0.2498]	-0.4151 [-1.1967, 0.3875]
ORDER	-0.2707** [-0.9553, -0.0599]	-0.1127** [-0.4331, -0.0198]	-0.2975** [-1.1427, -0.0549]	-0.3552** [-1.249, -0.0735]	-0.4629** [-1.6782, -0.0943]	-0.268** [-0.9841, -0.0569]	-0.3171** [-1.1714, -0.0677]
NEWSFEED	0.0057* [0.0002, 0.0197]	0.0108** [0.0018, 0.0353]	0.0048^ [-0.0004, 0.0167]	-0.0002 [-0.007, 0.0052]	-0.0013 [-0.0109, 0.0049]	0.0044 [-0.0007, 0.0142]	0.0089** [0.0016, 0.0268]

Notes. The 95% Bayesian Credible Interval is reported in brackets. ** Indicates that 0 is not contained 99% Bayesian Credible Interval. * Indicates that 0 is not contained 95% Bayesian Credible Interval.

^ Indicates that 0 is not contained 90% Bayesian Credible Interval. † Experience always has a 2 day lag in the interaction with followers.

Table C.2: Alternative Measures of Experience

Operationalization of Experience:	Reviewing Sessions	Number of Reviews	Total Posting Sessions	Time Since Joined	Social Network Dummy
Lag (days)	Lag 10	Lag 10	Lag 10	Lag 10	Lag 10
<u>Impact of Sources' Information</u>					
EXPERIENCE*SOURCES	0.0132** [0.0034 , 0.0399]	0.0239** [0.0048 , 0.0723]	0.0969* [0.009 , 0.296]	0.0052 [-0.0058 , 0.0252]	2.2526** [0.5453 , 6.5209]
SOURCES	-0.0503** [-0.1482 , -0.0121]	-0.0014^ [-0.1215 , 0.0104]	-0.1045* [-0.3267 , -0.014]	0.0132 [-0.0024 , 0.0476]	-7.2636** [-21.15 , -1.7443]
<u>Impact of Friends' Information</u>					
EXPERIENCE*FRIENDS	-0.0118 [-0.0431 , 0.003]	0.0197** [0.0035 , 0.0604]	-0.129* [-0.3601 , -0.012]	-0.0134 [-0.0496 , 0.0023]	-0.0049 [-0.2381 , 0.2219]
FRIENDS	0.0489** [0.0099 , 0.1497]	0.0046 [-0.026 , 0.039]	0.2199^ [-0.0318 , 0.6956]	0.0108 [-0.0017 , 0.0373]	0.0185 [-0.7255 , 0.7808]
<u>Other Variables</u>					
EXPERIENCE	-0.5777 [-4.1104 , 3.0796]	0.1559 [-1.9068 , 2.2865]	-1.612 [-7.1176 , 3.4983]	11.4929 [-6.5365 , 36.6803]	4.5838^ [-0.0069 , 9.1429]
EXPERIENCE (Lag=2)	-0.3355 [-4.2012 , 3.6554]	-1.22 [-6.7801 , 4.252]	-0.6615 [-6.0301 , 4.5308]	-10.6412 [-35.8269 , 7.4691]	-3.6514 [-10.277 , 3.1542]
FOLLOWERS	-0.0063 [-0.0661 , 0.0386]	0.0076 [-0.0293 , 0.0588]	-0.0911 [-0.28 , 0.0143]	0.0619** [0.0156 , 0.1769]	2.4441 [-1.4352 , 10.967]
EXPERIENCE*FOLLOWERS†	-0.0116 [-0.0453 , 0.0049]	0.0113 [-0.014 , 0.0545]	0.0938* [0.0031 , 0.2736]	-0.0349* [-0.1117 , -0.0042]	-1.1264 [-5.0911 , 0.68]
VALENCE	1.6042^ [-0.0278 , 3.194]	1.3705* [0.0799 , 2.7095]	1.5811^ [-0.1638 , 3.2571]	1.5506* [0.0016 , 3.1074]	1.465^ [-0.0351 , 3.064]
VARIANCE	-0.4303 [-1.1201 , 0.2266]	-0.5062 [-1.1986 , 0.1684]	-0.434 [-1.2795 , 0.4515]	-0.4135 [-1.0851 , 0.2761]	-0.4896 [-1.1683 , 0.1586]
ORDER	-0.9019** [-3.2183 , -0.2101]	-0.4629** [-1.6782 , -0.0943]	-0.7099** [-1.8409 , -0.2201]	-0.7212** [-2.5912 , -0.1615]	-0.7173** [-2.5218 , -0.1631]
NEWSFEED	-0.0018 [-0.0105 , 0.0042]	-0.0013 [-0.0109 , 0.0049]	0.0000 [-0.0116 , 0.0091]	0.0000 [-0.0089 , 0.0039]	0.0000 [-0.008 , 0.006]
Number of Individuals	4,550	4,550	4,550	4,550	4,550
Number of Books	14,422	14,422	14,422	14,422	14,422
Number of Observations	87,946	87,946	87,946	87,946	87,946
MAD	1.0838	1.0956	1.1600	1.1886	1.6252
RMSE	1.5243	1.5388	1.6392	1.5812	2.0563

Notes. The 95% Bayesian Credible Interval is reported in brackets. ** Indicates that 0 is not contained 99% Bayesian Credible Interval.

* Indicates that 0 is not contained 95% Bayesian Credible Interval. ^ Indicates that 0 is not contained 90% Bayesian Credible Interval.

†Experience always has a 2 day lag in the interaction with followers

Web Appendix D: Additional Tables and Figures

Figure D.1: Probability of Posting a Review at Time t

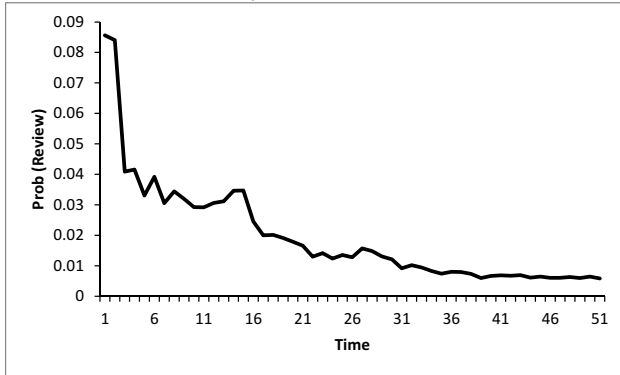


Figure D.2a: Friends Evolution

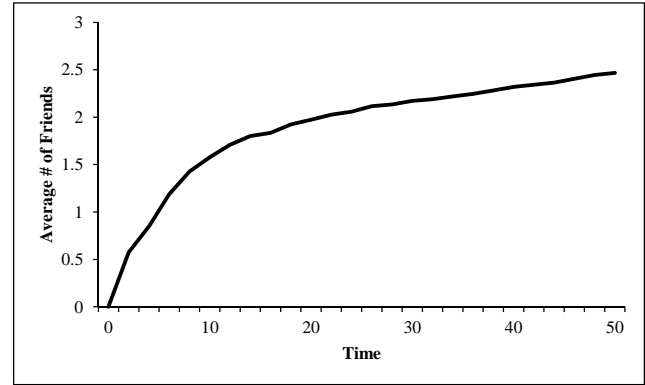


Figure D.2b: Sources Evolution

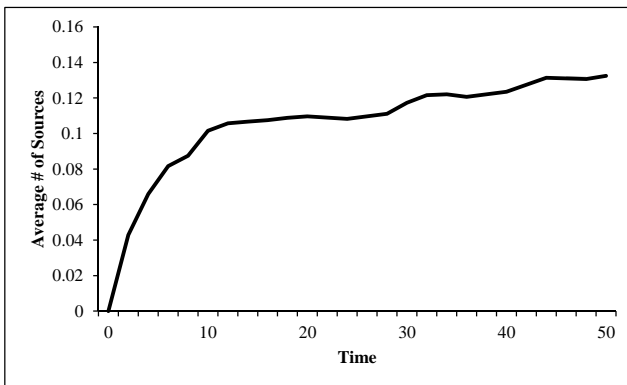


Figure D.2c: Followers Evolution

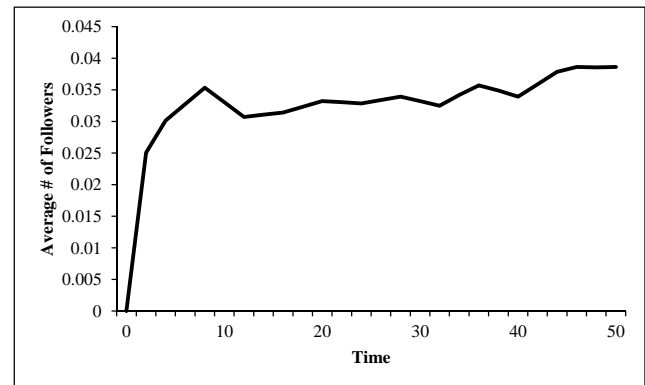


Figure D.3a: Histogram of Friends

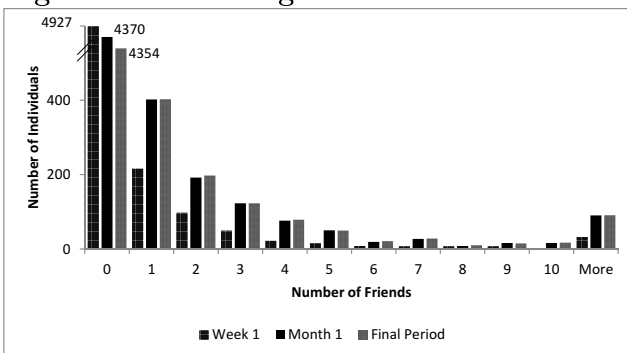


Figure D.3b: Histogram of Sources

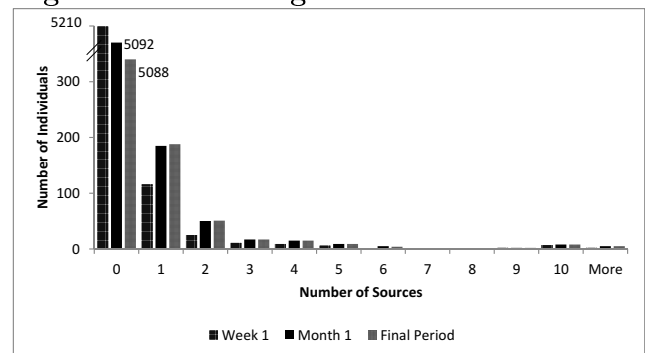


Figure D.3c: Histogram of Followers

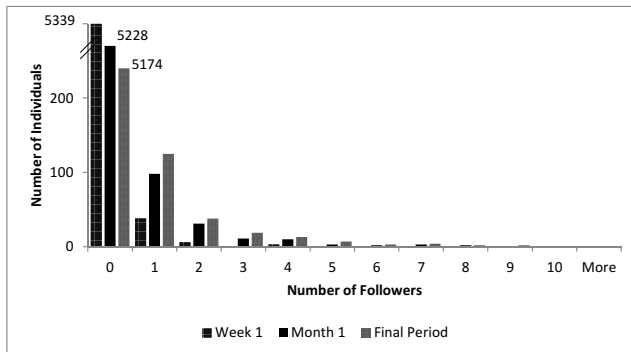
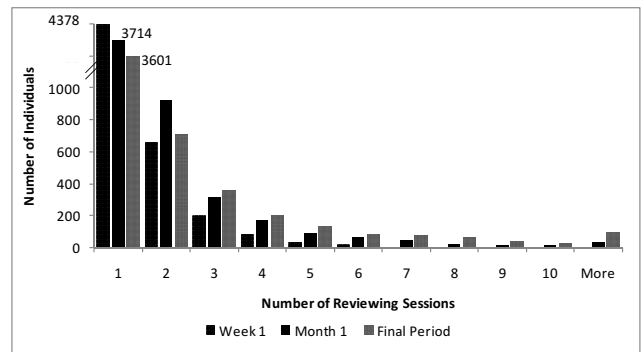


Figure D.3d: Histogram of Reviewing Sessions



In Figures D.4a-D.4e, the reported numbers represent the average ratings (or variance, etc.) posted by the user, their new friends, or their new sources at a timeframe since they joined Goodreads. Thus, at $t = 10$, we report the averages across individuals during their 9th and 10th day since joining Goodreads. We also report the averages across the books rated by their newly added friends (or sources) during the 9th and 10th day since joining Goodreads (i.e. added on the 9th and 10th day). In contrast, for Figures D.5a-D.5d, the reported numbers represent the average ratings (or variance, etc.) calculated across the ratings posted by the community of the user's newly posted books (i.e ratings posted by others) during the respective time since joining. These figures are to show whether users select higher or lower rated books (rated by the community) over time.

Figure D.4a: Number of Posts

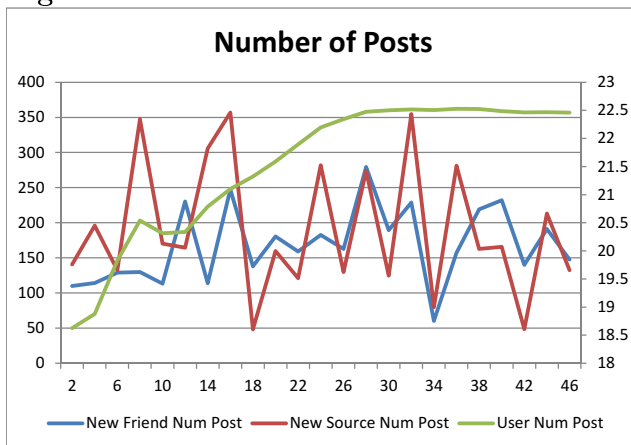


Figure D.4b: Average Ratings

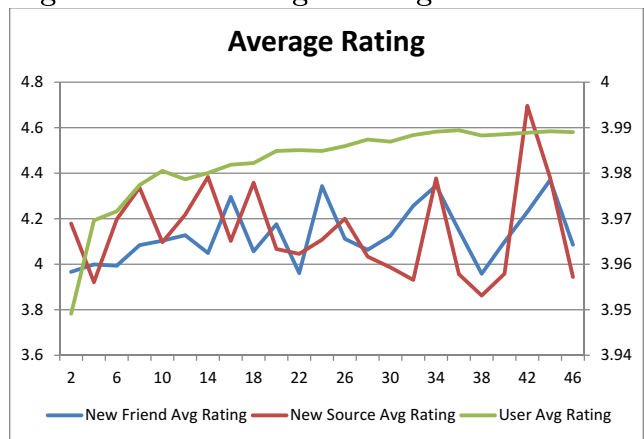


Figure D.4c: Variance of Ratings

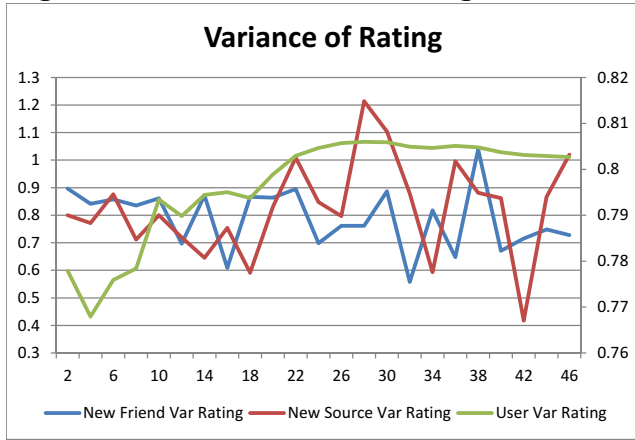


Figure D.4d: Number of Ties

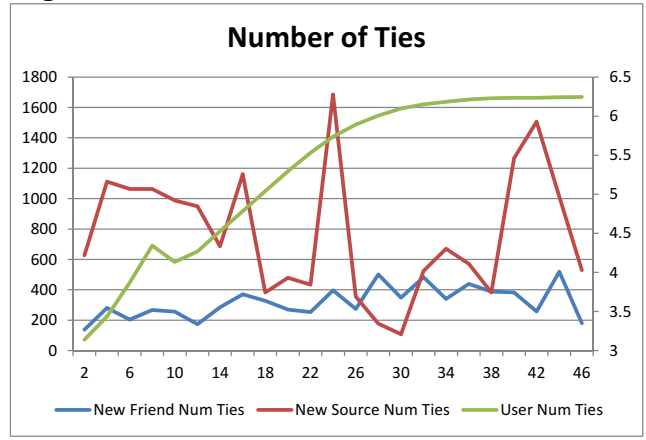


Figure D.4e: Time Since Joined

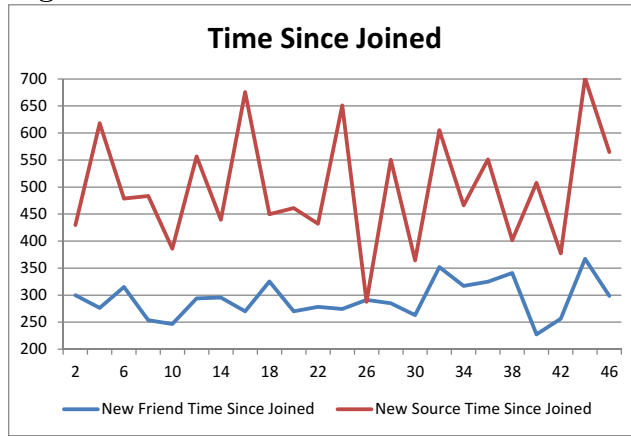


Figure D.5a: Valence of Newly Posted Books

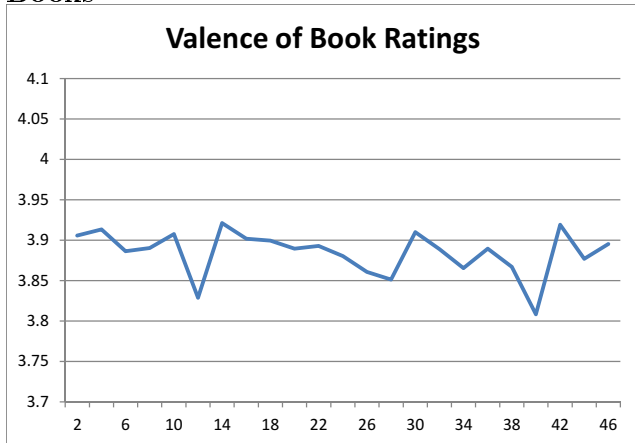


Figure D.5b: Variance of Newly Posted Books

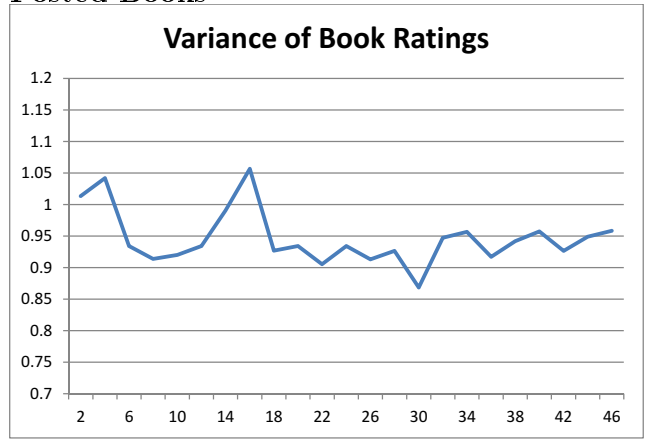


Figure D.5c: Volume of Existing Ratings of Newly Posted Books

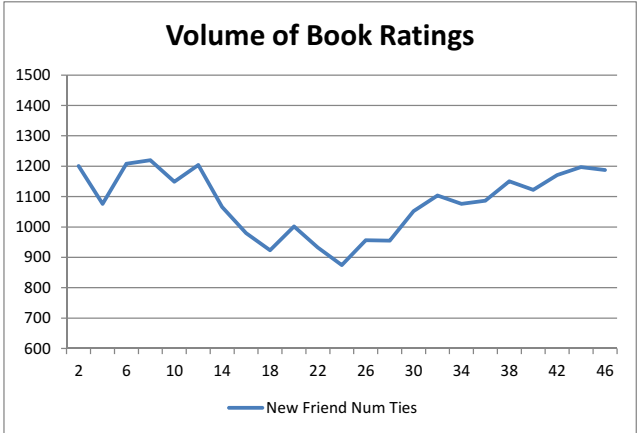


Figure D.5d: Time that Newly Posted Books are on the Market

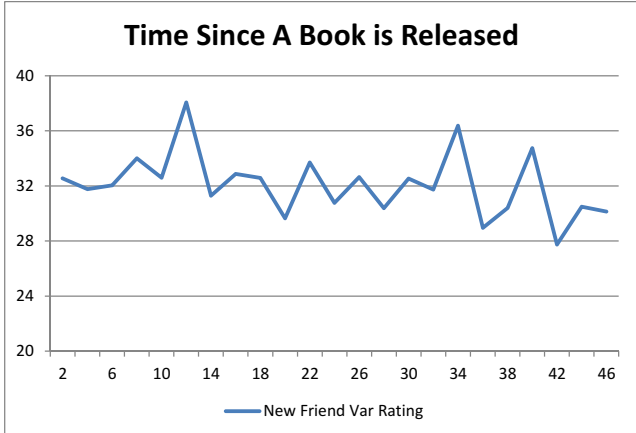


Table D.1: Main Results Using IV

Lag (days)	Lag 2	Lag 4	Lag 6	Lag 8	Lag 10	Lag 12	Lag 14
<u>Impact of Sources' Information</u> EXPERIENCE*SOURCES	0.0143** [0.0026, 0.0445]	0.0201** [0.0054, 0.056]	0.0185** [0.005, 0.053]	0.0182** [0.0049, 0.0513]	0.0136** [0.0036, 0.0397]	0.0162** [0.0045, 0.0446]	0.0092** [0.0017, 0.0274]
SOURCES	-0.0637** [-0.1818, -0.0166]	-0.0499** [-0.1452, -0.0127]	-0.0788** [-0.219, -0.0219]	-0.0633** [-0.1805, -0.0164]	-0.0513** [-0.1486, -0.0119]	-0.0199 [-0.0732, 0.0041]	0.0011 [-0.036, 0.0389]
<u>Impact of Friends' Information</u> EXPERIENCE*FRIENDS	-0.0094 [-0.0358, 0.0035]	-0.0223** [-0.0658, -0.0044]	-0.015* [-0.0497, -0.0005]	-0.0155* [-0.0519, -0.0002]	-0.0125 [-0.0447, 0.0021]	-0.0181** [-0.0551, -0.0034]	-0.0111* [-0.0364, -0.0009]
FRIENDS	0.0019 [-0.0239, 0.0265]	0.0147 [-0.0074, 0.0565]	0.0316* [0.0047, 0.0944]	0.0488** [0.0104, 0.1455]	0.0488* [0.0075, 0.1456]	0.0482** [0.01, 0.1468]	0.035* [0.0001, 0.1143]
<u>Other Variables</u> EXPERIENCE	0.4748 [-3.6531, 4.5718]	-1.2543 [-5.8078, 3.2177]	-0.9846 [-4.981, 3.1413]	-0.6907 [-4.4646, 3.1714]	-0.602 [-4.2735, 2.9346]	-0.6682 [-4.0143, 2.5702]	-1.4025 [-4.5199, 1.7324]
EXPERIENCE (Lag=2)		0.7821 [-3.8146, 5.5907]	0.5931 [-3.6963, 4.8401]	-0.2812 [-4.3318, 3.8469]	-0.2924 [-4.013, 3.5912]	-0.1317 [-3.7493, 3.6177]	0.8256 [-2.5272, 4.3537]
FOLLOWERS	0.004 [-0.0225, 0.0376]	-0.0047 [-0.0468, 0.0286]	0.0018 [-0.034, 0.0431]	0.0055 [-0.0287, 0.0532]	-0.0121 [-0.0789, 0.0292]	-0.0053 [-0.0588, -0.0333]	-0.0123 [-0.0731, 0.0208]
EXPERIENCE*FOLLOWERS†	0.000 [-0.015, 0.013]	-0.0016 [-0.0183, 0.0138]	-0.0037 [-0.0242, 0.0106]	-0.0112^ [-0.0408, 0.0014]	-0.0111 [-0.0429, 0.0028]	-0.0145 [-0.0523, 0.0023]	-0.0111 [-0.0469, 0.009]
VALENCE	1.7801^ [-0.0165, 3.5936]	1.8006* [0.0655, 3.5628]	1.6815^ [-0.056, 3.3698]	1.7420* [0.0412, 3.4269]	1.5961* [0.0129, 3.2095]	1.5345^ [-0.0288, 3.0908]	1.5159^ [-0.0494, 3.0945]
VARIANCE	-0.3513 [-0.9581, 0.2365]	-0.3665 [-0.9415, 0.205]	-0.3774 [-1.0079, 0.2102]	-0.3814 [-1.0235, 0.2355]	-0.4431 [-1.0831, 0.1927]	-0.4002 [-1.1127, -0.3275]	-0.4261 [-1.1665, 0.3754]
ORDER	-0.7811** [-2.7226, -0.1709]	-0.9091** [-3.1204, -0.2039]	-0.6827** [-2.4145, -0.151]	-0.9146** [-3.1878, -0.2047]	-0.9006** [-3.133, -0.212]	-0.8997** [-3.1482, -0.2116]	-0.7952** [-2.7765, -0.1878]
NEWSFEED	0.0064^ [0, 0.0226]	0.0112** [0.0016, 0.0377]	0.0059^ [-0.0003, 0.0204]	0.000 [-0.0076, 0.0049]	-0.0017 [-0.0098, 0.0043]	0.0027 [-0.0026, 0.0114]	0.0084* [0.0011, 0.0249]
Number of Individuals	4,991	4,653	4,635	4,598	4,550	4,492	4,435
Number of Books	16,118	15,583	15,246	14,800	14,422	13,915	13,594
Number of Observations	120,843	110,784	101,059	96,440	87,946	82,678	76,461

Notes. The 95% Bayesian Credible Interval is reported in brackets. ** Indicates that 0 is not contained 99% Bayesian Credible Interval. * Indicates that 0 is not contained 95% Bayesian Credible Interval. ^ Indicates that 0 is not contained 90% Bayesian Credible Interval. † Experience always has a 2 day lag in the interaction with followers.

Table D.2: Main Results with Posterior Standard Errors

Lag (days)	Lag2	Lag4	Lag6	Lag8	Lag10	Lag12	Lag14
<u>Impact of Sources' Information</u>							
EXPERIENCE*SOURCES	0.0131* (0.0087)	0.0189** (0.0110)	0.0177** (0.0103)	0.0196** (0.0111)	0.0132** (0.0079)	0.015** (0.0086)	0.0092** (0.0058)
SOURCES	-0.064** (0.0371)	-0.0508** (0.0296)	-0.0812** (0.0462)	-0.0635** (0.0365)	-0.0503** (0.0303)	-0.0195* (0.0163)	-0.0013 (0.0124)
<u>Impact of Friends' Information</u>							
EXPERIENCE*FRIENDS	-0.0088 (0.0076)	-0.0216** (0.0133)	-0.0141^ (0.0102)	-0.0164* (0.0106)	-0.0118 (0.0095)	-0.0161* (0.0105)	-0.0118* (0.0078)
FRIENDS	0.0021 (0.0091)	0.0142 (0.0128)	0.0284* (0.0192)	0.0487** (0.0288)	0.0489** (0.0306)	0.0481** (0.0295)	0.0368** (0.0234)
<u>Other Variables</u>							
EXPERIENCE	0.4691 (2.0929)	-1.4928 (2.1127)	-0.8652 (1.9100)	-0.6396 (1.8140)	-0.5777 (1.6905)	-0.7166 (1.5521)	-1.3796 (1.4254)
EXPERIENCE (Lag=2)		1.1872 (2.1436)	0.4578 (1.9980)	-0.1821 (1.9545)	-0.3355 (1.8682)	-0.0717 (1.7430)	0.8474 (1.6063)
FOLLOWERS	0.0047 (0.0106)	-0.0051 (0.0133)	-0.0035 (0.0133)	0.0054 (0.0167)	-0.0063 (0.0192)	-0.0042 (0.0160)	-0.0061 (0.0178)
EXPERIENCE*FOLLOWERS†	-0.0002 (0.0052)	-0.0017 (0.0052)	-0.0055 (0.0064)	-0.0098 (0.0086)	-0.0116 (0.0099)	-0.0142 (0.0110)	-0.0116 (0.0109)
VALENCE	1.8018* (0.9741)	1.801* (0.9417)	1.7206* (0.9008)	1.703* (0.8971)	1.6042^ (0.8487)	1.4600^ (0.7980)	1.5077^ (0.8078)
VARIANCE	-0.3592 (0.2700)	-0.3914 (0.2397)	-0.3469 (0.2570)	-0.3945 (0.2607)	-0.4303 (0.2790)	-0.4177 (0.2871)	-0.4324 (0.3161)
ORDER	-0.7911** (0.5737)	-0.6755** (0.4811)	-0.914** (0.6709)	-0.7721** (0.5596)	-0.9019** (0.6514)	-0.6037** (0.4418)	-0.8456** (0.6057)
NEWSFEED	0.0063* (0.0048)	0.0109* (0.0077)	0.0061^ (0.0047)	-0.0009 (0.0024)	-0.0018 (0.0028)	0.0023 (0.0028)	0.0085* (0.0054)
Number of Individuals	4,991	4,653	4,635	4,598	4,550	4,492	4,435
Number of Books	16,118	15,583	15,246	14,800	14,422	13,915	13,594
Number of Observations	120,843	110,784	101,059	96,440	87,946	82,678	76,461
MAD	1.0884	1.0935	1.0876	1.0812	1.0838	1.0883	1.0875
RMSE	1.5257	1.5317	1.5267	1.5210	1.5243	1.5284	1.5283

Notes. The posterior standard errors are reported in the parentheses. ** Indicates that 0 is not contained 99% Bayesian Credible Interval.

* Indicates that 0 is not contained 95% Bayesian Credible Interval. ^ Indicates that 0 is not contained 90% Bayesian Credible Interval.

†Experience always has a 2 day lag in the interaction with followers

Table D.3: Marginal Effects

	ORIGINAL MODEL ESTIMATES	MARGINAL EFFECTS Pr(Y=1)	MARGINAL EFFECTS Pr(Y=2)	MARGINAL EFFECTS Pr(Y=3)	MARGINAL EFFECTS Pr(Y=4)	MARGINAL EFFECTS Pr(Y=5)
	Lag 10	Lag 10	Lag 10	Lag 10	Lag 10	Lag 10
<u>Impact of Sources' Information</u>						
EXPERIENCE*SOURCES	0.0132** [0.0034, 0.0399]	-0.0098** [-0.0056, -0.0022]	-0.0026** [-0.0009, -0.0002]	-0.0042* [-0.0015, -0.0003]	-0.0046 [-0.0016, 0.0028]	0.0003** [0.0039, 0.0166]
SOURCES	-0.0503** [-0.1482, -0.0121]	0.0092** [0.0221, 0.039]	0.0006** [0.0034, 0.0097]	0.0012* [0.0059, 0.0161]	-0.0109 [0.0064, 0.0177]	-0.0624** [-0.0152, -0.0013]
<u>Impact of Friends' Information</u>						
EXPERIENCE*FRIENDS	-0.0118 [-0.0431, 0.003]	-0.0016 [0.0051, 0.0129]	-0.0002 [0.0008, 0.0031]	-0.0004 [0.0013, 0.005]	-0.0028 [0.0014, 0.0057]	-0.0203 [-0.0036, 0.0009]
FRIENDS	0.0489** [0.0099, 0.1497]	-0.0427* [-0.0221, -0.0046]	-0.011* [-0.0034, -0.0003]	-0.0176* [-0.0059, -0.0007]	-0.0195 [-0.0064, 0.0115]	0.0008* [0.0154, 0.0697]
<u>Other Variables</u>						
EXPERIENCE	-0.5777 [-4.1104, 3.0796]	-0.0759 [0.0073, 0.0695]	-0.0181 [0.0004, 0.0111]	-0.0289 [0.0005, 0.016]	-0.0228 [0.0038, 0.0259]	-0.0274 [0.0091, 0.1349]
EXPERIENCE (Lag=2)	-0.3355 [-4.2012, 3.6554]	-0.0898 [0.0016, 0.0658]	-0.0239 [-0.0008, 0.0102]	-0.0352 [-0.0014, 0.014]	-0.0311 [0.0024, 0.0286]	-0.0202 [0.015, 0.16]
FOLLOWERS	-0.0063 [-0.0661, 0.0386]	-0.013 [0.0036, 0.0192]	-0.0024 [0.0005, 0.0044]	-0.0041 [0.001, 0.0072]	-0.0055 [0.001, 0.0081]	-0.0273 [-0.0026, 0.0126]
EXPERIENCE*FOLLOWERS†	-0.0116 [-0.0453, 0.0049]	-0.0033 [0.0046, 0.0133]	-0.0006 [0.0007, 0.003]	-0.001 [0.0012, 0.005]	-0.0028 [0.0013, 0.0056]	-0.019 [-0.0031, 0.003]
VALENCE	1.6042^ [-0.0278, 3.194]	-0.0525* [-0.0304, -0.0012]	-0.0094* [-0.0043, 0]	-0.0146* [-0.0072, 0]	-0.019 [-0.0095, 0.0029]	0.0018* [0.0131, 0.0347]
VARIANCE	-0.4303 [-1.1201, 0.2266]	-0.004 [0.0094, 0.0244]	-0.0005 [0.0015, 0.0055]	-0.001 [0.0025, 0.0089]	-0.0049 [0.0027, 0.0099]	-0.0357 [-0.0065, 0.0021]
ORDER	-0.9019** [-3.2183, -0.2101]	0.009** [0.0157, 0.0228]	0.0005** [0.0025, 0.0072]	0.0011* [0.0043, 0.0114]	-0.0087 [0.0045, 0.0119]	-0.0427** [-0.0113, -0.001]
NEWSFEED	-0.0018 [-0.0105, 0.0042]	-0.0021 [0.0007, 0.0035]	-0.0005 [0.0001, 0.0006]	-0.0008 [0.0001, 0.0009]	-0.0008 [0.0002, 0.0013]	-0.0036 [-0.0003, 0.0032]

Notes. Marginal effects, in the context of an ordered probit model, reflect the impact of an independent variable (e.g., the number of sources) on the probability that the dependent variable – here, the rating – falls into a specific ‘bucket’. A variable with a positive coefficient in the main model can be interpreted, loosely speaking, as having the effect of increasing the probability that the d.v. will take on higher values and, equivalently, decreasing the probability that the d.v. will take on lower values. Analogously, variables with negative coefficients increase the probability that the d.v. will take on lower values and decrease the probability that it will take on higher values. As one can see, consistent with Table 3 in the main body of the paper, this is indeed reflected in Table D.3. The 95% Bayesian Credible Interval is reported in brackets. ** Indicates that 0 is not contained 99% Bayesian Credible Interval. * Indicates that 0 is not contained 95% Bayesian Credible Interval. ^ Indicates that 0 is not contained 90% Bayesian Credible Interval. † Experience always has a 2 day lag in the interaction with followers.

Table D.4: Robustness with Friends' Sources' Experience

Lag (days)	Lag 2	Lag 4	Lag 6	Lag 8	Lag 10	Lag 12	Lag 14
<u>Impact of Sources' Information</u> EXPERIENCE*SOURCES	0.016** [0.0037, 0.0472]	0.0238** [0.0066, 0.0674]	0.0186** [0.005, 0.0519]	0.0182** [0.0049, 0.0512]	0.0147** [0.0036, 0.0437]	0.0175** [0.0047, 0.0472]	0.0102** [0.0023, 0.0301]
SOURCES	-0.0669** [-0.1827, -0.0171]	-0.0636** [-0.1822, -0.0171]	-0.0804** [-0.2222, -0.0214]	-0.0528** [-0.1522, -0.0123]	-0.0625** [-0.1813, -0.016]	-0.0322* [-0.11, -0.0023]	-0.017 [-0.0704, 0.0114]
<u>Impact of Friends' Information</u> EXPERIENCE*FRIENDS	-0.0054 [-0.0287, 0.0093]	-0.0193* [-0.0642, -0.0011]	-0.0135* [-0.0457, 0]	-0.0179** [-0.0551, -0.003]	-0.0151* [-0.0523, 0]	-0.0185** [-0.0556, -0.0035]	-0.0109* [-0.0363, -0.0008]
FRIENDS	0.0000 [-0.0271, 0.0228]	0.0139 [-0.0082, 0.0566]	0.0262^ [-0.0007, 0.0878]	0.0475** [0.0114, 0.1388]	0.0599** [0.0119, 0.1801]	0.0527** [0.0108, 0.16]	0.0342* [0.0031, 0.1092]
<u>Other Variables</u> EXPERIENCE	0.3829 [-3.7605, 4.5569]	-1.5306 [-5.9125, 2.9823]	-1.0612 [-5.0305, 3.1122]	-0.3838 [-4.1335, 3.3084]	-0.542 [-4.0574, 2.9445]	-0.6325 [-3.9409, 2.6737]	-1.3585 [-4.6397, 1.7856]
EXPERIENCE (Lag=2)	0.9821 [-3.571, 5.3929]	0.7765 [-3.4735, 5.1663]	0.7765 [-3.4735, 5.1663]	-0.2558 [-4.3344, 3.7625]	-0.2606 [-4.1867, 3.6113]	0.0093 [-3.5928, 3.6391]	0.8497 [-2.6112, 4.3991]
FOLLOWERS	0.0089 [-0.0203, 0.046]	-0.0055 [-0.051, 0.03]	-0.0014 [-0.0442, 0.0347]	0.0079 [-0.0305, 0.0566]	-0.0063 [-0.0612, 0.0353]	-0.0046 [-0.0684, 0.0388]	-0.0106 [-0.0762, 0.0355]
EXPERIENCE*FOLLOWERS†	-0.0028 [-0.0204, 0.0095]	-0.0037 [-0.0222, 0.0077]	-0.0057 [-0.0279, 0.0091]	-0.0073 [-0.0337, 0.007]	-0.011 [-0.0432, 0.0035]	-0.0144^ [-0.0504, 0.001]	-0.0096 [-0.042, 0.0062]
VALENCE	1.7108^ [-0.0822, 3.4981]	1.7968* [0.0692, 3.5529]	1.6154^ [-0.1258, 3.301]	1.5968^ [-0.0863, 3.3092]	1.4884^ [-0.0802, 3.0824]	1.465^ [-0.156, 3.0484]	1.4078^ [-0.148, 2.9656]
VARIANCE	-0.382 [-1.0176, 0.2217]	-0.3899 [-0.9743, 0.202]	-0.4062 [-1.0318, 0.2469]	-0.4373 [-1.0491, 0.1536]	-0.4773 [-1.1631, 0.2032]	-0.4427 [-1.1166, 0.2431]	-0.4617 [-1.199, 0.3301]
ORDER	-0.4865** [-1.7489, -0.1066]	-0.7038** [-2.6101, -0.1507]	-0.368** [-1.399, -0.0619]	-0.3833** [-1.5631, -0.0628]	-0.5097** [-1.8988, -0.106]	-0.5453** [-1.8887, -0.1211]	-0.3712** [-1.3011, -0.0867]
NEWSFEED	0.0055^ [-0.0003, 0.0209]	0.0103* [0.0012, 0.0363]	0.0051 [-0.0006, 0.0191]	0.0000 [-0.0076, 0.0049]	-0.0022 [-0.0112, 0.0034]	0.002 [-0.0033, 0.0102]	0.0068* [0.0002, 0.0213]
FRIENDS_EXPERIENCE	0.0137* [0.002, 0.0419]	0.016* [0.0015, 0.0504]	0.016* [0.0016, 0.0505]	-0.0047 [-0.0255, 0.0081]	-0.009 [-0.0412, 0.0089]	-0.0028 [-0.0276, 0.0161]	0.0162^ [-0.0001, 0.0571]
SOURCES_EXPERIENCE	0.0098 [-0.0055, 0.0393]	0.0186* [0.0015, 0.0609]	-0.0058 [-0.0325, 0.0111]	-0.0156 [-0.0561, 0.0011]	0.0203^ [-0.0004, 0.0687]	0.0197^ [-0.0002, 0.0695]	0.0282* [0.0036, 0.088]

Notes. The 95% Bayesian Credible Interval is reported in brackets. ** Indicates that 0 is not contained 99% Bayesian Credible Interval. * Indicates that 0 is not contained 95% Bayesian Credible Interval. ^ Indicates that 0 is not contained 90% Bayesian Credible Interval. † Experience always has a 2 day lag in the interaction with followers.

References

- Boser, Bernhard, Isabelle Guyon, Vladimir Vapnik. 1992. A training algorithm for optimal margin classifiers. *In Proceedings of the fifth annual workshop on Computational learning theory* 144–152.
- Collingwood, Loren, John Wilkerson. 2012. Tradeoffs in accuracy and efficiency in supervised learning methods. *Journal of Information Technology & Politics* **9**(3) 298–318.
- Jurka, Timothy, Loren Collingwood, Amber Boydston, Emiliano Grossman, Wouter van Atteveldt. 2012. Rtexttools: Automatic text classification via supervised learning.
- Spiegelhalter, David, Nicola Best, Bradley Carlin, Angelika Van Der Linde. 2002. Bayesian measures of model complexity and fit. *Journal of the Royal Statistical Society: Series B (Statistical Methodology)* **64**(4) 583–639.