Supplementary Materials for
Altering Instrumental Learning on Social Media to Make Accuracy a Social Currency

The PDF file includes:

Supplementary Materials 1-10
Fig. S1 to S1
Tables S1 to S10

1. **Control Measures in All Studies**

The control measures we included in all three studies are the following:

- **Sharing habits 1:** Self-Report Behavioral Automaticity Index (Gardner et al., 2012, $a =$ .97**)** on 7-point scales (1 = *never* to 7 = *always)*: "*Sometimes I start sharing news on Facebook before I realize I'm doing it,*" "*Sharing news on Facebook is something I do without thinking,*" "*Sharing news on Facebook is something I do automatically,*" and "*Sharing news on Facebook is something I do without having to consciously remember.*"
- **Sharing habits 2.** On average, approximately how often do you share news on Facebook? (7 = *several times a day*, 6 = *daily*, 5 = *several times a week,* 4 = *weekly,* 3 = *monthly,* 2 = *rarely,* 1 = *never*).
- **Political orientation.** Which of the answers below best describes your political orientation? (1 = *extremely liberal* to 9 = *extremely conservative)*.
- **Survey check.** Were news headlines loaded fully on your screen when you answered the questions? (1 = All news headlines loaded fully, 2 = Some of the news headlines loaded fully, 3 = None of the news headlines loaded fully.)

Below measures are reported in each study.

- **Age.** What is your age? (open ended)
- **Gender.** What is your gender? (1 = male, 2 = female, 3 = other)

2. Pilot Experiment

Given that our experiments used a simulation of sharing on *Facebook,* we conducted a pilot Experiment to establish that participants respond comparably on this task as they do on actual social media. Participants, recruited at a university research lab, were eligible for the Experiment if they had a *Facebook* or *Twitter/X* account ($N = 278$; *NFacebook* = 186 and *NTwitter/x* = 92). They first indicated how habitually they shared information on the respective site (using the self-report behavioral automaticity scale (Gardner et al., 2012) adapted for *Facebook* and *Twitter/X* (see Ceylan et al., 2023). They also indicated how often they shared news on *Facebook* or *Twitter/X* (7 = *several times a day*, 6 = *daily*, 5 = *several times a week,* 4 = *weekly,* 3 = *monthly*, 2 = *rarely,* 1 = *never*). Participants also responded to three goal questions: "*How important is it to you that the information you provide on the social platform that you use most often supports your political views/ is truthful and accurate / attracts others' attention and gets widely read?."* Participants additionally reported their political orientation (1 = *extremely liberal*, 9 = *extremely conservative*), age, and gender.

Then, in the main part of the Experiment, participants opened a *Facebook* or *Twitter/X* page in a new tab while keeping the Experiment open on the existing tab. They befriended an artificially created user on their favored site. On the artificial account, we randomly posted 9 accurate and 9 inaccurate headlines, and participants chose to share or not share each of these posts. Participants provided a screenshot of any shared posts, and we categorized whether they were accurate or inaccurate. The key dependent variable was the accuracy/inaccuracy of what was shared.

Replicating Ceylan et al.'s (2023) results with the simulation of *Facebook*, an ordinal logistic regression showed that 1 unit increase in participants' sharing habits (assessed from the self-report behavioral automaticity index, Gardner, 2012) increased their odds of sharing (vs. not sharing) any headlines by 1.33 units; $t = 2.53$, $p = .01$. Moreover, increasing the strength of habits (from 1 to 6 on the self-report behavioral automaticity scale) increased the probability of sharing accurate headlines by 133% (from 15% to 35%), whereas the probability of sharing inaccurate headlines increased by 300% (from 3% to 12%). Thus, participants' sharing patterns on their favored social media sites corresponded closely to their sharing in our simulations.

Figure S1
Predicted Probabilities of Sharing Outcomes by Habit Level in Pilot Study
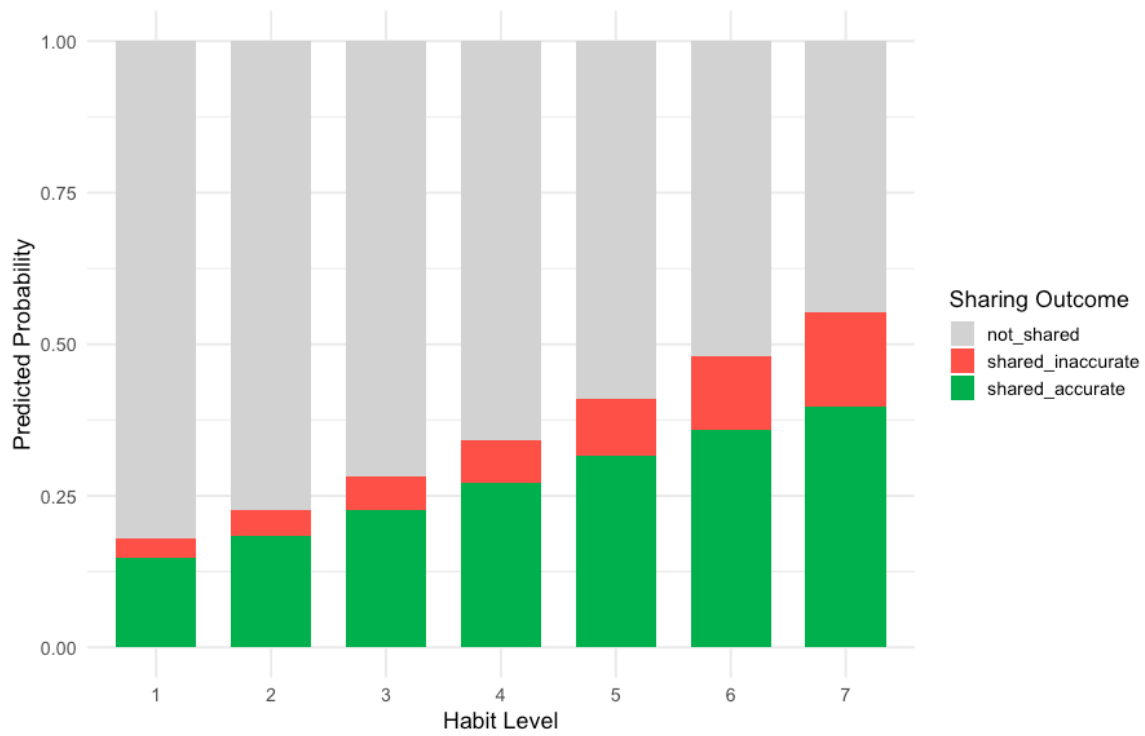
Note. The bars show the percentage of headlines that were shared as a function of veracity at different levels of sharing habits.

3. Pretest Results of Posts Used in Experiment 1

We conducted a series of pretests on Prolific where participants evaluated 25 randomly assigned social media posts. For each post, participants used four 7-point scales to rate: attention-grabbing potential (1=boring, 7=attention-grabbing), accuracy (1=inaccurate, 7=accurate), political leaning (1=liberal, 7=conservative), and potential to be widely read (1=would be ignored, 7=would be widely read). Participants also provided their political orientation, age, and gender, and confirmed whether posts displayed properly. We excluded participants who reported technical issues with post display.

Based on these ratings, we selected 100 posts that met three criteria: (1) posts labeled as accurate received significantly higher accuracy ratings than those labeled as inaccurate, (2) interesting posts scored higher on both attention-grabbing and potential to be widely read scales compared to boring posts, and (3) posts clustered around the midpoint (4.0) on the political orientation scale, indicating minimal partisan bias.

Table S1

Mean Ratings of Posts in Each Veracity and Interest-value Category on Pretested Measures

	Mean Accuracy	min	max	Mean Attention-Grabbing	min	max	Mean Widely Read	min	max	Mean Political Orientation	min	max
boring-inaccurate	2.95	1.32	3.95	3.85	3.17	4.79	3.49	2.38	4.17	4.06	3.78	4.75
boring-accurate	4.83	4.19	6.11	3.55	2.58	4.14	3.52	2.76	4.11	3.82	3.11	4.12
interesting-inaccurate	2.97	1.74	3.97	5.02	4.45	5.88	4.55	3.42	5.30	4.59	3.00	5.67
interesting-accurate	4.82	4.30	5.42	5.02	4.33	5.90	4.90	4.35	5.78	3.85	2.96	5.30

4. Experiment 1 Regression Models - Training Trials with rewards present

When participants were rewarded for interest-value, our key prediction was an interaction between training level and headline interest value, as highlighted below when rewards were present. The interaction is significant across all models. We report Model 1 with random effects for participants and posts and including all participants as it is the most comprehensive and best fitting model with the lowest level of BIC. Model 2 is the same as Model 1 excluding participants who failed the attention check.

Table S2

Comparison of Different Models During Training Trials with Interest-Value Rewards.

	Comparison of Responses During Training Trials (Reward = Interest)					
	Dependent variable:					
	Share (1) or not (0)					
	generalized linear mixed-effects		*logistic*	*generalized linear mixed-effects*		
	Model 1 reported	Model 2 excluding failed participants	Model 3	Model 4 with Sharing Habits	Model 5 with politics	Model 6 without three-way
	(1)	(2)	(3)	(4)	(5)	(6)
Post Veracity (ref = inaccurate)	0.74***	0.77***	0.65***	0.75***	0.74***	0.74***
	(0.11)	(0.12)	(0.05)	(0.11)	(0.11)	(0.11)
Extent of Training (ref = brief)	0.08	0.09	0.08	0.10	0.08	0.08
	(0.14)	(0.15)	(0.05)	(0.14)	(0.14)	(0.14)
Post Interest-value (ref = boring)	0.28*	0.33**	0.25***	0.27*	0.28*	0.28*
	(0.11)	(0.12)	(0.05)	(0.11)	(0.11)	(0.11)
Sharing Habits (mean-centered)				0.11**		
				(0.03)		
Politics (mean-centered)					0.03	
					(0.02)	
Post Veracity X Extent of Training	0.03	0.04	0.01	0.002	0.03	0.03
	(0.23)	(0.24)	(0.09)	(0.23)	(0.23)	(0.23)
Post Veracity X Post Interest-value	0.35	0.37	0.31***	0.36	0.36	
	(0.23)	(0.24)	(0.09)	(0.23)	(0.23)	
<mark>Extent of Training X Post Interest-value</mark>	0.54*	0.58*	0.47***	0.54*	0.53*	0.54*
	(0.23)	(0.24)	(0.09)	(0.23)	(0.23)	(0.23)
Post Veracity X Sharing Habits				-0.09**		
				(0.03)		
Extent of Training X Sharing Habits				0.05		
				(0.07)		
Post Interest-value X Sharing Habits				-0.04		
				(0.03)		
Post Veracity X Politics					-0.07**	
					(0.02)	
Extent of Training X Politics					-0.06	
					(0.04)	

	(1)	(2)	(3)	(4)	(5)	(6)
Post Interest-value X Politics					0.06**	
					(0.02)	
Post Veracity X Extent of Training X Post Interest-value	-0.49	-0.58	-0.43*	-0.52	-0.50	
	(0.45)	(0.48)	(0.18)	(0.46)	(0.45)	
Post Veracity X Extent of Training X Sharing Habits				0.17*		
				(0.07)		
Post Veracity X Post Interest-value X Sharing Habits				-0.09		
				(0.07)		
Extent of Training X Post Interest-value X Sharing Habits				-0.08		
				(0.07)		
Post Veracity X Extent of Training X Post Interest-value X Sharing Habits				0.15		
				(0.14)		
Post Veracity X Extent of Training X Politics					-0.01	
					(0.04)	
Post Veracity X Post Interest-value X Politics					0.02	
					(0.04)	
Extent of Training X Post Interest-value X Politics					-0.03	
					(0.04)	
Post Veracity X Extent of Training X Post Interest-value X Politics					-0.12	
					(0.08)	
Constant	-0.07	-0.12	-0.06*	-0.08	-0.07	-0.07
	(0.07)	(0.07)	(0.02)	(0.07)	(0.07)	(0.07)
Random intercept - participants	Yes	Yes	No	Yes	Yes	Yes
Random intercept - posts	Yes	Yes	No	Yes	Yes	Yes
Model type	Mixed Linear	Mixed Linear	Logistic	Mixed Linear	Mixed Linear	Mixed Linear
Observations	14,144	12,720	14,144	14,144	14,144	14,144
Akaike Inf. Crit.	17,964.85	16,056.11	19,073.86	17,953.69	17,941.38	17,963.25
Bayesian Inf. Crit.	18,040.43	16,130.62		18,089.71	18,077.41	18,023.71

Note: *p<0.05; **p<0.01; ***p<0.001

When participants were rewarded for accurate sharing, we predicted an interaction between headline veracity and training level, as highlighted below for training trials when rewards were present. The interaction is significant across all models. We report Model 1 with random effects for participants and posts and including all participants as it is the most comprehensive and best fitting model with the lowest level of BIC. Model 2 is the same as Model 1 excluding participants who failed the attention check.

Table S3
Comparison of Different Models During Training Trials with Accuracy Rewards

Comparison of Responses During Training Trials (Reward = Accuracy)

	Dependent variable:					
	Share (1) or not (0)					
	generalized linear mixed-effects		*logistic*	*generalized linear mixed-effects*		
	Model 1 reported	Model 2 excluding failed participants	Model 3	Model 4 with Sharing Habits	Model 5 with politics	Model 6 without three-way
	(1)	(2)	(3)	(4)	(5)	(6)
Post Veracity (ref = inaccurate)	1.61***	1.61***	1.43***	1.63***	1.62***	1.61***
	(0.15)	(0.15)	(0.05)	(0.15)	(0.15)	(0.15)
Extent of Training (ref = brief)	-0.01	-0.05	-0.0001	0.05	-0.01	-0.01
	(0.17)	(0.17)	(0.05)	(0.17)	(0.17)	(0.17)
Post Interest-value (ref = boring)	-0.18	-0.18	-0.16***	-0.20	-0.18	-0.18
	(0.15)	(0.15)	(0.05)	(0.15)	(0.15)	(0.15)
Sharing Habits (mean-centered)				0.16***		
				(0.03)		
Politics (mean-centered)					-0.004	
					(0.02)	
<mark>Post Veracity X Extent of Training</mark>	0.40	0.36	0.36***	0.35	0.40	0.40
	(0.30)	(0.30)	(0.09)	(0.31)	(0.30)	(0.31)
Post Veracity X Post Interest-value	0.59*	0.56	0.49***	0.59	0.60*	
	(0.30)	(0.30)	(0.09)	(0.31)	(0.30)	
Extent of Training X Post Interest-value	0.23	0.21	0.19*	0.25	0.22	0.22
	(0.30)	(0.30)	(0.09)	(0.31)	(0.30)	(0.31)
Post Veracity X Sharing Habits				-0.19***		
				(0.04)		
Extent of Training X Sharing Habits				-0.004		
				(0.07)		
Post Interest-value X Sharing Habits				0.06		
				(0.04)		
Post Veracity X Politics					-0.05*	
					(0.02)	
Extent of Training X Politics					0.03	
					(0.03)	
Post Interest-value X Politics					-0.02	
					(0.02)	
Post Veracity X Extent of Training X Post Interest-value	-0.51	-0.62	-0.39*	-0.50	-0.51	
	(0.61)	(0.60)	(0.19)	(0.61)	(0.61)	
Post Veracity X Extent of Training X Sharing Habits				-0.16*		
				(0.08)		
Post Veracity X Post Interest-value X Sharing Habits				0.08		
				(0.08)		
Extent of Training X Post Interest-value X Sharing Habits				-0.06		
				(0.08)		
Post Veracity X Extent of Training X Post Interest-value X Sharing Habits				-0.004		
				(0.16)		
Post Veracity X Extent of Training X Politics					-0.08*	
					(0.04)	
Post Veracity X Post Interest-value X Politics					-0.07	
					(0.04)	
Extent of Training X Post Interest-value X Politics					0.05	
					(0.04)	
Post Veracity X Extent of Training X Post Interest-value X Politics					0.03	
					(0.08)	
Constant	-0.09	-0.09	-0.06*	-0.11	-0.09	-0.09
	(0.08)	(0.08)	(0.02)	(0.08)	(0.08)	(0.08)
Random intercept - participants	Yes	Yes	No	Yes	Yes	Yes
Random intercept - posts	Yes	Yes	No	Yes	Yes	Yes
Model type	Mixed Linear	Mixed Linear	Logistic	Mixed Linear	Mixed Linear	Mixed Linear
Observations	14,224	11,728	14,224	14,224	14,224	14,224
Akaike Inf. Crit.	16,765.16	13,876.84	17,719.82	16,703.72	16,753.60	16,765.32
Bayesian Inf. Crit.	16,840.78	13,950.54		16,839.85	16,889.73	16,825.82

Note: *p<0.05; **p<0.01; ***p<0.001

5. Experiment 1 Regression Models - Test Trials after rewards are removed

After participants were rewarded for interest-value and the rewards were no longer available, the interaction between training level and headline interest-value as highlighted below continued to be significant across all models. We report Model 1 with random effects for participants and posts and including all participants as it is the most comprehensive and best fitting model with the lowest level of BIC. Model 2 is the same as Model 1 excluding participants who failed the attention check.

Table S4

Comparison of Models During Test Trials with Interest-value Rewards

Comparison of Responses During Test Trials (Reward = Interest)						
	Dependent variable:					
	Share (1) or not (0)					
	generalized linear mixed-effects		*logistic*	*generalized linear mixed-effects*		
	Model 1 reported	Model 2 excluding failed participants	Model 3	Model 4 with Sharing Habits	Model 5 with politics	Model 6 without three-way
	(1)	(2)	(3)	(4)	(5)	(6)
Post Veracity (ref = inaccurate)	1.08***	1.13***	0.89***	1.09***	1.09***	1.07***
	(0.15)	(0.16)	(0.05)	(0.15)	(0.15)	(0.15)
Extent of Training (ref = brief)	-0.07	-0.06	-0.06	-0.04	-0.07	-0.06
	(0.13)	(0.14)	(0.05)	(0.13)	(0.13)	(0.13)
Post Interest-value (ref = boring)	0.68***	0.72***	0.56***	0.68***	0.68***	0.68***
	(0.15)	(0.16)	(0.05)	(0.15)	(0.15)	(0.15)
Sharing Habits (mean-centered)				0.22***		
				(0.05)		
Politics (mean-centered)					0.03	
					(0.03)	
Post Veracity X Extent of Training	0.02	0.04	0.01	-0.01	0.02	0.01
	(0.12)	(0.13)	(0.11)	(0.12)	(0.12)	(0.12)
Post Veracity X Post Interest-value	0.33	0.32	0.28*	0.31	0.33	
	(0.29)	(0.31)	(0.11)	(0.30)	(0.30)	
==Extent of Training X Post Interest-value==	0.30*	0.40**	0.25*	0.31**	0.32**	0.28*
	(0.12)	(0.13)	(0.11)	(0.12)	(0.12)	(0.12)
Post Veracity X Sharing Habits				-0.22***		
				(0.04)		
Extent of Training X Sharing Habits				-0.002		
				(0.09)		
Post Interest-value X Sharing Habits				-0.09*		
				(0.04)		
Post Veracity X Politics					-0.17***	
					(0.03)	
Extent of Training X Politics					-0.06	
					(0.06)	

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
					(0.03)	
Post Interest-value X Politics					0.01	
					(0.03)	
Post Veracity X Extent of Training X Post Interest-value	-0.66**	-0.65**	-0.56*	-0.70**	-0.68**	
	(0.24)	(0.25)	(0.22)	(0.24)	(0.24)	
Post Veracity X Extent of Training X Sharing Habits				-0.08		
				(0.09)		
Post Veracity X Post Interest-value X Sharing Habits				0.06		
				(0.09)		
Extent of Training X Post Interest-value X Sharing Habits				-0.23**		
				(0.09)		
Post Veracity X Extent of Training X Post Interest-value X Sharing Habits				0.21		
				(0.17)		
Post Veracity X Extent of Training X Politics					-0.01	
					(0.05)	
Post Veracity X Post Interest-value X Politics					-0.03	
					(0.05)	
Extent of Training X Post Interest-value X Politics					-0.05	
					(0.05)	
Post Veracity X Extent of Training X Post Interest-value X Politics					0.14	
					(0.10)	
Constant	-0.46***	-0.57***	-0.37***	-0.47***	-0.47***	-0.46***
	(0.09)	(0.10)	(0.03)	(0.09)	(0.09)	(0.10)
Random intercept - participants	Yes	Yes	No	Yes	Yes	Yes
Random intercept - posts	Yes	Yes	No	Yes	Yes	Yes
Model type	Mixed Linear	Mixed Linear	Logistic	Mixed Linear	Mixed Linear	Mixed Linear
Observations	6,000	5,340	6,000	6,000	6,000	6,000
Akaike Inf. Crit.	7,220.01	6,336.67	7,756.28	7,179.72	7,186.83	7,224.99
Bayesian Inf. Crit.	7,287.01	6,402.50		7,300.31	7,307.43	7,278.58

Note: $^{*}p<0.05$; $^{**}p<0.01$; $^{***}p<0.001$

After participants were rewarded for accuracy and the rewards were no longer available, the interaction between training level and headline veracity as highlighted below continued to be significant across all models. We report Model 1 with random effects for participants and posts and including all participants as it is the most comprehensive and best fitting model with the lowest level of BIC. Model 2 is the same as Model 1 excluding participants who failed the attention check.

Table S5
Comparison of Models During Test Trials with Accuracy Rewards

Comparison of Responses During Test Trials (Reward = Accuracy)

	Model 1 reported (1)	Model 2 excluding failed participants (2)	Model 3 (3)	Model 4 with Sharing Habits (4)	Model 5 with politics (5)	Model 6 without three-way (6)
			Dependent variable: Share (1) or not (0)			
	generalized linear mixed-effects		logistic	generalized linear mixed-effects		
Post Veracity (ref = inaccurate)	2.07*** (0.25)	2.11*** (0.25)	1.74*** (0.06)	2.08*** (0.26)	2.11*** (0.26)	2.07*** (0.27)
Extent of Training (ref = brief)	-0.07 (0.12)	-0.14 (0.13)	-0.06 (0.06)	-0.01 (0.12)	-0.06 (0.12)	-0.07 (0.12)
Post Interest-value (ref = boring)	0.16 (0.25)	0.16 (0.25)	0.11* (0.06)	0.14 (0.26)	0.16 (0.26)	0.16 (0.27)
Sharing Habits (mean-centered)				0.21*** (0.05)		
Politics (mean-centered)					0.02 (0.02)	
Post Veracity X Extent of Training	0.60*** (0.13)	0.63*** (0.14)	0.52*** (0.12)	0.49*** (0.13)	0.58*** (0.13)	0.60*** (0.13)
Post Veracity X Post Interest-value	0.83 (0.50)	0.84 (0.51)	0.79*** (0.12)	0.87 (0.52)	0.85 (0.51)	
Extent of Training X Post Interest-value	-0.03 (0.12)	-0.02 (0.14)	-0.03 (0.12)	-0.02 (0.13)	-0.02 (0.13)	-0.03 (0.12)
Post Veracity X Sharing Habits				-0.40*** (0.05)		
Extent of Training X Sharing Habits				0.003 (0.10)		
Post Interest-value X Sharing Habits				-0.02 (0.05)		
Post Veracity X Politics					-0.21*** (0.03)	
Extent of Training X Politics					-0.07 (0.05)	
Post Interest-value X Politics					-0.01 (0.03)	
Post Veracity X Extent of Training X Post Interest-value	-0.01 (0.25)	-0.01 (0.27)	0.03 (0.23)	-0.08 (0.26)	-0.01 (0.25)	
Post Veracity X Extent of Training X Sharing Habits				-0.40*** (0.10)		
Post Veracity X Post Interest-value X Sharing Habits				-0.11 (0.10)		
Extent of Training X Post Interest-value X Sharing Habits				-0.11 (0.10)		
Post Veracity X Extent of Training X Post Interest-value X Sharing Habits				0.35 (0.20)		
Post Veracity X Extent of Training X Politics					0.02 (0.05)	
Post Veracity X Post Interest-value X Politics					-0.09 (0.05)	
Extent of Training X Post Interest-value X Politics					-0.03 (0.05)	
Post Veracity X Extent of Training X Post Interest-value X Politics					-0.06 (0.11)	
Constant	-0.42** (0.14)	-0.48*** (0.14)	-0.34*** (0.03)	-0.44** (0.14)	-0.43** (0.14)	-0.42** (0.14)
Random intercept - participants	Yes	Yes	No	Yes	Yes	Yes
Random intercept - posts	Yes	Yes	No	Yes	Yes	Yes
Model type	Mixed Linear	Mixed Linear	Logistic	Mixed Linear	Mixed Linear	Mixed Linear
Observations	6,020	5,140	6,020	6,020	6,020	6,020
Akaike Inf. Crit.	6,664.66	5,655.28	7,180.93	6,587.85	6,615.06	6,663.18
Bayesian Inf. Crit.	6,731.69	5,720.73		6,708.50	6,735.71	6,716.80

Note: *p<0.05; **p<0.01; ***p<0.001

6. Information Sharing Goals in Experiment 1

Although trust reward reduced people's intention to share partisan content, overall, extent of training or reward type did not consistently influence participants' sharing goals.

Table S6

Comparison of Goals as a Function of Reward Type and Extent of Training in Experiment 1

Comparison of Goals as a Function of Reward Type and Extent of Training in Experiment 1			
	Dependent variable:		
	Goal - share accurate info	Goal - share attention-getting info	Goal - share politically aligned info
	Model 1	Model 2	Model 3
	(1)	(2)	(3)
Reward Type	-0.10	-0.003	-0.11
	(0.10)	(0.15)	(0.15)
Extent of Training	-0.04	-0.14	-0.46**
	(0.10)	(0.15)	(0.15)
Reward Type X Extent of Training	0.003	-0.34	-0.16
	(0.20)	(0.29)	(0.30)
Constant	6.25***	3.39***	4.22***
	(0.05)	(0.07)	(0.08)
Model type	Linear	Linear	Linear
Observations	601	601	601
Note:			*p<0.05; **p<0.01; ***p<0.001

7. Experiment 2 Regression Models

Across all models, presence of a trust button (vs. like button) improved veracity discernment of participants' responses.

Table S7

Comparison of Models as a Function of Button Type in Experiment 2

Comparison of Models as a Function of Like or Trust Button in Experiment 2

	Dependent variable:				
	Trust or Like (1) or not (0)				
	generalized linear mixed-effects	logistic		generalized linear mixed-effects	
	Model 1 reported	Model 2	Model 3 with sharing habits	Model 4 with politics	Model 5 without three-way
	(1)	(2)	(3)	(4)	(5)
Post Veracity (ref = inaccurate)	1.40***	1.09***	1.44***	1.43***	1.40***
	(0.08)	(0.02)	(0.09)	(0.09)	(0.09)
Button Type (ref = like)	0.90***	0.63***	0.84***	0.91***	0.90***
	(0.16)	(0.02)	(0.15)	(0.16)	(0.16)
Post Interest-value (ref = boring)	0.74***	0.56***	0.75***	0.73***	0.74***
	(0.08)	(0.02)	(0.09)	(0.09)	(0.09)
Sharing Habits (mean-centered)			0.37***		
			(0.06)		
Politics (mean-centered)				0.05	
				(0.03)	
Post Veracity X Button Type	1.37***	1.09***	1.42***	1.36***	1.37***
	(0.17)	(0.05)	(0.17)	(0.17)	(0.17)
Post Veracity X Post Interest-value	0.45**	0.32***	0.44*	0.48**	
	(0.17)	(0.05)	(0.17)	(0.17)	
Button Type X Post Interest-value	-0.22	-0.14**	-0.24	-0.22	-0.22
	(0.17)	(0.05)	(0.17)	(0.17)	(0.17)
Post Veracity X Sharing habits			-0.21***		
			(0.02)		
Button Type X Sharing habits			-0.03		
			(0.11)		
Post Interest-value X Sharing Habits			-0.11***		
			(0.02)		
Post Veracity X Politics				-0.15***	
				(0.01)	
Button Type X Politics				0.03	
				(0.06)	
Post Interest-value X Politics				-0.002	
				(0.01)	

13

	(1)	(2)	(3)	(4)	(5)
Post Veracity X Button Type X Post Interest-value	0.03	-0.01	0.08	-0.004	
	(0.34)	(0.10)	(0.34)	(0.34)	
Post Veracity X Button Type X Sharing Habits			-0.21***		
			(0.04)		
Post Veracity X Post Interest-value X Sharing Habits			-0.05		
			(0.04)		
Button Type X Post Interest-value X Sharing Habits			0.08		
			(0.04)		
Post Veracity X Button Type X Post Interest-value X Sharing Habits			-0.30***		
			(0.09)		
Post Veracity X Button Type X Politics				-0.04*	
				(0.02)	
Post Veracity X Post Interest-value X Politics				-0.12***	
				(0.02)	
Button Type X Post Interest-value X Politics				-0.02	
				(0.02)	
Post Veracity X Button Type X Post Interest-value X Politics				0.001	
				(0.04)	
Constant	-1.37***	-1.00***	-1.39***	-1.39***	-1.37***
	(0.08)	(0.01)	(0.08)	(0.08)	(0.08)
Random intercept - participants	Yes	No	Yes	Yes	Yes
Random intercept - posts	Yes	No	Yes	Yes	Yes
Model type	Mixed Linear	Logistic	Mixed Linear	Mixed Linear	Mixed Linear
Observations	40,300	40,300	40,300	40,300	40,300
Akaike Inf. Crit.	36,251.02	43,664.58	36,077.73	36,051.70	36,254.00
Bayesian Inf. Crit.	36,337.06		36,232.61	36,206.58	36,322.83

Note: *p<0.05; **p<0.01; ***p<0.001

8. Experiment 3 Regression Models – Training Trials with rewards present

Table S8

Comparison of Models During Training Trials When Rewards are Present in Experiment 3

Comparison of Models During Training Trials in Experiment 3

	Dependent variable:					
	Share (1) or not (0)					
	generalized linear mixed-effects		logistic	generalized linear mixed-effects		
	Model 1 reported	Model 2 excluding failed participants	Model 3	Model 4 with Sharing Habits	Model 5 with Politics	Model 6 without three-way
	(1)	(2)	(3)	(4)	(5)	(6)
Others vs. Control	1.17***	1.37***	0.88***	1.17***	1.22***	1.24***
	(0.13)	(0.14)	(0.06)	(0.13)	(0.13)	(0.12)
Trust vs. Like	0.07	0.06	0.05	0.09	0.02	0.10
	(0.14)	(0.14)	(0.06)	(0.14)	(0.14)	(0.14)
Post Veracity (ref = inaccurate)	0.47***	0.48***	0.37***	0.49***	0.49***	0.67***
	(0.13)	(0.13)	(0.03)	(0.13)	(0.13)	(0.09)
Post Interest-value (ref = boring)	0.56***	0.59***	0.44***	0.57***	0.54***	0.76***
	(0.13)	(0.13)	(0.03)	(0.13)	(0.13)	(0.09)
Sharing Habits (mean-centered)				0.32***		
				(0.04)		
Politics (mean-centered)					0.12***	
					(0.02)	
Others vs. Control X Post Veracity	0.44***	0.50***	0.36***	0.44***	0.40***	0.30***
	(0.09)	(0.10)	(0.08)	(0.09)	(0.09)	(0.06)
Trust vs. Like X Post Veracity	0.90***	0.91***	0.72***	0.90***	0.94***	0.84***
	(0.09)	(0.09)	(0.08)	(0.09)	(0.09)	(0.06)
Others vs. Control X Post Interest-value	0.19*	0.11	0.15*	0.20*	0.27**	0.05
	(0.09)	(0.10)	(0.08)	(0.09)	(0.09)	(0.06)
Trust vs. Like X Post Interest-value	-0.52***	-0.52***	-0.41***	-0.52***	-0.54***	-0.57***
	(0.09)	(0.09)	(0.08)	(0.09)	(0.09)	(0.06)
Post Veracity X Post Interest-value	0.40*	0.41*	0.31***	0.40*	0.41*	
	(0.18)	(0.19)	(0.05)	(0.18)	(0.18)	
Others vs. Control X Sharing Habits				-0.07		
				(0.08)		
Trust vs. Like X Sharing Habits				0.06		
				(0.09)		
Trust vs. Like X Sharing Habits					0.06	
					(0.09)	
Post Veracity X Sharing Habits					-0.10***	
					(0.02)	
Post Interest-value X Sharing Habits					-0.04	
					(0.02)	
Others vs. Control X Politics						-0.05
						(0.05)
Trust vs. Like X Politics						0.02
						(0.06)
Post Veracity X Politics						-0.10***
						(0.02)
Post Interest-value X Politics						0.06***
						(0.02)
Others vs. Control X Post Veracity X Post Interest-value	-0.25*	-0.26	-0.20	-0.29*	-0.36**	
	(0.12)	(0.14)	(0.11)	(0.12)	(0.12)	
Trust vs. Like X Post Veracity X Post Interest-value	-0.12	-0.11	-0.09	-0.12	-0.09	
	(0.12)	(0.12)	(0.11)	(0.12)	(0.12)	

	(1)	(2)	(3)	(4)	(5)	(6)
Others vs. Control X Post Veracity X Politics						-0.01
						(0.03)
Trust vs. Like X Post Veracity X Politics						-0.06
						(0.04)
Others vs. Control X Post Interest-value X Politics						-0.08*
						(0.03)
Trust vs. Like X Post Interest-value X Politics						-0.01
						(0.04)
Post Veracity X Post Interest-value X Politics						-0.07**
						(0.02)
Others vs. Control X Post Veracity X Post Interest-value X Politics						0.13**
						(0.05)
Trust vs. Like X Post Veracity X Post Interest-value X Politics						0.07
						(0.05)
Constant	-1.43***	-1.51***	-1.09***	-1.46***	-1.45***	-1.54***
	(0.10)	(0.11)	(0.03)	(0.10)	(0.10)	(0.10)
Random intercept - participants	Yes	Yes	No	Yes	Yes	Yes
Random intercept - posts	Yes	Yes	No	Yes	Yes	Yes
Model type	Mixed Linear	Mixed Linear	Logistic	Mixed Linear	Mixed Linear	Mixed Linear
Observations	35,520	31,260	35,520	35,520	35,520	35,520
Akaike Inf. Crit.	37,339.88	32,820.56	43,288.83	37,235.82	37,153.20	37,343.58
Bayesian Inf. Crit.	37,458.57	32,937.46		37,456.25	37,373.62	37,436.83

Note: *p<0.05; **p<0.01; ***p<0.001

9. Experiment 3 Regression Models – Test Trials after rewards are removed

Table S9

Comparison of Models During Test Trials in Experiment 3

Comparison of Models During Test Trials in Experiment 3

	Dependent variable:					
	Share (1) or not (0)					
	generalized linear mixed-effects		*logistic*	*generalized linear mixed-effects*		
	Model 1 reported	Model 2 excluding failed participants	Model 3	Model 4 with Sharing Habits	Model 5 with politics	Model 6 without three-way
	(1)	(2)	(3)	(4)	(5)	(6)
Others vs. Control	0.86***	1.15***	0.65***	0.93***	0.92***	1.02***
	(0.17)	(0.20)	(0.11)	(0.18)	(0.17)	(0.15)
Trust vs. Like	-0.39*	-0.32	-0.32**	-0.32	-0.45*	-0.29
	(0.18)	(0.18)	(0.11)	(0.18)	(0.18)	(0.16)
Post Veracity (ref = inaccurate)	1.10***	1.17***	0.89***	1.21***	1.14***	1.25***
	(0.16)	(0.17)	(0.06)	(0.16)	(0.17)	(0.12)
Post Interest-value (ref = boring)	0.93***	1.03***	0.76***	1.02***	0.89***	1.09***
	(0.16)	(0.17)	(0.06)	(0.16)	(0.17)	(0.12)
Sharing Habits (mean-centered)				0.51***		
				(0.05)		
Politics (mean-centered)					0.16***	
					(0.03)	
Others vs. Control X Post Veracity	0.76***	0.74***	0.59***	0.68***	0.71***	0.48***
	(0.16)	(0.19)	(0.15)	(0.17)	(0.17)	(0.11)
Trust vs. Like X Post Veracity	1.06***	0.98***	0.84***	1.00***	1.11***	0.88***
	(0.16)	(0.17)	(0.15)	(0.17)	(0.16)	(0.11)
Others vs. Control X Post Interest-value	0.34*	0.15	0.27	0.31	0.50**	0.07
	(0.16)	(0.19)	(0.15)	(0.17)	(0.17)	(0.11)
Trust vs. Like X Post Interest-value	0.02	-0.07	0.03	-0.02	-0.04	-0.17
	(0.16)	(0.17)	(0.15)	(0.17)	(0.17)	(0.11)
Post Veracity X Post Interest-value	0.29	0.25	0.18*	0.22	0.33	
	(0.22)	(0.24)	(0.09)	(0.23)	(0.23)	
Others vs. Control X Sharing Habits				-0.03		
				(0.10)		
Trust vs. Like X Sharing Habits				-0.11		
				(0.11)		
Post Veracity X Sharing Habits				-0.29***		
				(0.04)		
Post Interest-value X Sharing Habits				-0.16***		
				(0.04)		
Others vs. Control X Politics					0.01	
					(0.07)	
Trust vs. Like X Politics					-0.05	
					(0.07)	
Post Veracity X Politics					-0.16***	
					(0.03)	
Post Interest-value X Politics					0.10***	
					(0.03)	
Others vs. Control X Post Veracity X Post Interest-value	-0.47*	-0.44	-0.36	-0.44*	-0.65**	
	(0.21)	(0.25)	(0.19)	(0.22)	(0.22)	
Trust vs. Like X Post Veracity X Post Interest-value	-0.34	-0.28	-0.29	-0.33	-0.25	
	(0.22)	(0.23)	(0.20)	(0.22)	(0.22)	

Others vs. Control X Post Veracity X Sharing Habits				-0.03 (0.09)		
Trust vs. Like X Post Veracity X Sharing Habits				0.06 (0.10)		
Others vs. Control X Post Interest-value X Sharing Habits				-0.05 (0.09)		
Trust vs. Like X Post Interest-value X Sharing Habits				-0.03 (0.10)		
Post Veracity X Post Interest-value X Sharing Habits				-0.02 (0.06)		
Others vs. Control X Post Veracity X Post Interest-value X Sharing Habits				0.01 (0.13)		
Trust vs. Like X Post Veracity X Post Interest-value X Sharing Habits				0.19 (0.14)		
Others vs. Control X Post Veracity X Politics					-0.04 (0.06)	
Trust vs. Like X Post Veracity X Politics					-0.04 (0.07)	
Others vs. Control X Post Interest-value X Politics					-0.13* (0.07)	
Trust vs. Like X Post Interest-value X Politics					0.07 (0.07)	
Post Veracity X Post Interest-value X Politics					-0.15*** (0.04)	
Others vs. Control X Post Veracity X Post Interest-value X Politics					0.12 (0.09)	
Trust vs. Like X Post Veracity X Post Interest-value X Politics					0.11 (0.09)	
Constant	-2.02*** (0.13)	-2.16*** (0.14)	-1.59*** (0.05)	-2.15*** (0.13)	-2.07*** (0.13)	-2.11*** (0.12)
Random intercept - participants	Yes	Yes	No	Yes	Yes	Yes
Random intercept - posts	Yes	Yes	No	Yes	Yes	Yes
Model type	Mixed Linear	Mixed Linear	Logistic	Mixed Linear	Mixed Linear	Mixed Linear
Observations	11,840	10,420	11,840	11,840	11,840	11,840
Akaike Inf. Crit.	12,245.18	10,707.16	13,701.21	12,080.51	12,071.25	12,249.67
Bayesian Inf. Crit.	12,348.49	10,808.68		12,272.37	12,263.11	12,338.22

Note: *p<0.05; **p<0.01; ***p<0.001

18

10. Information Sharing Goals in Experiment 3

As expected, we did not find an effect of feedback type manipulation on participants' sharing goals.

Table S10

Comparison of Goals as a Function of Feedback Type in Experiment 3

Comparison of Goals as a Function of Feedback Type in Experiment 3			
	Dependent variable:		
	Goal - share accurate info	Goal - share attention-getting info	Goal - share politically aligned info
	Model 1	Model 2	Model 3
	(1)	(2)	(3)
Others vs. Control	0.003	0.46**	0.26
	(0.12)	(0.17)	(0.17)
Trust vs. Like	0.15	-0.04	-0.10
	(0.14)	(0.19)	(0.19)
Constant	6.08***	3.67***	4.25***
	(0.06)	(0.08)	(0.08)
Model type	Linear	Linear	Linear
Observations	592	592	592
Note:			*p<0.05; **p<0.01; ***p<0.001