Supplementary material for the following publication:

Bak, P. de P., & Weed, E. (2025). Sharing, commenting, and reacting to Danish misinformation: A case study of cognitive attraction on Facebook. *Nordicom Review*, *46*(1), 55–75. https://doi.org/10.2478/nor-2025-0003

Supplementary Material A: Coding scheme

The definitions are inspired by previous work (see Acerbi, 2019; Berriche & Altay, 2020; Stubbersfield et al., 2017). "Yes" is indicated by 1, and "No" is indicated by 0. The categories are not mutually exclusive, except the negative and positive emotion categories.

Social information

Yes	The content concerns *intense* and *noticeable* social relationships (e.g., gossip, cheating, group alliances, controversies) but also everyday interactions and relationships (e.g., friends, family) and digital interaction (Berriche & Altay, 2020). Must include more than one individual.
No	The content does not concern intense and salient social relationships.
Instruction	Also, digital interaction, e.g., expressed by screenshots of conversations.

Threat-related information

Yes	The content concerns *possible* threats: illness, violent acts, dangerous situations, death, unvoluntary abortion, etc. (Berriche & Altay, 2020).
No	The content does not concern threat.
Instruction	Emphasis on *possible* threat, including mention of terror organisations, racism, and climate change, as well as the government/health authorities deliberately gambling with citizens' health, e.g., by lying about issues concerning health.

Positive emotion

Yes	The content coveys emotions that can be considered overall as positive (e.g., amusement, joy, love, etc.) (Berriche & Altay, 2020).
No	The content does not content covey emotions that can be considered overall as positive (e.g., amusement, joy, love, etc.) (Berriche & Altay, 2020).
Instruction	The overall tone is positive expressed through language, e.g., "I am so happy", "I feel joy of life", or expressed by use of smiling emojis or hearts. NB: Not sarcasm, irony, and satire aimed at ridiculing a political opponent (better classified as intergroup information).

Negative emotion

Yes	The content coveys emotions that can be considered overall as negative (e.g., sadness, regret, fear, anger, etc.) (Berriche & Altay, 2020).
No	The content does not convey emotions that can be considered overall as negative (e.g., sadness, regret, fear, anger, etc.).
Instruction	The overall tone is negative expressed through language, e.g., "I am so angry", "I feel sad", or expressed by use negative emojis: crying, angry faces, or skulls.

Intergroup information

Yes	The content concerns intergroup relationships, differences, or attitudes based on group membership, e.g., based in cultural, religious, social, or value differences (e.g., toward vaccination).
No	The content does not concern intergroup relationships, differences, or attitudes.
Instruction	Contains evaluations or comparisons of in-/outgroup, such as the people against the power elite, or the media. NB: evaluations on the group level, not of individuals.

References

Acerbi, A. (2019). Cognitive attraction and online misinformation. *Palgrave Communications*, *5*(1), 15. https://doi.org/10.1057/s41599-019-0224-y

Berriche, M., & Altay, S. (2020). Internet users engage more with phatic posts than with health misinformation on Facebook. *Palgrave Communications*, *6*(1), Article 71. https://doi.org/10.1057/s41599-020-0452-1

Stubbersfield, J. M., Flynn, E. G., & Tehrani, J. J. (2017). Cognitive evolution and the transmission of popular narratives: A literature review and application to urban legends. *Evolutionary Studies in Imaginative Culture*, *1*(1), 121–136. https://doi.org/10.26613/esic.1.1.20

Supplementary Material B: Intercoder reliability

Table B1 Intercoder reliability

Content type	Social	Threat-related	Positive	Negative	Intergroup
Cohen's Kappa (κ)	0.71	0.6	0.61	0.42	0.73

Comments: The table shows intercoder agreement per category rounded to the second decimal. As can be seen, the ratings on social and intergroup information were most consistent, with negative sentiment being the most disagreed upon.

Supplementary Material C: Model comparisons and descriptive statistics

Figure C1 Comparison of model estimates for poisson, negative binomial, Bayesian negative binomial, and zero-inflated negative binomial regressions

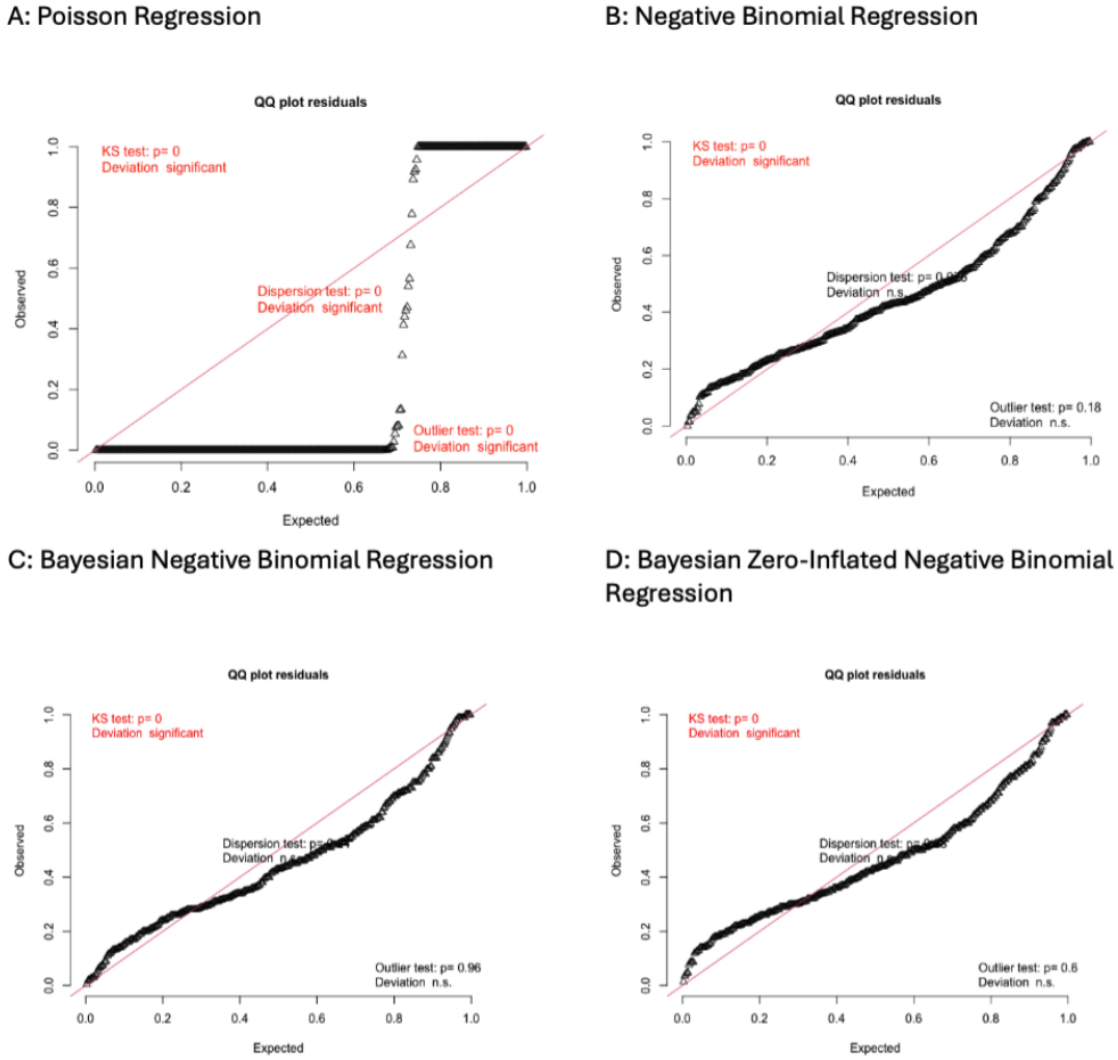

Table C1 Comparison of deviation from uniformity (Kolmogorov-Smirnov test)

Model	*D*	*p*
Poisson	0.6818238	3.554429e-144
NB	0.1541573	8.966741e-08
NB (Bayes)	0.1694382	2.652197e-09
ZI NB (Bayes)	0.1603371	2.247339e-08

Comments: *D* (deviation from uniformity) can be conceived as the effect size of the test, that is, the degree of deviation from uniformity.

Figure C2 Prior parameters for the Bayesian zero-inflated negative binomial model

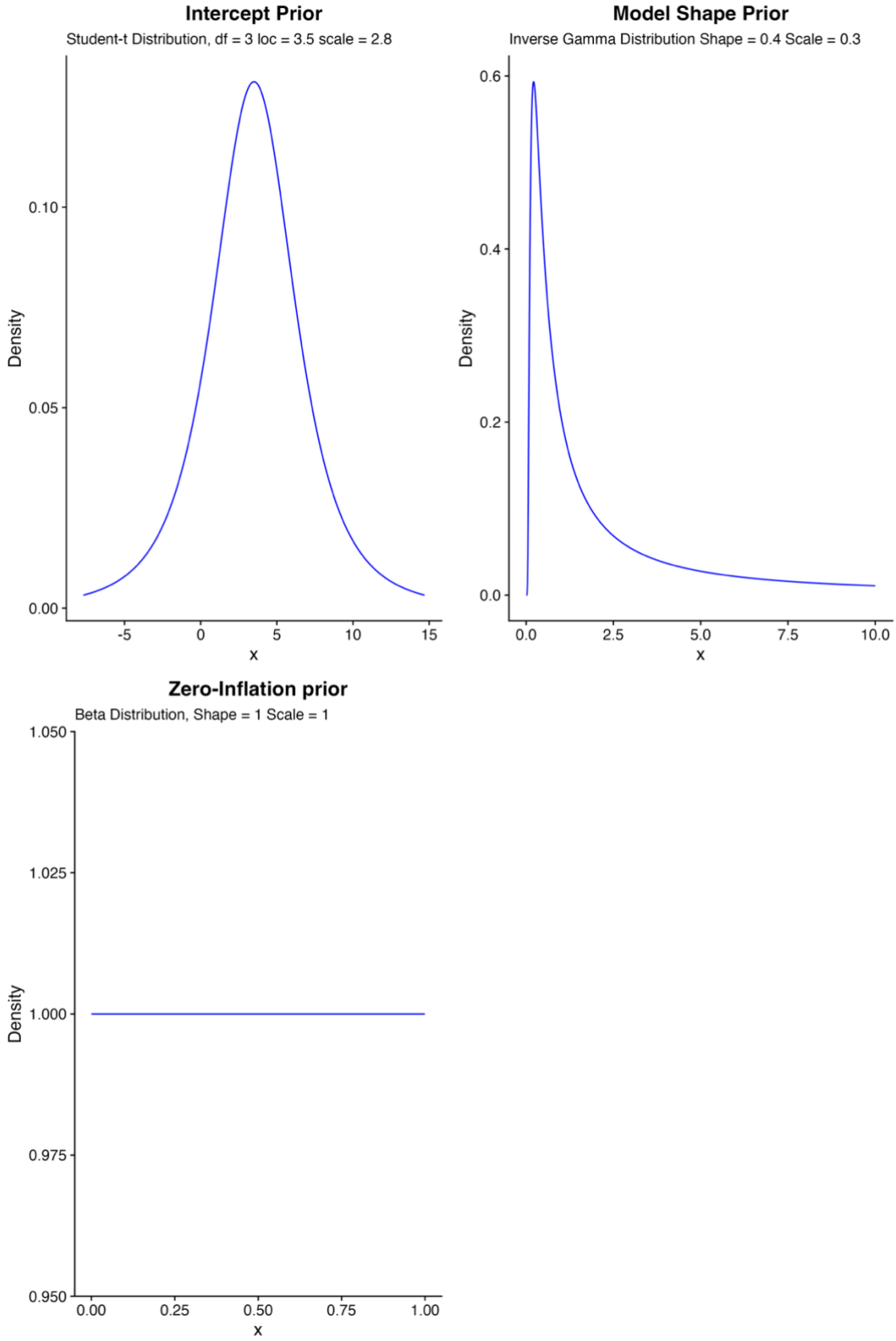

Table C2 Descriptive statistics for outcome measures

	Min	1st Qu.	Median	Mean	3rd Qu.	Max.	IQR
Total engagement	0	6	32	2872.26	229.75	450,613	223.75
Comments	0	0	6	139.22	38.25	10,000	38.25
Reactions	0	2	15.5	296.12	100.25	44,607	98.25
Shares	0	0	3	2437.39	45	406,000	45

Figure C3 Distribution of Bayesian R^2 estimates