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Is sharing just a function of viewing? The sharing of political and non-political news on Facebook

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Abstract

How is political news shared online? This fundamental question for political communication research in today's news ecology is still poorly understood. In particular, very little is known about whether and how news sharing differs from news viewing. Based on a unique dataset of $\approx 870,000$ URLs shared ≈ 100 million times on Facebook, grouped by countries, age brackets, and months, we study the correlates of viewing versus sharing of political versus non-political news. We first identify websites that at least occasionally contain news items, and then analyze metrics of the news items published on these websites. We enrich the dataset with natural language processing and supervised machine learning. We find that political news items are viewed less than non-political news items, but are shared more than one would expect based on their views. Furthermore, the source of a news item and textual features, which are often studied in clickbait research and in commercial A/B testing, matter. Our findings are conditional on age, but are very similar across four different countries (Italy, Germany, Netherlands, Poland). While our research design does not allow for causal claims, our findings suggest that future work is well-advised to both theoretically and methodologically differentiate between factors that may explain (a) viewing versus sharing of news, and (b) political versus non-political news.

Keywords: news sharing, news exposure, social media, Facebook, computational methods

Introduction

The flow of information and citizens' exposure to news play a vital role in democratic societies. Because this flow is increasingly shaped by what others share on social media, one of the pressing challenges for social scientists as well as for computer scientists who design online platforms is to better understand which types of news stories citizens share and are

exposed to. Not least due to limited data access, our understanding of what gets shared is still incomplete. One may be tempted to think that the number of times a news item is shared is, in essence, a function of the number of times it has been viewed: If more people have seen the item, more will share it, creating a feedback loop that leads to popular items getting even more popular. While this is certainly true to some extent, we show that there are distinct features that explain news sharing *beyond what can be explained by viewing*.

Note that we are interested in describing how strongly different variables are associated with each other, not in causal claims. Consequently, in this article, we use the word "explain" to refer to statistical relationships (as in "explained variance") to establish whether, for instance, specific features of an article are equally related to its numbers of views and shares. This is conceptually different from the everyday use of "explain" in the sense of claiming that A causes B – a use that, as will become clear, is not appropriate to the aggregate-level observational data that we analyze.

Three groups of features contribute to news sharing on social media: user characteristics, content characteristics, and contextual characteristics (Orellana-Rodriguez and Keane, 2018). Based on the idea of news values, communication scholars have argued that some news articles are more "shareworthy" (Trilling et al., 2017) than others. Despite disagreement on the role of specific features, studies largely confirmed that shareworthiness can be explained based on an article's textual features (e.g., Karnowski et al., 2021; Trilling et al., 2017). While such studies focus on *content*, others have studied the role of *users* and *context* (Kwak et al., 2010; Orellana-Rodriguez and Keane, 2018; Vermeer et al., 2020).[1]

Although various studies have addressed each of these groups separately, it is notoriously difficult to study them simultaneously. It is even more difficult to distinguish between *viewing* and *sharing* of news within one study. Yet, to move towards a better theoretical understanding of news sharing, we need to establish if and how news sharing differs from news viewing. For instance, some scholars have argued that what people engage with may not be what most people see – a point that has relevant implications for whether social media promote the spread of political biases or extreme content (e.g., Owen, 2021).

[1] A fourth important group are *network* features, such as ties between users; however, these are beyond the scope this article.

This debate has highlighted that focusing on different metrics can lead to a very different assessment of the democratic performance of social media sites. In this paper, however, we take a step back: Being in the fortunate situation of having access to a dataset that combines valid aggregate-level measures of both news viewing and sharing, we investigate: *How do features related to how often a news item gets (a) viewed and (b) shared on Facebook differ?*

To be clear, *viewing*, here, does not mean a deliberate selection by the user: In contrast to an action like *clicking* a link to a news aricle, *viewing* just means that the user gets exposed to items when scrolling through Facebook. We also need to keep in mind that Facebook's news feed is algorithmically curated. We may expect (but do not know for sure), that if certain message characteristics are correlated with higher engagement metrics, the algorithm may show such items more frequently; but other factors (e.g., attempts to combat misinformation) also feed into such algorithms. Hence, when interpreting our findings, this potentially impactful blind spot needs to be taken into account. But because viewing is a precondition for re-sharing an item, a study on news sharing benefits from comparing it with the baseline of viewing, even if the process of generating the views is muddy and partly unobservable.

Answering our research question is of crucial importance for scholars to better understand the current news ecosystem, but also for journalists to understand the impact of their choices in story selection and writing, and finally, for society and policy makers to understand the correlates of both valuable and problematic content being shared on social media platforms. To do so, we study the sharing of general-interest *news* on Facebook, where 46 percent of the world's internet users go for news (Newman et al., 2020).

Information about someone's private life, but also special-interest niche news (e.g., on nutrition or software development) is not our focus. While it is remarkably difficult to define such boundaries (Edgerly and Vraga, 2020), we adopted an informal but meaningful working definition: Everything that could appear in a newspaper is within our scope. More formally, one could say that we include all of "general news", "soft news", and "hard news" as defined by Lehman-Wilzig and Seletzky (2010).

Specifically, we use a unique dataset of 8.7×10^5 URLs that contain such news – both political and non-political. The URLs have been viewed 1.7×10^{11} times and shared 7.0×10^8 times on Facebook. As the dataset contains URLs and blurbs, but also a demographic breakdown by countries and by age categories, it allows us to simultaneously study content, user, and context features. We ensure the robustness of our findings by analyzing data from four major democracies (Germany, Italy, the Netherlands, and Poland), covering significant variation across media systems in Europe.

Theoretical background and related research

An attempt to simultaneously study *all* variables related to news sharing is doomed to fail: no dataset will include all of them. We therefore limit our discussion of relevant correlates to those that we can effectively study with the data we have, acknowledging that there are many more features that are potentially relevant. Crucially, though, we are in the position to study the relationship of the features we have with the number of views versus the number of shares.

Is news sharing just a function of viewing?

News viewing and news sharing form a symbiotic relationship: Something needs to be viewed[2] to be shared, and once shared, it will be viewed[3] by others. While it is also possible to share a story by copy-pasting its URL, the more an article is viewed on Facebook, the more opportunities it has to be re-shared. Therefore, the views of an item's preview in one's newsfeed play a special role when explaining shares – much more so than clicks on this preview. Like shares, the clicks can be seen as a follow-up action resulting from viewing (again, with the difference that a part of shares also can be copy-pasted from outside Facebook instead). We therefore expect sharing to be, at least in part, a function of viewing.

Hence, we can expect news viewing and sharing to be highly correlated. Yet, the exact relation is still poorly understood. It could be that sharing is just a direct function of viewing. Granted, people do not share everything they view, but the number of shares

[2]albeit not neccessarily on Facebook
[3]on Facebook

may be influenced by the same factors as those that explain viewing, such that the number of shares can almost completely be explained by the number of views multiplied by some coefficient[4]. Alternatively, both processes could be only loosely related, and other features besides the number of views may explain the number of shares.

The argument can also be turned around. Theorizing on *curation* as a major constituent of today's news exposure, Thorson and Wells (2016) argue that on social media, an individual views a news item "because a peer has sent it to her, or a newspaper she follows has posted it, or she has searched for it, or a strategist has paid for her to see it, or an algorithm thinks she might like it" (p. 312). At least the first two of these explanations explicitly require that someone else has shared some news, but also the last one (algorithmic curation) is at least indirectly influenced by news sharing as an input signal for algorithmic re-ranking of content shown to a user. Of course, more shares are not a guarantee for more views: while the exact criteria Facebook uses are opaque, content deemed low-quality or misleading may be ranked lower (i.e., displayed less frequently), even if initially shared often (e.g., Newberry, 2022).

Despite their close relationship, sharing and viewing might still represent very different underlying concepts. Research has led to conflicting conclusions. Boczkowski and Mitchelstein (2013) show that what journalists deem important, what is clicked most, what is shared (via email) most, and what is most commented on differs considerably. But others see more commonalities than differences. For one, users are influenced by popularity cues such as the number of shares displayed next to an item (Messing and Westwood, 2014), further accelerating the feedback loop of popular content getting both viewed and shared more, and hence reducing the impact of content differences. Additionally, the criteria that determine the *newsworthiness* of an item for journalists and consumers also by and large explain their *shareworthiness* (e.g., Trilling et al., 2017; Karnowski et al., 2021).

By just looking at its popularity, we can probably get a reasonable, maybe even a very good, estimate of whether an item is shared often or not – but that does not help us understand how characteristics of user, content, and context relate to its shareworthiness.

[4]Noise and/or biases may occur due to sharing of URLs by copy-pasting a link to a news story seen outside of Facebook, rather than re-sharing a news item seen within Facebook.

But if we neglect viewing and just correlate these features with the number of shares, we may end up studying proxy measures for news popularity, which would miss the point of disentangling their role. We therefore, very broadly, first ask:

RQ1: How is news sharing related to news viewing?

Political versus non-political news

By providing shared experiences, news about very different topics can be beneficial for society: being informed about the same sports events or popular culture provides a basis for conversations and has an integrative potential. Yet, *political* news deserves special attention, as the political information environment can have a direct impact on "the character and quality of our democracies" (Van Aelst et al., 2017, p. 4). Therefore, similar to Guess et al. (2021), we devote special attention to how the sharing of political versus non-political news differs.

Despite the large supply of political online news, many people read and click on non-political content instead (e.g., Tewksbury, 2003; Prior, 2005; Vermeer et al., 2020). Most social-media content is not news-related (e.g, Urman, 2019), and it seems quite far-fetched to compare the sharing of things as different as baby pictures, commercial posts, memes, etc. A more useful comparison is between political and non-political news. We know that even though the total share of news posts in a typical news feed is low, many users follow at least some news outlet on Facebook (Eady et al., 2019). But which of their posts do they get to view and which ones do they share? The "hard" political ones, or the softer topics that news outlets typically contain as well (see Kulshrestha et al., 2015; Larsson, 2018)? Soft news can be understood as stories that have "a low level of substantive informational value (if at all), i.e. gossip, human interest stories, offbeat events" (Lehman-Wilzig and Seletzky, 2010, p. 38), while hard news are stories "usually regarding politics, economics and social matters" (ibid).

Content analyses of news items generally distinguish dozens of categories with even more sub-categories. Often, these are aggregated into fewer overarching categories; e.g. politics, economy, entertainment, sports, and other (e.g., Vermeer et al., 2020). In accordance with research on news values, gatekeeping processes, and typologies of news stories, we can

expect that the topic of a news item is related to its sharing.

We are primarily interested in how the sharing of *political* news differs from the sharing of non-political news. From a normative democratic point of view, it has been a core concern for a long time that online news readers may read mainly non-political news (e.g., Tewksbury, 2003). Consequently, studies have distinguished between the sharing of political and non-political news. For instance, An et al. (2014) suggest that depending on whether a news item is political or non-political, there may be different mechanisms at work that explain a user's decision to share them or not (see also Guess et al., 2021). At the same time, we need to be careful to not jump to conclusions. If it turns out that political news are less (or more) often viewed than non-political news, this can be either attributed to people's interests, or to Facebook's algorithm handling political news differently – or a combination of both. This, of course, can also have downstream consequences on sharing patterns. While this possibly needs to be kept in mind when interpreting results, we emphasize again that we are not aiming to provide a causal interpretation of which factors affect viewing – we rather use viewing patterns as a baseline to compare sharing patterns against. We ask:

RQ2: What role does the political vs. non-political nature of news items play in explaining news viewing and sharing?

From yellow press journalism to click bait: Writing to grab attention

As the previous section already suggested, users may shy away from societally important but maybe also boring political affairs coverage (e.g., Tewksbury, 2003). A way to lure users into these topics is the use of stylistic devices that make the topic seem more exciting. Journalists have always been concerned with the question of how style can attract readers, as vividly illustrated by the stark language differences between the yellow press and highbrow newspapers. Also online, formal features such as length, reading ease, grammar, and punctuation affect the attention news items receive. So-called A/B-tests have shown that seemingly minor alterations in how news articles are written influence click-through rates of news headlines (Kuiken et al., 2017). This is strategically deployed in so-called "click bait" (Blom and Hansen, 2015), as it has been shown that these writing characteristics affect engagement metrics on social media (Horne et al., 2018). For example, such

clickbait is characterized by using different grammatical constructions, more punctuation such as exclamation marks, and more numbers (e.g., Lischka and Garz, 2021).

Such studies typically consider a large number of variables, but it is safe to say that there are some recurring features that are consistently linked to articles that succeed in grabbing the reader's (or potential sharer's) attention. These include: (1) length; (2) reading ease (e.g., Kincaid et al., 1975); (3) punctuation (question marks, exclamation marks, quotes); (4) specific grammatical categories, in particular pronouns and proper names; (5) lexical variation as measured by the ratio of unique words to total words (type-token-ratio).

We can see that many of these features essentially come down to discriminating between texts that are easy to comprehend (short, little variation, little complexity) and easy to relate to (specific persons, questions, appeals) versus texts that are longer, more complex, and/or more abstract. Yet, again, even though we know that these features matter and make intuitive sense (simply think of a typical click bait or yellow press headline or teaser), we do not know how much they matter for news viewing and sharing compared to other groups of variables. We ask:

RQ3: What role do textual features, in particular those distinguishing easy from complex writing, play in explaining news viewing and sharing?

Generational divides?

Finally, the relationship of news sharing and viewing may be contingent on age due to emerging generational divides: Concerns that the demand for political news may suffer from the supply of other information online, which we discussed above, have been particularly acute with regard to younger generations. There is ample evidence that today's young adults do not develop the same news habits as their parents (e.g., Berthelsen and Hameleers, 2021; Van Cauwenberge et al., 2013). By the same token, older social media users may use platforms differently than younger ones. And indeed, social and demographic characteristics are strongly related with news consumption and engagement in traditional as well as social media (Andersen et al., 2020; Holt et al., 2013; Newman et al., 2020), even though the size of the generational gap is debated (Mangold et al., 2021).

Complementing existing research, we focus specifically on differences in the viewing and sharing patterns *on the same platform*, Facebook. The political participation literature suggests that political activity changes during one's life cycle in an inverse U-shape: it increases with age, but may level off at a certain point, roughly around retirement age (Nie et al., 1974). Also recent studies on news-related social media use find age to be one of the strongest predictors of both news use (Andersen et al., 2020) and news sharing behavior. For instance, mainly older voters shared misinformation during the 2016 US elections (Guess et al., 2019), and viewing of "credible" news on Facebook seems to first increase with age and then fall again among US social media users (Guess et al., 2021). Hence, we have some first indication that different age groups differ in the amount of news they share and whether they have different preferences of sharing political versus non political news. We ask:

RQ4: What role does age play in explaining news viewing and sharing?

Other contextual factors

There is a wealth of other variables that we cannot address, as we do not have the relevant data. For instance, especially US-based research emphasizes the role of ideology and selective exposure (e.g., An et al., 2014); yet, in contrast to the data studied by Guess et al. (2021), for the countries we study, we do not know anything about the ideology of those who shared or viewed news on Facebook.

What we can tap into, though, is the extent to which the patterns described above are contingent on the context of the media system and political system. Media and political systems diverge on factors like political parallelism, commercialization of the media sector, the role of public broadcasters, or journalistic culture. Across countries, the usage of social media for news also varies considerably (Newman et al., 2020). The variance in these structural and economic contextual conditions might result in different news sharing patterns. Therefore, as a robustness check and to investigate to what extent our results are generalizable or contingent on the context of the political or media system, we will set up our analysis such that we can explore whether our results differ between countries.

Method

Dataset

We use the Condor release of the "Facebook Privacy-Protected Full URLs Data Set" (Messing et al., 2020) as made accessible by Social Science One in collaboration with Facebook (see also Guess et al., 2021). It includes URLs shared on Facebook between January 1, 2017 and July 31, 2019. Per URL, we study the domain, title, blurb, the country where it was shared most, and the aggregate number of views and shares, broken down by age group.[5] We focus on four countries – Germany (DE), Italy (IT), the Netherlands (NL), and Poland (PL). In all four countries, Facebook is the most popular social media platform for news, with 22 percent of Germans, 28 percent of Dutch, 56 percent of Italians, and 65 percent of Poles using it to get public affairs news (Newman et al., 2020). Next to the fact that these countries rely on Facebook for news use to a substantial extent, the choice of countries is motivated also by (a) the need to move beyond focusing on the English speaking world and to represent a diverse sample of (in our case, European) democracies, with substantial variation on key features of their political and media systems; (b) the availability of relevant expertise on these media markets in the project team; and (c) the advantage that the media markets are more clearly delimited than markets that have a large international audience as well. To make this delimitation even clearer, we restricted the shares and views we retrieved to only users from the four countries under study (thus excluding international sharing).

For the final data set, we first removed all URLs from domains that are not news-related. Second, for each remaining URL, we then determined whether it is political news or non-political news. This information was added as a new column to the data. Third, we added more columns with textual features we extracted from the titles and blurbs of the URLs.

[5]For further details see https://doi.org/10.7910/DVN/TDOAPG

Identification of news-related domains

To ensure that we include both highly shared as well as long-tail news URLs, we applied a stratified strategy. For each country, we ranked the domains by the number of total URLs shared. We then included the top domains which accounted for 80% of total shares for each country, resulting in $n' = 520$ (DE), $n' = 910$ (IT), $n' = 598$ (NL), and $n' = 376$ (PL) domains. To sample the long-tail, we binned the bottom 20% of domains into four bins of five percentiles and randomly sampled 100 URLs per bin and extracted their domains for annotation. Following this process, we extracted a total of $n = 914$ (DE), $n = 1308$ (IT), $n = 897$ (NL), and $n = 775$ (PL) domains to annotate.

We trained two to four paid annotators per country, who determined whether the domains offered at least some content related to news and current affairs in a broad sense, which were considered to be relevant domains (Table A6 in the appendix). We tested the agreement between our annotators (based on the annotations for a random sample of 100 domains) using Krippendorff's α which ranged between 0.73 and 1.0 for the four countries. [6]

Distinguishing political from non-political news

In the previous step, any source domain that published at least some news-related content was annotated to be relevant. Since not every article published by these domains is news-related, the same annotators that did the previous task, also manually annotated individual URLs (i.e., articles). For domains deemed relevant in the previous step, we retrieved all their URLs resulting in a total of $N = 209,004$ (DE), $N = 493,443$ (IT), $N = 27,405$ (NL), $N = 184,771$ (PL) URLs. We also extracted their titles and blurbs, i.e., the short snippets of text that Facebook users see below the title.

Out of these URLs, for each country we first extracted 70 random URLs for training and inter-annotator reliability testing. After annotator training, we extracted 3000 URLs per country for the actual annotation tasks. In the first task, the annotators determined whether the article was dealing with news and current affairs. Only the articles labeled as

[6] Detailed annotator instructions and inter-rater agreement measurements are available in the appendix.

news/current affairs were considered for further analyses (see Table A9 in the appendix). For the second task, the annotators labeled the main topic of the article (Table A8 in the appendix). Since we are interested in distinguishing between political and non-political news, we dichotomized the variable.

Based on these manually annotated data, we then trained supervised machine learning classifiers to predict for the remaining URLs whether they would be political or non-political news. For each article we extracted textual feature vectors from the URL, the title and the blurb. We treat the text as bag of words and preprocess it by following the standard practice of tokenizing, stemming, and stopword removal. Next, we created two types of feature vectors from the preprocessed text – count and tf·idf based. Using these feature vectors, we designed three different types of supervised learning classifiers for the four language datasets for our tasks of article-level feature classification: Linear SVM, Multinomial Naive Bayes and Logistic Regression. We train each of our classifiers by using 5-fold cross-validation. We selected the best performing models (accuracy values between .82 and .94) to computationally enrich the full dataset with the predictions of features of 'Filter' and 'Topic' (see Tables A4 and A5 in the appendix).

Adding textual features

After the dataset has been enriched with a column indicating whether an article is political or not, we added additional columns with linguistic and style features. We build on previous work (Horne and Adali, 2017; Kuiken et al., 2017) to select them. Note that it is important to aim for a (at least approximately) exhaustive list here, given that we want to assess to what extent such features *taken together* can explain news viewing and sharing. For both the title and the blurb text separately, we determined the length; the Flesch reading ease score; the number of question marks, exclamation marks, quotes, numbers; the type-token ratio; the number of 1^{st}, 2^{nd} and 3^{rd} person pronouns as well as Named Entities. For these tasks, we relied on NLTK (Bird et al., 2009) and spacy (Honnibal and Montani, 2017) (for Polish, we additionally used pystempel).

First, we have 21 features that are measured as positive integers (counts of occurrence): *named entities* (persons, locations, organizations, other named entities); *part*

of speech tags (adjectives, adpositions, adverbs, auxiliaries, conjunctions, determiners, interjections, nouns, numerals, particles, pronouns, proper nouns, punctuation characters, subordinating conjunctions, symbols, verbs); and *length in words*.

Then, we have seven dichotomous features (0 or 1): the presence of digits, exclamation marks, question marks, quotes, 1st person pronouns, 2nd person pronouns, 3rd person pronouns.

Finally, we have two features that are floating point numbers: type-token ratio and reading ease.

All features are calculated twice: one time for the title, one time for the blurb. A full overview of the descriptives can be found in Table A3 in the appendix.

At the end of our computational enrichment process, our final dataset consists of 8.7×10^5 URLs (2.0×10^5 for DE, 4.7×10^5 for IT, 2.3×10^4 for NL and 1.7×10^5 for PL) that were classified to be news-related.

Analytical strategy

The unit of analysis in our dataset is an individual URL. Since we are interested in how the content, user, and context features are related to the sharing of news articles (identified by a URL) on Facebook, our analytical approach is based on estimating regression models with the number of shares (or views) as the dependent variable. Again, we want to stress that these models are in no way meant to imply any causal relationship, especially given that they are not estimated on individual-level data. Instead, they provide us with a way to describe how strongly different features are related with news sharing and/or viewing; and how these two differ.

Accounting for differential privacy noise

The number of shares on social network sites are count data (positive integers with no upper bound) and can be best modelled using negative binomial regression (Trilling et al.,

2017). However, in our case, the added noise makes it possible for the number of shares to have negative values too. Therefore, we can neither estimate a negative binomial regression model, nor apply a log transformation. A modified OLS regression that accounts for the noise has been proposed (Evans and King, 2020), but the noise is mainly problematic when the differential-private variable is used as *independent* variable, which does not apply to our analysis. Hence, comparing this method with standard OLS regression for our analyses, we found the results to be virtually identical.

Dealing with aggregated user and context features

In our dataset, the user- and context-level features are only available in aggregated forms. Therefore we cannot estimate regression models from which we may infer, e.g., that as an individual is x years older, the number of articles she shares increases by b. Instead, to analyze the relationships between our key variables of interest, we estimate different regression models for each aggregation (per country, per time span, per age group) and compare their results.

We base our inferences from the regression models on two measures. First, we focus on the explained variance (R^2), a measure that allows us to estimate how much of the variance of our dependent variable (number of shares) can be explained by the features in the model. By estimating multiple models with varying feature sets, we can estimate the relative importance of the features we include. Note that due to the added Gaussian noise, the reported R^2 estimates are lower than they would be on a dataset without added noise. Second, we consider the beta coefficients b which quantify the change in the number of shares (i.e., our dependent variable) for every one unit change in the independent variables. For example, if we want to compare the influence of different types of news (0 = non-political, 1 = political) on the number of shares by different age groups, we can compare the coefficients b for the political variable to understand how the sharing of political vs. non-political articles differs between age groups, all other variables being equal.

Ethical considerations and data limitations

The privacy of individual users is protected in a two-fold manner. First, while the number of shares includes both public and private shares, only the URLs that were shared at least 100 times publicly (i.e., in public pages or public groups) are included in the dataset. Second, the data was provided using a "differential privacy" approach (Evans and King, 2020; Messing et al., 2020) which means that we could access data only on an aggregate level and with added Gaussian noise. Since we did not have access to individual-level data, we did not run the risk of drawing inferences about individuals. Neither could we download the data – instead, we ran our analyses on a protected JupyterHub environment at Facebook. Our project got approved by the Ethical Review Board of the Department of Communication Science at the University of Amsterdam (2018-PCJ-9354).

These measures to ensure subjects' privacy have a flip side. First, we can only draw weaker statistical inferences than individual-level data would allow. Second, the added noise compromises the data quality, particularly for the long tail of less-shared URLs. Third, in contrast to the spirit of open science, our analyses can only be verified or extended by applying for data access via Social Science One.

Results

The relationship between viewing and sharing

RQ1 asked how news sharing is related to news viewing. Figure 1 illustrates that they are indeed positively related (Spearman's $\rho_{DE} = .43$, $\rho_{IT} = .55$, $\rho_{NL} = .45$, $\rho_{PL} = .39$).[7] When answering our other research questions, we will therefore explicitly check how much our features of interest can explain sharing beyond what is explained by viewing alone. To do so, we estimate OLS regression models with the number of views or shares as dependent variable and varying sets of independent variables – views (continuous; only in the shares model); political (binary, 0 = non-political, 1 = political); and style which comprises 60 binary (e.g., presence of exclamation marks) and continuous (e.g., length, number of nouns, type-token ratio) features.

[7]Due to the added noise, we expect the true correlation to be even higher.

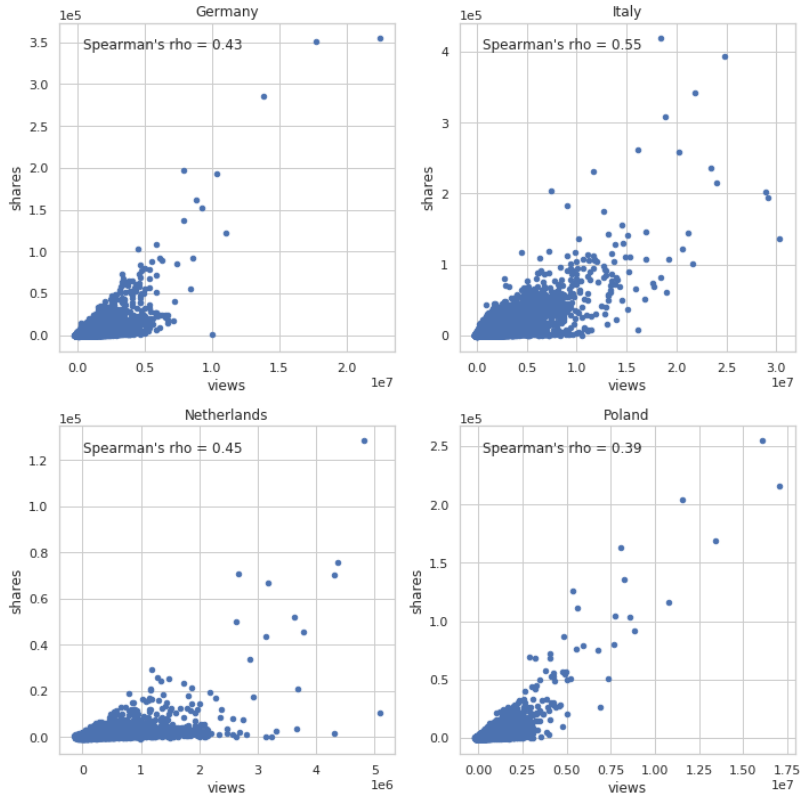

Figure 1. Relationship between views and shares

Note. In the Netherlands, one outlier with $> 10^7$ views and $> 300,000$ shares has been removed. We report Spearman's ρ to account for the skewed distribution. Each point represents a URL.

Political vs. non-political news

RQ2 asked: What role does the political vs. non-political nature of news items play in explaining news viewing and sharing? In Germany and Poland, we have roughly the same amount of political and non-political articles, but in Italy and the Netherlands, roughly one-third of the articles are political (Table 1). This is the percentage of *news* articles, not of all URLs shared on Facebook. Political articles are slightly less shared than non-political articles (NL showing the greatest gap, PL none). Yet, this difference is much more pronounced if we look at views, with median numbers that are almost twice as high

for non-political as for political articles (Table 2).

Hence, we can conclude that while political articles receive less shares than non-political articles in absolute numbers, they obtain *relatively more* shares given that they are viewed considerably less. As argued before, this observation does not allow us to say *why* this happens: it may be due to user interests, but may also be related to differences in algorithmic ranking and/or different likelihoods of such links being accessed outside of Facebook and then shared via copy-pasting. Regression analyses in each country confirm the general pattern: When controlling for the number of views, articles about politics receive more shares (b coefficients, indicating the additional number of shares an article about politics is expected to receive: $b_{DE} = 174, b_{IT} = 350, b_{NL} = 189, b_{PL} = 363$) than non-political articles. Having said that, we need to acknowledge that the political nature of an article alone explains very little variance of viewing and sharing (Tables 3 and 4).

Table 1: Number of political vs non-political news articles

	DE	IT	NL	PL
political	106,436	146,149	7,147	82,258
non-political	96,424	328,778	15,829	84,671
political %	52.5%	30.8%	31.1%	49.3%

Table 2: Median number of shares and views

	DE	IT	NL	PL
Shares				
political	370	462	306	340
non-political	476	487	407	344
Views				
political	58,358	88,443	63,306	79,428
non-political	96,025	129,546	106,166	132,522

Table 3: Explained variance of views

	DE	IT	NL	PL
political	0.022	0.007	0.019	0.036
style	0.043	0.018	0.057	0.041
political + style	0.057	0.023	0.070	0.059

Note. Explained variance (adjusted R^2) for OLS regression models with number of *views* as dependent variables. Note that the estimates are biased towards zero due to the added noise.

Table 4: Explained variance of shares

	DE	IT	NL	PL
political	0.003	0.000	0.004	0.001
style	0.011	0.008	0.015	0.005
views	0.360	0.579	0.240	0.414
views + political	0.362	0.582	0.240	0.424
views + style	0.367	0.585	0.254	0.423
views + political + style	0.368	0.587	0.254	0.428

Note. Explained variance (adjusted R^2) for OLS regression models with number of *shares* as dependent variables. Note that the estimates are biased towards zero due to the added noise.

Style

RQ3 asked: What role do textual features, in particular those distinguishing easy from complex writing, play in explaining news viewing and sharing? Style indeed matters: Features such as the presence of exclamation marks are clearly related to the number of views (Table 3). They are less so to the number of shares (Table 4), but even here, they add to what can be explained based on views only. Hence, stylistic features explain news sharing more than one would just expect based on the number of views.

Out of the 60 features (30 each for the title and blurb), we examined the features which had the strongest relationships in each country. To do so, we inspected the stylistic variables with the highest absolute value of their *standardized* regression coefficients in our models (Table 5). As also our full models in the appendix illustrate, the exact role of some of these features differ. We therefore would like to highlight the role of two features that have a very consistent influence: Reading Ease and length (Table 5). Both of them are negatively associated with news sharing. This means that on the one hand, if headlines and/or blurbs are too long, they are shared less. Given the limited attention span that readers may have scrolling through a news feed, it makes sense texts that are too long are simply skipped. Consistent with this interpretation, overall, the length of the blurb (which is longer anyway) seems to matter more than the length of the title. On the other hand, "dumbing down" the *title* too much also does not seem to work: too easy headlines (e.g, combining very short sentences with very short syllables) are shared considerably less.[8]

Age

RQ4 asked: What role does age play in explaining news viewing and sharing? As we do not have individual-level data, we cannot include sociodemographic variables in our analyses. But when we estimate the same models independently for each age group, an interesting pattern emerges.

Age turns out to be strongly related to news sharing (Table 6). In all four counries, we see that the older people get, the more viewing explains sharing. At the same time, the declining intercepts as we move from lower to higher age cohorts in the Netherlands and Italy suggest that the older people are, the lower their overall tendency to share. To phrase it informally: the older people are, the more likely they are to be *lurkers* that don't share too much, and the more likely they are to jump on a bandwagon of sharing simply what is already popular on Facebook – even though we cannot know for sure wether they do this by re-sharing within Facebook, or by posting outside links that just happen to have been posted by many others as well.

[8]This is in fact in line with an argument by Dor (2003), who, as summarized by Kuiken et al. (2017), "argues that headlines require a balance between being short and clear, and being an information-rich summary of the article" (p. 3)

Most interestingly, age seems to be associated with a steep increase in the inclination of sharing political articles. Thus, our earlier finding that political news gets shared relatively more than explained by views alone, can be especially attributed to middle-aged and older users. Yet, all of this is not true for the oldest group (65+). In other words: around retirement age, the role of age levels off or reverses.

Additional contextual factors

Country differences

Our analyses so far showed that viewing and sharing patterns in the four countries are remarkably similar. While the overall rates of sharing differ significantly and much more than can be attributed to variation in population size (e.g., news sharing seems to be exceptionally popular in Italy), there are very little differences when it comes to explaining the number of shares an individual article receives. As Table 4 shows, the role of content and context features is very similar in all countries. The role of age was also similar across countries (Table 6).

Conclusion and discussion

Against the backdrop of social media's enduring importance in news consumption, it is important to understand what factors make news "shareworthy" (Trilling et al., 2017). At the same time, it is hard to disentangle how sharing differs from viewing. We made a first attempt at disentangling this relationship, in particular with regard to generational divides and political (versus non-political) news. While other studies have been able to investigate more detailed features, but in more confined settings, we complement these by simultaneously assessing the relationship between viewing and sharing in one study, and by integrating data on different generational divides with data on the level of the content, style, and context of news sharing.

We showed that news viewing and news sharing are indeed clearly related, but that it would be an exaggeration to claim that news sharing is just a function of news viewing. While it is true that the number of views alone already explains the number of shares very

well, other features – such as the language used – play an additional role. These features are also related to the number of views, but our analysis suggests that they contribute to the explanation of news sharing *above and beyond* what one would expect based on their role in explaining news viewing (RQ1). To be clear, to what extent this can be attributed to individual users' choices versus algorithmic curation cannot be answered with our data. Relatedly, a URL could also be promoted by a paid ad, which arguably will boost the number of views beyond what would be expected based on the features we study. However, one may hypothesize that the effect of a paid ad on sharing may be much smaller, because most users pay less attention to advertisements and consider them as less credible than content shared organically by their contacts. We leave it to future research to furter disentangle such effects.

Furthermore, we observed that whether a news article is political or not plays a consistent yet minor role: all else (and in particular, the number of views) being equal, a political article gets shared slightly more often than a non-political article (RQ2). Yet, simple textual features such as length or readability, and the presence of different grammatical constructs explain clearly more variance than political content (RQ3).[9] It is important to note, though, that we found less clear-cut evidence for the role of the use of specific grammatical categories and punctuation, even though previous research suggested so.

The strong role of age (RQ4) highlights the uniqueness of our data, which include this information. The older people are, the more they seem to share articles with higher number of views on Facebook; and also, the more they share political news. This adds nuance to research by Andersen et al. (2020) who find that political news exposure increases more or less linearly from younger to older generations. They find that social media play a more pronounced role for political information in younger citizens' lives and less so for the older generations. This might offer perspective on our finding that news sharing, on Facebook, is not higher for the oldest users. Our finding is also in line with the inverted U that has been shown to explain offline political behaviors (Nie et al., 1974).

[9]One may argue that this could be partly due to political articles having structurally different textual features than non-political ones. However, as Table A10 in the appendix shows, they are – even though there are some minor differences – overall similar.

From our findings, we deduce three general conclusions for future theory building.

First, we established that news viewing and news sharing are not proxy measures of the same underlying concept. This means that for future development of a theory of shareworthiness (e.g., Trilling et al., 2017), it would be necessary to further disentangle how the proposed characteristics that are thought to increase sharing do so *beyond* their role in explaining viewing.

Second, we provide an important addition for theories that are concerned with the role that hard political news play in the life of citizens, compared to the role of other news (see, e.g., the literature review by Van Aelst et al., 2017). While a lot of content shared on Facebook is not news-related at all (and beyond the scope of our study), a plausible interpretation of our findings is that once political news is viewed, it is actually more likely to get shared as well. This could be an indication that political news is in fact more relevant and engaging for citizens than other news, which is desirable from the standpoint of democratic citizenship and engagement. Our findings also highlight the importance of differentiating – also theoretically – between viewing and sharing of political news.

Third, especially for audience research, our study highlights not only the importance of age in the study of political use of social media (see also Guess et al., 2019), but also the need to consider the non-linearity of age differences.

Limitations

While our study is one of the first to systematically investigate news sharing in multi-party systems using a large-scale dataset that unites content, context, and user features, it has some limitations. In contrast to other sources of Facebook news sharing data such as the Facebook Graph API or the Crowdtangle API, the "Facebook Privacy-Protected Full URLs Data Set" (Messing et al., 2020) also adds shares in private posts to friends to the count, which arguably is of core interest for understanding news dissemination. Yet, only URLs that have been shared at least 100 times *publicly* are included in the first place. While this may be negligible when studying highly popular content and large user populations,

it adds a hard-to-quantify uncertainty to understanding what happens with less popular outlets, especially in smaller countries like some of those in our sample (see also Allen et al., 2022). Similarly, the Gaussian noise in the data is especially problematic for studying the long tail of news dissemination. All of this calls for additional confirmation of our findings using different datasets.

Some may also wonder why some of the features we use are relatively crude, compared to earlier work. For instance, one could think of more fine-grained measures of topics, or of taking emotions in the text into account. We indeed investigated this possibility, but the extremely low prevalence of many of these categories in combination with very short teasers (as opposed to the full text that other studies had at their disposal) to train models on, made it impossible to take these into account.

Finally, the lack of individual-level data on the users engaging with news URLs as well as the generally limited set of user variables prohibited a more fine-grained analysis of heterogeneity in viewing and sharing news. In particular, this means that it would be incorrect to read any of our analyses as claims about relationships on the individual level.

Future work: Towards a context- and user-sensitive theory of (political) news sharing

Our results offer some first building blocks towards a theory of (political) news sharing that integrates content, context, and user features. Both theoretical and empirical work is needed to create and refine testable models. We present first evidence about which features matter, but there are of course many others. For instance, the list of user characteristics that are likely to matter is long and reaches from political interest to psychological traits and demographic characteristics such as gender and education. Similarly, potentially relevant content features may include fine-grained topics, the emotionality of the language, or news frames. And context features such as the time of the day or the device used may be of importance. Moreover, in spite of the centrality of Facebook, research on other highly popular public social media, such as Instagram, TikTok, and YouTube, and private messaging apps such as WhatsApp, Facebook Messenger, and Snapchat, is also urgently

needed. However, the kind of data we relied on in this study for Facebook are currently not made available by the platform companies that own them, and in the case of platforms that employ end-to-end encryption, such data are unlikely to ever become available. A key challenge will be to find a balance between what is of theoretical interest and what is empirically measurable. Many types of data may not be available, and the necessity for large-scale analyses calls for better ways to automatically code abstract concepts such as emotions or frames. Yet, we can be optimistic: these hurdles are not insurmountable. And at the end, the gain will be substantial, as a better model of (political) news sharing will increase our understanding of the current media ecosystem for political communication scholars, but also those who design or regulate digital media platforms.

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Table 5: Most predictive style features.

Feature	std. β
Germany	
title: reading ease	-0.06
blurb: length in words	-0.04
title: count of auxillaries	0.02
title: presence of digits	0.02
title: presence of exclamation mark	0.03
title: count if verbs	0.05
Italy	
blurb: length in words	-0.06
title: reading ease	-0.06
title: length in words	-0.04
title: count of determinants	0.03
title: count of auxillaries	0.03
title: count of proper nouns	0.03
Netherlands	
title: reading ease	-0.05
title: presence of quotes	-0.03
title: count of nouns	-0.03
blurb: presence of 2nd person pronoun	0.03
title: count of symbols	0.05
title: presence of digits	0.06
Poland	
title: length in words	-0.06
blurb: length in words	-0.06
title: reading ease	-0.03
title: count of numerals	0.02
title: count of nouns	0.03
title: count of verbs	0.05

Note. We take the model predicting shares based on style features (see also Table 4 and appendix), select the ten independent variables with the highest absolute *standardized* coefficients, and then sort them based on the (non-absolute) value of the coefficient to ease interpretation of the direction of the effect.

Table 6: Sharing of political news per age group

	intercept	views	topic
Germany			
18-24	8.7	0.001	-7.9
25-34	6.9	0.002	-17.9
35-44	-45.8	0.004	22.7
45-54	-50.6	0.008	58.2
55-64	4.3	0.010	49.5
65+	54.6	0.004	14.9
Italy			
18-24	-3.5	0.002	1.3
25-34	-22.9	0.002	1.2
35-44	-54.6	0.004	19.3
45-54	-79.9	0.006	63.7
55-64	-71.3	0.009	96.3
65+	-17.1	0.009	88.7
Netherlands			
18-24	9.2	0.001	-8.3
25-34	14.2	0.001	-7.9
35-44	0.8	0.003	1.9
45-54	-54.3	0.006	25.0
55-64	-147.5	0.013	71.1
65+	-172.2	0.021	84.1
Poland			
18-24	3.1	0.001	-1.6
25-34	-47.9	0.002	18.9
35-44	-142.4	0.005	50.7
45-54	-75.9	0.008	35.4
55-64	-6.9	0.009	29.5
65+	41.8	0.005	42.0

Note. Explaining the number of shares per age group. b coefficients from OLS regressions. topic = 1 for political, 0 for other.

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Appendix

This appendix provides additional information on the dataset and on the machine learning procedures.

Codebooks

The codebooks are available at https://doi.org/10.21942/uva.12933341.v1.

Intercoder reliability tests

We tested the agreement between our annotators using Krippendorff's α. Only once satisfactory agreement was reached, the annotators proceeded with anntoating the whole dataset.

Domain-level annotations

We calculated the domain-level agreement based on a random sample of 100 domains for each country.

Table A1: Domain-level intercoder reliability (Krippendorff's α).

	NL	DE	IT	PL
FILTER	.97	.73	.92	1.0
CATEGORY	1.0	.82	.88	.95

Article-level annotations

We calculated the article-level agreement based on a stratified random sample of 60 articles.

In the Netherlands, as there was no variation on the variable FILTER and the score of GENRE could not be assessed as it turned out that a new code, satire, needed to be

Table A2: Article-level intercoder reliability (Krippendorff's α)

	NL	DE	IT	PL
FILTER	1.0/.67	.81	.96	1.0
GENRE	1.0/.64	.67	.95	1.0
TOPIC	.87	.74	.95	.93
POLTOPIC	.87	.72	.88	.88
NEG_POS	.90	.64	.93	.87
PERSON	.74	.68	.95	.66
EMOTION1	.90	0	.78	.79
EMOTION2	.66	.29	.97	.88
EMOTION3	.73	.65	1.0	1.0
EMOTION4	.71	.47	1.0	.83

added to the codebook. The codebook was clarified, and annotators received additional training, after which another 30 random domains were coded for robustness' sake.

	mean	std	min	max
blurb_f_count_ne_PER	0.472482	0.837518	0.0	27.0
blurb_f_count_ne_LOC	0.700282	1.088042	0.0	35.0
blurb_f_count_ne_ORG	0.26789	0.6262	0.0	29.0
blurb_f_count_ne_MISC	0.470195	0.87797	0.0	63.0
blurb_f_count_pos_ADJ	2.092546	1.90105	0.0	80.0
blurb_f_count_pos_ADP	3.714408	2.409594	0.0	144.0
blurb_f_count_pos_ADV	1.192442	1.427824	0.0	79.0
blurb_f_count_pos_AUX	1.355401	1.635169	0.0	123.0
blurb_f_count_pos_CONJ	0.0	0.0	0.0	0.0
blurb_f_count_pos_DET	3.503523	2.950588	0.0	191.0
blurb_f_count_pos_INTJ	0.007588	0.090687	0.0	7.0
blurb_f_count_pos_NOUN	7.3865	4.452474	0.0	280.0
blurb_f_count_pos_NUM	0.556532	0.97856	0.0	40.0
blurb_f_count_pos_PART	0.299618	0.794919	0.0	13.0
blurb_f_count_pos_PRON	1.006321	1.356578	0.0	69.0
blurb_f_count_pos_PROPN	2.185115	2.780048	0.0	347.0
blurb_f_count_pos_PUNCT	4.614091	3.834624	0.0	456.0

blurb_f_count_pos_SCONJ	0.721196	1.030303	0.0	65.0
blurb_f_count_pos_SYM	0.1142	0.696962	0.0	31.0
blurb_f_count_pos_VERB	2.736569	2.026274	0.0	94.0
blurb_f_digits	0.301074	0.458725	False	True
blurb_f_exclamation	0.043731	0.204496	False	True
blurb_f_length_words	27.167403	13.13935	0.0	1018.0
blurb_f_pronouns_1stpers	0.010239	0.100667	False	True
blurb_f_pronouns_2ndpers	0.011136	0.10494	False	True
blurb_f_pronouns_3rdpers	0.029028	0.167884	False	True
blurb_f_question	0.058331	0.234368	False	True
blurb_f_quote	0.322034	0.467256	False	True
blurb_f_readingease	49.401448	67.745962	-9204.31	217.0
blurb_f_ttr	0.909	0.070013	0.025316	1.0
title_f_count_ne_PER	0.34719	0.639784	0.0	7.0
title_f_count_ne_LOC	0.512068	0.815241	0.0	10.0
title_f_count_ne_ORG	0.193593	0.528499	0.0	11.0
title_f_count_ne_MISC	0.437632	0.797827	0.0	11.0
title_f_count_pos_ADJ	0.82257	0.922871	0.0	10.0
title_f_count_pos_ADP	1.465034	1.111313	0.0	12.0
title_f_count_pos_ADV	0.421844	0.718601	0.0	11.0
title_f_count_pos_AUX	0.420307	0.796621	0.0	13.0
title_f_count_pos_CONJ	0.0	0.0	0.0	0.0
title_f_count_pos_DET	1.283054	1.402739	0.0	13.0
title_f_count_pos_INTJ	0.005123	0.072908	0.0	4.0
title_f_count_pos_NOUN	3.544454	1.962163	0.0	21.0
title_f_count_pos_NUM	0.265618	0.559706	0.0	27.0
title_f_count_pos_PART	0.115698	0.409587	0.0	7.0
title_f_count_pos_PRON	0.339136	0.693514	0.0	14.0
title_f_count_pos_PROPN	1.689933	2.096783	0.0	33.0
title_f_count_pos_PUNCT	2.868862	2.853007	0.0	28.0
title_f_count_pos_SCONJ	0.261094	0.541658	0.0	8.0
title_f_count_pos_SYM	0.046587	0.350907	0.0	11.0

title_f_count_pos_VERB	1.261043	1.09755	0.0	12.0
title_f_digits	0.188539	0.391143	False	True
title_f_exclamation	0.09109	0.287737	False	True
title_f_length_words	12.211172	4.746523	0.0	51.0
title_f_pronouns_1stpers	0.00504	0.070813	False	True
title_f_pronouns_2ndpers	0.00637	0.079556	False	True
title_f_pronouns_3rdpers	0.008512	0.091868	False	True
title_f_question	0.074601	0.262747	False	True
title_f_quote	0.310174	0.462565	False	True
title_f_readingease	42.426109	140.411404	-5716.19	217.0

Table A3: Descriptives of stylistic features

Machine Learning Classifier performance

We repeat the 5-fold cross-validation process 20 times with different seeds for shuffling and creating portions, producing a total of 100 performance results. The performance reported in Tables A4 and A5 are the average accuracy of the 100 runs, along with the 90% confidence interval values for the article-level features 'Filter' and 'Political' respectively. The performance of the best performing models for the different language datasets are highlighted in bold in the aforementioned tables. We used these best performing models to computationally enrich the full dataset with the predictions of features of 'Filter' and 'Political'.

Table A4: Average accuracy and 90% confidence intervals for identifying whether articles are news or not. The best performing model is highlighted in bold.

		DE	IT	NL	PL
SVM	count	$.9320 \pm 6.10e-04$	$.9036 \pm 1.49e-03$	$.8709 \pm 8.90e-04$	$.8818 \pm 1.90e-03$
	tfidf	$.9325 \pm 3.27e-04$	$\mathbf{.9134} \pm 7.01e-04$	$.8785 \pm 1.47e-03$	$.8848 \pm 7.24e-04$
Naive Bayes	count	$.9097 \pm 1.15e-03$	$.8890 \pm 1.15e-03$	$.8354 \pm 1.61e-03$	$.8794 \pm 3.44e-03$
	tfidf	$.9328 \pm 9.78e-05$	$.9090 \pm 1.13e-04$	$.8205 \pm 1.05e-03$	$.8440 \pm 2.08e-04$
Log. Regression	count	$\mathbf{.9351} \pm 2.91e-04$	$.9103 \pm 5.65e-04$	$\mathbf{.8799} \pm 1.01e-03$	$\mathbf{.8851} \pm 1.04e-03$
	tfidf	$.9328 \pm 9.78e-05$	$.9090 \pm 1.13e-04$	$.8381 \pm 9.08e-04$	$.8477 \pm 8.52e-04$

Table A5: Average accuracy and 90% confidence intervals for identifying political vs. non-political articles.

		DE	IT	NL	PL
SVM	count	$.8082 \pm 2.20e-03$	$.7987 \pm 1.96e-03$	$.8091 \pm 1.78e-03$	$.8454 \pm 2.10e-03$
	tfidf	$.8299 \pm 1.13e-0$	$\mathbf{.8196} \pm 1.56e-03$	$\mathbf{.8232} \pm 3.00e-03$	$.8552 \pm 2.39e-03$
Naive Bayes	count	$\mathbf{.8335} \pm 2.39e-03$	$.7960 \pm 3.33e-03$	$.8053 \pm 4.31e-03$	$.8512 \pm 2.34e-03$
	tfidf	$.8330 \pm 3.08e-03$	$.7538 \pm 1.39e-03$	$.7472 \pm 1.93e-03$	$.8502 \pm 1.61e-03$
Log. Regression	count	$.8217 \pm 2.06e-03$	$.8142 \pm 1.57e-03$	$.8218 \pm 2.74e-03$	$\mathbf{.8556} \pm 2.74e-03$
	tfidf	$.8322 \pm 2.30e-03$	$.7872 \pm 2.65e-03$	$.7750 \pm 1.62e-03$	$.8539 \pm 2.11e-03$

Additional descriptives of the annotated data

The following tables provide additional descriptives of the subset of the data that was manually annotated.

Table A6: Number of relevant domains, i.e. domains that publish news and current-affairs related information

	DE	IT	NL	PL
total	914	1308	897	775
relevant	**421**	**699**	**274**	**403**
irrelevant	413	397	476	260
non-local language	4	26	41	5
domain inactive	75	187	106	107

Table A7: Categories of relevant news related domains

	DE	IT	NL	PL
broadcaster	40	37	49	42
digital native	214	514	172	271
fact-check	1	2	1	0
foreign propaganda	2	0	1	0
junk/fake	4	2	0	6
magazine	35	43	19	40
newspaper	123	98	29	43
satire	2	3	3	1

Table A8: Topics of news- and current affairs-related articles

	DE	IT	NL	PL
crimes/disasters	967	486	621	253
culture	65	64	27	46
economy	139	84	82	67
entertainment/lifestyle	494	484	448	291
other	23	242	146	292
politics	1867	1046	943	1427
science/tech	77	77	48	36
sports	58	98	38	32

Table A9: Filter: Only news- and current affairs-related articles were considered for further analysis

	DE	IT	NL	PL
news/current affairs	3697	2714	2426	2525
other	107	283	569	474
non-local language	169	3	4	1

Descriptives of textual features per article type

This table shows mean and standard deviations for all textual features, depending on the article type.

Feature	$M_{political}(SD)$	$M_{notpolitical}(SD)$
blurb_f_count_ne_PER	0.57 (0.91)	0.41 (0.78)
blurb_f_count_ne_LOC	0.71 (1.11)	0.70 (1.08)
blurb_f_count_ne_ORG	0.37 (0.74)	0.20 (0.52)
blurb_f_count_ne_MISC	0.56 (0.96)	0.41 (0.81)
blurb_f_count_pos_ADJ	2.37 (2.00)	1.91 (1.81)
blurb_f_count_pos_ADP	3.77 (2.32)	3.68 (2.47)
blurb_f_count_pos_ADV	1.24 (1.43)	1.16 (1.43)
blurb_f_count_pos_AUX	1.17 (1.50)	1.48 (1.71)
blurb_f_count_pos_CONJ	0.00 (0.00)	0.00 (0.00)
blurb_f_count_pos_DET	3.40 (3.01)	3.57 (2.91)
blurb_f_count_pos_INTJ	0.01 (0.10)	0.01 (0.08)
blurb_f_count_pos_NOUN	8.17 (4.84)	6.88 (4.10)
blurb_f_count_pos_NUM	0.48 (0.94)	0.60 (1.00)
blurb_f_count_pos_PART	0.41 (0.90)	0.23 (0.71)
blurb_f_count_pos_PRON	0.99 (1.31)	1.02 (1.38)
blurb_f_count_pos_PROPN	2.34 (2.90)	2.09 (2.70)
blurb_f_count_pos_PUNCT	5.33 (4.01)	4.15 (3.64)
blurb_f_count_pos_SCONJ	0.67 (0.98)	0.76 (1.06)
blurb_f_count_pos_SYM	0.10 (0.64)	0.12 (0.73)
blurb_f_count_pos_VERB	3.00 (2.05)	2.57 (1.99)
blurb_f_digits	0.27 (0.45)	0.32 (0.47)
blurb_f_exclamation	0.04 (0.19)	0.05 (0.22)
blurb_f_length_words	28.63 (12.61)	26.22 (13.38)
blurb_f_pronouns_1stpers	0.01 (0.10)	0.01 (0.10)
blurb_f_pronouns_2ndpers	0.01 (0.10)	0.01 (0.11)
blurb_f_pronouns_3rdpers	0.03 (0.16)	0.03 (0.17)
blurb_f_question	0.06 (0.25)	0.05 (0.23)

blurb_f_quote	0.34 (0.47)	0.31 (0.46)
blurb_f_readingease	43.35 (48.47)	53.34 (77.51)
blurb_f_ttr	0.91 (0.07)	0.91 (0.07)
title_f_count_ne_PER	0.40 (0.70)	0.31 (0.59)
title_f_count_ne_LOC	0.48 (0.80)	0.53 (0.82)
title_f_count_ne_ORG	0.24 (0.59)	0.16 (0.48)
title_f_count_ne_MISC	0.46 (0.84)	0.42 (0.77)
title_f_count_pos_ADJ	0.85 (0.94)	0.80 (0.91)
title_f_count_pos_ADP	1.39 (1.08)	1.51 (1.13)
title_f_count_pos_ADV	0.41 (0.70)	0.43 (0.73)
title_f_count_pos_AUX	0.36 (0.69)	0.46 (0.86)
title_f_count_pos_CONJ	0.00 (0.00)	0.00 (0.00)
title_f_count_pos_DET	1.12 (1.35)	1.39 (1.43)
title_f_count_pos_INTJ	0.01 (0.08)	0.00 (0.06)
title_f_count_pos_NOUN	3.66 (2.13)	3.47 (1.84)
title_f_count_pos_NUM	0.19 (0.49)	0.31 (0.60)
title_f_count_pos_PART	0.15 (0.47)	0.09 (0.37)
title_f_count_pos_PRON	0.30 (0.63)	0.36 (0.73)
title_f_count_pos_PROPN	1.71 (2.21)	1.68 (2.02)
title_f_count_pos_PUNCT	3.25 (3.16)	2.62 (2.61)
title_f_count_pos_SCONJ	0.22 (0.49)	0.29 (0.57)
title_f_count_pos_SYM	0.04 (0.33)	0.05 (0.36)
title_f_count_pos_VERB	1.27 (1.06)	1.25 (1.12)
title_f_digits	0.13 (0.34)	0.22 (0.42)
title_f_exclamation	0.09 (0.29)	0.09 (0.29)
title_f_length_words	12.02 (4.70)	12.33 (4.77)
title_f_pronouns_1stpers	0.00 (0.07)	0.01 (0.07)
title_f_pronouns_2ndpers	0.01 (0.08)	0.01 (0.08)
title_f_pronouns_3rdpers	0.01 (0.08)	0.01 (0.10)
title_f_question	0.09 (0.28)	0.07 (0.25)
title_f_quote	0.35 (0.48)	0.29 (0.45)
title_f_readingease	38.48 (115.66)	45.00 (154.34)

title_f_ttr	0.96 (0.05)	0.97 (0.06)

Table A10: Descriptive of textual features for political vs non-political articles

Over-time descriptives of the data

As Figures A1, A2, A3, A4 show, the data (and presumably Facebook itself) changed over time. Over time, we observe an increase in the number of URLs in the dataset, but a decrease in the mean number of views and shares. This can be explained by the fact that URLs are accumulated over time: New URLs are added over time, but old ones do not disappear. But because old news is seldom viewed and/or shared, this means that the mean number of shares and views of URLs in the dataset must decrease over time.

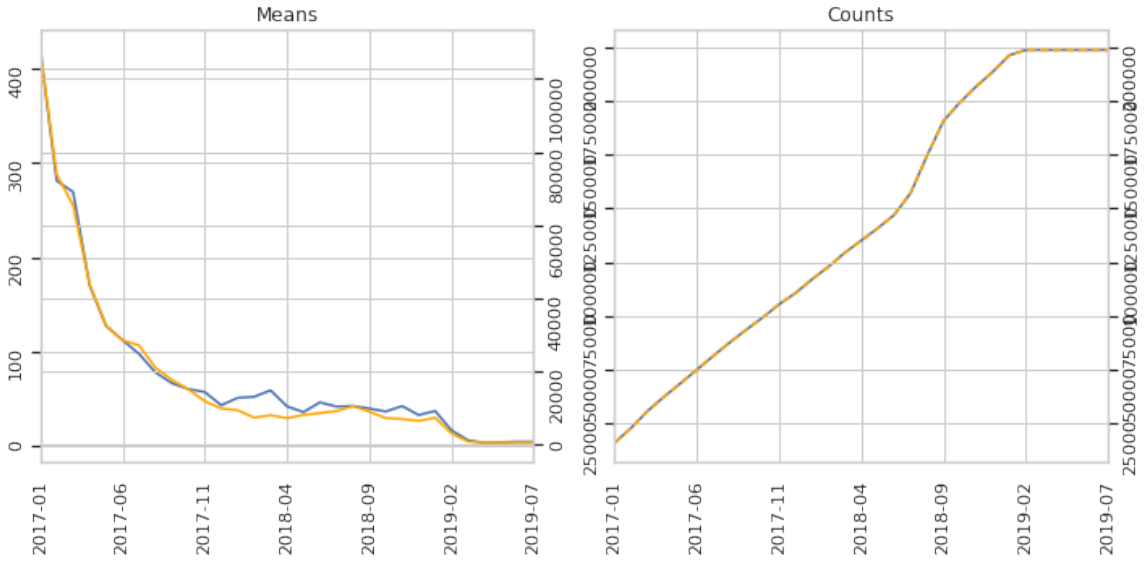

Figure A1. Means and counts of views (orange) and shares (blue) over time (German data).

Over-time analyses: The role of political events

Note that the analysis presented here relies on the sharing date, not on the publication date, which makes the interpretation less straightforward than one would hope. The reader should take this into account when interpreting it and should refrain from drawing too strong conclusions based on these data. Nevertheless, we decided to include the analysis here for the sake of completeness and in the hope that it may spark thoughts and generate new questions and/or hypothesis for future research.

We re-run our analysis for different time slices, in order to understand how the

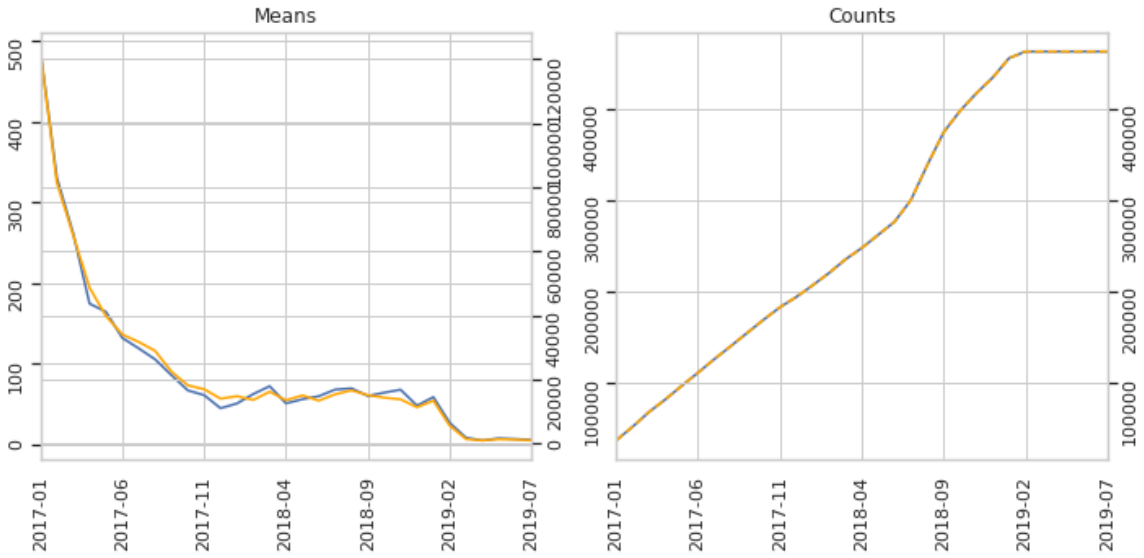

Figure A2. Means and counts of views (orange) and shares (blue) over time (Italian data).

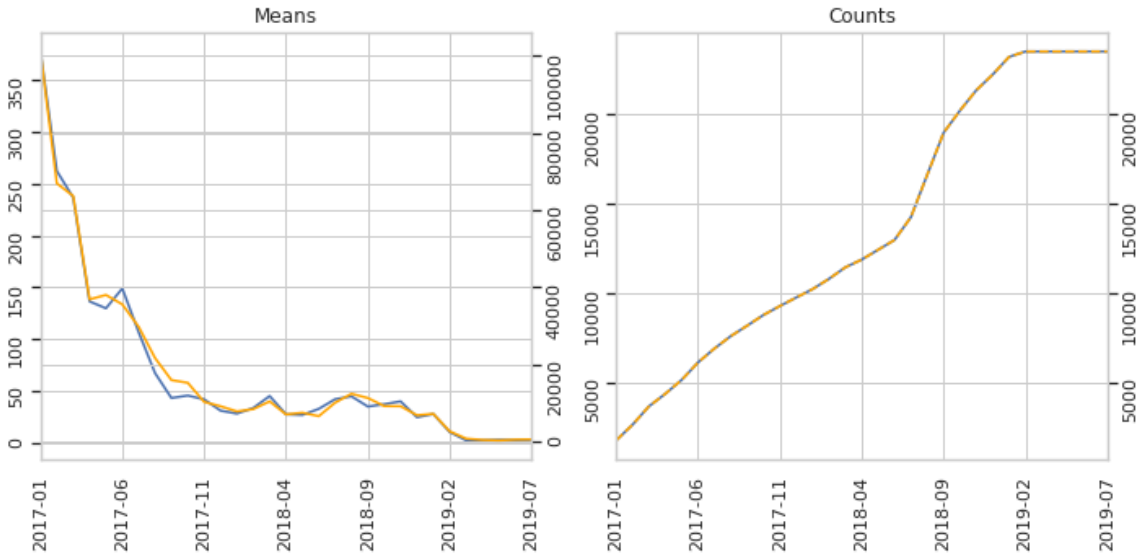

Figure A3. Means and counts of views (orange) and shares (blue) over time (Dutch data).

viewing and sharing of political news develop over time, especially in relation to events such as elections. To do so, we estimated separate regression models for each month in our

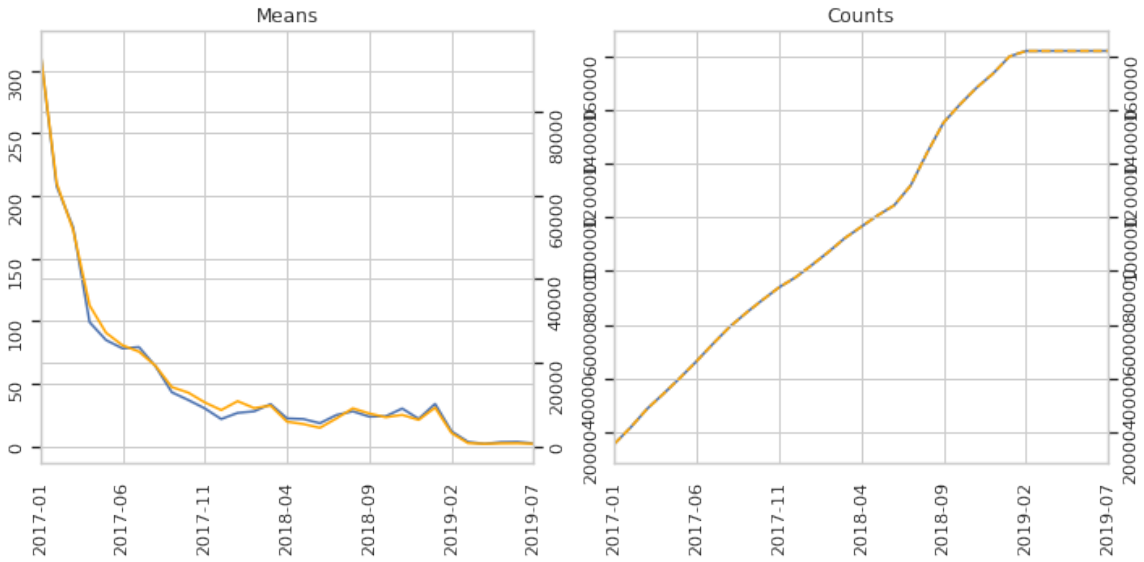

Figure A4. Means and counts of views (orange) and shares (blue) over time (Polish data).

dataset. Figure A5 displays the coefficients of the politics dummy for each country.

In the Netherlands, we see that during the election, political articles are *viewed* comparatively more than in other times. Yet, that does not mean that they are *shared* more. If anything, we observe the opposite. In Germany and Italy, we see a very different picture: viewing of political articles (compared to non-political news) increases steeply over time until the election, and then stays at this high level. In both countries, politics remained in turmoil until coalition governments were formed long after the election (in Italy in June 2018, when the biggest spike in views of political news occurred). Sharing, in contrast, does not seem to be clearly related to elections. The number of shares decreases steeply until the election and stays on that level (in Italy) or fluctuates without a clear tendency (in Germany). The Polish over-time development seems to be roughly similar to the Italian one – yet, the Polish elections of 13 October 2019 are just out of the time frame of our data.

Taken together, sharing of political versus non-political articles varies considerably over time. However, in contrast to views where we find a consistent positive increase in election periods, there are no systematic patterns in the number of shares across countries.

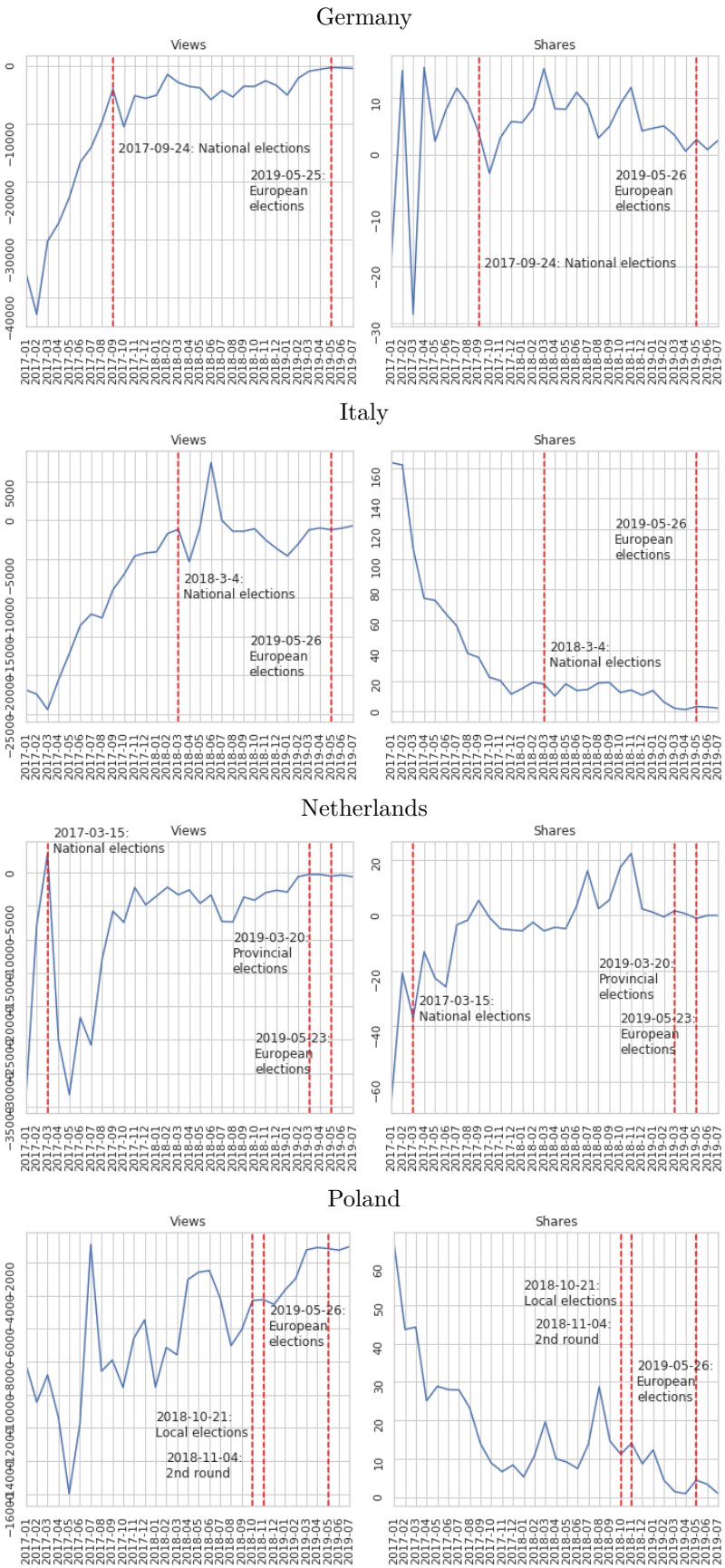

Figure A5. Relationship of topic "politics" with viewing and sharing (b coefficients)

Full regression output for Table 3

Dep. Variable:	views	**R-squared:**	0.022
Model:	OLS	**Adj. R-squared:**	0.022
Method:	Least Squares	**F-statistic:**	4610.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:34	**Log-Likelihood:**	-2.8604e+06
No. Observations:	202860	**AIC:**	5.721e+06
Df Residuals:	202858	**BIC:**	5.721e+06
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	2.164e+05	1036.251	208.789	0.000	2.14e+05	2.18e+05
BINARY_POLITICS_predicted	-9.714e+04	1430.602	-67.898	0.000	-9.99e+04	-9.43e+04

Table A12: 'dv': 'views', 'iv_politics': True Country: de

Dep. Variable:	views	**R-squared:**	0.007
Model:	OLS	**Adj. R-squared:**	0.007
Method:	Least Squares	**F-statistic:**	3196.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:34	**Log-Likelihood:**	-6.8987e+06
No. Observations:	474927	**AIC:**	1.380e+07
Df Residuals:	474925	**BIC:**	1.380e+07
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	2.657e+05	858.582	309.421	0.000	2.64e+05	2.67e+05
BINARY_POLITICS_predicted	-8.749e+04	1547.737	-56.530	0.000	-9.05e+04	-8.45e+04

Table A14: 'dv': 'views', 'iv_politics': True Country: it

Dep. Variable:	views	**R-squared:**	0.020
Model:	OLS	**Adj. R-squared:**	0.019
Method:	Least Squares	**F-statistic:**	457.8
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	1.39e-100
Time:	08:14:34	**Log-Likelihood:**	-3.1743e+05
No. Observations:	22975	**AIC:**	6.349e+05
Df Residuals:	22973	**BIC:**	6.349e+05
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	1.844e+05	1924.742	95.817	0.000	1.81e+05	1.88e+05
BINARY_POLITICS_predicted	-7.384e+04	3450.947	-21.396	0.000	-8.06e+04	-6.71e+04

Table A16: 'dv': 'views', 'iv_politics': True Country: nl

Dep. Variable:	views	**R-squared:**	0.036
Model:	OLS	**Adj. R-squared:**	0.036
Method:	Least Squares	**F-statistic:**	6150.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:34	**Log-Likelihood:**	-2.3057e+06
No. Observations:	166929	**AIC:**	4.611e+06
Df Residuals:	166927	**BIC:**	4.611e+06
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	2.099e+05	829.169	253.142	0.000	2.08e+05	2.12e+05
BINARY_POLITICS_predicted	-9.263e+04	1181.190	-78.421	0.000	-9.49e+04	-9.03e+04

Table A18: 'dv': 'views', 'iv_politics': True Country: pl

Dep. Variable:	views	**R-squared:**	0.043
Model:	OLS	**Adj. R-squared:**	0.043
Method:	Least Squares	**F-statistic:**	163.2
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:34	**Log-Likelihood:**	-2.8427e+06
No. Observations:	201740	**AIC:**	5.686e+06
Df Residuals:	201683	**BIC:**	5.686e+06
Df Model:	56		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	1.285e+05	2.06e+04	6.231	0.000	8.8e+04	1.69e+05
blurb__f__digits[T.True]	1816.7322	2047.678	0.887	0.375	-2196.666	5830.131
blurb__f__exclamation[T.True]	9.575e+04	3165.431	30.249	0.000	8.95e+04	1.02e+05
blurb__f__pronouns__1stpers[T.True]	-4.84e+04	1.94e+04	-2.492	0.013	-8.65e+04	-1.03e+04
blurb__f__pronouns__2ndpers[T.True]	-2.521e+04	7935.091	-3.177	0.001	-4.08e+04	-9661.130
blurb__f__pronouns__3rdpers[T.True]	3.62e+04	2.81e+04	1.287	0.198	-1.89e+04	9.13e+04
blurb__f__question[T.True]	3.597e+04	2893.782	12.429	0.000	3.03e+04	4.16e+04
blurb__f__quote[T.True]	-2.582e+04	2649.616	-9.744	0.000	-3.1e+04	-2.06e+04
title__f__digits[T.True]	1.748e+04	2684.075	6.513	0.000	1.22e+04	2.27e+04
title__f__exclamation[T.True]	1.491e+04	2568.134	5.805	0.000	9874.044	1.99e+04
title__f__pronouns__1stpers[T.True]	-2.242e+04	3.89e+04	-0.576	0.565	-9.87e+04	5.38e+04
title__f__pronouns__2ndpers[T.True]	1.857e+04	1.1e+04	1.691	0.091	-2947.989	4.01e+04
title__f__pronouns__3rdpers[T.True]	3.761e+05	5.83e+04	6.451	0.000	2.62e+05	4.9e+05
title__f__question[T.True]	-2.597e+04	2842.412	-9.136	0.000	-3.15e+04	-2.04e+04
title__f__quote[T.True]	-3.284e+04	3402.389	-9.652	0.000	-3.95e+04	-2.62e+04
blurb__f__count__ne__PER	5567.0010	1095.204	5.083	0.000	3420.427	7713.574
blurb__f__count__ne__LOC	-7452.1935	767.397	-9.711	0.000	-8956.274	-5948.113
blurb__f__count__ne__ORG	-1.034e+04	1048.679	-9.857	0.000	-1.24e+04	-8281.476
blurb__f__count__ne__MISC	-3777.8822	944.747	-3.999	0.000	-5629.564	-1926.200
blurb__f__count__pos__ADJ	2227.3882	837.981	2.658	0.008	584.966	3869.810
blurb__f__count__pos__ADP	-2080.1870	799.785	-2.601	0.009	-3647.746	-512.628
blurb__f__count__pos__ADV	6508.9808	877.145	7.421	0.000	4789.797	8228.165
blurb__f__count__pos__AUX	3994.2168	973.733	4.102	0.000	2085.724	5902.709
blurb__f__count__pos__CONJ	-1.161e-09	2.18e-10	-5.317	0.000	-1.59e-09	-7.33e-10
blurb__f__count__pos__DET	3632.5596	773.862	4.694	0.000	2115.810	5149.309
blurb__f__count__pos__INTJ	3.798e+04	2.82e+04	1.347	0.178	-1.73e+04	9.32e+04
blurb__f__count__pos__NOUN	-1791.9769	830.114	-2.159	0.031	-3418.980	-164.973
blurb__f__count__pos__NUM	-4218.7874	1268.582	-3.326	0.001	-6705.177	-1732.398
blurb__f__count__pos__PART	-1235.9836	1525.935	-0.810	0.418	-4226.779	1754.812
blurb__f__count__pos__PRON	5758.1045	944.806	6.094	0.000	3906.308	7609.901
blurb__f__count__pos__PROPN	-2784.4010	827.815	-3.364	0.001	-4406.899	-1161.904
blurb__f__count__pos__PUNCT	1043.4014	415.529	2.511	0.012	228.974	1857.829
blurb__f__count__pos__SCONJ	-1054.0431	1675.366	-0.629	0.529	-4337.720	2229.634
blurb__f__count__pos__SYM	1.468e-09	2.38e-10	6.161	0.000	1e-09	1.94e-09
blurb__f__count__pos__VERB	3650.0226	870.894	4.191	0.000	1943.092	5356.954
blurb__f__length__words	-478.5713	639.063	-0.749	0.454	-1731.119	773.977
blurb__f__readingease	16.7613	17.063	0.982	0.326	-16.682	50.205
blurb__f__ttr	1.067e+05	1.45e+04	7.365	0.000	7.83e+04	1.35e+05
title__f__count__ne__PER	7539.9795	1304.438	5.780	0.000	4983.313	1.01e+04
title__f__count__ne__LOC	-8536.9076	1117.639	-7.638	0.000	-1.07e+04	-6346.363
title__f__count__ne__ORG	-2875.1211	1393.562	-2.063	0.039	-5606.468	-143.774
title__f__count__ne__MISC	2525.5359	1296.516	1.948	0.051	-15.603	5066.675
title__f__count__pos__ADJ	8773.2042	1361.071	6.446	0.000	6105.539	1.14e+04
title__f__count__pos__ADP	8380.2335	1257.934	6.662	0.000	5914.714	1.08e+04
title__f__count__pos__ADV	1.766e+04	1583.302	11.152	0.000	1.46e+04	2.08e+04
title__f__count__pos__AUX	8275.3247	1953.411	4.236	0.000	4446.686	1.21e+04
title__f__count__pos__CONJ	-3.782e-10	6.84e-11	-5.532	0.000	-5.12e-10	-2.44e-10
title__f__count__pos__DET	4526.4062	1297.329	3.489	0.000	1983.672	7069.140

title__f__count__pos__INTJ	-1.113e+04	4.88e+04	-0.228	0.819	-1.07e+05	8.44e+04
title__f__count__pos__NOUN	2918.0200	1305.320	2.235	0.025	359.624	5476.416
title__f__count__pos__NUM	2.887e+04	2369.248	12.185	0.000	2.42e+04	3.35e+04
title__f__count__pos__PART	1.091e+04	2871.651	3.800	0.000	5283.659	1.65e+04
title__f__count__pos__PRON	1.977e+04	1690.538	11.695	0.000	1.65e+04	2.31e+04
title__f__count__pos__PROPN	2040.2849	1309.879	1.558	0.119	-527.046	4607.615
title__f__count__pos__PUNCT	2686.9150	650.783	4.129	0.000	1411.396	3962.434
title__f__count__pos__SCONJ	6.549e+04	3850.430	17.010	0.000	5.79e+04	7.3e+04
title__f__count__pos__SYM	1.547e-11	5.04e-12	3.071	0.002	5.6e-12	2.53e-11
title__f__count__pos__VERB	1.256e+04	1395.419	8.997	0.000	9820.224	1.53e+04
title__f__length__words	964.7231	965.679	0.999	0.318	-927.984	2857.430
title__f__readingease	-192.9533	6.905	-27.944	0.000	-206.487	-179.420
title__f__ttr	-1.462e+05	1.55e+04	-9.423	0.000	-1.77e+05	-1.16e+05

Table A20: 'dv': 'views', 'iv_formalfeatures': True Country: de

Dep. Variable:	views	**R-squared:**	0.018
Model:	OLS	**Adj. R-squared:**	0.018
Method:	Least Squares	**F-statistic:**	152.4
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:34	**Log-Likelihood:**	-6.8460e+06
No. Observations:	471418	**AIC:**	1.369e+07
Df Residuals:	471359	**BIC:**	1.369e+07
Df Model:	58		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	3.223e+05	1.97e+04	16.332	0.000	2.84e+05	3.61e+05
blurb__f__digits[T.True]	-4551.3594	2187.293	-2.081	0.037	-8838.386	-264.333
blurb__f__exclamation[T.True]	3.119e+04	4720.746	6.607	0.000	2.19e+04	4.04e+04
blurb__f__pronouns__1stpers[T.True]	2.641e+04	1.04e+04	2.541	0.011	6036.201	4.68e+04
blurb__f__pronouns__2ndpers[T.True]	-6.716e+04	1.77e+04	-3.798	0.000	-1.02e+05	-3.25e+04
blurb__f__pronouns__3rdpers[T.True]	-8.835e+04	1.48e+05	-0.597	0.550	-3.78e+05	2.02e+05
blurb__f__question[T.True]	2.876e+04	3463.548	8.303	0.000	2.2e+04	3.55e+04
blurb__f__quote[T.True]	1613.9072	1674.057	0.964	0.335	-1667.193	4895.008
title__f__digits[T.True]	4.388e+04	2841.538	15.442	0.000	3.83e+04	4.94e+04
title__f__exclamation[T.True]	-7.104e+04	3608.338	-19.689	0.000	-7.81e+04	-6.4e+04
title__f__pronouns__1stpers[T.True]	1.945e+04	1.21e+04	1.605	0.109	-4303.910	4.32e+04
title__f__pronouns__2ndpers[T.True]	-3.625e+04	3.93e+04	-0.923	0.356	-1.13e+05	4.07e+04
title__f__pronouns__3rdpers[T.True]	-1.454e+04	4.91e+05	-0.030	0.976	-9.76e+05	9.47e+05
title__f__question[T.True]	-2.584e+04	3142.897	-8.223	0.000	-3.2e+04	-1.97e+04
title__f__quote[T.True]	1712.5568	1994.199	0.859	0.390	-2196.012	5621.126
blurb__f__count__ne__PER	-6666.4539	1071.806	-6.220	0.000	-8767.161	-4565.747
blurb__f__count__ne__LOC	-1.228e+04	840.533	-14.605	0.000	-1.39e+04	-1.06e+04
blurb__f__count__ne__ORG	-1.54e+04	1336.358	-11.527	0.000	-1.8e+04	-1.28e+04
blurb__f__count__ne__MISC	-1.332e+04	973.261	-13.688	0.000	-1.52e+04	-1.14e+04
blurb__f__count__pos__ADJ	-3089.0388	727.933	-4.244	0.000	-4515.765	-1662.313
blurb__f__count__pos__ADP	6386.9334	690.355	9.252	0.000	5033.860	7740.007
blurb__f__count__pos__ADV	7922.8650	755.202	10.491	0.000	6442.692	9403.038
blurb__f__count__pos__AUX	7275.9796	683.442	10.646	0.000	5936.455	8615.504
blurb__f__count__pos__CONJ	7.776e-08	1.63e-06	0.048	0.962	-3.11e-06	3.26e-06
blurb__f__count__pos__DET	6270.2928	636.517	9.851	0.000	5022.739	7517.847
blurb__f__count__pos__INTJ	-1.211e+04	7796.104	-1.554	0.120	-2.74e+04	3165.367
blurb__f__count__pos__NOUN	-746.9682	608.408	-1.228	0.220	-1939.429	445.493
blurb__f__count__pos__NUM	3727.4615	1083.001	3.442	0.001	1604.814	5850.109
blurb__f__count__pos__PART	1.53e+05	2.28e+04	6.713	0.000	1.08e+05	1.98e+05
blurb__f__count__pos__PRON	3096.9625	790.045	3.920	0.000	1548.498	4645.427
blurb__f__count__pos__PROPN	1698.5355	641.241	2.649	0.008	441.722	2955.349
blurb__f__count__pos__PUNCT	1795.6599	306.751	5.854	0.000	1194.437	2396.883
blurb__f__count__pos__SCONJ	5393.7706	902.664	5.975	0.000	3624.577	7162.964
blurb__f__count__pos__SYM	-2.515e+04	2894.262	-8.691	0.000	-3.08e+04	-1.95e+04
blurb__f__count__pos__VERB	6696.1090	742.006	9.024	0.000	5241.801	8150.417
blurb__f__length__words	-3535.8761	480.935	-7.352	0.000	-4478.494	-2593.258
blurb__f__readingease	-35.2924	10.290	-3.430	0.001	-55.461	-15.124
blurb__f__ttr	-8.271e+04	1.3e+04	-6.383	0.000	-1.08e+05	-5.73e+04
title__f__count__ne__PER	-8775.9656	1228.732	-7.142	0.000	-1.12e+04	-6367.688
title__f__count__ne__LOC	-2.083e+04	1002.205	-20.785	0.000	-2.28e+04	-1.89e+04
title__f__count__ne__ORG	-1.088e+04	1564.703	-6.950	0.000	-1.39e+04	-7808.423
title__f__count__ne__MISC	-7418.4203	1122.922	-6.606	0.000	-9619.314	-5217.527
title__f__count__pos__ADJ	144.5961	1242.976	0.116	0.907	-2291.598	2580.790
title__f__count__pos__ADP	4501.1902	1113.846	4.041	0.000	2318.087	6684.293
title__f__count__pos__ADV	-1528.7032	1306.045	-1.170	0.242	-4088.512	1031.105
title__f__count__pos__AUX	8608.0799	1214.846	7.086	0.000	6227.020	1.1e+04
title__f__count__pos__CONJ	-5.958e-10	4.06e-09	-0.147	0.883	-8.55e-09	7.36e-09
title__f__count__pos__DET	8535.5821	1020.229	8.366	0.000	6535.965	1.05e+04

title__f__count__pos__INTJ	-1.25e+04	8313.879	-1.504	0.133	-2.88e+04	3793.791
title__f__count__pos__NOUN	-7083.6096	1072.605	-6.604	0.000	-9185.881	-4981.338
title__f__count__pos__NUM	3723.0074	1982.045	1.878	0.060	-161.740	7607.755
title__f__count__pos__PART	4.665e+04	2.67e+04	1.748	0.080	-5659.406	9.9e+04
title__f__count__pos__PRON	1895.1151	1367.733	1.386	0.166	-785.598	4575.829
title__f__count__pos__PROPN	-6561.3325	1003.504	-6.538	0.000	-8528.169	-4594.496
title__f__count__pos__PUNCT	1273.0467	364.158	3.496	0.000	559.309	1986.784
title__f__count__pos__SCONJ	-4370.8357	1465.726	-2.982	0.003	-7243.614	-1498.058
title__f__count__pos__SYM	-3.242e+04	3398.179	-9.539	0.000	-3.91e+04	-2.58e+04
title__f__count__pos__VERB	7669.8090	1185.087	6.472	0.000	5347.076	9992.542
title__f__length__words	3340.5952	859.485	3.887	0.000	1656.032	5025.159
title__f__readingease	-190.2635	5.802	-32.795	0.000	-201.635	-178.892
title__f__ttr	-3759.7376	1.59e+04	-0.237	0.813	-3.48e+04	2.73e+04

Table A22: 'dv': 'views', 'iv_formalfeatures': True Country: it

Dep. Variable:	views	**R-squared:**	0.059
Model:	OLS	**Adj. R-squared:**	0.057
Method:	Least Squares	**F-statistic:**	28.76
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	2.03e-259
Time:	08:14:34	**Log-Likelihood:**	-3.1664e+05
No. Observations:	22952	**AIC:**	6.334e+05
Df Residuals:	22901	**BIC:**	6.338e+05
Df Model:	50		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	4.354e+05	4.49e+04	9.703	0.000	3.47e+05	5.23e+05
blurb__f__digits[T.True]	2626.3517	4529.407	0.580	0.562	-6251.591	1.15e+04
blurb__f__exclamation[T.True]	5.806e+04	7902.162	7.348	0.000	4.26e+04	7.36e+04
blurb__f__pronouns__1stpers[T.True]	-2.001e+04	5482.443	-3.651	0.000	-3.08e+04	-9268.830
blurb__f__pronouns__2ndpers[T.True]	3.327e+04	5981.147	5.562	0.000	2.15e+04	4.5e+04
blurb__f__pronouns__3rdpers[T.True]	6502.6491	4081.352	1.593	0.111	-1497.077	1.45e+04
blurb__f__question[T.True]	-3.262e+04	7182.887	-4.541	0.000	-4.67e+04	-1.85e+04
blurb__f__quote[T.True]	-21.7115	4931.248	-0.004	0.996	-9687.291	9643.868
title__f__digits[T.True]	8941.8335	5790.431	1.544	0.123	-2407.802	2.03e+04
title__f__exclamation[T.True]	2.927e+04	6631.104	4.414	0.000	1.63e+04	4.23e+04
title__f__pronouns__1stpers[T.True]	-2.919e+04	7842.075	-3.722	0.000	-4.46e+04	-1.38e+04
title__f__pronouns__2ndpers[T.True]	1.521e+04	8159.932	1.864	0.062	-782.288	3.12e+04
title__f__pronouns__3rdpers[T.True]	-928.4194	5009.348	-0.185	0.853	-1.07e+04	8890.240
title__f__question[T.True]	-9656.4796	7994.550	-1.208	0.227	-2.53e+04	6013.378
title__f__quote[T.True]	-8102.5565	5417.201	-1.496	0.135	-1.87e+04	2515.523
blurb__f__count__ne__PER	-3.094e-10	1.68e-10	-1.842	0.065	-6.39e-10	1.98e-11
blurb__f__count__ne__LOC	-8510.6518	7048.978	-1.207	0.227	-2.23e+04	5305.821
blurb__f__count__ne__ORG	-8138.3298	2245.271	-3.625	0.000	-1.25e+04	-3737.446
blurb__f__count__ne__MISC	-1.075e-10	4.21e-11	-2.554	0.011	-1.9e-10	-2.5e-11
blurb__f__count__pos__ADJ	-589.1119	1737.650	-0.339	0.735	-3995.023	2816.800
blurb__f__count__pos__ADP	-4088.5342	1656.838	-2.468	0.014	-7336.048	-841.020
blurb__f__count__pos__ADV	2454.2231	1762.485	1.392	0.164	-1000.367	5908.813
blurb__f__count__pos__AUX	-1174.9954	2030.442	-0.579	0.563	-5154.798	2804.808
blurb__f__count__pos__CONJ	7.68e-12	1.06e-11	0.727	0.467	-1.3e-11	2.84e-11
blurb__f__count__pos__DET	2320.5343	1674.479	1.386	0.166	-961.558	5602.627
blurb__f__count__pos__INTJ	-1.721e+04	1.25e+04	-1.377	0.169	-4.17e+04	7287.481
blurb__f__count__pos__NOUN	-5928.5431	1671.107	-3.548	0.000	-9204.025	-2653.061
blurb__f__count__pos__NUM	-7004.8282	2523.521	-2.776	0.006	-1.2e+04	-2058.556
blurb__f__count__pos__PART	2.875e-12	7.29e-12	0.394	0.693	-1.14e-11	1.72e-11
blurb__f__count__pos__PRON	4958.1633	1889.484	2.624	0.009	1254.646	8661.680
blurb__f__count__pos__PROPN	-5697.4333	1469.540	-3.877	0.000	-8577.831	-2817.036
blurb__f__count__pos__PUNCT	-2.215e-11	1.08e-11	-2.058	0.040	-4.32e-11	-1.06e-12
blurb__f__count__pos__SCONJ	-990.8935	2798.760	-0.354	0.723	-6476.652	4494.865
blurb__f__count__pos__SYM	201.1434	984.384	0.204	0.838	-1728.317	2130.603
blurb__f__count__pos__VERB	-4192.0283	1713.107	-2.447	0.014	-7549.833	-834.224
blurb__f__length__words	876.4315	1358.780	0.645	0.519	-1786.868	3539.731
blurb__f__readingease	-79.7576	33.824	-2.358	0.018	-146.056	-13.460
blurb__f__ttr	-7.251e+04	3.01e+04	-2.413	0.016	-1.31e+05	-1.36e+04
title__f__count__ne__PER	6.894e-12	1.14e-11	0.607	0.544	-1.54e-11	2.92e-11
title__f__count__ne__LOC	1.152e+04	1.14e+04	1.010	0.312	-1.08e+04	3.39e+04
title__f__count__ne__ORG	-2203.0983	2854.101	-0.772	0.440	-7797.329	3391.133
title__f__count__ne__MISC	-8.158e-13	4.23e-12	-0.193	0.847	-9.11e-12	7.48e-12
title__f__count__pos__ADJ	-1.864e+04	2676.243	-6.965	0.000	-2.39e+04	-1.34e+04
title__f__count__pos__ADP	-1.124e+04	2580.852	-4.355	0.000	-1.63e+04	-6181.558
title__f__count__pos__ADV	-1.026e+04	2984.755	-3.436	0.001	-1.61e+04	-4406.384
title__f__count__pos__AUX	-5212.4700	2994.520	-1.741	0.082	-1.11e+04	656.992
title__f__count__pos__CONJ	-3.818e-12	1.18e-12	-3.227	0.001	-6.14e-12	-1.5e-12
title__f__count__pos__DET	4499.3662	2774.216	1.622	0.105	-938.285	9937.017

title_f_count_pos_INTJ	-1.208e+04	2.57e+04	-0.470	0.639	-6.25e+04	3.83e+04
title_f_count_pos_NOUN	-1.824e+04	2452.102	-7.439	0.000	-2.3e+04	-1.34e+04
title_f_count_pos_NUM	5131.5023	4852.871	1.057	0.290	-4380.453	1.46e+04
title_f_count_pos_PART	0	0	nan	nan	0	0
title_f_count_pos_PRON	9501.0529	3741.142	2.540	0.011	2168.161	1.68e+04
title_f_count_pos_PROPN	-2.075e+04	2119.224	-9.790	0.000	-2.49e+04	-1.66e+04
title_f_count_pos_PUNCT	0	0	nan	nan	0	0
title_f_count_pos_SCONJ	3123.9232	6633.414	0.471	0.638	-9878.017	1.61e+04
title_f_count_pos_SYM	-4692.1199	1575.139	-2.979	0.003	-7779.499	-1604.741
title_f_count_pos_VERB	-1.716e+04	2717.849	-6.313	0.000	-2.25e+04	-1.18e+04
title_f_length_words	1.269e+04	1920.593	6.608	0.000	8926.675	1.65e+04
title_f_readingease	-117.3991	12.482	-9.405	0.000	-141.865	-92.933
title_f_ttr	-1.632e+05	3.45e+04	-4.728	0.000	-2.31e+05	-9.55e+04

Table A24: 'dv': 'views', 'iv_formalfeatures': True Country: nl

Dep. Variable:	views	**R-squared:**	0.041
Model:	OLS	**Adj. R-squared:**	0.041
Method:	Least Squares	**F-statistic:**	161.1
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:34	**Log-Likelihood:**	-2.2931e+06
No. Observations:	166072	**AIC:**	4.586e+06
Df Residuals:	166027	**BIC:**	4.587e+06
Df Model:	44		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	2.742e+05	1.8e+04	15.216	0.000	2.39e+05	3.1e+05
blurb__f__digits[T.True]	3791.6535	1593.430	2.380	0.017	668.566	6914.741
blurb__f__exclamation[T.True]	2e+04	2315.576	8.639	0.000	1.55e+04	2.45e+04
blurb__f__pronouns__1stpers[T.True]	-3884.4745	4130.839	-0.940	0.347	-1.2e+04	4211.881
blurb__f__pronouns__2ndpers[T.True]	4357.7982	3628.536	1.201	0.230	-2754.053	1.15e+04
blurb__f__pronouns__3rdpers[T.True]	3043.2170	2844.777	1.070	0.285	-2532.485	8618.919
blurb__f__question[T.True]	1545.0534	2304.393	0.670	0.503	-2971.506	6061.613
blurb__f__quote[T.True]	1919.4034	2064.847	0.930	0.353	-2127.652	5966.458
title__f__digits[T.True]	3.253e+04	2224.147	14.625	0.000	2.82e+04	3.69e+04
title__f__exclamation[T.True]	-7601.0348	1536.782	-4.946	0.000	-1.06e+04	-4588.976
title__f__pronouns__1stpers[T.True]	-1.415e+04	7065.069	-2.003	0.045	-2.8e+04	-301.581
title__f__pronouns__2ndpers[T.True]	68.2720	4451.664	0.015	0.988	-8656.893	8793.437
title__f__pronouns__3rdpers[T.True]	1.738e+04	4507.184	3.857	0.000	8549.550	2.62e+04
title__f__question[T.True]	-1.091e+04	1876.249	-5.817	0.000	-1.46e+04	-7236.715
title__f__quote[T.True]	3.147e+04	2735.046	11.507	0.000	2.61e+04	3.68e+04
blurb__f__count__ne__PER	5.422e-11	4.07e-11	1.331	0.183	-2.56e-11	1.34e-10
blurb__f__count__ne__LOC	-7.76e-13	7.52e-12	-0.103	0.918	-1.55e-11	1.4e-11
blurb__f__count__ne__ORG	-4.911e-11	1.88e-11	-2.616	0.009	-8.59e-11	-1.23e-11
blurb__f__count__ne__MISC	3.812e-11	7.71e-12	4.941	0.000	2.3e-11	5.32e-11
blurb__f__count__pos__ADJ	1517.8606	511.726	2.966	0.003	514.889	2520.832
blurb__f__count__pos__ADP	4291.9428	535.738	8.011	0.000	3241.909	5341.977
blurb__f__count__pos__ADV	2395.6583	724.115	3.308	0.001	976.409	3814.907
blurb__f__count__pos__AUX	1.476e+04	1.28e+04	1.153	0.249	-1.03e+04	3.98e+04
blurb__f__count__pos__CONJ	2.189e-11	7.12e-12	3.073	0.002	7.93e-12	3.58e-11
blurb__f__count__pos__DET	1.418e-12	8.19e-12	0.173	0.863	-1.46e-11	1.75e-11
blurb__f__count__pos__INTJ	-3834.3849	4835.158	-0.793	0.428	-1.33e+04	5642.420
blurb__f__count__pos__NOUN	-2155.1223	458.753	-4.698	0.000	-3054.268	-1255.977
blurb__f__count__pos__NUM	5646.2752	957.533	5.897	0.000	3769.532	7523.019
blurb__f__count__pos__PART	4731.1014	662.866	7.137	0.000	3431.898	6030.305
blurb__f__count__pos__PRON	1.072e+04	1004.500	10.670	0.000	8749.673	1.27e+04
blurb__f__count__pos__PROPN	-1.44e-11	4.03e-12	-3.578	0.000	-2.23e-11	-6.51e-12
blurb__f__count__pos__PUNCT	-2132.5989	242.698	-8.787	0.000	-2608.283	-1656.915
blurb__f__count__pos__SCONJ	-5298.8806	1035.443	-5.118	0.000	-7328.326	-3269.436
blurb__f__count__pos__SYM	-1.03e-11	3.43e-12	-3.001	0.003	-1.7e-11	-3.57e-12
blurb__f__count__pos__VERB	7058.6182	559.941	12.606	0.000	5961.146	8156.090
blurb__f__length__words	-2366.6722	401.490	-5.895	0.000	-3153.583	-1579.761
blurb__f__readingease	43.1086	12.007	3.590	0.000	19.575	66.642
blurb__f__ttr	-5.722e+04	1.16e+04	-4.953	0.000	-7.99e+04	-3.46e+04
title__f__count__ne__PER	3.812e-12	4.51e-12	0.845	0.398	-5.03e-12	1.27e-11
title__f__count__ne__LOC	1.136e-12	2.68e-12	0.425	0.671	-4.11e-12	6.38e-12
title__f__count__ne__ORG	4.165e-12	1.79e-12	2.327	0.020	6.57e-13	7.67e-12
title__f__count__ne__MISC	1.769e-11	1.17e-11	1.506	0.132	-5.33e-12	4.07e-11
title__f__count__pos__ADJ	1.359e+04	909.936	14.935	0.000	1.18e+04	1.54e+04
title__f__count__pos__ADP	2.025e+04	927.458	21.838	0.000	1.84e+04	2.21e+04
title__f__count__pos__ADV	1.737e+04	1271.239	13.664	0.000	1.49e+04	1.99e+04
title__f__count__pos__AUX	-3.96e+04	2.61e+04	-1.518	0.129	-9.07e+04	1.15e+04
title__f__count__pos__CONJ	0	0	nan	nan	0	0
title__f__count__pos__DET	0	0	nan	nan	0	0

title__f__count__pos__INTJ	1.277e+04	8212.104	1.555	0.120	-3321.927	2.89e+04
title__f__count__pos__NOUN	7671.4592	862.379	8.896	0.000	5981.215	9361.703
title__f__count__pos__NUM	2.978e+04	1949.840	15.276	0.000	2.6e+04	3.36e+04
title__f__count__pos__PART	1.504e+04	1100.098	13.674	0.000	1.29e+04	1.72e+04
title__f__count__pos__PRON	2.803e+04	1561.623	17.951	0.000	2.5e+04	3.11e+04
title__f__count__pos__PROPN	0	0	nan	nan	0	0
title__f__count__pos__PUNCT	-4178.8820	404.428	-10.333	0.000	-4971.552	-3386.212
title__f__count__pos__SCONJ	1.437e+04	2044.969	7.027	0.000	1.04e+04	1.84e+04
title__f__count__pos__SYM	0	0	nan	nan	0	0
title__f__count__pos__VERB	2.577e+04	908.906	28.352	0.000	2.4e+04	2.76e+04
title__f__length__words	-1.286e+04	720.872	-17.844	0.000	-1.43e+04	-1.15e+04
title__f__readingease	-67.2177	4.862	-13.824	0.000	-76.748	-57.687
title__f__ttr	-2.626e+04	1.43e+04	-1.830	0.067	-5.44e+04	1859.364

Table A26: 'dv': 'views', 'iv_formalfeatures': True Country: pl

Dep. Variable:	views	**R-squared:**	0.058
Model:	OLS	**Adj. R-squared:**	0.057
Method:	Least Squares	**F-statistic:**	216.1
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:35	**Log-Likelihood:**	-2.8412e+06
No. Observations:	201740	**AIC:**	5.683e+06
Df Residuals:	201682	**BIC:**	5.683e+06
Df Model:	57		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	1.507e+05	2.05e+04	7.364	0.000	1.11e+05	1.91e+05
blurb__f__digits[T.True]	-8535.8539	2041.069	-4.182	0.000	-1.25e+04	-4535.408
blurb__f__exclamation[T.True]	8.034e+04	3154.248	25.470	0.000	7.42e+04	8.65e+04
blurb__f__pronouns__1stpers[T.True]	-4.459e+04	1.93e+04	-2.314	0.021	-8.24e+04	-6814.734
blurb__f__pronouns__2ndpers[T.True]	-3.26e+04	7877.095	-4.139	0.000	-4.8e+04	-1.72e+04
blurb__f__pronouns__3rdpers[T.True]	2.751e+04	2.79e+04	0.986	0.324	-2.72e+04	8.22e+04
blurb__f__question[T.True]	3.638e+04	2872.225	12.665	0.000	3.07e+04	4.2e+04
blurb__f__quote[T.True]	-1.288e+04	2640.306	-4.880	0.000	-1.81e+04	-7708.444
title__f__digits[T.True]	6388.8272	2671.654	2.391	0.017	1152.451	1.16e+04
title__f__exclamation[T.True]	1919.8288	2559.852	0.750	0.453	-3097.419	6937.077
title__f__pronouns__1stpers[T.True]	-4.148e+04	3.86e+04	-1.074	0.283	-1.17e+05	3.42e+04
title__f__pronouns__2ndpers[T.True]	3836.5364	1.09e+04	0.352	0.725	-1.75e+04	2.52e+04
title__f__pronouns__3rdpers[T.True]	3.61e+05	5.79e+04	6.237	0.000	2.48e+05	4.74e+05
title__f__question[T.True]	-2.962e+04	2822.007	-10.497	0.000	-3.52e+04	-2.41e+04
title__f__quote[T.True]	-2.134e+04	3383.470	-6.306	0.000	-2.8e+04	-1.47e+04
blurb__f__count__ne__PER	1.108e+04	1091.629	10.150	0.000	8940.428	1.32e+04
blurb__f__count__ne__LOC	-5018.3481	762.956	-6.578	0.000	-6513.723	-3522.973
blurb__f__count__ne__ORG	-718.5678	1055.376	-0.681	0.496	-2787.080	1349.944
blurb__f__count__ne__MISC	1503.7203	942.585	1.595	0.111	-343.723	3351.164
blurb__f__count__pos__ADJ	3537.0214	832.075	4.251	0.000	1906.176	5167.867
blurb__f__count__pos__ADP	-2522.4119	793.865	-3.177	0.001	-4078.368	-966.456
blurb__f__count__pos__ADV	8514.2499	871.368	9.771	0.000	6806.391	1.02e+04
blurb__f__count__pos__AUX	1644.3341	967.415	1.700	0.089	-251.775	3540.444
blurb__f__count__pos__CONJ	2.718e-11	1.05e-10	0.259	0.796	-1.78e-10	2.33e-10
blurb__f__count__pos__DET	4232.6728	768.171	5.510	0.000	2727.076	5738.270
blurb__f__count__pos__INTJ	4.463e+04	2.8e+04	1.594	0.111	-1.02e+04	9.95e+04
blurb__f__count__pos__NOUN	-1294.7162	823.977	-1.571	0.116	-2909.691	320.259
blurb__f__count__pos__NUM	-3439.0527	1259.207	-2.731	0.006	-5907.068	-971.038
blurb__f__count__pos__PART	3230.1273	1516.726	2.130	0.033	257.380	6202.874
blurb__f__count__pos__PRON	6142.3413	937.790	6.550	0.000	4304.295	7980.388
blurb__f__count__pos__PROPN	-2503.6883	821.662	-3.047	0.002	-4114.125	-893.252
blurb__f__count__pos__PUNCT	-125.0352	412.977	-0.303	0.762	-934.459	684.389
blurb__f__count__pos__SCONJ	1194.8821	1663.380	0.718	0.473	-2065.303	4455.067
blurb__f__count__pos__SYM	9.795e-10	1.64e-10	5.986	0.000	6.59e-10	1.3e-09
blurb__f__count__pos__VERB	4041.9416	864.433	4.676	0.000	2347.674	5736.209
blurb__f__length__words	-683.3909	634.311	-1.077	0.281	-1926.625	559.844
blurb__f__readingease	-35.8653	16.963	-2.114	0.034	-69.112	-2.619
blurb__f__ttr	1.154e+05	1.44e+04	8.023	0.000	8.72e+04	1.44e+05
title__f__count__ne__PER	8067.3582	1294.752	6.231	0.000	5529.677	1.06e+04
title__f__count__ne__LOC	-7091.5479	1109.619	-6.391	0.000	-9266.375	-4916.721
title__f__count__ne__ORG	5436.4567	1391.363	3.907	0.000	2709.418	8163.495
title__f__count__ne__MISC	5986.4480	1288.383	4.646	0.000	3461.249	8511.647
title__f__count__pos__ADJ	6978.4687	1351.319	5.164	0.000	4329.916	9627.021
title__f__count__pos__ADP	6828.1508	1248.876	5.467	0.000	4380.384	9275.917
title__f__count__pos__ADV	1.897e+04	1571.684	12.072	0.000	1.59e+04	2.21e+04
title__f__count__pos__AUX	7521.0483	1938.902	3.879	0.000	3720.848	1.13e+04
title__f__count__pos__CONJ	-5.078e-10	8.39e-11	-6.054	0.000	-6.72e-10	-3.43e-10
title__f__count__pos__DET	6915.3321	1288.389	5.367	0.000	4390.120	9440.544

title__f__count__pos__INTJ	365.4641	4.84e+04	0.008	0.994	-9.45e+04	9.52e+04
title__f__count__pos__NOUN	1867.7360	1295.732	1.441	0.149	-671.868	4407.340
title__f__count__pos__NUM	3.079e+04	2351.848	13.091	0.000	2.62e+04	3.54e+04
title__f__count__pos__PART	1.67e+04	2852.181	5.855	0.000	1.11e+04	2.23e+04
title__f__count__pos__PRON	1.832e+04	1678.144	10.918	0.000	1.5e+04	2.16e+04
title__f__count__pos__PROPN	3029.3571	1300.240	2.330	0.020	480.917	5577.797
title__f__count__pos__PUNCT	2720.1116	645.933	4.211	0.000	1454.098	3986.125
title__f__count__pos__SCONJ	6.093e+04	3822.632	15.938	0.000	5.34e+04	6.84e+04
title__f__count__pos__SYM	8.765e-11	1.45e-11	6.046	0.000	5.92e-11	1.16e-10
title__f__count__pos__VERB	9466.6766	1386.151	6.829	0.000	6749.854	1.22e+04
title__f__length__words	310.9451	958.555	0.324	0.746	-1567.800	2189.690
title__f__readingease	-197.5088	6.854	-28.816	0.000	-210.943	-184.075
title__f__ttr	-1.284e+05	1.54e+04	-8.335	0.000	-1.59e+05	-9.82e+04
BINARY__POLITICS__predicted	-8.83e+04	1601.125	-55.146	0.000	-9.14e+04	-8.52e+04

Table A28: 'dv': 'views', 'iv_formalfeatures': True, 'iv_politics': True Country: de

Dep. Variable:	views	**R-squared:**	0.023
Model:	OLS	**Adj. R-squared:**	0.023
Method:	Least Squares	**F-statistic:**	187.5
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:35	**Log-Likelihood:**	-6.8449e+06
No. Observations:	471418	**AIC:**	1.369e+07
Df Residuals:	471358	**BIC:**	1.369e+07
Df Model:	59		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	2.927e+05	1.97e+04	14.855	0.000	2.54e+05	3.31e+05
blurb__f__digits[T.True]	-3208.3674	2182.431	-1.470	0.142	-7485.865	1069.130
blurb__f__exclamation[T.True]	2.95e+04	4709.985	6.263	0.000	2.03e+04	3.87e+04
blurb__f__pronouns__1stpers[T.True]	2.594e+04	1.04e+04	2.502	0.012	5619.134	4.63e+04
blurb__f__pronouns__2ndpers[T.True]	-6.541e+04	1.76e+04	-3.708	0.000	-1e+05	-3.08e+04
blurb__f__pronouns__3rdpers[T.True]	-1.026e+05	1.48e+05	-0.695	0.487	-3.92e+05	1.87e+05
blurb__f__question[T.True]	2.78e+04	3455.611	8.044	0.000	2.1e+04	3.46e+04
blurb__f__quote[T.True]	1886.0492	1670.202	1.129	0.259	-1387.494	5159.593
title__f__digits[T.True]	4.215e+04	2835.217	14.867	0.000	3.66e+04	4.77e+04
title__f__exclamation[T.True]	-7.084e+04	3600.009	-19.679	0.000	-7.79e+04	-6.38e+04
title__f__pronouns__1stpers[T.True]	1.729e+04	1.21e+04	1.430	0.153	-6414.362	4.1e+04
title__f__pronouns__2ndpers[T.True]	-4.574e+04	3.92e+04	-1.167	0.243	-1.23e+05	3.11e+04
title__f__pronouns__3rdpers[T.True]	-4.876e+04	4.9e+05	-0.100	0.921	-1.01e+06	9.11e+05
title__f__question[T.True]	-2.207e+04	3136.679	-7.036	0.000	-2.82e+04	-1.59e+04
title__f__quote[T.True]	2920.1299	1989.762	1.468	0.142	-979.742	6820.002
blurb__f__count__ne__PER	-1823.4576	1074.337	-1.697	0.090	-3929.126	282.211
blurb__f__count__ne__LOC	-9805.4466	840.256	-11.670	0.000	-1.15e+04	-8158.571
blurb__f__count__ne__ORG	-9074.6039	1340.128	-6.771	0.000	-1.17e+04	-6447.994
blurb__f__count__ne__MISC	-9447.9760	974.543	-9.695	0.000	-1.14e+04	-7537.902
blurb__f__count__pos__ADJ	-3200.3707	726.256	-4.407	0.000	-4623.810	-1776.931
blurb__f__count__pos__ADP	6182.9880	688.774	8.977	0.000	4833.012	7532.964
blurb__f__count__pos__ADV	8265.0250	753.494	10.969	0.000	6788.201	9741.849
blurb__f__count__pos__AUX	6992.8546	681.890	10.255	0.000	5656.370	8329.339
blurb__f__count__pos__CONJ	-1.472e-07	1.23e-06	-0.119	0.905	-2.57e-06	2.27e-06
blurb__f__count__pos__DET	6924.8168	635.202	10.902	0.000	5679.841	8169.793
blurb__f__count__pos__INTJ	-6619.4272	7778.989	-0.851	0.395	-2.19e+04	8627.150
blurb__f__count__pos__NOUN	-243.8473	607.099	-0.402	0.688	-1433.742	946.047
blurb__f__count__pos__NUM	2454.9351	1080.843	2.271	0.023	336.517	4573.353
blurb__f__count__pos__PART	1.419e+05	2.27e+04	6.237	0.000	9.73e+04	1.86e+05
blurb__f__count__pos__PRON	3474.8140	788.262	4.408	0.000	1929.844	5019.784
blurb__f__count__pos__PROPN	820.1597	640.036	1.281	0.200	-434.292	2074.611
blurb__f__count__pos__PUNCT	2211.2238	306.172	7.222	0.000	1611.136	2811.311
blurb__f__count__pos__SCONJ	5923.3819	900.651	6.577	0.000	4158.134	7688.630
blurb__f__count__pos__SYM	-1.705e+04	2892.770	-5.896	0.000	-2.27e+04	-1.14e+04
blurb__f__count__pos__VERB	6720.8445	740.292	9.079	0.000	5269.894	8171.795
blurb__f__length__words	-3833.7957	479.867	-7.989	0.000	-4774.320	-2893.271
blurb__f__readingease	-29.0413	10.267	-2.829	0.005	-49.165	-8.918
blurb__f__ttr	-5.882e+04	1.29e+04	-4.547	0.000	-8.42e+04	-3.35e+04
title__f__count__ne__PER	-2823.5595	1232.489	-2.291	0.022	-5239.201	-407.918
title__f__count__ne__LOC	-1.854e+04	1001.095	-18.516	0.000	-2.05e+04	-1.66e+04
title__f__count__ne__ORG	-8858.1641	1561.685	-5.672	0.000	-1.19e+04	-5797.309
title__f__count__ne__MISC	-3991.1658	1122.726	-3.555	0.000	-6191.673	-1790.659
title__f__count__pos__ADJ	1989.5655	1240.733	1.604	0.109	-442.233	4421.364
title__f__count__pos__ADP	6113.9976	1111.809	5.499	0.000	3934.887	8293.108
title__f__count__pos__ADV	1897.1952	1305.089	1.454	0.146	-660.738	4455.128
title__f__count__pos__AUX	1.029e+04	1212.573	8.485	0.000	7912.074	1.27e+04
title__f__count__pos__CONJ	2.591e-10	7.82e-10	0.331	0.740	-1.27e-09	1.79e-09
title__f__count__pos__DET	1.065e+04	1018.874	10.449	0.000	8649.216	1.26e+04

title__f__count__pos__INTJ	-1352.8673	8298.107	-0.163	0.870	-1.76e+04	1.49e+04
title__f__count__pos__NOUN	-5493.1450	1070.668	-5.131	0.000	-7591.622	-3394.668
title__f__count__pos__NUM	4242.0305	1977.500	2.145	0.032	366.192	8117.868
title__f__count__pos__PART	3.367e+04	2.66e+04	1.264	0.206	-1.85e+04	8.59e+04
title__f__count__pos__PRON	3914.3517	1365.258	2.867	0.004	1238.489	6590.214
title__f__count__pos__PROPN	-5051.8803	1001.707	-5.043	0.000	-7015.195	-3088.565
title__f__count__pos__PUNCT	2614.5094	364.448	7.174	0.000	1900.202	3328.816
title__f__count__pos__SCONJ	-2616.6051	1462.823	-1.789	0.074	-5483.693	250.482
title__f__count__pos__SYM	-2.873e+04	3391.251	-8.471	0.000	-3.54e+04	-2.21e+04
title__f__count__pos__VERB	8929.6848	1182.657	7.551	0.000	6611.714	1.12e+04
title__f__length__words	1207.2461	858.713	1.406	0.160	-475.806	2890.298
title__f__readingease	-191.1363	5.788	-33.021	0.000	-202.481	-179.791
title__f__ttr	1.566e+04	1.58e+04	0.989	0.323	-1.54e+04	4.67e+04
BINARY__POLITICS__predicted	-7.644e+04	1635.093	-46.749	0.000	-7.96e+04	-7.32e+04

Table A30: 'dv': 'views', 'iv_formalfeatures': True, 'iv_politics': True Country: it

Dep. Variable:	views	**R-squared:**	0.072
Model:	OLS	**Adj. R-squared:**	0.070
Method:	Least Squares	**F-statistic:**	34.63
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	2.96e-323
Time:	08:14:35	**Log-Likelihood:**	-3.1648e+05
No. Observations:	22952	**AIC:**	6.331e+05
Df Residuals:	22900	**BIC:**	6.335e+05
Df Model:	51		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	4.199e+05	4.46e+04	9.419	0.000	3.33e+05	5.07e+05
blurb__f__digits[T.True]	-2296.4121	4507.986	-0.509	0.610	-1.11e+04	6539.545
blurb__f__exclamation[T.True]	5.046e+04	7861.497	6.419	0.000	3.51e+04	6.59e+04
blurb__f__pronouns__1stpers[T.True]	-1.627e+04	5450.137	-2.985	0.003	-2.7e+04	-5587.143
blurb__f__pronouns__2ndpers[T.True]	2.848e+04	5947.593	4.789	0.000	1.68e+04	4.01e+04
blurb__f__pronouns__3rdpers[T.True]	6901.4313	4054.263	1.702	0.089	-1045.198	1.48e+04
blurb__f__question[T.True]	-3.128e+04	7135.504	-4.384	0.000	-4.53e+04	-1.73e+04
blurb__f__quote[T.True]	-6.0811	4898.441	-0.001	0.999	-9607.356	9595.194
title__f__digits[T.True]	3713.4252	5759.598	0.645	0.519	-7575.776	1.5e+04
title__f__exclamation[T.True]	2.878e+04	6587.048	4.369	0.000	1.59e+04	4.17e+04
title__f__pronouns__1stpers[T.True]	-2.225e+04	7799.903	-2.853	0.004	-3.75e+04	-6963.582
title__f__pronouns__2ndpers[T.True]	1.502e+04	8105.652	1.853	0.064	-864.952	3.09e+04
title__f__pronouns__3rdpers[T.True]	-731.7516	4976.033	-0.147	0.883	-1.05e+04	9021.610
title__f__question[T.True]	-9127.9695	7941.420	-1.149	0.250	-2.47e+04	6437.750
title__f__quote[T.True]	-4777.7017	5384.486	-0.887	0.375	-1.53e+04	5776.255
blurb__f__count__ne__PER	4.471e-10	1.7e-10	2.635	0.008	1.15e-10	7.8e-10
blurb__f__count__ne__LOC	-1.288e+04	7006.490	-1.838	0.066	-2.66e+04	855.622
blurb__f__count__ne__ORG	-6105.3360	2233.332	-2.734	0.006	-1.05e+04	-1727.854
blurb__f__count__ne__MISC	1.884e-10	6.87e-11	2.742	0.006	5.37e-11	3.23e-10
blurb__f__count__pos__ADJ	917.7360	1728.218	0.531	0.595	-2469.689	4305.161
blurb__f__count__pos__ADP	-2124.7285	1649.605	-1.288	0.198	-5358.066	1108.609
blurb__f__count__pos__ADV	4213.8122	1753.621	2.403	0.016	776.597	7651.028
blurb__f__count__pos__AUX	547.3252	2019.313	0.271	0.786	-3410.666	4505.316
blurb__f__count__pos__CONJ	5.731e-12	1.83e-11	0.313	0.754	-3.02e-11	4.16e-11
blurb__f__count__pos__DET	3594.3269	1664.918	2.159	0.031	330.975	6857.678
blurb__f__count__pos__INTJ	-1.359e+04	1.24e+04	-1.095	0.274	-3.79e+04	1.07e+04
blurb__f__count__pos__NOUN	-4093.9682	1663.269	-2.461	0.014	-7354.087	-833.849
blurb__f__count__pos__NUM	-5503.0026	2508.189	-2.194	0.028	-1.04e+04	-586.783
blurb__f__count__pos__PART	-1.115e-11	7.17e-12	-1.555	0.120	-2.52e-11	2.91e-12
blurb__f__count__pos__PRON	5268.2088	1876.997	2.807	0.005	1589.169	8947.249
blurb__f__count__pos__PROPN	-3781.0194	1463.831	-2.583	0.010	-6650.228	-911.811
blurb__f__count__pos__PUNCT	-4.629e-11	1.59e-11	-2.911	0.004	-7.75e-11	-1.51e-11
blurb__f__count__pos__SCONJ	3350.2340	2791.094	1.200	0.230	-2120.500	8820.968
blurb__f__count__pos__SYM	661.7659	978.187	0.677	0.499	-1255.546	2579.078
blurb__f__count__pos__VERB	-3125.1340	1702.792	-1.835	0.066	-6462.722	212.454
blurb__f__length__words	-721.5943	1352.800	-0.533	0.594	-3373.173	1929.985
blurb__f__readingease	-105.3446	33.631	-3.132	0.002	-171.263	-39.426
blurb__f__ttr	-4.539e+04	2.99e+04	-1.519	0.129	-1.04e+05	1.32e+04
title__f__count__ne__PER	-1.328e-11	9.09e-12	-1.461	0.144	-3.11e-11	4.53e-12
title__f__count__ne__LOC	7540.9278	1.13e+04	0.665	0.506	-1.47e+04	2.98e+04
title__f__count__ne__ORG	285.1217	2838.647	0.100	0.920	-5278.818	5849.061
title__f__count__ne__MISC	-8.564e-12	4.72e-12	-1.815	0.070	-1.78e-11	6.84e-13
title__f__count__pos__ADJ	-1.76e+04	2659.098	-6.619	0.000	-2.28e+04	-1.24e+04
title__f__count__pos__ADP	-1.257e+04	2564.799	-4.901	0.000	-1.76e+04	-7543.436
title__f__count__pos__ADV	-9475.1420	2965.231	-3.195	0.001	-1.53e+04	-3663.089
title__f__count__pos__AUX	-4287.3318	2975.064	-1.441	0.150	-1.01e+04	1543.995
title__f__count__pos__CONJ	1.355e-12	9.26e-13	1.463	0.143	-4.6e-13	3.17e-12
title__f__count__pos__DET	5655.9223	2756.545	2.052	0.040	252.907	1.11e+04

title__f__count__pos__INTJ	-1444.3514	2.56e+04	-0.057	0.955	-5.15e+04	4.86e+04
title__f__count__pos__NOUN	-1.679e+04	2437.183	-6.891	0.000	-2.16e+04	-1.2e+04
title__f__count__pos__NUM	4644.9206	4820.665	0.964	0.335	-4803.908	1.41e+04
title__f__count__pos__PART	-3.523e-12	1.12e-12	-3.154	0.002	-5.71e-12	-1.33e-12
title__f__count__pos__PRON	5957.7205	3721.720	1.601	0.109	-1337.101	1.33e+04
title__f__count__pos__PROPN	-1.891e+04	2107.731	-8.970	0.000	-2.3e+04	-1.48e+04
title__f__count__pos__PUNCT	0	0	nan	nan	0	0
title__f__count__pos__SCONJ	1088.0169	6590.302	0.165	0.869	-1.18e+04	1.4e+04
title__f__count__pos__SYM	-5535.3259	1565.395	-3.536	0.000	-8603.606	-2467.046
title__f__count__pos__VERB	-1.661e+04	2699.950	-6.151	0.000	-2.19e+04	-1.13e+04
title__f__length__words	1.286e+04	1907.838	6.738	0.000	9115.917	1.66e+04
title__f__readingease	-122.6543	12.403	-9.889	0.000	-146.965	-98.344
title__f__ttr	-1.583e+05	3.43e+04	-4.618	0.000	-2.26e+05	-9.11e+04
BINARY__POLITICS__predicted	-6.237e+04	3549.529	-17.572	0.000	-6.93e+04	-5.54e+04

Table A32: 'dv': 'views', 'iv_formalfeatures': True, 'iv_politics': True Country: nl

Dep. Variable:	views	**R-squared:**	0.059
Model:	OLS	**Adj. R-squared:**	0.059
Method:	Least Squares	**F-statistic:**	231.2
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	08:14:35	**Log-Likelihood:**	-2.2916e+06
No. Observations:	166072	**AIC:**	4.583e+06
Df Residuals:	166026	**BIC:**	4.584e+06
Df Model:	45		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	2.208e+05	1.79e+04	12.352	0.000	1.86e+05	2.56e+05
blurb__f__digits[T.True]	961.2555	1579.191	0.609	0.543	-2133.925	4056.436
blurb__f__exclamation[T.True]	1.416e+04	2296.065	6.167	0.000	9660.226	1.87e+04
blurb__f__pronouns__1stpers[T.True]	-7659.8792	4092.406	-1.872	0.061	-1.57e+04	361.147
blurb__f__pronouns__2ndpers[T.True]	1221.6410	3594.725	0.340	0.734	-5823.941	8267.223
blurb__f__pronouns__3rdpers[T.True]	-537.4265	2818.647	-0.191	0.849	-6061.914	4987.061
blurb__f__question[T.True]	2813.1860	2282.757	1.232	0.218	-1660.969	7287.341
blurb__f__quote[T.True]	6904.8977	2047.272	3.373	0.001	2892.290	1.09e+04
title__f__digits[T.True]	2.643e+04	2205.811	11.982	0.000	2.21e+04	3.08e+04
title__f__exclamation[T.True]	-8681.5204	1522.400	-5.703	0.000	-1.17e+04	-5697.649
title__f__pronouns__1stpers[T.True]	-2.083e+04	6999.401	-2.976	0.003	-3.46e+04	-7112.796
title__f__pronouns__2ndpers[T.True]	4132.4127	4410.244	0.937	0.349	-4511.569	1.28e+04
title__f__pronouns__3rdpers[T.True]	1.148e+04	4465.880	2.570	0.010	2722.289	2.02e+04
title__f__question[T.True]	-7417.2788	1859.578	-3.989	0.000	-1.11e+04	-3772.547
title__f__quote[T.True]	4.06e+04	2714.063	14.958	0.000	3.53e+04	4.59e+04
blurb__f__count__ne__PER	2.79e-11	8.51e-11	0.328	0.743	-1.39e-10	1.95e-10
blurb__f__count__ne__LOC	-5.516e-11	4.19e-11	-1.315	0.188	-1.37e-10	2.7e-11
blurb__f__count__ne__ORG	1.055e-11	1.48e-11	0.714	0.475	-1.84e-11	3.95e-11
blurb__f__count__ne__MISC	3.758e-11	1.25e-11	3.011	0.003	1.31e-11	6.2e-11
blurb__f__count__pos__ADJ	-628.3822	508.324	-1.236	0.216	-1624.686	367.921
blurb__f__count__pos__ADP	1263.3399	533.393	2.368	0.018	217.901	2308.779
blurb__f__count__pos__ADV	532.4401	718.042	0.742	0.458	-874.907	1939.787
blurb__f__count__pos__AUX	1.404e+04	1.27e+04	1.108	0.268	-1.08e+04	3.89e+04
blurb__f__count__pos__CONJ	-1.559e-11	3.35e-12	-4.653	0.000	-2.22e-11	-9.02e-12
blurb__f__count__pos__DET	-3.992e-12	9.18e-12	-0.435	0.664	-2.2e-11	1.4e-11
blurb__f__count__pos__INTJ	-6154.4430	4789.707	-1.285	0.199	-1.55e+04	3233.278
blurb__f__count__pos__NOUN	-1923.4015	454.442	-4.232	0.000	-2814.099	-1032.704
blurb__f__count__pos__NUM	2431.4045	950.209	2.559	0.011	569.016	4293.793
blurb__f__count__pos__PART	3299.9453	657.101	5.022	0.000	2012.041	4587.849
blurb__f__count__pos__PRON	5901.5915	998.681	5.909	0.000	3944.198	7858.985
blurb__f__count__pos__PROPN	3.451e-12	4.84e-12	0.712	0.476	-6.04e-12	1.29e-11
blurb__f__count__pos__PUNCT	-2052.4996	240.412	-8.537	0.000	-2523.703	-1581.297
blurb__f__count__pos__SCONJ	-2704.9041	1026.703	-2.635	0.008	-4717.219	-692.589
blurb__f__count__pos__SYM	5.015e-12	2.67e-12	1.878	0.060	-2.19e-13	1.02e-11
blurb__f__count__pos__VERB	3921.5168	557.440	7.035	0.000	2828.946	5014.087
blurb__f__length__words	-425.1115	399.189	-1.065	0.287	-1207.513	357.290
blurb__f__readingease	8.6508	11.909	0.726	0.468	-14.691	31.993
blurb__f__ttr	-1.531e+04	1.15e+04	-1.335	0.182	-3.78e+04	7172.727
title__f__count__ne__PER	-5.864e-12	7.25e-12	-0.809	0.419	-2.01e-11	8.34e-12
title__f__count__ne__LOC	-8.435e-13	4.63e-12	-0.182	0.855	-9.91e-12	8.22e-12
title__f__count__ne__ORG	6.205e-12	7.38e-12	0.841	0.400	-8.25e-12	2.07e-11
title__f__count__ne__MISC	-1.824e-12	8.73e-12	-0.209	0.835	-1.89e-11	1.53e-11
title__f__count__pos__ADJ	1.249e+04	901.560	13.855	0.000	1.07e+04	1.43e+04
title__f__count__pos__ADP	1.777e+04	919.760	19.322	0.000	1.6e+04	1.96e+04
title__f__count__pos__ADV	1.621e+04	1259.412	12.868	0.000	1.37e+04	1.87e+04
title__f__count__pos__AUX	-2.199e+04	2.58e+04	-0.851	0.395	-7.26e+04	2.86e+04
title__f__count__pos__CONJ	0	0	nan	nan	0	0
title__f__count__pos__DET	0	0	nan	nan	0	0

title__f__count__pos__INTJ	1.064e+04	8134.697	1.308	0.191	-5301.389	2.66e+04
title__f__count__pos__NOUN	9182.4641	854.661	10.744	0.000	7507.347	1.09e+04
title__f__count__pos__NUM	2.78e+04	1931.759	14.393	0.000	2.4e+04	3.16e+04
title__f__count__pos__PART	1.606e+04	1089.868	14.740	0.000	1.39e+04	1.82e+04
title__f__count__pos__PRON	2.287e+04	1549.591	14.761	0.000	1.98e+04	2.59e+04
title__f__count__pos__PROPN	0	0	nan	nan	0	0
title__f__count__pos__PUNCT	-5065.3411	400.920	-12.634	0.000	-5851.135	-4279.547
title__f__count__pos__SCONJ	1.423e+04	2025.672	7.027	0.000	1.03e+04	1.82e+04
title__f__count__pos__SYM	0	0	nan	nan	0	0
title__f__count__pos__VERB	2.336e+04	901.345	25.913	0.000	2.16e+04	2.51e+04
title__f__length__words	-1.156e+04	714.443	-16.181	0.000	-1.3e+04	-1.02e+04
title__f__readingease	-70.5950	4.817	-14.656	0.000	-80.036	-61.154
title__f__ttr	-3162.0090	1.42e+04	-0.222	0.824	-3.1e+04	2.47e+04
BINARY__POLITICS__predicted	-7.271e+04	1289.550	-56.386	0.000	-7.52e+04	-7.02e+04

Table A34: 'dv': 'views', 'iv_formalfeatures': True, 'iv_politics': True Country: pl

Dep. Variable:	shares	**R-squared:**	0.003
Model:	OLS	**Adj. R-squared:**	0.003
Method:	Least Squares	**F-statistic:**	582.5
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	1.61e-128
Time:	07:54:55	**Log-Likelihood:**	-1.8637e+06
No. Observations:	202860	**AIC:**	3.727e+06
Df Residuals:	202858	**BIC:**	3.727e+06
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	882.1033	7.614	115.847	0.000	867.179	897.027
BINARY_POLITICS_predicted	-253.7146	10.512	-24.136	0.000	-274.318	-233.111

Table A36: 'dv': 'shares', 'iv_politics': True Country: de

Dep. Variable:	shares	**R-squared:**	0.000
Model:	OLS	**Adj. R-squared:**	0.000
Method:	Least Squares	**F-statistic:**	39.15
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	3.93e-10
Time:	07:54:55	**Log-Likelihood:**	-4.4801e+06
No. Observations:	474927	**AIC:**	8.960e+06
Df Residuals:	474925	**BIC:**	8.960e+06
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	1003.8615	5.274	190.356	0.000	993.525	1014.198
BINARY_POLITICS_predicted	-59.4808	9.507	-6.257	0.000	-78.113	-40.848

Table A38: 'dv': 'shares', 'iv_politics': True Country: it

Dep. Variable:	shares	**R-squared:**	0.004
Model:	OLS	**Adj. R-squared:**	0.004
Method:	Least Squares	**F-statistic:**	100.6
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	1.24e-23
Time:	07:54:55	**Log-Likelihood:**	-2.0203e+05
No. Observations:	22975	**AIC:**	4.041e+05
Df Residuals:	22973	**BIC:**	4.041e+05
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	662.5620	12.678	52.261	0.000	637.712	687.412
BINARY_POLITICS_predicted	-228.0216	22.731	-10.031	0.000	-272.576	-183.468

Table A40: 'dv': 'shares', 'iv_politics': True Country: nl

Dep. Variable:	shares	**R-squared:**	0.001
Model:	OLS	**Adj. R-squared:**	0.001
Method:	Least Squares	**F-statistic:**	110.2
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	9.21e-26
Time:	07:54:56	**Log-Likelihood:**	-1.4910e+06
No. Observations:	166929	**AIC:**	2.982e+06
Df Residuals:	166927	**BIC:**	2.982e+06
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	589.3728	6.294	93.643	0.000	577.037	601.709
BINARY_POLITICS_predicted	-94.1024	8.966	-10.496	0.000	-111.675	-76.530

Table A42: 'dv': 'shares', 'iv_politics': True Country: pl

Dep. Variable:	shares	**R-squared:**	0.011
Model:	OLS	**Adj. R-squared:**	0.011
Method:	Least Squares	**F-statistic:**	41.39
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.8528e+06
No. Observations:	201740	**AIC:**	3.706e+06
Df Residuals:	201683	**BIC:**	3.706e+06
Df Model:	56		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	437.5615	152.458	2.870	0.004	138.748	736.375
blurb__f__digits[T.True]	32.5719	15.142	2.151	0.031	2.893	62.251
blurb__f__exclamation[T.True]	148.2839	23.408	6.335	0.000	102.404	194.163
blurb__f__pronouns__1stpers[T.True]	-120.4108	143.607	-0.838	0.402	-401.876	161.055
blurb__f__pronouns__2ndpers[T.True]	-58.8918	58.680	-1.004	0.316	-173.902	56.119
blurb__f__pronouns__3rdpers[T.True]	315.1791	207.956	1.516	0.130	-92.409	722.767
blurb__f__question[T.True]	53.9363	21.399	2.520	0.012	11.994	95.879
blurb__f__quote[T.True]	-68.3985	19.594	-3.491	0.000	-106.802	-29.995
title__f__digits[T.True]	143.0936	19.849	7.209	0.000	104.191	181.996
title__f__exclamation[T.True]	264.2362	18.991	13.914	0.000	227.014	301.458
title__f__pronouns__1stpers[T.True]	-274.3240	287.737	-0.953	0.340	-838.282	289.634
title__f__pronouns__2ndpers[T.True]	178.8460	81.177	2.203	0.028	19.741	337.951
title__f__pronouns__3rdpers[T.True]	139.7171	431.156	0.324	0.746	-705.339	984.773
title__f__question[T.True]	32.0190	21.019	1.523	0.128	-9.179	73.217
title__f__quote[T.True]	-112.9901	25.160	-4.491	0.000	-162.304	-63.676
blurb__f__count__ne__PER	-7.3869	8.099	-0.912	0.362	-23.261	8.487
blurb__f__count__ne__LOC	-14.1804	5.675	-2.499	0.012	-25.303	-3.058
blurb__f__count__ne__ORG	-16.5503	7.755	-2.134	0.033	-31.750	-1.351
blurb__f__count__ne__MISC	-20.2329	6.986	-2.896	0.004	-33.926	-6.540
blurb__f__count__pos__ADJ	19.3855	6.197	3.128	0.002	7.240	31.531
blurb__f__count__pos__ADP	15.0350	5.914	2.542	0.011	3.443	26.627
blurb__f__count__pos__ADV	9.3614	6.486	1.443	0.149	-3.352	22.075
blurb__f__count__pos__AUX	16.4895	7.201	2.290	0.022	2.376	30.603
blurb__f__count__pos__CONJ	-6.488e-13	1.61e-12	-0.402	0.688	-3.81e-12	2.52e-12
blurb__f__count__pos__DET	5.2549	5.723	0.918	0.358	-5.961	16.471
blurb__f__count__pos__INTJ	16.1642	208.540	0.078	0.938	-392.569	424.897
blurb__f__count__pos__NOUN	5.2047	6.139	0.848	0.397	-6.827	17.236
blurb__f__count__pos__NUM	-17.2869	9.381	-1.843	0.065	-35.674	1.100
blurb__f__count__pos__PART	16.9084	11.284	1.498	0.134	-5.208	39.025
blurb__f__count__pos__PRON	3.1912	6.987	0.457	0.648	-10.503	16.885
blurb__f__count__pos__PROPN	1.6057	6.122	0.262	0.793	-10.393	13.604
blurb__f__count__pos__PUNCT	7.3684	3.073	2.398	0.016	1.346	13.391
blurb__f__count__pos__SCONJ	10.7352	12.389	0.866	0.386	-13.547	35.018
blurb__f__count__pos__SYM	6.284e-13	1.76e-12	0.357	0.721	-2.82e-12	4.08e-12
blurb__f__count__pos__VERB	4.5477	6.440	0.706	0.480	-8.075	17.170
blurb__f__length__words	-8.1429	4.726	-1.723	0.085	-17.405	1.120
blurb__f__readingease	-0.1839	0.126	-1.457	0.145	-0.431	0.063
blurb__f__ttr	-142.6593	107.118	-1.332	0.183	-352.608	67.289
title__f__count__ne__PER	18.2072	9.646	1.887	0.059	-0.699	37.114
title__f__count__ne__LOC	-20.8909	8.265	-2.528	0.011	-37.090	-4.692
title__f__count__ne__ORG	-35.6932	10.305	-3.464	0.001	-55.891	-15.495
title__f__count__ne__MISC	3.7434	9.588	0.390	0.696	-15.048	22.535
title__f__count__pos__ADJ	24.3154	10.065	2.416	0.016	4.588	44.043
title__f__count__pos__ADP	31.0025	9.302	3.333	0.001	12.770	49.235
title__f__count__pos__ADV	36.9704	11.708	3.158	0.002	14.022	59.919
title__f__count__pos__AUX	100.1644	14.445	6.934	0.000	71.852	128.477
title__f__count__pos__CONJ	-4.079e-13	5.06e-13	-0.807	0.420	-1.4e-12	5.83e-13
title__f__count__pos__DET	12.3179	9.594	1.284	0.199	-6.486	31.121

title_f_count_pos_INTJ	70.2188	360.637	0.195	0.846	-636.622	777.059
title_f_count_pos_NOUN	0.7233	9.653	0.075	0.940	-18.196	19.642
title_f_count_pos_NUM	53.0508	17.520	3.028	0.002	18.711	87.391
title_f_count_pos_PART	36.2450	21.236	1.707	0.088	-5.377	77.866
title_f_count_pos_PRON	-17.1649	12.501	-1.373	0.170	-41.667	7.338
title_f_count_pos_PROPN	-10.9538	9.686	-1.131	0.258	-29.939	8.032
title_f_count_pos_PUNCT	16.1044	4.813	3.346	0.001	6.672	25.537
title_f_count_pos_SCONJ	196.2044	28.474	6.891	0.000	140.397	252.012
title_f_count_pos_SYM	6.17e-15	3.72e-14	0.166	0.868	-6.68e-14	7.92e-14
title_f_count_pos_VERB	122.8147	10.319	11.902	0.000	102.590	143.040
title_f_length_words	2.3397	7.141	0.328	0.743	-11.657	16.336
title_f_readingease	-1.2366	0.051	-24.218	0.000	-1.337	-1.137
title_f_ttr	187.6964	114.756	1.636	0.102	-37.223	412.616

Table A44: 'dv': 'shares', 'iv_formalfeatures': True Country: de

Dep. Variable:	shares	**R-squared:**	0.008
Model:	OLS	**Adj. R-squared:**	0.008
Method:	Least Squares	**F-statistic:**	65.56
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-4.4465e+06
No. Observations:	471418	**AIC:**	8.893e+06
Df Residuals:	471359	**BIC:**	8.894e+06
Df Model:	58		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	1390.7466	121.529	11.444	0.000	1152.554	1628.940
blurb__f__digits[T.True]	27.4120	13.469	2.035	0.042	1.013	53.811
blurb__f__exclamation[T.True]	115.6113	29.070	3.977	0.000	58.635	172.587
blurb__f__pronouns__1stpers[T.True]	-44.3912	64.001	-0.694	0.488	-169.830	81.048
blurb__f__pronouns__2ndpers[T.True]	-207.7043	108.881	-1.908	0.056	-421.108	5.700
blurb__f__pronouns__3rdpers[T.True]	-385.2226	910.907	-0.423	0.672	-2170.571	1400.126
blurb__f__question[T.True]	45.1023	21.328	2.115	0.034	3.300	86.905
blurb__f__quote[T.True]	-56.0544	10.309	-5.438	0.000	-76.259	-35.850
title__f__digits[T.True]	103.9308	17.498	5.940	0.000	69.636	138.226
title__f__exclamation[T.True]	120.2539	22.220	5.412	0.000	76.704	163.804
title__f__pronouns__1stpers[T.True]	-120.0897	74.642	-1.609	0.108	-266.386	26.207
title__f__pronouns__2ndpers[T.True]	-359.0468	241.865	-1.484	0.138	-833.094	115.000
title__f__pronouns__3rdpers[T.True]	299.7483	3021.898	0.099	0.921	-5623.077	6222.574
title__f__question[T.True]	-86.3625	19.354	-4.462	0.000	-124.295	-48.430
title__f__quote[T.True]	16.6203	12.280	1.353	0.176	-7.448	40.689
blurb__f__count__ne__PER	-18.6857	6.600	-2.831	0.005	-31.622	-5.750
blurb__f__count__ne__LOC	-7.2765	5.176	-1.406	0.160	-17.421	2.868
blurb__f__count__ne__ORG	-22.2141	8.229	-2.699	0.007	-38.343	-6.085
blurb__f__count__ne__MISC	-6.7214	5.993	-1.122	0.262	-18.468	5.025
blurb__f__count__pos__ADJ	1.3453	4.483	0.300	0.764	-7.440	10.131
blurb__f__count__pos__ADP	2.8317	4.251	0.666	0.505	-5.500	11.164
blurb__f__count__pos__ADV	24.4421	4.650	5.256	0.000	15.327	33.557
blurb__f__count__pos__AUX	20.1154	4.209	4.780	0.000	11.867	28.364
blurb__f__count__pos__CONJ	-8.629e-10	1e-08	-0.086	0.931	-2.05e-08	1.88e-08
blurb__f__count__pos__DET	4.7310	3.920	1.207	0.227	-2.951	12.413
blurb__f__count__pos__INTJ	-21.0228	48.008	-0.438	0.661	-115.116	73.071
blurb__f__count__pos__NOUN	16.2847	3.747	4.347	0.000	8.942	23.628
blurb__f__count__pos__NUM	-4.0149	6.669	-0.602	0.547	-17.086	9.056
blurb__f__count__pos__PART	114.4599	140.368	0.815	0.415	-160.658	389.578
blurb__f__count__pos__PRON	18.3796	4.865	3.778	0.000	8.844	27.915
blurb__f__count__pos__PROPN	2.8404	3.949	0.719	0.472	-4.899	10.580
blurb__f__count__pos__PUNCT	6.9890	1.889	3.700	0.000	3.287	10.691
blurb__f__count__pos__SCONJ	22.7998	5.559	4.102	0.000	11.905	33.694
blurb__f__count__pos__SYM	-22.3735	17.823	-1.255	0.209	-57.305	12.558
blurb__f__count__pos__VERB	15.0606	4.569	3.296	0.001	6.105	24.016
blurb__f__length__words	-13.6382	2.962	-4.605	0.000	-19.443	-7.834
blurb__f__readingease	-0.0233	0.063	-0.367	0.713	-0.147	0.101
blurb__f__ttr	-665.9244	79.788	-8.346	0.000	-822.306	-509.543
title__f__count__ne__PER	-45.1724	7.566	-5.970	0.000	-60.002	-30.343
title__f__count__ne__LOC	-55.9296	6.171	-9.063	0.000	-68.026	-43.834
title__f__count__ne__ORG	9.8502	9.635	1.022	0.307	-9.035	28.735
title__f__count__ne__MISC	-8.6588	6.915	-1.252	0.210	-22.212	4.894
title__f__count__pos__ADJ	52.0708	7.654	6.803	0.000	37.069	67.073
title__f__count__pos__ADP	42.5757	6.859	6.207	0.000	29.132	56.019
title__f__count__pos__ADV	62.4006	8.042	7.759	0.000	46.638	78.164
title__f__count__pos__AUX	101.1796	7.481	13.525	0.000	86.517	115.842
title__f__count__pos__CONJ	5.779e-13	2.5e-11	0.023	0.982	-4.84e-11	4.96e-11
title__f__count__pos__DET	64.8870	6.282	10.328	0.000	52.574	77.200

title__f__count__pos__INTJ	-11.3105	51.196	-0.221	0.825	-111.653	89.032
title__f__count__pos__NOUN	38.6089	6.605	5.845	0.000	25.663	51.554
title__f__count__pos__NUM	55.2124	12.205	4.524	0.000	31.290	79.134
title__f__count__pos__PART	-29.4027	164.346	-0.179	0.858	-351.516	292.711
title__f__count__pos__PRON	53.8812	8.422	6.397	0.000	37.374	70.389
title__f__count__pos__PROPN	45.0226	6.179	7.286	0.000	32.911	57.134
title__f__count__pos__PUNCT	-5.9569	2.242	-2.656	0.008	-10.352	-1.562
title__f__count__pos__SCONJ	16.2741	9.026	1.803	0.071	-1.416	33.964
title__f__count__pos__SYM	-57.1385	20.926	-2.731	0.006	-98.152	-16.125
title__f__count__pos__VERB	81.0055	7.298	11.100	0.000	66.702	95.309
title__f__length__words	-22.5062	5.293	-4.252	0.000	-32.880	-12.133
title__f__readingease	-1.2699	0.036	-35.545	0.000	-1.340	-1.200
title__f__ttr	35.4270	97.677	0.363	0.717	-156.017	226.871

Table A46: 'dv': 'shares', 'iv_formalfeatures': True Country: it

Dep. Variable:	shares	**R-squared:**	0.017
Model:	OLS	**Adj. R-squared:**	0.015
Method:	Least Squares	**F-statistic:**	7.879
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	2.24e-54
Time:	07:54:56	**Log-Likelihood:**	-2.0169e+05
No. Observations:	22952	**AIC:**	4.035e+05
Df Residuals:	22901	**BIC:**	4.039e+05
Df Model:	50		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	1364.9721	299.961	4.551	0.000	777.029	1952.915
blurb_f_digits[T.True]	22.8974	30.276	0.756	0.449	-36.445	82.240
blurb_f_exclamation[T.True]	192.2283	52.820	3.639	0.000	88.697	295.760
blurb_f_pronouns_1stpers[T.True]	-2.4448	36.646	-0.067	0.947	-74.274	69.384
blurb_f_pronouns_2ndpers[T.True]	145.7954	39.980	3.647	0.000	67.432	224.158
blurb_f_pronouns_3rdpers[T.True]	8.7744	27.281	0.322	0.748	-44.698	62.247
blurb_f_question[T.True]	-128.0908	48.013	-2.668	0.008	-222.199	-33.983
blurb_f_quote[T.True]	-30.4338	32.962	-0.923	0.356	-95.041	34.174
title_f_digits[T.True]	242.6511	38.705	6.269	0.000	166.787	318.515
title_f_exclamation[T.True]	124.8856	44.324	2.818	0.005	38.007	211.764
title_f_pronouns_1stpers[T.True]	3.0434	52.419	0.058	0.954	-99.701	105.788
title_f_pronouns_2ndpers[T.True]	110.1334	54.543	2.019	0.043	3.225	217.042
title_f_pronouns_3rdpers[T.True]	-28.5157	33.484	-0.852	0.394	-94.147	37.115
title_f_question[T.True]	-121.6025	53.438	-2.276	0.023	-226.344	-16.861
title_f_quote[T.True]	-117.5491	36.210	-3.246	0.001	-188.523	-46.575
blurb_f_count_ne_PER	3.952e-13	1.12e-12	0.352	0.725	-1.81e-12	2.6e-12
blurb_f_count_ne_LOC	-28.0324	47.117	-0.595	0.552	-120.386	64.321
blurb_f_count_ne_ORG	-9.9973	15.008	-0.666	0.505	-39.414	19.419
blurb_f_count_ne_MISC	-1.089e-14	2.81e-13	-0.039	0.969	-5.62e-13	5.41e-13
blurb_f_count_pos_ADJ	-10.6034	11.615	-0.913	0.361	-33.369	12.163
blurb_f_count_pos_ADP	8.8870	11.075	0.802	0.422	-12.820	30.594
blurb_f_count_pos_ADV	2.4111	11.781	0.205	0.838	-20.680	25.503
blurb_f_count_pos_AUX	16.8834	13.572	1.244	0.214	-9.719	43.486
blurb_f_count_pos_CONJ	-8.369e-15	7.06e-14	-0.119	0.906	-1.47e-13	1.3e-13
blurb_f_count_pos_DET	-9.2658	11.193	-0.828	0.408	-31.204	12.673
blurb_f_count_pos_INTJ	-98.0917	83.530	-1.174	0.240	-261.817	65.633
blurb_f_count_pos_NOUN	-13.6986	11.170	-1.226	0.220	-35.593	8.196
blurb_f_count_pos_NUM	-22.7148	16.868	-1.347	0.178	-55.777	10.348
blurb_f_count_pos_PART	-1.89e-14	4.88e-14	-0.388	0.698	-1.14e-13	7.67e-14
blurb_f_count_pos_PRON	-2.9623	12.630	-0.235	0.815	-27.718	21.793
blurb_f_count_pos_PROPN	-15.4147	9.823	-1.569	0.117	-34.668	3.839
blurb_f_count_pos_PUNCT	-5.905e-15	7.19e-14	-0.082	0.935	-1.47e-13	1.35e-13
blurb_f_count_pos_SCONJ	-36.5309	18.708	-1.953	0.051	-73.199	0.138
blurb_f_count_pos_SYM	9.1888	6.580	1.396	0.163	-3.708	22.086
blurb_f_count_pos_VERB	8.4294	11.451	0.736	0.462	-14.015	30.874
blurb_f_length_words	2.0614	9.082	0.227	0.820	-15.741	19.864
blurb_f_readingease	-0.1020	0.226	-0.451	0.652	-0.545	0.341
blurb_f_ttr	-454.3039	200.877	-2.262	0.024	-848.036	-60.572
title_f_count_ne_PER	-3.695e-14	7.6e-14	-0.486	0.627	-1.86e-13	1.12e-13
title_f_count_ne_LOC	21.6761	76.243	0.284	0.776	-127.765	171.118
title_f_count_ne_ORG	-3.8613	19.078	-0.202	0.840	-41.255	33.532
title_f_count_ne_MISC	-3.747e-15	2.83e-14	-0.132	0.895	-5.92e-14	5.17e-14
title_f_count_pos_ADJ	-19.7304	17.889	-1.103	0.270	-54.794	15.333
title_f_count_pos_ADP	17.6673	17.251	1.024	0.306	-16.146	51.481
title_f_count_pos_ADV	13.5764	19.951	0.680	0.496	-25.529	52.682
title_f_count_pos_AUX	-7.9308	20.016	-0.396	0.692	-47.164	31.302
title_f_count_pos_CONJ	2.11e-15	7.91e-15	0.267	0.790	-1.34e-14	1.76e-14
title_f_count_pos_DET	-0.9581	18.544	-0.052	0.959	-37.305	35.389

title_f_count_pos_INTJ	-37.1861	171.898	-0.216	0.829	-374.117	299.745
title_f_count_pos_NOUN	-29.2966	16.391	-1.787	0.074	-61.423	2.830
title_f_count_pos_NUM	30.2659	32.438	0.933	0.351	-33.315	93.847
title_f_count_pos_PART	0	0	nan	nan	0	0
title_f_count_pos_PRON	-43.2629	25.007	-1.730	0.084	-92.278	5.752
title_f_count_pos_PROPN	-21.9395	14.166	-1.549	0.121	-49.705	5.826
title_f_count_pos_PUNCT	0	0	nan	nan	0	0
title_f_count_pos_SCONJ	56.7085	44.340	1.279	0.201	-30.200	143.617
title_f_count_pos_SYM	48.9070	10.529	4.645	0.000	28.270	69.544
title_f_count_pos_VERB	17.0848	18.167	0.940	0.347	-18.524	52.693
title_f_length_words	1.4076	12.838	0.110	0.913	-23.755	26.571
title_f_readingease	-0.4923	0.083	-5.901	0.000	-0.656	-0.329
title_f_ttr	-358.1584	230.714	-1.552	0.121	-810.373	94.056

Table A48: 'dv': 'shares', 'iv_formalfeatures': True Country: nl

Dep. Variable:	shares	**R-squared:**	0.005
Model:	OLS	**Adj. R-squared:**	0.005
Method:	Least Squares	**F-statistic:**	18.46
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	1.24e-141
Time:	07:54:56	**Log-Likelihood:**	-1.4823e+06
No. Observations:	166072	**AIC:**	2.965e+06
Df Residuals:	166027	**BIC:**	2.965e+06
Df Model:	44		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	1046.0524	136.536	7.661	0.000	778.444	1313.661
blurb__f__digits[T.True]	67.6157	12.072	5.601	0.000	43.954	91.277
blurb__f__exclamation[T.True]	64.6532	17.544	3.685	0.000	30.268	99.038
blurb__f__pronouns__1stpers[T.True]	-40.2812	31.297	-1.287	0.198	-101.622	21.059
blurb__f__pronouns__2ndpers[T.True]	-28.9676	27.491	-1.054	0.292	-82.849	24.914
blurb__f__pronouns__3rdpers[T.True]	10.0649	21.553	0.467	0.641	-32.178	52.308
blurb__f__question[T.True]	15.9778	17.459	0.915	0.360	-18.241	50.197
blurb__f__quote[T.True]	-64.1217	15.644	-4.099	0.000	-94.784	-33.460
title__f__digits[T.True]	103.7847	16.851	6.159	0.000	70.757	136.812
title__f__exclamation[T.True]	28.0932	11.643	2.413	0.016	5.273	50.914
title__f__pronouns__1stpers[T.True]	-80.3845	53.527	-1.502	0.133	-185.297	24.528
title__f__pronouns__2ndpers[T.True]	55.6473	33.727	1.650	0.099	-10.457	121.752
title__f__pronouns__3rdpers[T.True]	24.4837	34.148	0.717	0.473	-42.445	91.413
title__f__question[T.True]	-41.4110	14.215	-2.913	0.004	-69.272	-13.550
title__f__quote[T.True]	27.4706	20.722	1.326	0.185	-13.143	68.085
blurb__f__count__ne__PER	-2.125e-13	3.09e-13	-0.688	0.491	-8.18e-13	3.93e-13
blurb__f__count__ne__LOC	3.687e-14	5.7e-14	0.647	0.518	-7.48e-14	1.49e-13
blurb__f__count__ne__ORG	5.876e-14	1.42e-13	0.413	0.679	-2.2e-13	3.38e-13
blurb__f__count__ne__MISC	-4.349e-14	5.84e-14	-0.744	0.457	-1.58e-13	7.11e-14
blurb__f__count__pos__ADJ	11.2398	3.877	2.899	0.004	3.641	18.839
blurb__f__count__pos__ADP	10.6072	4.059	2.613	0.009	2.652	18.563
blurb__f__count__pos__ADV	0.2171	5.486	0.040	0.968	-10.536	10.970
blurb__f__count__pos__AUX	37.1178	96.959	0.383	0.702	-152.920	227.156
blurb__f__count__pos__CONJ	-1.995e-14	5.4e-14	-0.370	0.712	-1.26e-13	8.58e-14
blurb__f__count__pos__DET	-4.662e-15	6.2e-14	-0.075	0.940	-1.26e-13	1.17e-13
blurb__f__count__pos__INTJ	26.0411	36.633	0.711	0.477	-45.758	97.840
blurb__f__count__pos__NOUN	6.2342	3.476	1.794	0.073	-0.578	13.046
blurb__f__count__pos__NUM	6.7821	7.255	0.935	0.350	-7.437	21.001
blurb__f__count__pos__PART	6.6069	5.022	1.316	0.188	-3.236	16.450
blurb__f__count__pos__PRON	33.0470	7.610	4.342	0.000	18.131	47.963
blurb__f__count__pos__PROPN	-4.896e-15	3.05e-14	-0.161	0.872	-6.47e-14	5.49e-14
blurb__f__count__pos__PUNCT	4.6722	1.839	2.541	0.011	1.068	8.276
blurb__f__count__pos__SCONJ	-19.6874	7.845	-2.510	0.012	-35.063	-4.312
blurb__f__count__pos__SYM	-6.527e-14	2.6e-14	-2.510	0.012	-1.16e-13	-1.43e-14
blurb__f__count__pos__VERB	14.1854	4.242	3.344	0.001	5.871	22.500
blurb__f__length__words	-8.1436	3.042	-2.677	0.007	-14.106	-2.182
blurb__f__readingease	0.0237	0.091	0.261	0.794	-0.155	0.202
blurb__f__ttr	-275.2705	87.532	-3.145	0.002	-446.831	-103.710
title__f__count__ne__PER	8.132e-15	3.42e-14	0.238	0.812	-5.89e-14	7.51e-14
title__f__count__ne__LOC	1.411e-14	2.03e-14	0.696	0.486	-2.56e-14	5.38e-14
title__f__count__ne__ORG	1.533e-14	1.36e-14	1.131	0.258	-1.12e-14	4.19e-14
title__f__count__ne__MISC	3.634e-14	8.9e-14	0.408	0.683	-1.38e-13	2.11e-13
title__f__count__pos__ADJ	17.8377	6.894	2.587	0.010	4.326	31.350
title__f__count__pos__ADP	35.8095	7.027	5.096	0.000	22.037	49.582
title__f__count__pos__ADV	6.5083	9.631	0.676	0.499	-12.369	25.385
title__f__count__pos__AUX	-102.3332	197.588	-0.518	0.605	-489.601	284.935
title__f__count__pos__CONJ	0	0	nan	nan	0	0
title__f__count__pos__DET	0	0	nan	nan	0	0

title_f_count_pos_INTJ	183.0188	62.218	2.942	0.003	61.074	304.964
title_f_count_pos_NOUN	27.1921	6.534	4.162	0.000	14.386	39.998
title_f_count_pos_NUM	91.7183	14.773	6.209	0.000	62.764	120.672
title_f_count_pos_PART	14.6208	8.335	1.754	0.079	-1.715	30.957
title_f_count_pos_PRON	16.0275	11.831	1.355	0.176	-7.162	39.217
title_f_count_pos_PROPN	0	0	nan	nan	0	0
title_f_count_pos_PUNCT	-9.7631	3.064	-3.186	0.001	-15.769	-3.758
title_f_count_pos_SCONJ	21.2782	15.493	1.373	0.170	-9.088	51.645
title_f_count_pos_SYM	0	0	nan	nan	0	0
title_f_count_pos_VERB	77.9329	6.886	11.317	0.000	64.436	91.430
title_f_length_words	-28.3138	5.462	-5.184	0.000	-39.018	-17.609
title_f_readingease	-0.3606	0.037	-9.790	0.000	-0.433	-0.288
title_f_ttr	-377.0760	108.708	-3.469	0.001	-590.142	-164.010

Table A50: 'dv': 'shares', 'iv_formalfeatures': True Country: pl

Dep. Variable:	shares	**R-squared:**	0.360
Model:	OLS	**Adj. R-squared:**	0.360
Method:	Least Squares	**F-statistic:**	1.143e+05
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.8187e+06
No. Observations:	202860	**AIC:**	3.637e+06
Df Residuals:	202858	**BIC:**	3.637e+06
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	26.4862	4.716	5.616	0.000	17.243	35.730
views	0.0044	1.29e-05	338.109	0.000	0.004	0.004

Table A52: 'dv': 'shares', 'iv_views': True Country: de

Dep. Variable:	shares	**R-squared:**	0.579
Model:	OLS	**Adj. R-squared:**	0.579
Method:	Least Squares	**F-statistic:**	6.534e+05
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-4.2746e+06
No. Observations:	474927	**AIC:**	8.549e+06
Df Residuals:	474925	**BIC:**	8.549e+06
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-126.6558	3.162	-40.058	0.000	-132.853	-120.459
views	0.0047	5.76e-06	808.352	0.000	0.005	0.005

Table A54: 'dv': 'shares', 'iv_views': True Country: it

Dep. Variable:	shares	**R-squared:**	0.240
Model:	OLS	**Adj. R-squared:**	0.240
Method:	Least Squares	**F-statistic:**	7243.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.9893e+05
No. Observations:	22975	**AIC:**	3.979e+05
Df Residuals:	22973	**BIC:**	3.979e+05
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	74.9331	11.019	6.800	0.000	53.335	96.531
views	0.0032	3.76e-05	85.107	0.000	0.003	0.003

Table A56: 'dv': 'shares', 'iv_views': True Country: nl

Dep. Variable:	shares	**R-squared:**	0.414
Model:	OLS	**Adj. R-squared:**	0.414
Method:	Least Squares	**F-statistic:**	1.180e+05
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.4464e+06
No. Observations:	166929	**AIC:**	2.893e+06
Df Residuals:	166927	**BIC:**	2.893e+06
Df Model:	1		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-245.2662	4.128	-59.412	0.000	-253.358	-237.175
views	0.0048	1.4e-05	343.552	0.000	0.005	0.005

Table A58: 'dv': 'shares', 'iv_views': True Country: pl

Dep. Variable:	shares	**R-squared:**	0.362
Model:	OLS	**Adj. R-squared:**	0.362
Method:	Least Squares	**F-statistic:**	5.749e+04
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.8185e+06
No. Observations:	202860	**AIC:**	3.637e+06
Df Residuals:	202857	**BIC:**	3.637e+06
Df Model:	2		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-71.6640	6.715	-10.673	0.000	-84.825	-58.503
BINARY_POLITICS_predicted	174.4853	8.505	20.515	0.000	157.815	191.155
views	0.0044	1.31e-05	337.735	0.000	0.004	0.004

Table A60: 'dv': 'shares', 'iv_views': True, 'iv_politics': True Country: de

Dep. Variable:	shares	**R-squared:**	0.582
Model:	OLS	**Adj. R-squared:**	0.582
Method:	Least Squares	**F-statistic:**	3.306e+05
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-4.2730e+06
No. Observations:	474927	**AIC:**	8.546e+06
Df Residuals:	474924	**BIC:**	8.546e+06
Df Model:	2		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-240.8965	3.738	-64.448	0.000	-248.223	-233.570
BINARY_POLITICS_predicted	350.4674	6.168	56.824	0.000	338.379	362.556
views	0.0047	5.76e-06	813.025	0.000	0.005	0.005

Table A62: 'dv': 'shares', 'iv_views': True, 'iv_politics': True Country: it

Dep. Variable:	shares	**R-squared:**	0.240
Model:	OLS	**Adj. R-squared:**	0.240
Method:	Least Squares	**F-statistic:**	3622.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.9893e+05
No. Observations:	22975	**AIC:**	3.979e+05
Df Residuals:	22972	**BIC:**	3.979e+05
Df Model:	2		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	71.9455	13.107	5.489	0.000	46.255	97.636
BINARY_POLITICS_predicted	8.4443	20.061	0.421	0.674	-30.876	47.765
views	0.0032	3.8e-05	84.329	0.000	0.003	0.003

Table A64: 'dv': 'shares', 'iv_views': True, 'iv_politics': True Country: nl

Dep. Variable:	shares	**R-squared:**	0.424
Model:	OLS	**Adj. R-squared:**	0.424
Method:	Least Squares	**F-statistic:**	6.136e+04
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.4450e+06
No. Observations:	166929	**AIC:**	2.890e+06
Df Residuals:	166926	**BIC:**	2.890e+06
Df Model:	2		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-447.2092	5.623	-79.537	0.000	-458.229	-436.189
BINARY_POLITICS_predicted	363.3513	6.933	52.409	0.000	349.763	376.940
views	0.0049	1.41e-05	350.035	0.000	0.005	0.005

Table A66: 'dv': 'shares', 'iv_views': True, 'iv_politics': True Country: pl

Dep. Variable:	shares	**R-squared:**	0.367
Model:	OLS	**Adj. R-squared:**	0.367
Method:	Least Squares	**F-statistic:**	2050.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.8079e+06
No. Observations:	201740	**AIC:**	3.616e+06
Df Residuals:	201682	**BIC:**	3.616e+06
Df Model:	57		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-132.0071	122.024	-1.082	0.279	-371.172	107.157
blurb__f__digits[T.True]	24.5165	12.119	2.023	0.043	0.764	48.269
blurb__f__exclamation[T.True]	-276.2723	18.776	-14.714	0.000	-313.073	-239.472
blurb__f__pronouns__1stpers[T.True]	94.1917	114.931	0.820	0.412	-131.070	319.453
blurb__f__pronouns__2ndpers[T.True]	52.9055	46.963	1.127	0.260	-39.140	144.951
blurb__f__pronouns__3rdpers[T.True]	154.6507	166.428	0.929	0.353	-171.545	480.846
blurb__f__question[T.True]	-105.5370	17.133	-6.160	0.000	-139.116	-71.958
blurb__f__quote[T.True]	46.0718	15.685	2.937	0.003	15.330	76.813
title__f__digits[T.True]	65.5844	15.887	4.128	0.000	34.447	96.722
title__f__exclamation[T.True]	198.1363	15.200	13.035	0.000	168.345	227.928
title__f__pronouns__1stpers[T.True]	-174.9347	230.278	-0.760	0.447	-626.273	276.404
title__f__pronouns__2ndpers[T.True]	96.5184	64.967	1.486	0.137	-30.815	223.852
title__f__pronouns__3rdpers[T.True]	-1528.1100	345.092	-4.428	0.000	-2204.482	-851.738
title__f__question[T.True]	147.1599	16.825	8.746	0.000	114.182	180.137
title__f__quote[T.True]	32.6208	20.141	1.620	0.105	-6.855	72.096
blurb__f__count__ne__PER	-32.0709	6.482	-4.948	0.000	-44.776	-19.366
blurb__f__count__ne__LOC	18.8626	4.543	4.152	0.000	9.959	27.766
blurb__f__count__ne__ORG	29.2832	6.208	4.717	0.000	17.116	41.450
blurb__f__count__ne__MISC	-3.4818	5.591	-0.623	0.533	-14.441	7.477
blurb__f__count__pos__ADJ	9.5093	4.959	1.917	0.055	-0.211	19.230
blurb__f__count__pos__ADP	24.2585	4.733	5.125	0.000	14.981	33.536
blurb__f__count__pos__ADV	-19.4993	5.192	-3.756	0.000	-29.675	-9.323
blurb__f__count__pos__AUX	-1.2208	5.763	-0.212	0.832	-12.516	10.074
blurb__f__count__pos__CONJ	-7.495e-09	2.5e-09	-2.994	0.003	-1.24e-08	-2.59e-09
blurb__f__count__pos__DET	-10.8518	4.580	-2.369	0.018	-19.829	-1.875
blurb__f__count__pos__INTJ	-152.2264	166.896	-0.912	0.362	-479.339	174.886
blurb__f__count__pos__NOUN	13.1503	4.913	2.677	0.007	3.521	22.779
blurb__f__count__pos__NUM	1.4191	7.508	0.189	0.850	-13.296	16.135
blurb__f__count__pos__PART	22.3887	9.031	2.479	0.013	4.689	40.089
blurb__f__count__pos__PRON	-22.3402	5.592	-3.995	0.000	-33.301	-11.380
blurb__f__count__pos__PROPN	13.9517	4.899	2.848	0.004	4.349	23.554
blurb__f__count__pos__PUNCT	2.7420	2.459	1.115	0.265	-2.078	7.562
blurb__f__count__pos__SCONJ	15.4088	9.915	1.554	0.120	-4.025	34.842
blurb__f__count__pos__SYM	2.61e-10	8.7e-11	3.000	0.003	9.05e-11	4.32e-10
blurb__f__count__pos__VERB	-11.6365	5.154	-2.258	0.024	-21.739	-1.534
blurb__f__length__words	-6.0209	3.782	-1.592	0.111	-13.434	1.392
blurb__f__readingease	-0.2582	0.101	-2.557	0.011	-0.456	-0.060
blurb__f__ttr	-615.7106	85.738	-7.181	0.000	-783.756	-447.665
title__f__count__ne__PER	-15.2250	7.721	-1.972	0.049	-30.357	-0.093
title__f__count__ne__LOC	16.9617	6.615	2.564	0.010	3.996	29.928
title__f__count__ne__ORG	-22.9449	8.247	-2.782	0.005	-39.110	-6.780
title__f__count__ne__MISC	-7.4548	7.673	-0.972	0.331	-22.494	7.584
title__f__count__pos__ADJ	-14.5849	8.056	-1.810	0.070	-30.374	1.205
title__f__count__pos__ADP	-6.1553	7.446	-0.827	0.408	-20.748	8.438
title__f__count__pos__ADV	-41.3225	9.373	-4.409	0.000	-59.694	-22.951
title__f__count__pos__AUX	63.4717	11.561	5.490	0.000	40.812	86.131
title__f__count__pos__CONJ	-3.755e-10	1.25e-10	-2.996	0.003	-6.21e-10	-1.3e-10
title__f__count__pos__DET	-7.7522	7.678	-1.010	0.313	-22.801	7.297

title_f_count_pos_INTJ	119.5889	288.620	0.414	0.679	-446.098	685.276
title_f_count_pos_NOUN	-12.2152	7.725	-1.581	0.114	-27.357	2.926
title_f_count_pos_NUM	-74.9600	14.027	-5.344	0.000	-102.452	-47.468
title_f_count_pos_PART	-12.1388	16.996	-0.714	0.475	-45.450	21.172
title_f_count_pos_PRON	-104.8253	10.008	-10.474	0.000	-124.441	-85.209
title_f_count_pos_PROPN	-20.0004	7.752	-2.580	0.010	-35.194	-4.806
title_f_count_pos_PUNCT	4.1906	3.852	1.088	0.277	-3.359	11.740
title_f_count_pos_SCONJ	-94.1977	22.804	-4.131	0.000	-138.893	-49.502
title_f_count_pos_SYM	2.384e-14	2.31e-14	1.033	0.302	-2.14e-14	6.91e-14
title_f_count_pos_VERB	67.1450	8.260	8.129	0.000	50.956	83.334
title_f_length_words	-1.9378	5.715	-0.339	0.735	-13.139	9.264
title_f_readingease	-0.3811	0.041	-9.307	0.000	-0.461	-0.301
title_f_ttr	836.0450	91.860	9.101	0.000	656.002	1016.088
views	0.0044	1.32e-05	336.464	0.000	0.004	0.004

Table A68: 'dv': 'shares', 'iv_views': True, 'iv_formalfeatures': True Country: de

Dep. Variable:	shares	**R-squared:**	0.585
Model:	OLS	**Adj. R-squared:**	0.585
Method:	Least Squares	**F-statistic:**	1.124e+04
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-4.2413e+06
No. Observations:	471418	**AIC:**	8.483e+06
Df Residuals:	471358	**BIC:**	8.483e+06
Df Model:	59		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-122.4687	78.666	-1.557	0.120	-276.652	31.714
blurb__f__digits[T.True]	48.7794	8.716	5.596	0.000	31.696	65.863
blurb__f__exclamation[T.True]	-30.8231	18.813	-1.638	0.101	-67.695	6.049
blurb__f__pronouns__1stpers[T.True]	-168.3629	41.416	-4.065	0.000	-249.538	-87.188
blurb__f__pronouns__2ndpers[T.True]	107.5891	70.460	1.527	0.127	-30.511	245.689
blurb__f__pronouns__3rdpers[T.True]	29.5633	589.466	0.050	0.960	-1125.771	1184.898
blurb__f__question[T.True]	-89.9090	13.803	-6.514	0.000	-116.962	-62.856
blurb__f__quote[T.True]	-63.6313	6.671	-9.539	0.000	-76.706	-50.556
title__f__digits[T.True]	-102.0682	11.326	-9.012	0.000	-124.267	-79.869
title__f__exclamation[T.True]	453.7849	14.385	31.546	0.000	425.591	481.979
title__f__pronouns__1stpers[T.True]	-211.4190	48.303	-4.377	0.000	-306.091	-116.747
title__f__pronouns__2ndpers[T.True]	-188.8431	156.516	-1.207	0.228	-495.609	117.923
title__f__pronouns__3rdpers[T.True]	368.0235	1955.529	0.188	0.851	-3464.754	4200.800
title__f__question[T.True]	34.9674	12.525	2.792	0.005	10.419	59.516
title__f__quote[T.True]	8.5803	7.947	1.080	0.280	-6.995	24.156
blurb__f__count__ne__PER	12.6114	4.271	2.953	0.003	4.240	20.983
blurb__f__count__ne__LOC	50.3559	3.350	15.031	0.000	43.790	56.922
blurb__f__count__ne__ORG	50.1017	5.326	9.407	0.000	39.663	60.541
blurb__f__count__ne__MISC	55.8198	3.879	14.390	0.000	48.217	63.423
blurb__f__count__pos__ADJ	15.8474	2.901	5.463	0.000	10.162	21.533
blurb__f__count__pos__ADP	-27.1531	2.751	-9.869	0.000	-32.545	-21.761
blurb__f__count__pos__ADV	-12.7535	3.010	-4.237	0.000	-18.652	-6.854
blurb__f__count__pos__AUX	-14.0433	2.724	-5.156	0.000	-19.382	-8.705
blurb__f__count__pos__CONJ	2.944e-10	1.54e-09	0.191	0.849	-2.73e-09	3.32e-09
blurb__f__count__pos__DET	-24.7062	2.537	-9.739	0.000	-29.678	-19.734
blurb__f__count__pos__INTJ	35.8525	31.067	1.154	0.248	-25.037	96.742
blurb__f__count__pos__NOUN	19.7915	2.424	8.163	0.000	15.040	24.543
blurb__f__count__pos__NUM	-21.5143	4.316	-4.985	0.000	-29.973	-13.056
blurb__f__count__pos__PART	-603.9746	90.840	-6.649	0.000	-782.017	-425.932
blurb__f__count__pos__PRON	3.8403	3.148	1.220	0.223	-2.330	10.011
blurb__f__count__pos__PROPN	-5.1337	2.555	-2.009	0.045	-10.142	-0.125
blurb__f__count__pos__PUNCT	-1.4411	1.222	-1.179	0.238	-3.837	0.955
blurb__f__count__pos__SCONJ	-2.5224	3.597	-0.701	0.483	-9.573	4.528
blurb__f__count__pos__SYM	95.7147	11.534	8.298	0.000	73.108	118.321
blurb__f__count__pos__VERB	-16.3757	2.957	-5.538	0.000	-22.171	-10.580
blurb__f__length__words	2.9617	1.917	1.545	0.122	-0.795	6.718
blurb__f__readingease	0.1424	0.041	3.473	0.001	0.062	0.223
blurb__f__ttr	-277.6283	51.634	-5.377	0.000	-378.830	-176.426
title__f__count__ne__PER	-3.9718	4.897	-0.811	0.417	-13.569	5.625
title__f__count__ne__LOC	41.8674	3.996	10.479	0.000	34.036	49.698
title__f__count__ne__ORG	60.9061	6.235	9.768	0.000	48.685	73.127
title__f__count__ne__MISC	26.1685	4.475	5.848	0.000	17.398	34.939
title__f__count__pos__ADJ	51.3920	4.953	10.376	0.000	41.684	61.100
title__f__count__pos__ADP	21.4439	4.439	4.831	0.000	12.744	30.143
title__f__count__pos__ADV	69.5775	5.204	13.369	0.000	59.377	79.778
title__f__count__pos__AUX	60.7671	4.841	12.552	0.000	51.278	70.256
title__f__count__pos__CONJ	-1.352e-11	7.33e-11	-0.184	0.854	-1.57e-10	1.3e-10
title__f__count__pos__DET	24.8149	4.066	6.103	0.000	16.846	32.784

title_f_count_pos_INTJ	47.3788	33.130	1.430	0.153	-17.555	112.313
title_f_count_pos_NOUN	71.8644	4.274	16.813	0.000	63.487	80.242
title_f_count_pos_NUM	37.7339	7.898	4.777	0.000	22.254	53.214
title_f_count_pos_PART	-248.4091	106.352	-2.336	0.020	-456.856	-39.963
title_f_count_pos_PRON	44.9841	5.450	8.254	0.000	34.302	55.667
title_f_count_pos_PROPN	75.8262	3.999	18.961	0.000	67.988	83.664
title_f_count_pos_PUNCT	-11.9335	1.451	-8.223	0.000	-14.778	-9.089
title_f_count_pos_SCONJ	36.7939	5.841	6.299	0.000	25.346	48.242
title_f_count_pos_SYM	95.0440	13.543	7.018	0.000	68.501	121.587
title_f_count_pos_VERB	44.9980	4.723	9.528	0.000	35.742	54.254
title_f_length_words	-38.1893	3.425	-11.150	0.000	-44.902	-31.476
title_f_readingease	-0.3766	0.023	-16.273	0.000	-0.422	-0.331
title_f_ttr	53.0779	63.209	0.840	0.401	-70.809	176.965
views	0.0047	5.8e-06	808.850	0.000	0.005	0.005

Table A70: 'dv': 'shares', 'iv_views': True, 'iv_formalfeatures': True Country: it

Dep. Variable:	shares	**R-squared:**	0.255
Model:	OLS	**Adj. R-squared:**	0.254
Method:	Least Squares	**F-statistic:**	154.0
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.9851e+05
No. Observations:	22952	**AIC:**	3.971e+05
Df Residuals:	22900	**BIC:**	3.975e+05
Df Model:	51		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-68.4086	261.608	-0.261	0.794	-581.178	444.361
blurb__f__digits[T.True]	14.2521	26.351	0.541	0.589	-37.397	65.902
blurb__f__exclamation[T.True]	1.1035	46.027	0.024	0.981	-89.112	91.319
blurb__f__pronouns__1stpers[T.True]	63.4390	31.904	1.988	0.047	0.904	125.974
blurb__f__pronouns__2ndpers[T.True]	36.2849	34.820	1.042	0.297	-31.965	104.534
blurb__f__pronouns__3rdpers[T.True]	-12.6307	23.745	-0.532	0.595	-59.173	33.912
blurb__f__question[T.True]	-20.7214	41.807	-0.496	0.620	-102.665	61.223
blurb__f__quote[T.True]	-30.3623	28.689	-1.058	0.290	-86.594	25.869
title__f__digits[T.True]	213.2168	33.689	6.329	0.000	147.185	279.249
title__f__exclamation[T.True]	28.5288	38.594	0.739	0.460	-47.118	104.176
title__f__pronouns__1stpers[T.True]	99.1305	45.637	2.172	0.030	9.680	188.581
title__f__pronouns__2ndpers[T.True]	60.0601	47.476	1.265	0.206	-32.995	153.116
title__f__pronouns__3rdpers[T.True]	-25.4596	29.143	-0.874	0.382	-82.582	31.662
title__f__question[T.True]	-89.8158	46.511	-1.931	0.053	-180.981	1.350
title__f__quote[T.True]	-90.8774	31.517	-2.883	0.004	-152.653	-29.102
blurb__f__count__ne__PER	1.565e-12	1.04e-12	1.510	0.131	-4.67e-13	3.6e-12
blurb__f__count__ne__LOC	-0.0174	41.010	-0.000	1.000	-80.400	80.365
blurb__f__count__ne__ORG	16.7920	13.066	1.285	0.199	-8.818	42.402
blurb__f__count__ne__MISC	-4.247e-13	2.6e-13	-1.633	0.102	-9.34e-13	8.5e-14
blurb__f__count__pos__ADJ	-8.6642	10.109	-0.857	0.391	-28.479	11.150
blurb__f__count__pos__ADP	22.3455	9.640	2.318	0.020	3.450	41.241
blurb__f__count__pos__ADV	-5.6676	10.254	-0.553	0.580	-25.766	14.431
blurb__f__count__pos__AUX	20.7512	11.813	1.757	0.079	-2.402	43.905
blurb__f__count__pos__CONJ	-4.718e-14	4.8e-14	-0.982	0.326	-1.41e-13	4.69e-14
blurb__f__count__pos__DET	-16.9044	9.742	-1.735	0.083	-35.999	2.191
blurb__f__count__pos__INTJ	-41.4522	72.704	-0.570	0.569	-183.957	101.052
blurb__f__count__pos__NOUN	5.8167	9.725	0.598	0.550	-13.244	24.878
blurb__f__count__pos__NUM	0.3433	14.684	0.023	0.981	-28.437	29.124
blurb__f__count__pos__PART	-5.621e-14	4.32e-14	-1.302	0.193	-1.41e-13	2.84e-14
blurb__f__count__pos__PRON	-19.2834	10.994	-1.754	0.079	-40.833	2.266
blurb__f__count__pos__PROPN	3.3398	8.552	0.391	0.696	-13.423	20.103
blurb__f__count__pos__PUNCT	-5.269e-15	4.72e-14	-0.112	0.911	-9.78e-14	8.72e-14
blurb__f__count__pos__SCONJ	-33.2691	16.282	-2.043	0.041	-65.184	-1.355
blurb__f__count__pos__SYM	8.5267	5.727	1.489	0.137	-2.698	19.752
blurb__f__count__pos__VERB	22.2285	9.968	2.230	0.026	2.691	41.766
blurb__f__length__words	-0.8236	7.905	-0.104	0.917	-16.318	14.671
blurb__f__readingease	0.1605	0.197	0.816	0.415	-0.225	0.546
blurb__f__ttr	-215.6250	174.856	-1.233	0.218	-558.355	127.105
title__f__count__ne__PER	2.753e-15	3.83e-14	0.072	0.943	-7.23e-14	7.78e-14
title__f__count__ne__LOC	-16.2482	66.360	-0.245	0.807	-146.318	113.822
title__f__count__ne__ORG	3.3907	16.605	0.204	0.838	-29.155	35.937
title__f__count__ne__MISC	-4.627e-14	1.4e-14	-3.297	0.001	-7.38e-14	-1.88e-14
title__f__count__pos__ADJ	41.6301	15.586	2.671	0.008	11.080	72.180
title__f__count__pos__ADP	54.6673	15.021	3.639	0.000	25.225	84.109
title__f__count__pos__ADV	47.3389	17.369	2.725	0.006	13.295	81.383
title__f__count__pos__AUX	9.2274	17.422	0.530	0.596	-24.922	43.376
title__f__count__pos__CONJ	9.505e-16	3.42e-14	0.028	0.978	-6.62e-14	6.81e-14
title__f__count__pos__DET	-15.7689	16.140	-0.977	0.329	-47.405	15.868

title_f_count_pos_INTJ	2.5773	149.612	0.017	0.986	-290.673	295.828
title_f_count_pos_NOUN	30.7520	14.283	2.153	0.031	2.757	58.747
title_f_count_pos_NUM	13.3742	28.233	0.474	0.636	-41.965	68.713
title_f_count_pos_PART	5.148e-15	5.07e-15	1.016	0.310	-4.78e-15	1.51e-14
title_f_count_pos_PRON	-74.5380	21.768	-3.424	0.001	-117.205	-31.871
title_f_count_pos_PROPN	46.3539	12.355	3.752	0.000	22.138	70.570
title_f_count_pos_PUNCT	0	0	nan	nan	0	0
title_f_count_pos_SCONJ	46.4253	38.591	1.203	0.229	-29.216	122.067
title_f_count_pos_SYM	64.3523	9.165	7.021	0.000	46.387	82.317
title_f_count_pos_VERB	73.5664	15.825	4.649	0.000	42.548	104.585
title_f_length_words	-40.3686	11.184	-3.609	0.000	-62.290	-18.447
title_f_readingease	-0.1059	0.073	-1.455	0.146	-0.249	0.037
title_f_ttr	179.0392	200.900	0.891	0.373	-214.739	572.818
views	0.0033	3.84e-05	85.625	0.000	0.003	0.003

Table A72: 'dv': 'shares', 'iv_views': True, 'iv_formalfeatures': True Country: nl

Dep. Variable:	shares	**R-squared:**	0.423
Model:	OLS	**Adj. R-squared:**	0.423
Method:	Least Squares	**F-statistic:**	2705.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.4370e+06
No. Observations:	166072	**AIC:**	2.874e+06
Df Residuals:	166026	**BIC:**	2.875e+06
Df Model:	45		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-300.6715	104.039	-2.890	0.004	-504.585	-96.758
blurb__f__digits[T.True]	48.9943	9.193	5.330	0.000	30.977	67.012
blurb__f__exclamation[T.True]	-33.5929	13.362	-2.514	0.012	-59.781	-7.404
blurb__f__pronouns__1stpers[T.True]	-21.2040	23.831	-0.890	0.374	-67.912	25.504
blurb__f__pronouns__2ndpers[T.True]	-50.3694	20.933	-2.406	0.016	-91.398	-9.341
blurb__f__pronouns__3rdpers[T.True]	-4.8808	16.412	-0.297	0.766	-37.047	27.286
blurb__f__question[T.True]	8.3898	13.294	0.631	0.528	-17.666	34.446
blurb__f__quote[T.True]	-73.5482	11.912	-6.174	0.000	-96.896	-50.201
title__f__digits[T.True]	-55.9645	12.839	-4.359	0.000	-81.129	-30.800
title__f__exclamation[T.True]	65.4229	8.866	7.379	0.000	48.045	82.801
title__f__pronouns__1stpers[T.True]	-10.8969	40.759	-0.267	0.789	-90.784	68.990
title__f__pronouns__2ndpers[T.True]	55.3120	25.682	2.154	0.031	4.976	105.648
title__f__pronouns__3rdpers[T.True]	-60.8893	26.003	-2.342	0.019	-111.855	-9.924
title__f__question[T.True]	12.1899	10.825	1.126	0.260	-9.027	33.407
title__f__quote[T.True]	-127.0941	15.785	-8.052	0.000	-158.032	-96.156
blurb__f__count__ne__PER	-2.056e-11	1.37e-10	-0.150	0.880	-2.89e-10	2.47e-10
blurb__f__count__ne__LOC	-9.423e-11	6.29e-10	-0.150	0.881	-1.33e-09	1.14e-09
blurb__f__count__ne__ORG	1.828e-11	1.23e-10	0.149	0.881	-2.22e-10	2.59e-10
blurb__f__count__ne__MISC	5.82e-12	3.92e-11	0.148	0.882	-7.11e-11	8.27e-11
blurb__f__count__pos__ADJ	3.7854	2.952	1.282	0.200	-2.001	9.572
blurb__f__count__pos__ADP	-10.4712	3.091	-3.387	0.001	-16.530	-4.412
blurb__f__count__pos__ADV	-11.5483	4.178	-2.764	0.006	-19.736	-3.360
blurb__f__count__pos__AUX	-35.3622	73.830	-0.479	0.632	-180.068	109.344
blurb__f__count__pos__CONJ	6.156e-12	4.2e-11	0.147	0.883	-7.61e-11	8.85e-11
blurb__f__count__pos__DET	-9.175e-12	6.19e-11	-0.148	0.882	-1.31e-10	1.12e-10
blurb__f__count__pos__INTJ	44.8723	27.894	1.609	0.108	-9.800	99.544
blurb__f__count__pos__NOUN	16.8183	2.647	6.354	0.000	11.631	22.006
blurb__f__count__pos__NUM	-20.9475	5.525	-3.792	0.000	-31.776	-10.119
blurb__f__count__pos__PART	-16.6282	3.825	-4.348	0.000	-24.125	-9.132
blurb__f__count__pos__PRON	-19.5930	5.797	-3.380	0.001	-30.955	-8.231
blurb__f__count__pos__PROPN	-2.648e-13	2e-12	-0.132	0.895	-4.18e-12	3.65e-12
blurb__f__count__pos__PUNCT	15.1457	1.400	10.815	0.000	12.401	17.891
blurb__f__count__pos__SCONJ	6.3362	5.974	1.061	0.289	-5.373	18.045
blurb__f__count__pos__SYM	-1.108e-13	1.1e-12	-0.101	0.920	-2.26e-12	2.04e-12
blurb__f__count__pos__VERB	-20.4805	3.232	-6.337	0.000	-26.815	-14.146
blurb__f__length__words	3.4795	2.316	1.502	0.133	-1.061	8.020
blurb__f__readingease	-0.1880	0.069	-2.713	0.007	-0.324	-0.052
blurb__f__ttr	5.7382	66.657	0.086	0.931	-124.907	136.384
title__f__count__ne__PER	6.96e-14	4.48e-14	1.552	0.121	-1.83e-14	1.57e-13
title__f__count__ne__LOC	-6.767e-15	9.64e-14	-0.070	0.944	-1.96e-13	1.82e-13
title__f__count__ne__ORG	1.374e-14	7.84e-14	0.175	0.861	-1.4e-13	1.67e-13
title__f__count__ne__MISC	-5.873e-15	2.72e-14	-0.216	0.829	-5.91e-14	4.74e-14
title__f__count__pos__ADJ	-48.9058	5.253	-9.310	0.000	-59.201	-38.610
title__f__count__pos__ADP	-63.6586	5.358	-11.881	0.000	-74.161	-53.157
title__f__count__pos__ADV	-78.8009	7.338	-10.739	0.000	-93.183	-64.419
title__f__count__pos__AUX	92.1271	150.455	0.612	0.540	-202.762	387.016
title__f__count__pos__CONJ	0	0	nan	nan	0	0
title__f__count__pos__DET	0	0	nan	nan	0	0

title_f_count_pos_INTJ	120.2858	47.376	2.539	0.011	27.429	213.142
title_f_count_pos_NOUN	-10.4835	4.976	-2.107	0.035	-20.237	-0.730
title_f_count_pos_NUM	-54.5596	11.257	-4.847	0.000	-76.622	-32.497
title_f_count_pos_PART	-59.2569	6.350	-9.332	0.000	-71.703	-46.811
title_f_count_pos_PRON	-121.6436	9.018	-13.489	0.000	-139.318	-103.969
title_f_count_pos_PROPN	0	0	nan	nan	0	0
title_f_count_pos_PUNCT	10.7600	2.334	4.610	0.000	6.186	15.334
title_f_count_pos_SCONJ	-49.2928	11.799	-4.178	0.000	-72.419	-26.167
title_f_count_pos_SYM	0	0	nan	nan	0	0
title_f_count_pos_VERB	-48.6222	5.256	-9.250	0.000	-58.924	-38.320
title_f_length_words	34.8588	4.163	8.374	0.000	26.700	43.018
title_f_readingease	-0.0305	0.028	-1.088	0.277	-0.086	0.024
title_f_ttr	-248.0936	82.777	-2.997	0.003	-410.335	-85.852
views	0.0049	1.42e-05	346.872	0.000	0.005	0.005

Table A74: 'dv': 'shares', 'iv_views': True, 'iv_formalfeatures': True Country: pl

Dep. Variable:	shares	**R-squared:**	0.369
Model:	OLS	**Adj. R-squared:**	0.368
Method:	Least Squares	**F-statistic:**	2030.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.8076e+06
No. Observations:	201740	**AIC:**	3.615e+06
Df Residuals:	201681	**BIC:**	3.616e+06
Df Model:	58		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-195.2191	121.878	-1.602	0.109	-434.098	43.660
blurb__f__digits[T.True]	51.5164	12.153	4.239	0.000	27.696	75.337
blurb__f__exclamation[T.True]	-239.6885	18.811	-12.742	0.000	-276.558	-202.819
blurb__f__pronouns__1stpers[T.True]	86.1189	114.767	0.750	0.453	-138.822	311.060
blurb__f__pronouns__2ndpers[T.True]	73.2118	46.903	1.561	0.119	-18.718	165.141
blurb__f__pronouns__3rdpers[T.True]	175.9732	166.193	1.059	0.290	-149.762	501.708
blurb__f__question[T.True]	-108.0070	17.108	-6.313	0.000	-141.539	-74.475
blurb__f__quote[T.True]	13.2563	15.722	0.843	0.399	-17.558	44.070
title__f__digits[T.True]	93.9089	15.908	5.903	0.000	62.730	125.087
title__f__exclamation[T.True]	231.5182	15.242	15.190	0.000	201.645	261.392
title__f__pronouns__1stpers[T.True]	-124.2046	229.959	-0.540	0.589	-574.918	326.509
title__f__pronouns__2ndpers[T.True]	134.3162	64.893	2.070	0.038	7.127	261.505
title__f__pronouns__3rdpers[T.True]	-1503.0146	344.601	-4.362	0.000	-2178.424	-827.605
title__f__question[T.True]	157.7245	16.807	9.384	0.000	124.783	190.666
title__f__quote[T.True]	3.8150	20.148	0.189	0.850	-35.674	43.304
blurb__f__count__ne__PER	-46.7028	6.501	-7.184	0.000	-59.445	-33.960
blurb__f__count__ne__LOC	12.7879	4.543	2.815	0.005	3.883	21.693
blurb__f__count__ne__ORG	4.5344	6.284	0.722	0.471	-7.782	16.851
blurb__f__count__ne__MISC	-17.1456	5.612	-3.055	0.002	-28.146	-6.146
blurb__f__count__pos__ADJ	5.9983	4.955	1.211	0.226	-3.712	15.709
blurb__f__count__pos__ADP	25.4956	4.727	5.394	0.000	16.231	34.760
blurb__f__count__pos__ADV	-24.9956	5.189	-4.817	0.000	-35.167	-14.824
blurb__f__count__pos__AUX	4.7686	5.760	0.828	0.408	-6.521	16.058
blurb__f__count__pos__CONJ	3.286e-09	1.26e-09	2.605	0.009	8.14e-10	5.76e-09
blurb__f__count__pos__DET	-12.5621	4.574	-2.746	0.006	-21.527	-3.597
blurb__f__count__pos__INTJ	-171.0988	166.660	-1.027	0.305	-497.748	155.550
blurb__f__count__pos__NOUN	11.9196	4.906	2.430	0.015	2.304	21.535
blurb__f__count__pos__NUM	-0.4559	7.498	-0.061	0.952	-15.151	14.239
blurb__f__count__pos__PART	10.7585	9.031	1.191	0.234	-6.942	28.459
blurb__f__count__pos__PRON	-23.5686	5.584	-4.220	0.000	-34.514	-12.623
blurb__f__count__pos__PROPN	13.3258	4.892	2.724	0.006	3.737	22.915
blurb__f__count__pos__PUNCT	5.7567	2.459	2.341	0.019	0.937	10.576
blurb__f__count__pos__SCONJ	9.5691	9.904	0.966	0.334	-9.842	28.981
blurb__f__count__pos__SYM	-4.793e-09	1.84e-09	-2.607	0.009	-8.4e-09	-1.19e-09
blurb__f__count__pos__VERB	-12.8031	5.147	-2.487	0.013	-22.892	-2.715
blurb__f__length__words	-5.4668	3.777	-1.447	0.148	-12.869	1.936
blurb__f__readingease	-0.1212	0.101	-1.200	0.230	-0.319	0.077
blurb__f__ttr	-642.5269	85.623	-7.504	0.000	-810.347	-474.707
title__f__count__ne__PER	-16.8969	7.710	-2.192	0.028	-32.008	-1.786
title__f__count__ne__LOC	13.5139	6.607	2.045	0.041	0.563	26.464
title__f__count__ne__ORG	-44.5667	8.285	-5.379	0.000	-60.805	-28.329
title__f__count__ne__MISC	-16.6026	7.672	-2.164	0.030	-31.639	-1.566
title__f__count__pos__ADJ	-10.2327	8.046	-1.272	0.203	-26.004	5.538
title__f__count__pos__ADP	-2.4224	7.437	-0.326	0.745	-16.998	12.153
title__f__count__pos__ADV	-45.4496	9.361	-4.855	0.000	-63.798	-27.101
title__f__count__pos__AUX	65.1226	11.545	5.641	0.000	42.495	87.750
title__f__count__pos__CONJ	6.977e-11	2.7e-11	2.580	0.010	1.68e-11	1.23e-10
title__f__count__pos__DET	-14.1747	7.672	-1.848	0.065	-29.211	0.862

title_f_count_pos_INTJ	89.9508	288.210	0.312	0.755	-474.934	654.836
title_f_count_pos_NOUN	-9.5822	7.715	-1.242	0.214	-24.703	5.539
title_f_count_pos_NUM	-81.0960	14.009	-5.789	0.000	-108.554	-53.638
title_f_count_pos_PART	-27.6939	16.984	-1.631	0.103	-60.982	5.594
title_f_count_pos_PRON	-101.8068	9.995	-10.186	0.000	-121.396	-82.217
title_f_count_pos_PROPN	-22.6659	7.742	-2.928	0.003	-37.840	-7.492
title_f_count_pos_PUNCT	3.9994	3.846	1.040	0.298	-3.539	11.538
title_f_count_pos_SCONJ	-84.7972	22.775	-3.723	0.000	-129.435	-40.159
title_f_count_pos_SYM	2.033e-13	1.23e-13	1.650	0.099	-3.82e-14	4.45e-13
title_f_count_pos_VERB	74.7334	8.254	9.054	0.000	58.555	90.912
title_f_length_words	-0.2658	5.707	-0.047	0.963	-11.452	10.921
title_f_readingease	-0.3617	0.041	-8.844	0.000	-0.442	-0.282
title_f_ttr	795.1393	91.745	8.667	0.000	615.322	974.957
BINARY_POLITICS_predicted	230.8786	9.605	24.038	0.000	212.053	249.704
views	0.0045	1.33e-05	337.363	0.000	0.004	0.004

Table A76: 'dv': 'shares', 'iv_views': True, 'iv_politics': True, 'iv_formalfeatures': True Country: de

Dep. Variable:	shares	**R-squared:**	0.587
Model:	OLS	**Adj. R-squared:**	0.587
Method:	Least Squares	**F-statistic:**	1.116e+04
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-4.2400e+06
No. Observations:	471418	**AIC:**	8.480e+06
Df Residuals:	471357	**BIC:**	8.481e+06
Df Model:	60		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	0.9345	78.485	0.012	0.990	-152.893	154.762
blurb__f__digits[T.True]	42.9912	8.693	4.946	0.000	25.954	60.029
blurb__f__exclamation[T.True]	-24.0323	18.761	-1.281	0.200	-60.803	12.738
blurb__f__pronouns__1stpers[T.True]	-166.8645	41.301	-4.040	0.000	-247.814	-85.915
blurb__f__pronouns__2ndpers[T.True]	101.3041	70.265	1.442	0.149	-36.413	239.021
blurb__f__pronouns__3rdpers[T.True]	93.5704	587.831	0.159	0.874	-1058.560	1245.701
blurb__f__question[T.True]	-86.2844	13.765	-6.268	0.000	-113.263	-59.306
blurb__f__quote[T.True]	-64.8554	6.652	-9.749	0.000	-77.894	-51.817
title__f__digits[T.True]	-95.3932	11.295	-8.445	0.000	-117.532	-73.255
title__f__exclamation[T.True]	454.3416	14.345	31.673	0.000	426.226	482.457
title__f__pronouns__1stpers[T.True]	-202.3323	48.169	-4.200	0.000	-296.742	-107.923
title__f__pronouns__2ndpers[T.True]	-146.5671	156.083	-0.939	0.348	-452.486	159.351
title__f__pronouns__3rdpers[T.True]	518.1224	1950.104	0.266	0.790	-3304.020	4340.265
title__f__question[T.True]	18.9585	12.494	1.517	0.129	-5.530	43.447
title__f__quote[T.True]	3.2586	7.925	0.411	0.681	-12.275	18.792
blurb__f__count__ne__PER	-8.4583	4.279	-1.977	0.048	-16.845	-0.071
blurb__f__count__ne__LOC	39.7869	3.347	11.886	0.000	33.226	46.347
blurb__f__count__ne__ORG	22.7020	5.338	4.253	0.000	12.240	33.164
blurb__f__count__ne__MISC	39.1287	3.882	10.079	0.000	31.520	46.737
blurb__f__count__pos__ADJ	16.3973	2.893	5.668	0.000	10.728	22.067
blurb__f__count__pos__ADP	-26.3892	2.744	-9.618	0.000	-31.767	-21.012
blurb__f__count__pos__ADV	-14.4117	3.002	-4.801	0.000	-20.295	-8.529
blurb__f__count__pos__AUX	-12.9507	2.716	-4.768	0.000	-18.275	-7.627
blurb__f__count__pos__CONJ	1.54e-10	5.72e-10	0.269	0.788	-9.67e-10	1.27e-09
blurb__f__count__pos__DET	-27.6986	2.530	-10.947	0.000	-32.658	-22.739
blurb__f__count__pos__INTJ	12.0368	30.984	0.388	0.698	-48.691	72.764
blurb__f__count__pos__NOUN	17.6037	2.418	7.280	0.000	12.864	22.343
blurb__f__count__pos__NUM	-16.0180	4.305	-3.721	0.000	-24.456	-7.580
blurb__f__count__pos__PART	-558.1645	90.592	-6.161	0.000	-735.722	-380.607
blurb__f__count__pos__PRON	2.1233	3.140	0.676	0.499	-4.030	8.277
blurb__f__count__pos__PROPN	-1.3222	2.549	-0.519	0.604	-6.319	3.674
blurb__f__count__pos__PUNCT	-3.2969	1.220	-2.703	0.007	-5.687	-0.907
blurb__f__count__pos__SCONJ	-4.9502	3.587	-1.380	0.168	-11.982	2.081
blurb__f__count__pos__SYM	60.7632	11.522	5.273	0.000	38.180	83.347
blurb__f__count__pos__VERB	-16.6193	2.949	-5.636	0.000	-22.399	-10.840
blurb__f__length__words	4.3376	1.911	2.269	0.023	0.591	8.084
blurb__f__readingease	0.1158	0.041	2.831	0.005	0.036	0.196
blurb__f__ttr	-380.5473	51.530	-7.385	0.000	-481.545	-279.550
title__f__count__ne__PER	-29.8562	4.909	-6.082	0.000	-39.478	-20.235
title__f__count__ne__LOC	32.2393	3.989	8.082	0.000	24.421	40.057
title__f__count__ne__ORG	52.2946	6.220	8.407	0.000	40.103	64.486
title__f__count__ne__MISC	11.3127	4.472	2.530	0.011	2.548	20.077
title__f__count__pos__ADJ	43.3111	4.942	8.764	0.000	33.625	52.997
title__f__count__pos__ADP	14.2915	4.429	3.227	0.001	5.612	22.971
title__f__count__pos__ADV	54.6085	5.198	10.505	0.000	44.420	64.797
title__f__count__pos__AUX	53.2349	4.830	11.022	0.000	43.768	62.702
title__f__count__pos__CONJ	-6.225e-13	3.29e-12	-0.189	0.850	-7.08e-12	5.83e-12
title__f__count__pos__DET	15.4014	4.059	3.795	0.000	7.447	23.356

title_f_count_pos_INTJ	-1.1798	33.052	-0.036	0.972	-65.960	63.600
title_f_count_pos_NOUN	65.0439	4.265	15.252	0.000	56.685	73.402
title_f_count_pos_NUM	35.3862	7.876	4.493	0.000	19.949	50.824
title_f_count_pos_PART	-192.5152	106.062	-1.815	0.070	-400.394	15.364
title_f_count_pos_PRON	36.1049	5.438	6.639	0.000	25.447	46.763
title_f_count_pos_PROPN	69.3498	3.990	17.381	0.000	61.530	77.170
title_f_count_pos_PUNCT	-17.8326	1.452	-12.284	0.000	-20.678	-14.987
title_f_count_pos_SCONJ	29.2016	5.826	5.012	0.000	17.782	40.621
title_f_count_pos_SYM	79.5455	13.508	5.889	0.000	53.069	106.022
title_f_count_pos_VERB	39.3268	4.711	8.348	0.000	30.094	48.560
title_f_length_words	-28.9163	3.420	-8.454	0.000	-35.620	-22.213
title_f_readingease	-0.3690	0.023	-15.986	0.000	-0.414	-0.324
title_f_ttr	-31.8614	63.055	-0.505	0.613	-155.447	91.724
BINARY_POLITICS_predicted	334.6785	6.528	51.270	0.000	321.884	347.473
views	0.0047	5.8e-06	812.710	0.000	0.005	0.005

Table A78: 'dv': 'shares', 'iv_views': True, 'iv_politics': True, 'iv_formalfeatures': True Country: it

Dep. Variable:	shares	**R-squared:**	0.255
Model:	OLS	**Adj. R-squared:**	0.254
Method:	Least Squares	**F-statistic:**	151.1
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:56	**Log-Likelihood:**	-1.9850e+05
No. Observations:	22952	**AIC:**	3.971e+05
Df Residuals:	22899	**BIC:**	3.975e+05
Df Model:	52		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-62.1779	261.613	-0.238	0.812	-574.957	450.601
blurb__f__digits[T.True]	17.3878	26.400	0.659	0.510	-34.359	69.134
blurb__f__exclamation[T.True]	5.4839	46.081	0.119	0.905	-84.838	95.806
blurb__f__pronouns__1stpers[T.True]	61.2073	31.924	1.917	0.055	-1.366	123.780
blurb__f__pronouns__2ndpers[T.True]	39.0710	34.848	1.121	0.262	-29.234	107.376
blurb__f__pronouns__3rdpers[T.True]	-12.9420	23.745	-0.545	0.586	-59.483	33.599
blurb__f__question[T.True]	-21.2992	41.805	-0.509	0.610	-103.241	60.642
blurb__f__quote[T.True]	-30.3722	28.687	-1.059	0.290	-86.600	25.856
title__f__digits[T.True]	216.4946	33.730	6.418	0.000	150.381	282.608
title__f__exclamation[T.True]	28.5946	38.592	0.741	0.459	-47.048	104.237
title__f__pronouns__1stpers[T.True]	94.9286	45.687	2.078	0.038	5.379	184.478
title__f__pronouns__2ndpers[T.True]	60.0516	47.473	1.265	0.206	-32.999	153.102
title__f__pronouns__3rdpers[T.True]	-25.5778	29.141	-0.878	0.380	-82.697	31.541
title__f__question[T.True]	-90.0724	46.509	-1.937	0.053	-181.233	1.088
title__f__quote[T.True]	-92.9413	31.534	-2.947	0.003	-154.750	-31.133
blurb__f__count__ne__PER	-8.834e-13	5.14e-13	-1.719	0.086	-1.89e-12	1.24e-13
blurb__f__count__ne__LOC	2.8567	41.035	0.070	0.945	-77.575	83.289
blurb__f__count__ne__ORG	15.5573	13.081	1.189	0.234	-10.083	41.197
blurb__f__count__ne__MISC	2.11e-13	9.73e-14	2.169	0.030	2.03e-14	4.02e-13
blurb__f__count__pos__ADJ	-9.6258	10.121	-0.951	0.342	-29.464	10.212
blurb__f__count__pos__ADP	21.1205	9.661	2.186	0.029	2.184	40.057
blurb__f__count__pos__ADV	-6.8173	10.271	-0.664	0.507	-26.949	13.315
blurb__f__count__pos__AUX	19.6563	11.826	1.662	0.096	-3.523	42.836
blurb__f__count__pos__CONJ	3.059e-13	1.68e-13	1.822	0.069	-2.32e-14	6.35e-13
blurb__f__count__pos__DET	-17.7414	9.751	-1.819	0.069	-36.855	1.372
blurb__f__count__pos__INTJ	-43.6262	72.709	-0.600	0.549	-186.140	98.888
blurb__f__count__pos__NOUN	4.6904	9.742	0.481	0.630	-14.404	23.785
blurb__f__count__pos__NUM	-0.5603	14.690	-0.038	0.970	-29.354	28.234
blurb__f__count__pos__PART	2.157e-14	8.21e-14	0.263	0.793	-1.39e-13	1.83e-13
blurb__f__count__pos__PRON	-19.5246	10.994	-1.776	0.076	-41.074	2.025
blurb__f__count__pos__PROPN	2.1590	8.574	0.252	0.801	-14.646	18.965
blurb__f__count__pos__PUNCT	1.561e-14	4.59e-14	0.340	0.734	-7.43e-14	1.06e-13
blurb__f__count__pos__SCONJ	-36.0456	16.346	-2.205	0.027	-68.085	-4.006
blurb__f__count__pos__SYM	8.2294	5.729	1.437	0.151	-2.999	19.458
blurb__f__count__pos__VERB	21.5799	9.973	2.164	0.030	2.032	41.127
blurb__f__length__words	0.1941	7.922	0.024	0.980	-15.335	15.723
blurb__f__readingease	0.1776	0.197	0.902	0.367	-0.209	0.564
blurb__f__ttr	-232.4005	175.066	-1.328	0.184	-575.541	110.740
title__f__count__ne__PER	-5.231e-14	3.56e-14	-1.471	0.141	-1.22e-13	1.74e-14
title__f__count__ne__LOC	-13.7932	66.368	-0.208	0.835	-143.880	116.293
title__f__count__ne__ORG	1.8133	16.624	0.109	0.913	-30.771	34.398
title__f__count__ne__MISC	2.289e-15	1.82e-14	0.125	0.900	-3.35e-14	3.8e-14
title__f__count__pos__ADJ	41.1219	15.587	2.638	0.008	10.569	71.674
title__f__count__pos__ADP	55.6167	15.028	3.701	0.000	26.160	85.073
title__f__count__pos__ADV	46.9250	17.369	2.702	0.007	12.880	80.970
title__f__count__pos__AUX	8.6784	17.424	0.498	0.618	-25.473	42.830
title__f__count__pos__CONJ	1.72e-14	1.79e-14	0.960	0.337	-1.79e-14	5.23e-14
title__f__count__pos__DET	-16.5492	16.145	-1.025	0.305	-48.194	15.095

title_f_count_pos_INTJ	-4.1424	149.645	-0.028	0.978	-297.457	289.172
title_f_count_pos_NOUN	29.9785	14.288	2.098	0.036	1.974	57.983
title_f_count_pos_NUM	13.6426	28.232	0.483	0.629	-41.694	68.979
title_f_count_pos_PART	-1.797e-14	4.94e-15	-3.637	0.000	-2.77e-14	-8.29e-15
title_f_count_pos_PRON	-72.3460	21.797	-3.319	0.001	-115.069	-29.623
title_f_count_pos_PROPN	45.3499	12.365	3.668	0.000	21.113	69.587
title_f_count_pos_PUNCT	0	0	nan	nan	0	0
title_f_count_pos_SCONJ	47.7047	38.595	1.236	0.216	-27.944	123.353
title_f_count_pos_SYM	64.9333	9.170	7.081	0.000	46.960	82.907
title_f_count_pos_VERB	73.3593	15.825	4.636	0.000	42.342	104.377
title_f_length_words	-40.5823	11.184	-3.629	0.000	-62.504	-18.661
title_f_readingease	-0.1015	0.073	-1.395	0.163	-0.244	0.041
title_f_ttr	177.3106	200.891	0.883	0.377	-216.449	571.070
BINARY_POLITICS_predicted	40.0140	20.927	1.912	0.056	-1.004	81.032
views	0.0033	3.87e-05	85.279	0.000	0.003	0.003

Table A80: 'dv': 'shares', 'iv_views': True, 'iv_politics': True, 'iv_formalfeatures': True Country: nl

Dep. Variable:	shares	**R-squared:**	0.428
Model:	OLS	**Adj. R-squared:**	0.428
Method:	Least Squares	**F-statistic:**	2705.
Date:	Wed, 08 Jun 2022	**Prob (F-statistic):**	0.00
Time:	07:54:57	**Log-Likelihood:**	-1.4362e+06
No. Observations:	166072	**AIC:**	2.873e+06
Df Residuals:	166025	**BIC:**	2.873e+06
Df Model:	46		
Covariance Type:	nonrobust		

	coef	**std err**	**t**	**P> |t|**	**[0.025**	**0.975]**
Intercept	-103.2631	103.677	-0.996	0.319	-306.467	99.941
blurb__f__digits[T.True]	60.2810	9.154	6.585	0.000	42.338	78.224
blurb__f__exclamation[T.True]	-11.2236	13.312	-0.843	0.399	-37.314	14.867
blurb__f__pronouns__1stpers[T.True]	-5.4616	23.724	-0.230	0.818	-51.960	41.036
blurb__f__pronouns__2ndpers[T.True]	-37.8754	20.838	-1.818	0.069	-78.718	2.967
blurb__f__pronouns__3rdpers[T.True]	9.5325	16.340	0.583	0.560	-22.493	41.558
blurb__f__question[T.True]	3.0835	13.233	0.233	0.816	-22.853	29.020
blurb__f__quote[T.True]	-94.0896	11.868	-7.928	0.000	-117.351	-70.828
title__f__digits[T.True]	-33.5168	12.792	-2.620	0.009	-58.590	-8.444
title__f__exclamation[T.True]	70.4271	8.826	7.979	0.000	53.128	87.726
title__f__pronouns__1stpers[T.True]	17.5265	40.576	0.432	0.666	-62.002	97.055
title__f__pronouns__2ndpers[T.True]	38.6817	25.566	1.513	0.130	-11.427	88.791
title__f__pronouns__3rdpers[T.True]	-38.0570	25.889	-1.470	0.142	-88.799	12.685
title__f__question[T.True]	-1.2756	10.780	-0.118	0.906	-22.405	19.854
title__f__quote[T.True]	-166.8346	15.744	-10.597	0.000	-197.692	-135.977
blurb__f__count__ne__PER	-1.057e-10	2.46e-10	-0.430	0.667	-5.87e-10	3.76e-10
blurb__f__count__ne__LOC	1.444e-10	3.36e-10	0.430	0.667	-5.14e-10	8.03e-10
blurb__f__count__ne__ORG	-9.454e-11	2.2e-10	-0.430	0.667	-5.25e-10	3.36e-10
blurb__f__count__ne__MISC	4.911e-11	1.14e-10	0.430	0.667	-1.75e-10	2.73e-10
blurb__f__count__pos__ADJ	12.4483	2.947	4.224	0.000	6.673	18.224
blurb__f__count__pos__ADP	1.5879	3.092	0.514	0.608	-4.473	7.648
blurb__f__count__pos__ADV	-4.1106	4.162	-0.988	0.323	-12.269	4.048
blurb__f__count__pos__AUX	-33.5787	73.488	-0.457	0.648	-177.613	110.455
blurb__f__count__pos__CONJ	-5.339e-12	1.24e-11	-0.430	0.667	-2.97e-11	1.9e-11
blurb__f__count__pos__DET	-9.992e-12	2.32e-11	-0.431	0.667	-5.55e-11	3.55e-11
blurb__f__count__pos__INTJ	54.6576	27.766	1.969	0.049	0.237	109.078
blurb__f__count__pos__NOUN	16.0361	2.635	6.087	0.000	10.872	21.200
blurb__f__count__pos__NUM	-8.2306	5.508	-1.494	0.135	-19.027	2.566
blurb__f__count__pos__PART	-11.1375	3.809	-2.924	0.003	-18.604	-3.671
blurb__f__count__pos__PRON	-0.7127	5.790	-0.123	0.902	-12.061	10.635
blurb__f__count__pos__PROPN	-5.524e-12	1.28e-11	-0.431	0.666	-3.06e-11	1.96e-11
blurb__f__count__pos__PUNCT	14.9820	1.394	10.748	0.000	12.250	17.714
blurb__f__count__pos__SCONJ	-3.8676	5.952	-0.650	0.516	-15.533	7.798
blurb__f__count__pos__SYM	6.451e-13	1.48e-12	0.436	0.663	-2.25e-12	3.54e-12
blurb__f__count__pos__VERB	-8.1903	3.232	-2.534	0.011	-14.525	-1.856
blurb__f__length__words	-4.2809	2.314	-1.850	0.064	-8.816	0.255
blurb__f__readingease	-0.0503	0.069	-0.729	0.466	-0.186	0.085
blurb__f__ttr	-161.3170	66.482	-2.426	0.015	-291.621	-31.013
title__f__count__ne__PER	2.366e-13	4.45e-13	0.532	0.595	-6.35e-13	1.11e-12
title__f__count__ne__LOC	3.973e-15	3.59e-14	0.111	0.912	-6.64e-14	7.43e-14
title__f__count__ne__ORG	4.788e-14	3e-14	1.596	0.110	-1.09e-14	1.07e-13
title__f__count__ne__MISC	-6.73e-15	3.53e-14	-0.191	0.849	-7.6e-14	6.25e-14
title__f__count__pos__ADJ	-45.4545	5.229	-8.692	0.000	-55.704	-35.205
title__f__count__pos__ADP	-55.0628	5.338	-10.316	0.000	-65.525	-44.601
title__f__count__pos__ADV	-75.3719	7.304	-10.319	0.000	-89.688	-61.055
title__f__count__pos__AUX	23.1584	149.767	0.155	0.877	-270.381	316.698
title__f__count__pos__CONJ	0	0	nan	nan	0	0
title__f__count__pos__DET	0	0	nan	nan	0	0

title_f_count_pos_INTJ	128.0218	47.157	2.715	0.007	35.596	220.448
title_f_count_pos_NOUN	-17.2542	4.956	-3.481	0.000	-26.968	-7.540
title_f_count_pos_NUM	-48.7428	11.205	-4.350	0.000	-70.705	-26.781
title_f_count_pos_PART	-64.5920	6.322	-10.217	0.000	-76.983	-52.201
title_f_count_pos_PRON	-102.6927	8.989	-11.425	0.000	-120.311	-85.075
title_f_count_pos_PROPN	0	0	nan	nan	0	0
title_f_count_pos_PUNCT	14.7074	2.325	6.325	0.000	10.150	19.265
title_f_count_pos_SCONJ	-49.8418	11.744	-4.244	0.000	-72.861	-26.823
title_f_count_pos_SYM	0	0	nan	nan	0	0
title_f_count_pos_VERB	-40.7337	5.236	-7.780	0.000	-50.995	-30.472
title_f_length_words	30.5188	4.145	7.363	0.000	22.395	38.643
title_f_readingease	-0.0115	0.028	-0.413	0.679	-0.066	0.043
title_f_ttr	-340.5739	82.426	-4.132	0.000	-502.128	-179.020
BINARY_POLITICS_predicted	297.4441	7.547	39.414	0.000	282.653	312.235
views	0.0050	1.42e-05	350.603	0.000	0.005	0.005

Table A82: 'dv': 'shares', 'iv_views': True, 'iv_politics': True, 'iv_formalfeatures': True Country: pl