

## APPENDIX

Table 1 Logistic regression full model

| Variables   | <i>Dependent variable:</i> |
|-------------|----------------------------|
|             | Coeff.& s.e.               |
|             | class2                     |
| Oweb_dum    | 0.096<br>(1.155)           |
| Code_dum    | −0.416<br>(0.923)          |
| Telegram_du | −0.492<br>(1.073)          |
| tw          | 2.858<br>(1.773)           |
| fb          | 0.107<br>(0.817)           |
| ln          | −1.236<br>(0.927)          |
| yt          | 1.495<br>(1.002)           |
| gith        | −0.432<br>(0.865)          |
| slack       | −0.915<br>(1.105)          |
| reddit      | −0.067<br>(0.902)          |
| btalk       | −0.611<br>(0.811)          |
| ew          | 10.598<br>(1,648.456)      |
| mm          | 0.997<br>(0.902)           |
| Neg.Bing_sc | −5.293<br>(3.846)          |
| Pos.Bing_sc | 2.730<br>(1.697)           |
| Neg.NRC_sc  | 4.454<br>(4.058)           |
| Pos.NRC_sc  | 0.749<br>(1.829)           |
| Paper_du    | 1.487<br>(1.028)           |
| nr_adv      | 0.582***<br>(0.197)        |
| nr_team     | 0.268**<br>(0.124)         |
| Constant    | −3.649*<br>(2.018)         |

| Continuation of Table 1 |                             |
|-------------------------|-----------------------------|
| Variables               | Coeff. & s.e.               |
| Observations            | 196                         |
| Log Likelihood          | −31.727                     |
| Akaike Inf. Crit.       | 105.454                     |
| <i>Note:</i>            | *p<0.1; **p<0.05; ***p<0.01 |

**Table 2.** VIF index for the full model

|            |            |             |             |             |
|------------|------------|-------------|-------------|-------------|
| Oweb_dum   | Code_dum   | Telegram_du | tw          | fb          |
| 2.034      | 1.394      | 2.499       | 1.572       | 1.419       |
| ln         | yt         | gith        | slack       | reddit      |
| 2.058      | 1.649      | 1.805       | 1.348       | 2.009       |
| btalk      | ew         | mm          | Neg_Bing_sc | Pos_Bing_sc |
| 1.585      | 1.000      | 2.003       | 73.564      | 9.982       |
| Neg_NRC_sc | Pos_NRC_sc | Paper_du    | nr_adv      | nr_team     |
| 70.371     | 12.830     | 2.255       | 1.703       | 1.809       |

**Table 3** Multilogit regression full model

| Dependent variable: |                     |                    |
|---------------------|---------------------|--------------------|
| Variables           | Coeff. & s.e.       |                    |
|                     | sc<br>(1)           | f<br>(2)           |
| Oweb_dum            | −4.568**<br>(2.261) | 1.602<br>(1.613)   |
| Code_dum            | −1.051<br>(1.745)   | 1.312<br>(1.222)   |
| Telegram_du         | 3.146<br>(2.809)    | 0.275<br>(1.340)   |
| tw                  | −8.198**<br>(4.160) | −5.940<br>(3.974)  |
| fb                  | 3.333<br>(2.577)    | −0.273<br>(0.933)  |
| ln                  | 1.631<br>(1.945)    | 1.448<br>(1.185)   |
| yt                  | −2.427<br>(2.494)   | −1.007<br>(1.241)  |
| gith                | 0.693<br>(1.713)    | −0.044<br>(1.057)  |
| slack               | −0.834<br>(2.469)   | 1.616<br>(1.351)   |
| reddit              | 2.058<br>(2.338)    | −0.551<br>(1.133)  |
| btalk               | 0.641<br>(1.713)    | 0.774<br>(0.927)   |
| ew                  | −0.849<br>(137.854) | −2.641<br>(34.907) |

| Continuation of Table 3 |                                                       |                      |
|-------------------------|-------------------------------------------------------|----------------------|
| Variables               | Coeff. & s.e.                                         |                      |
|                         | sc<br>(1)                                             | f<br>(2)             |
| mm                      | −1.703<br>(2.317)                                     | −0.229<br>(1.214)    |
| Neg.Bing_sc             | 15.599<br>(13.027)                                    | −6.986<br>(8.735)    |
| Pos.Bing_sc             | −4.379<br>(2.882)                                     | −10.411<br>(12.921)  |
| Neg.NRC_sc              | −14.856<br>(15.289)                                   | 5.266<br>(5.423)     |
| Pos.NRC_sc              | −1.593<br>(3.984)                                     | 6.095<br>(8.983)     |
| Paper_du                | −1.457<br>(1.744)                                     | −2.143*<br>(1.243)   |
| nr_adv                  | −0.564<br>(0.377)                                     | −0.715***<br>(0.254) |
| nr_team                 | −0.047<br>(0.106)                                     | −0.454***<br>(0.148) |
| Constant                | 0.369<br>(4.177)                                      | 4.372<br>(3.062)     |
| Akaike Inf. Crit.       | 163.240                                               | 163.240              |
| Pseudo R square         | McFadden 0.46 - McFadden Adj. 0.37 - Cox & Snell 0.46 |                      |
| Note:                   | *p<0.1; **p<0.05; ***p<0.01                           |                      |

**Table 4.** VIF index multionomial full model

|            |            |             |             |             |
|------------|------------|-------------|-------------|-------------|
| Oweb_dum   | Code_dum   | Telegram_du | tw          | fb          |
| 15.583     | 3.165      | 9.422       | 126.167     | 5.164       |
| ln         | yt         | gith        | slack       | reddit      |
| 3.883      | 2.276      | 4.194       | 2.408       | 4.640       |
| btalk      | ew         | mm          | Neg_Bing_sc | Pos_Bing_sc |
| 3.443      | 1.007      | 6.435       | 575.279     | 1,293.780   |
| Neg_NRC_sc | Pos_NRC_sc | Paper_du    | nr_adv      | nr_team     |
| 241.850    | 770.032    | 7.955       | 3.908       | 8.418       |