Supplementary Online Appendix

**Supplementary Table 1** Variations in the attributes of some representative users across domains in Figure 2. All refers to considering all domains as a whole. Lower rankings are omitted to highlight the user’s cross-domain capability.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Domain | Global Times | | | NBA | | |
| Activity | Followers | In-degree rank | Activity | Followers | In-degree rank |
| Society | 1768 | 5,357,725 | 10 | 10 | 32,434,865 | - |
| International | 743 | 2 | 7 | - |
| Sports | 128 | 110 | 3276 | 4 |
| Technology | 498 | 38 | 11 | - |
| Entertainment | 878 | 49 | 160 | - |
| Finance | 511 | 10 | 1 | - |
| Military | 908 | 4 | 3 | - |
| All | 5437 | 14 | 3470 | 293 |

**Supplementary Table 1** Continued.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Domain | SUPERJUNIOR | | | Huawei | | |
| Activity | Followers | In-degree rank | Activity | Followers | In-degree rank |
| Society | 1 | 839,269 | - | 3 | 4,081,549 | - |
| International | 0 | - | 1 | - |
| Sports | 4 | - | 4 | - |
| Technology | 6 | - | 231 | 6 |
| Entertainment | 58 | 135 | 95 | - |
| Finance | 0 | - | 0 | - |
| Military | 0 | - | 0 | - |
| All | 70 | 509 | 334 | 239 |

**Supplementary Table 1** Continued.

|  |  |  |  |
| --- | --- | --- | --- |
| Domain | CCTV Finance | | |
| Activity | Followers | In-degree rank |
| Society | 268 | 22,239,041 | - |
| International | 121 | - |
| Sports | 25 | - |
| Technology | 433 | 6 |
| Entertainment | 212 | - |
| Finance | 1255 | - |
| Military | 56 | - |
| All | 2370 | 180 |