## Table A2. Standardized Coefficients from NRC Emotion-Enriched Negative Binomial Model

|  | (1) |
| --- | --- |
| (Intercept) | 0.117\*\*\* |
|  | (0.019) |
| joy | -0.010 |
|  | (0.007) |
| trust | 0.022\*\* |
|  | (0.007) |
| fear | -0.005 |
|  | (0.007) |
| anger | -0.020\*\* |
|  | (0.007) |
| sadness | -0.002 |
|  | (0.007) |
| disgust | -0.001 |
|  | (0.007) |
| surprise | 0.013\* |
|  | (0.007) |
| anticipation | 0.011+ |
|  | (0.007) |
| verified\_purchaseTRUE | 0.467\*\*\* |
|  | (0.013) |
| review\_length | 0.807\*\*\* |
|  | (0.006) |
| review\_age | 0.392\*\*\* |
|  | (0.007) |
| price | 0.069\*\*\* |
|  | (0.006) |
| categoryBeauty | -0.401\*\*\* |
|  | (0.025) |
| categoryBeauty\_Personal\_Care | -0.380\*\*\* |
|  | (0.025) |
| categoryBooks | -0.441\*\*\* |
|  | (0.025) |
| categoryElectronics | -0.555\*\*\* |
|  | (0.025) |
| categoryFashion | -0.813\*\*\* |
|  | (0.026) |
| categoryPet\_Supplies | -0.412\*\*\* |
|  | (0.025) |
| categorySoftware | 0.926\*\*\* |
|  | (0.025) |
| Num.Obs. | 160000 |
| AIC | 412192.6 |
| BIC | 412402.3 |
| Log.Lik. | -206075.323 |
| F | 1816.874 |
| RMSE | 1.9e+14 |
| + p < 0.1, \* p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001 | |

Note: All continuous predictors are z-standardized. Standard errors in parentheses. + p < 0.1, \* p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001