trust\_comment as dependent variable

Linear mixed model fit by REML ['lmerMod']

Formula: response ~ . + predicted\_gender\_comment:comment\_wordcount + trust\_post:predicted\_gender\_post + trust\_post:predicted\_gender\_comment + fairness\_post:predicted\_gender\_post +

fairness\_post:predicted\_gender\_comment + predicted\_gender\_post:predicted\_gender\_comment - link\_id + (1 | link\_id)

Data: d

REML criterion at convergence: -1116740

Scaled residuals:

Min 1Q Median 3Q Max

-2.2606 -0.2175 -0.0110 0.2151 17.4416

Random effects:

Groups Name Variance Std.Dev.

link\_id (Intercept) 1.738e-05 0.004169

Residual 2.837e-03 0.053266

Number of obs: 369744, groups: link\_id, 17831

Fixed effects:

Estimate Std. Error t value

(Intercept) 1.220e-01 2.671e-02 4.568

predicted\_gender\_commentmale -4.155e-03 4.884e-04 -8.508

predicted\_gender\_postmale 7.078e-04 4.998e-04 1.416

fear\_post 4.825e-05 1.898e-04 0.254

anger\_post -2.410e-04 2.432e-04 -0.991

anticip\_post -1.813e-04 2.140e-04 -0.847

trust\_post 3.381e-04 4.103e-04 0.824

surprise\_post 2.915e-04 2.274e-04 1.282

positive\_post -3.434e-04 7.108e-04 -0.483

negative\_post 2.041e-04 2.255e-04 0.905

sadness\_post -2.971e-04 2.363e-04 -1.257

disgust\_post 6.762e-05 2.342e-04 0.289

joy\_post -3.935e-04 2.245e-04 -1.753

care\_post -3.518e-04 5.362e-04 -0.656

fairness\_post 8.155e-04 5.087e-04 1.603

loyalty\_post 4.138e-04 4.413e-04 0.938

authority\_post -9.402e-05 4.287e-04 -0.219

purity\_post 1.396e-04 4.550e-04 0.307

non\_moral\_post 3.206e-04 2.457e-04 1.305

sentistrength\_pos\_post 2.126e-04 1.957e-04 1.086

sentistrength\_neg\_post 1.705e-04 1.894e-04 0.900

sentistrength\_neutral\_post -1.419e-04 1.633e-04 -0.869

subredditbusiness -1.654e-02 2.670e-02 -0.620

subredditEntrepreneur -1.670e-02 2.670e-02 -0.625

subredditEntrepreneurRideAlong -1.770e-02 2.670e-02 -0.663

subredditEntrepreneurship -2.044e-02 2.671e-02 -0.765

subredditgrowmybusiness -1.987e-02 2.671e-02 -0.744

subredditladybusiness -2.283e-02 2.672e-02 -0.854

subredditsmallbusiness -1.798e-02 2.670e-02 -0.674

subredditStartup\_Ideas -1.762e-02 2.670e-02 -0.660

subredditstartups -1.778e-02 2.670e-02 -0.666

subredditventurecapital -1.777e-02 2.671e-02 -0.665

post\_wordcount -1.062e-04 2.536e-04 -0.419

title\_wordcount -2.718e-05 1.219e-04 -0.223

comment\_wordcount 1.435e-02 2.121e-04 67.649

ups 1.609e-03 2.233e-04 7.208

author\_premiumFalse 2.517e-04 4.775e-04 0.527

author\_premiumTrue -3.909e-04 5.895e-04 -0.663

is\_selfTrue -9.245e-04 7.720e-04 -1.198

no\_followTrue -1.655e-04 3.863e-04 -0.429

num\_comments -2.399e-03 2.025e-04 -11.847

predicted\_gender\_commentmale:comment\_wordcount -1.621e-04 2.335e-04 -0.694

predicted\_gender\_postmale:trust\_post -1.141e-04 3.651e-04 -0.313

predicted\_gender\_commentmale:trust\_post 1.366e-04 2.480e-04 0.551

predicted\_gender\_postmale:fairness\_post 3.041e-04 3.645e-04 0.834

predicted\_gender\_commentmale:fairness\_post -1.210e-03 2.519e-04 -4.804

predicted\_gender\_commentmale:predicted\_gender\_postmale -3.843e-04 5.454e-04 -0.705

positive\_comment as dependent variable

Linear mixed model fit by REML ['lmerMod']

Formula: response ~ . + predicted\_gender\_comment:comment\_wordcount + positive\_post:predicted\_gender\_post +

positive\_post:predicted\_gender\_comment + predicted\_gender\_post:predicted\_gender\_comment - link\_id + (1 | link\_id)

Data: d

REML criterion at convergence: -1081607

Scaled residuals:

Min 1Q Median 3Q Max

-2.3121 -0.2083 -0.0250 0.1793 16.5630

Random effects:

Groups Name Variance Std.Dev.

link\_id (Intercept) 1.864e-05 0.004317

Residual 3.121e-03 0.055863

Number of obs: 369744, groups: link\_id, 17831

Fixed effects:

Estimate Std. Error t value

(Intercept) 1.201e-01 2.801e-02 4.288

predicted\_gender\_commentmale -3.954e-03 5.106e-04 -7.743

predicted\_gender\_postmale 2.088e-03 5.207e-04 4.010

fear\_post 8.269e-05 1.984e-04 0.417

anger\_post -7.789e-04 2.539e-04 -3.068

anticip\_post -2.491e-04 2.235e-04 -1.114

trust\_post -1.048e-04 1.784e-04 -0.587

surprise\_post -1.524e-04 2.380e-04 -0.640

positive\_post -7.671e-04 8.226e-04 -0.933

negative\_post 7.262e-04 2.360e-04 3.077

sadness\_post -4.118e-04 2.472e-04 -1.666

disgust\_post 4.203e-04 2.449e-04 1.716

joy\_post 4.704e-04 2.348e-04 2.004

care\_post -5.093e-04 5.601e-04 -0.909

fairness\_post 2.413e-04 3.505e-04 0.688

loyalty\_post 3.252e-04 4.614e-04 0.705

authority\_post -7.289e-05 4.482e-04 -0.163

purity\_post 1.451e-05 4.758e-04 0.030

non\_moral\_post 2.253e-04 2.565e-04 0.878

sentistrength\_pos\_post -4.521e-05 2.046e-04 -0.221

sentistrength\_neg\_post 2.553e-04 1.980e-04 1.289

sentistrength\_neutral\_post 1.728e-04 1.708e-04 1.012

subredditbusiness -9.197e-03 2.800e-02 -0.328

subredditEntrepreneur -9.075e-03 2.800e-02 -0.324

subredditEntrepreneurRideAlong -8.526e-03 2.800e-02 -0.305

subredditEntrepreneurship -1.062e-02 2.801e-02 -0.379

subredditgrowmybusiness -1.166e-02 2.801e-02 -0.416

subredditladybusiness -1.341e-02 2.802e-02 -0.479

subredditsmallbusiness -1.093e-02 2.800e-02 -0.391

subredditStartup\_Ideas -9.118e-03 2.800e-02 -0.326

subredditstartups -9.806e-03 2.800e-02 -0.350

subredditventurecapital -7.274e-03 2.802e-02 -0.260

post\_wordcount -8.456e-05 2.651e-04 -0.319

title\_wordcount 1.577e-06 1.275e-04 0.012

comment\_wordcount 1.499e-02 2.221e-04 67.467

ups 2.312e-03 2.336e-04 9.897

author\_premiumFalse 3.803e-04 4.995e-04 0.761

author\_premiumTrue -1.719e-04 6.164e-04 -0.279

is\_selfTrue -3.529e-04 8.079e-04 -0.437

no\_followTrue 7.507e-04 4.042e-04 1.857

num\_comments -2.107e-03 2.116e-04 -9.954

predicted\_gender\_commentmale:comment\_wordcount -7.860e-04 2.444e-04 -3.216

predicted\_gender\_postmale:positive\_post 2.098e-04 3.451e-04 0.608

predicted\_gender\_commentmale:positive\_post 5.749e-04 2.506e-04 2.294

predicted\_gender\_commentmale:predicted\_gender\_postmale -2.104e-03 5.709e-04 -3.685

negative\_comment as dependent variable

Linear mixed model fit by REML ['lmerMod']

Formula: response ~ . + predicted\_gender\_comment:comment\_wordcount + negative\_post:predicted\_gender\_post +

negative\_post:predicted\_gender\_comment + predicted\_gender\_post:predicted\_gender\_comment - link\_id + (1 | link\_id)

Data: d

REML criterion at convergence: -983376.1

Scaled residuals:

Min 1Q Median 3Q Max

-2.9846 -0.1791 -0.0018 0.1771 14.6286

Random effects:

Groups Name Variance Std.Dev.

link\_id (Intercept) 5.805e-05 0.007619

Residual 4.050e-03 0.063636

Number of obs: 369744, groups: link\_id, 17831

Fixed effects:

Estimate Std. Error t value

(Intercept) 1.189e-01 3.199e-02 3.717

predicted\_gender\_commentmale -7.689e-03 5.845e-04 -13.154

predicted\_gender\_postmale 1.399e-03 6.206e-04 2.254

fear\_post 7.492e-05 2.573e-04 0.291

anger\_post -5.426e-04 3.242e-04 -1.674

anticip\_post -4.037e-04 2.834e-04 -1.424

trust\_post 2.225e-05 2.202e-04 0.101

surprise\_post -2.864e-04 3.025e-04 -0.947

positive\_post -1.041e-03 8.897e-04 -1.170

negative\_post -7.331e-05 5.111e-04 -0.143

sadness\_post -6.268e-04 3.129e-04 -2.003

disgust\_post 2.758e-04 3.140e-04 0.878

joy\_post -6.689e-04 3.008e-04 -2.224

care\_post -7.572e-05 7.224e-04 -0.105

fairness\_post -5.805e-04 4.538e-04 -1.279

loyalty\_post 9.106e-04 5.928e-04 1.536

authority\_post 3.676e-05 5.794e-04 0.063

purity\_post -3.557e-04 6.107e-04 -0.582

non\_moral\_post -1.109e-04 3.297e-04 -0.337

sentistrength\_pos\_post -6.071e-04 2.621e-04 -2.316

sentistrength\_neg\_post -6.173e-04 2.587e-04 -2.386

sentistrength\_neutral\_post 2.967e-04 2.210e-04 1.342

subredditbusiness -8.289e-03 3.197e-02 -0.259

subredditEntrepreneur -1.296e-02 3.197e-02 -0.405

subredditEntrepreneurRideAlong -1.502e-02 3.197e-02 -0.470

subredditEntrepreneurship -1.724e-02 3.199e-02 -0.539

subredditgrowmybusiness -1.131e-02 3.198e-02 -0.354

subredditladybusiness -1.104e-02 3.200e-02 -0.345

subredditsmallbusiness -1.298e-02 3.197e-02 -0.406

subredditStartup\_Ideas -1.439e-02 3.197e-02 -0.450

subredditstartups -9.907e-03 3.196e-02 -0.310

subredditventurecapital -1.468e-02 3.199e-02 -0.459

post\_wordcount 1.415e-04 3.453e-04 0.410

title\_wordcount -1.837e-04 1.651e-04 -1.113

comment\_wordcount -1.167e-02 2.542e-04 -45.929

ups -6.983e-04 2.937e-04 -2.378

author\_premiumFalse 5.943e-04 6.366e-04 0.934

author\_premiumTrue 4.758e-04 7.990e-04 0.596

is\_selfTrue -1.617e-04 1.018e-03 -0.159

no\_followTrue -1.714e-03 5.060e-04 -3.388

num\_comments 1.166e-04 2.748e-04 0.424

predicted\_gender\_commentmale:comment\_wordcount 2.565e-02 2.792e-04 91.872

predicted\_gender\_postmale:negative\_post -1.175e-05 4.327e-04 -0.027

predicted\_gender\_commentmale:negative\_post 8.048e-04 2.854e-04 2.820

predicted\_gender\_commentmale:predicted\_gender\_postmale -1.262e-03 6.540e-04 -1.930

sadness\_comment as dependent variable

Linear mixed model fit by REML ['lmerMod']

Formula: response ~ . + predicted\_gender\_comment:comment\_wordcount + sadness\_post:predicted\_gender\_post +

sadness\_post:predicted\_gender\_comment + predicted\_gender\_post:predicted\_gender\_comment - link\_id + (1 | link\_id)

Data: d

REML criterion at convergence: -1579452

Scaled residuals:

Min 1Q Median 3Q Max

-3.862 -0.336 0.063 0.502 32.886

Random effects:

Groups Name Variance Std.Dev.

link\_id (Intercept) 0.0000120 0.003463

Residual 0.0008073 0.028414

Number of obs: 369744, groups: link\_id, 17831

Fixed effects:

Estimate Std. Error t value

(Intercept) 1.081e-01 1.428e-02 7.565

predicted\_gender\_commentmale -2.605e-03 2.613e-04 -9.967

predicted\_gender\_postmale 1.425e-03 2.782e-04 5.122

fear\_post 6.837e-05 1.157e-04 0.591

anger\_post -4.439e-04 1.453e-04 -3.055

anticip\_post -1.178e-04 1.273e-04 -0.925

trust\_post -1.497e-04 9.867e-05 -1.517

surprise\_post -2.704e-04 1.359e-04 -1.989

positive\_post -6.475e-04 3.984e-04 -1.625

negative\_post -7.213e-05 1.335e-04 -0.540

sadness\_post 3.380e-04 2.420e-04 1.397

disgust\_post 7.540e-05 1.415e-04 0.533

joy\_post -2.248e-04 1.351e-04 -1.663

care\_post 6.114e-05 3.246e-04 0.188

fairness\_post -6.659e-05 2.039e-04 -0.327

loyalty\_post -4.024e-04 2.663e-04 -1.511

authority\_post -1.781e-05 2.604e-04 -0.068

purity\_post 3.134e-04 2.744e-04 1.142

non\_moral\_post 2.163e-05 1.481e-04 0.146

sentistrength\_pos\_post -7.595e-05 1.177e-04 -0.645

sentistrength\_neg\_post -1.712e-04 1.163e-04 -1.473

sentistrength\_neutral\_post 1.700e-04 9.930e-05 1.712

subredditbusiness -1.715e-02 1.428e-02 -1.201

subredditEntrepreneur -1.648e-02 1.427e-02 -1.154

subredditEntrepreneurRideAlong -1.615e-02 1.428e-02 -1.132

subredditEntrepreneurship -1.782e-02 1.428e-02 -1.248

subredditgrowmybusiness -1.970e-02 1.428e-02 -1.380

subredditladybusiness -2.066e-02 1.429e-02 -1.446

subredditsmallbusiness -1.805e-02 1.427e-02 -1.264

subredditStartup\_Ideas -1.680e-02 1.428e-02 -1.177

subredditstartups -1.885e-02 1.427e-02 -1.321

subredditventurecapital -2.000e-02 1.428e-02 -1.400

post\_wordcount -7.005e-04 1.552e-04 -4.513

title\_wordcount -9.937e-05 7.418e-05 -1.340

comment\_wordcount 1.901e-02 1.135e-04 167.460

ups 7.531e-04 1.318e-04 5.714

author\_premiumFalse 2.811e-04 2.858e-04 0.983

author\_premiumTrue -3.004e-04 3.591e-04 -0.837

is\_selfTrue -6.165e-04 4.573e-04 -1.348

no\_followTrue -4.959e-04 2.270e-04 -2.185

num\_comments -9.355e-04 1.235e-04 -7.575

predicted\_gender\_commentmale:comment\_wordcount -4.041e-03 1.247e-04 -32.403

predicted\_gender\_postmale:sadness\_post 4.652e-06 2.013e-04 0.023

predicted\_gender\_commentmale:sadness\_post -1.359e-05 1.284e-04 -0.106

predicted\_gender\_commentmale:predicted\_gender\_postmale -1.589e-03 2.923e-04 -5.436