|  |  |  |  |
| --- | --- | --- | --- |
|  | **Candidate preference** | **Evaluative criteria** | **Policy preference** |
| Edges (Intercept) | **-1.819** [-2.815; -.304]\* | **-1.823** [-2.807; -.304]\* | **-1.936** [-2.937; -.304]\* |
| ***Motivation and homophily*** |  |  |  |
| Consistency motivation (in-ties) (H1a) | .037 [-.021; .113] | .037 [-.021; .113] | .037 [-.021; .113] |
| Consistency motivation (out-ties) (H1b) | .019 [-.112; .071] | .019 [-.112; .071] | .019 [-.112; .071] |
| Understanding motivation (in-ties) (H2a) | -.049 [-.103; .022] | -.049 [-.103; .022] | -.049 [-.103; .022] |
| Understanding motivation (out-ties) (H2b) | **.036** [.012; .087]\* | **.035** [.011; .087]\* | **.035** [.011; .087]\* |
| Hedonic motivation (in-ties) | -.012 [-.038; .001] | -.013 [-.038; .001] | -.013 [-.038; .001] |
| Hedonic motivation (out-ties) (H3) | **.102** [.094; .130]\* | **.102** [.094; .130]\* | **.102** [.094; .130]\* |
| Same candidate pref (H1c) | -.135 [-.211; .047] | -.033 [-.079; .047] | -.032 [-.079; .047] |
| Similar policy pref (H1c) | -.091 [-.225; .042] | -.090 [-.230; .042] | .094 [-.764; .324] |
| Similar evaluative criteria (H2c) | **.385** [.207; .404]\* | .295 [-.359; .639] | **.389** [.207; .405]\* |
| ***Interaction*** |  |  |  |
| Time trends (linear) | .079 [-.059; .262] | **.083** [.021; .171]\* | **.144** [.063; .235]\* |
| Time X Same candidate pref (H1d) | **.051** [.038; .071]\* |  |  |
| Time X Similar evaluative criteria |  | .046 [-.176; .242] |  |
| Time X Similar policy pref |  |  | -.095 [-.253; .214] |
| ***Endogenous structural effects*** |  |  |  |
| Isolates | **1.003** [.793; 1.264]\* | **1.005** [.793; 1.264]\* | **1.005** [.793; 1.264]\* |
| Reciprocity | **.768** [.507; 1.068]\* | **.768** [.507; 1.068]\* | **.768** [.507; 1.068]\* |
| Multiple path closure (H4a) | .057 [-.053; .125] | .057 [-.053; .125] | .057 [-.053; .125] |
| Multiple cyclic closure (H4b) | **-.066** [-.080; -.061]\* | **-.066** [-.080; -.061]\* | **-.066** [-.080; -.061]\* |
| Multiple activity closure (H5a) | **.035** [.033; .053]\* | **.035** [.033; .053]\* | **.035** [.033; .053]\* |
| Multiple popularity closure (H5a) | **.113** [.082; .232]\* | **.113** [.082; .232]\* | **.113** [.082; .232]\* |
| Multiple two-paths | .003 [-.007; .009] | .003 [-.007; .009] | .003 [-.007; .009] |
| Activity spread | **-4.395** [-4.557; -3.994]\* | **-4.392** [-4.557; -3.994]\* | **-4.392** [-4.557; -3.994]\* |
| Popularity spread (H6) | **-4.123** [-5.342; -3.259]\* | **-4.120** [-5.342; -3.259]\* | **-4.121** [-5.342; -3.259]\* |
| ***Lagged structural effects*** |  |  |  |
| Previous communication | **.220** [.184; .250]\* | **.220** [.184; .250]\* | **.219** [.185; .250]\* |
| Delayed reciprocity | .076 [-.073; .344] | .075 [-.073; .344] | .076 [-.073; .344] |
| Delayed transitivity closure | **.033** [.019; .051]\* | **.033** [.019; .051]\* | **.033** [.019; .051]\* |
| Delayed cyclic closure | **.032** [.008; .057]\* | **.032** [.008; .057]\* | **.032** [.008; .057]\* |
| Delayed activity closure | **-.055** [-.067; -.035]\* | **-.055** [-.067; -.035]\* | **-.055** [-.067; -.035]\* |
| Delayed popularity closure | **-.058** [-.110; -.034]\* | **-.058** [-.110; -.034]\* | **-.058** [-.110; -.034]\* |
| Persistent sender (out-tie) | **.019** [.010; .029]\* | **.019** [.010; .029]\* | **.019** [.010; .029]\* |
| Persistent receiver (in-ties) | **.023** [.018; .038]\* | **.023** [.018; .038]\* | **.023** [.018; .038]\* |
| ***Controls*** |  |  |  |
| Age (out-ties) | .040 [-.192; .091] | .040 [-.192; .090] | .040 [-.192; .090] |
| Female (in-ties) | .009 [-.037; .071] | .009 [-.036; .071] | .009 [-.036; .071] |
| Female (out-ties) | .029 [-.348; .335] | .029 [-.348; .335] | .029 [-.348; .335] |
| Gender homophily | **.044** [.015; .086]\* | **.044** [.015; .086]\* | **.044** [.015; .086]\* |
| Education (in-ties) | -.010 [-.039; .019] | -.010 [-.039; .019] | -.010 [-.039; .018] |
| Education (out-ties) | .015 [-.016; .091] | .015 [-.016; .091] | .015 [-.016; .091] |
| Regional origin = Seoul (in-ties) | -.083 [-.157; .044] | -.084 [-.157; .044] | -.084 [-.157; .044] |
| Regional origin = Seoul (out-ties) | -.143 [-.598; .350] | -.142 [-.598; .350] | -.143 [-.598; .350] |
| Regional homophily (Seoul) | .015 [-.014; .080] | .015 [-.014; .080] | .015 [-.014; .080] |
| Talk freq (in-ties) | **.030** [.002; .037]\* | **.030** [.002; .036]\* | **.030** [.002; .037]\* |
| Talk freq (out-ties) | -.005 [-.143; .161] | -.006 [-.143; .161] | -.006 [-.143; .161] |
| Media use (in-ties) | -.018 [-.024; .024] | -.018 [-.024; .024] | -.018 [-.024; .024] |
| Media use (out-ties) | .024 [-.017; .287] | .024 [-.017; .287] | .024 [-.017; .287] |
| Internal efficacy (in-ties) | -.012 [-.058; .055] | -.012 [-.058; .055] | -.012 [-.058; .055] |
| Internal efficacy (out-ties) | .030 [-.102; .128] | .031 [-.102; .128] | .031 [-.102; .128] |
| Candidate pref = Moon (in-ties) | .006 [-.008; .092] | .004 [-.008; .092] | .003 [-.008; .092] |
| Candidate pref = Moon (out-ties) | .017 [-.123; .131] | .017 [-.123; .131] | .016 [-.123; .131] |
| Num. obs. | 291096 | 291096 | 291096 |
| \* 0 outside the 95% confidence interval | | | |