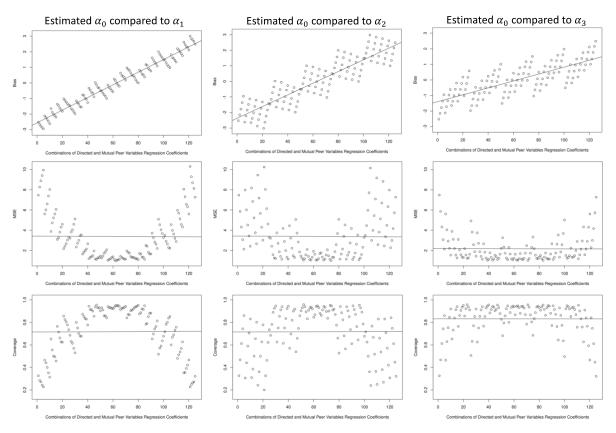
## Decomposing network effects into directional components to advance study of the diffusion of medical practices in a physician shared-patient network

## ONLINE SUPPORTING INFORMATION

In this online supporting information, we include the figure with the general results across values of  $\alpha = (\alpha_1, \alpha_2, \alpha_3)^T$  referred to in Section 3.2 of the main text. The plots show the bias, mean-squared-error (MSE), and coverage of the estimated peer-effect  $(\alpha_0)$  using the influence matrix constructed from the undirected adjacency matrix compared to each of the inbound  $(\alpha_1)$ , outbound  $(\alpha_2)$ , and mutual  $(\alpha_3)$  peer-effects. The simulated network size is 100 with a density of 0.2.



**Figure S1.** Bias, mean-squared-error (MSE), and coverage of estimated directed peer-effects  $(\alpha_1, \alpha_2, \alpha_3)^T$  when the model in Equation (3) of the main text generates the data but the model with a single peer-effect (denoted  $\alpha_0$ ) for an undirected weight matrix is used for estimation. The x-axis is ordered by the combinations of  $(\alpha_1, \alpha_2, \alpha_3)^T$  whereby  $\alpha_1$  varies fastest followed by  $\alpha_2$  and then by  $\alpha_3$  (leading to the patterns reflecting the repeated mini-trends in several of the subplots).