|  |  |  |
| --- | --- | --- |
| **S4 Table. QAP correlations across variable matrices (based on 59 common countries).** |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1. Alexa similarity
 |  |  |  |  |  |  |  |  |  |
| 1. YouTube similarity
 | .44\*\*\* |  |  |  |  |  |  |  |  |
| 1. Twitter topic similarity
 | .32\*\*\* | .47\*\*\* |  |  |  |  |  |  |  |
| 1. Language composition
 | .49\*\*\* | .70\*\*\* | .47\*\*\* |  |  |  |  |  |  |
| 1. Sharing border
 | .18\*\*\* | .25\*\*\* | .16\*\*\* | .23\*\*\* |  |  |  |  |  |
| 1. Internet market size
 | −.01 | −.14\*\* | −.05 | −.02 | .01 |  |  |  |  |
| 1. US effect
 | .13\* | .004 | .03 | .14\* | −.01 | .64\* |  |  |  |
| 1. China effect#
 | −.45\*\* |  NA |  NA | −.05 | .06\*\* | .78\*\* | −.01 |  |  |
| 1. English prevalence
 | .11\* | .04 | .26\*\*\* | .17\*\*\* | .02 | .27\* |  .46\* | −.01# |  |
| \* p < .05 \*\* p < .01 \*\*\* p < .001# Correlations of China effect are based all available countries, except for YouTube and Twitter (did not have data for China). |