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| **S6A Table. QAP regressions for YouTube trending video similarity across countries (September, N = 98).** |
| Variables | *b* |
| Block 1 | Block 2 | Block 3 |
| Intercept | 0.06\*\*\* | 0.06\*\* | 0.06\*\* |
| Language composition | .07\*\*\* | .07\*\*\* | .07\*\*\* |
| Sharing border | .08\*\*\* | .08\*\*\* | .08\*\*\* |
| Internet market size  | −.02\*\*\* | −.02\*\*\* | −.02\*\*\* |
| US effect |  | .01 | .02 |
| English prevalence |  |  | −.005\*\* |
| R2 | .50\*\*\* | .50\*\*\* | .50\*\*\* |
| Adjusted R2 | .50\*\*\* | .50\*\*\* | .50\*\*\* |
| Notes: 1,000 permutations for estimating standard errors.Coefficients presented are standardized coefficients.\* p < .05 \*\* p < .01 \*\*\* p < .001 |

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| **S6B Table. QAP regressions for YouTube trending video similarity across countries (November, N = 98).** |
| Variables | *b* |
| Block 1 | Block 2 | Block 3 |
| Intercept | 0.05\*\* | 0.05\* | 0.05\* |
| Language composition | .06\*\*\* | .06\*\*\* | .06\*\*\* |
| Sharing border | .09\*\*\* | .09\*\*\* | .09\*\*\* |
| Internet market size  | −.02\*\*\* | −.03\*\*\* | −.03\*\*\* |
| US effect |  | .03 | .04 |
| English prevalence |  |  | −.004\* |
| R2 | .47\*\*\* | .47\*\*\* | .47\*\*\* |
| Adjusted R2 | .47\*\*\* | .47\*\*\* | .47\*\*\* |
| Notes: 1,000 permutations for estimating standard errors.Coefficients presented are standardized coefficients.\* p < .05 \*\* p < .01 \*\*\* p < .001 |