

SUPPLEMENTARY FILE - ONLINE APPENDIX

Section A. Robustness checks

Section B. Supplementary analyses

Section A. Robustness checks

Figure A1. Number of accounts included by quartile of political content

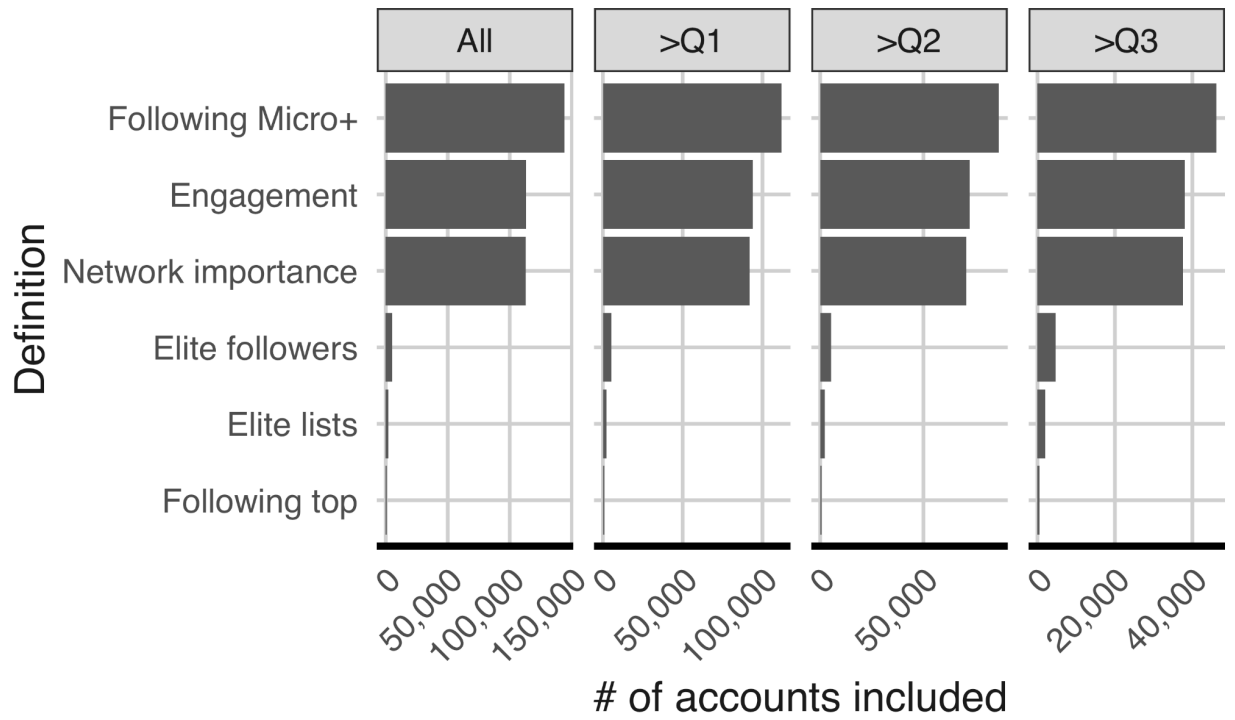


Figure A2. Overlap between influencer definitions by quartile of political content.
 Each point represents the percent of political influencers identified by one definition that are also included in another definition.

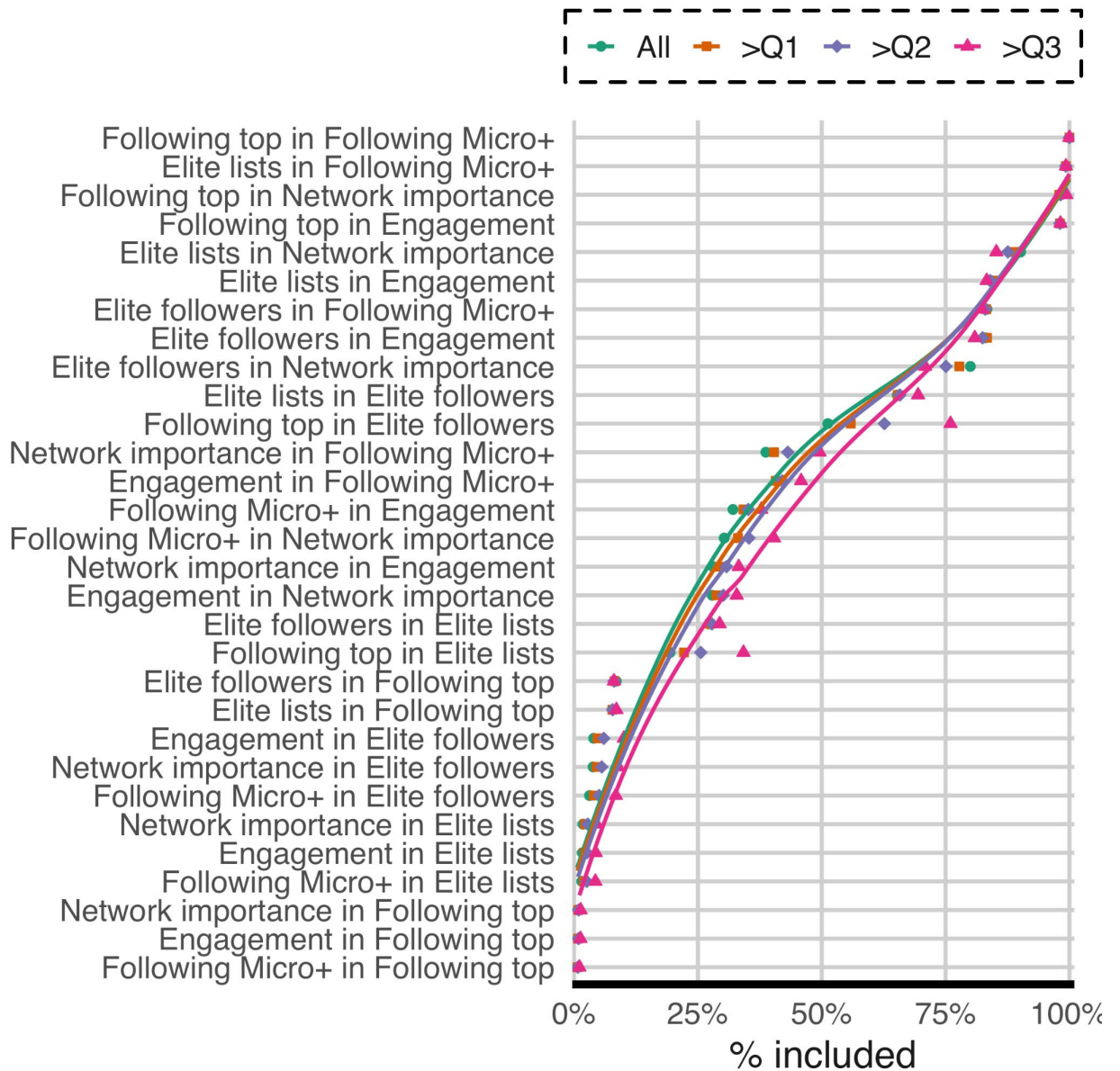


Figure A3. Robustness to different audience size thresholds. Just like Figure 4 in the main text, this figure shows the median influencer and central 50% of influencers (y-axis) across six definitions of influencers (x-axis) and variables (panels A-D). In contrast to Fig. 4, the set of influencers in each definition is limited to users with 30 or more panel followers. Dashed horizontal lines designate panel statistics.

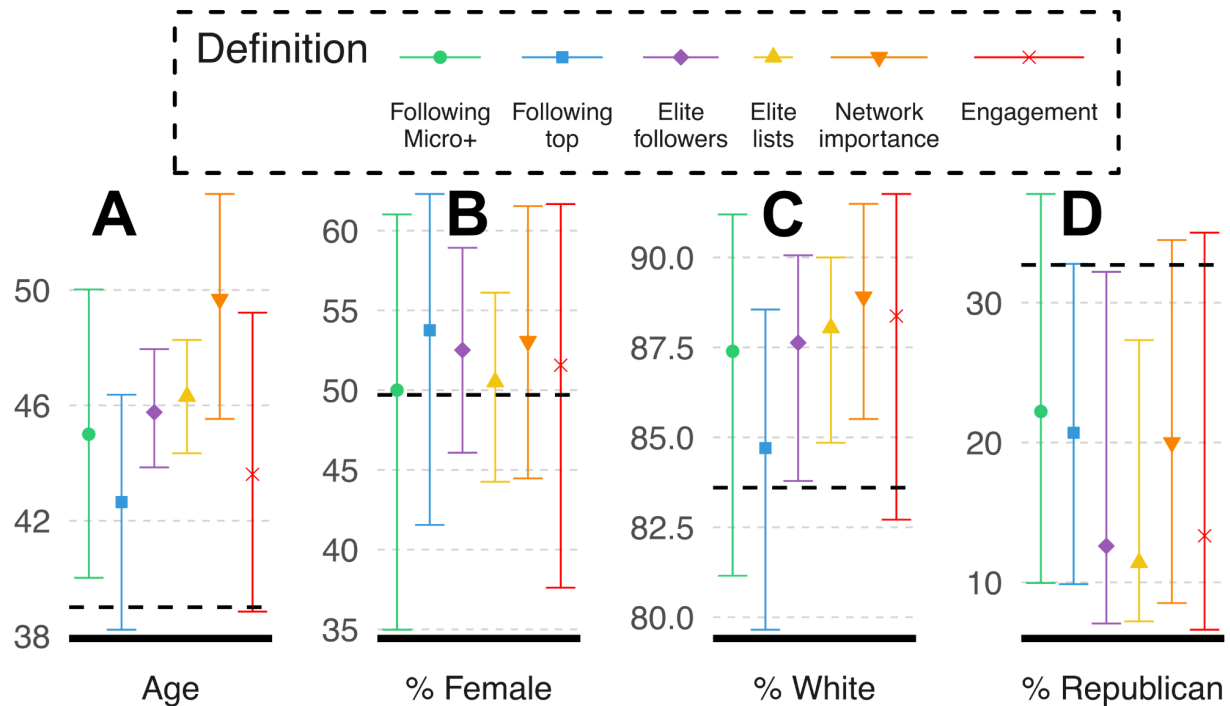
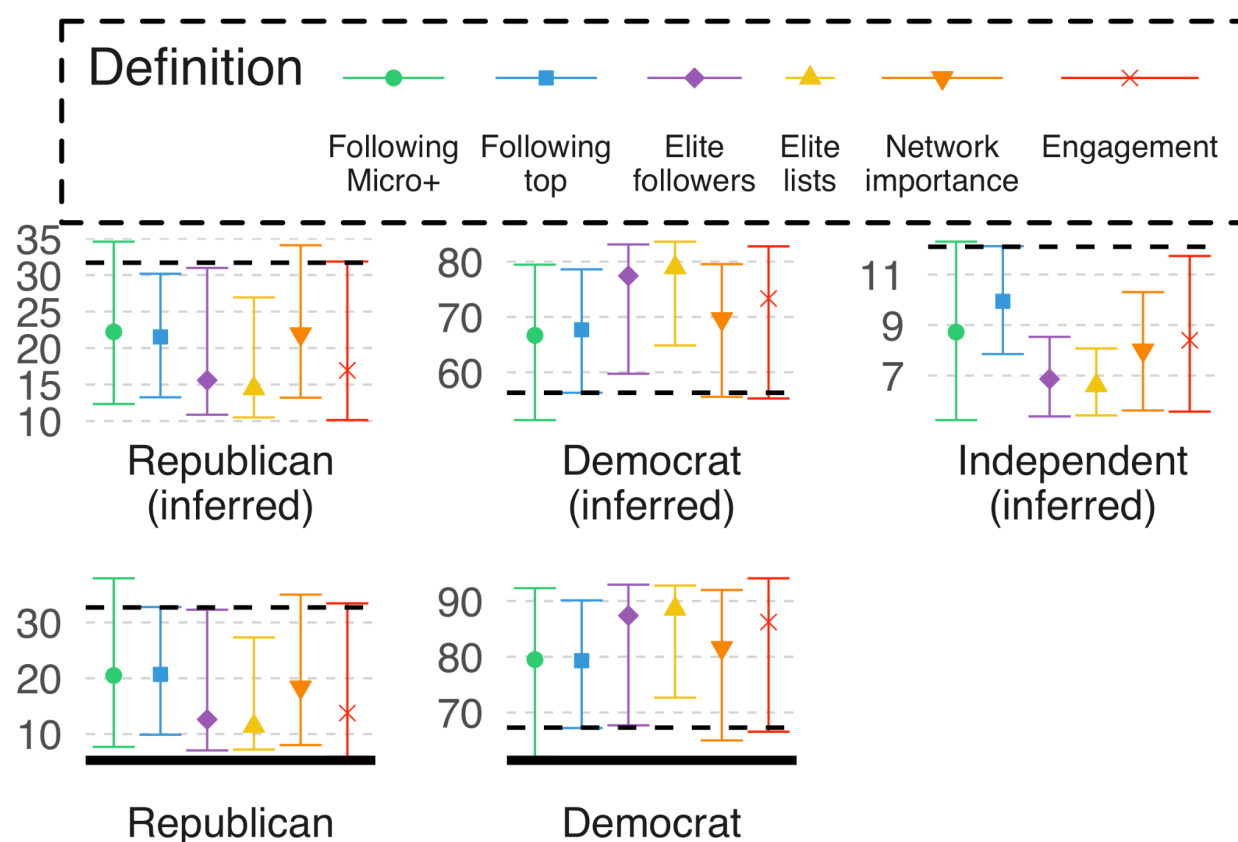


Figure A4. Robustness to different partisanship measures. Six prominent definitions are compared (x-axis) in terms of audience percentage of Republicans, Democrats, or Independents (y-axis). Top panels show the composition of influencers' audience based on inferred partisanship, while the bottom panels show audience breakdown based on self-reported partisanship (excluding Independents, which have different meanings according to state rules on registration). Dashed horizontal lines designate panel statistics. Note that self-reported and inferred partisanship have different scales (as expected), but the relative positioning of the different definitions is largely preserved when using self-reported or inferred partisanship.



Section B. Supplementary Analyses

Table B1. Statistical significance of differences and effect sizes. Effect sizes (Wilcoxon) are shown for differences between influencer definitions in political sharing (panel A), posting frequency and number of followers (panel B), network importance and engagement (panel C), and audience characteristics (age and gender in panel D; race and partisanship in panel E). Cells are colored based on the common interpretation of values in 0.1-0.3 representing small effects (green), 0.3-0.5 representing moderate effects (orange), and 0.5-1.0 representing large effects (red). All pairwise differences are statistically significant ($p < 0.05$ using two-sided post-hoc significance Dunn test with Bonferroni correction for multiple comparison), except for 16/135 pairs, which are indicated by light-colored (gray) font.

A	Elite followers	Elite lists	Network imp.	Following Micro+	Following top	Eng.
Elite followers		.03	.13	.22	.23	.22
Elite lists			.08	.15	.28	.14
Network importance				.33	.01	.25
Following Micro+					.04	.08
Following top						.03
Engagement						
Political sharing						
B	Elite followers	Elite lists	Network imp.	Following Micro+	Following top	Eng.
Elite followers		.01	.05	.06	.12	.15
Elite lists			.04	.04	.16	.11
Network importance				.03	.01	.23
Following Micro+					.00	.21
Following top						.03
Engagement						
Posting frequency						
C	Elite followers	Elite lists	Network imp.	Following Micro+	Following top	Eng.
Elite followers		.10	.11	.22	.39	.25
Elite lists			.12	.16	.47	.19
Network importance				.52	.14	.57
Following Micro+					.13	.02
Following top						.14
Engagement						
Network engagement						
D	Elite followers	Elite lists	Network imp.	Following Micro+	Following top	Eng.
Elite followers		.06	.15	.02	.24	.10
Elite lists			.09	.02	.35	.07
Network importance				.29	.09	.39
Following Micro+					.03	.12
Following top						.01
Engagement						
Audience age female						
E	Elite followers	Elite lists	Network imp.	Following Micro+	Following top	Eng.
Elite followers		.04	.09	.03	.16	.01
Elite lists			.05	.02	.25	.00
Network importance				.21	.07	.15
Following Micro+					.01	.06
Following top						.03
Engagement						
Audience % White Republican						