

Appendix A: Sample Distribution of Tweets**Table A1.** *Overview of analyzed data and media outlets.*

Twitter Accounts	Manual Content Analysis (<i>n</i>)	Automated Content Analysis (<i>n</i>)
<u>Legacy News Outlets:</u>		
<i>USA Today Politics</i>	180	3,200
<i>USA Today Sports</i>	90	1,600
<i>USA Today Life</i>	90	1,600
<i>L.A. Times Politics</i>	180	3,200
<i>L.A. Times Sports</i>	90	1,600
<i>LAT Entertainment</i>	90	1,600
<u>Online-native News Outlets:</u>		
<i>BuzzFeed Politics</i>	180	3,200
<i>BuzzFeed Sports</i>	90	1,600
<i>BuzzFeed Arts & Entertainment</i>	90	1,600
<i>Huffington Post Politics</i>	180	3,200
<i>Huffington Post Sports</i>	90	1,600
<i>Huffington Post Life</i>	90	1,600
Total	1,440	25,600

Appendix B: Logistic and Poisson Regressions to test H₁**Table B1.** Regression models predicting relationship between type of news outlet and presence of sensationalist features in tweets for manual and automated content analysis.

	Sensationalist Features									
	Manual Content Analysis					Automated Content Analysis				
	Logistic Regression (presence/absence: 1/0)			Poisson Regression (count)		Logistic Regression (presence/absence: 1/0)			Poisson Regression (count)	
	<i>b</i> (SE)	OR	<i>p</i>	<i>b</i> (SE)	<i>p</i>	<i>b</i> (SE)	OR	<i>p</i>	<i>b</i> (SE)	<i>p</i>
Intercept	-1.92 (0.19)	0.15	0.000	-1.98 (0.12)	0.000	-2.13 (0.05)	0.12	0.000	-2.01 (0.03)	0.000
Outlet Type: legacy (0) vs. online- native (1)	0.79 (0.12)	2.21	0.000	0.46 (0.07)	0.000	1.02 (0.03)	2.77	0.000	0.59 (0.02)	0.000
Channel Type: politics (0), entertainment/lifestyle or sports (1)	1.29 (0.20)	3.64	0.000	0.97 (0.13)	0.000	1.63 (0.03)	5.10	0.000	1.28 (0.02)	0.000
Topic Type: politics- oriented (0), entertainment- oriented(1)	0.59 (0.20)	1.80	0.004	0.54 (0.14)	0.000					
Tweet Length	0.00 (0.00)	1.00	0.051	0.00 (0.00)	0.000	0.00 (0.00)	1.00	0.000	0.00 (0.00)	0.000
Pseudo/Adj. R^2	0.145			0.133		0.133			0.107	
<i>n</i>	1,440			1,440		25,600			25,600	

Note: Cells contain unstandardized regression coefficients (*b*) with standard errors (*SE*) in parentheses, odds ratio (*OR*) and probabilities (*p*; two-tailed).

Appendix C: Poisson Regression Analysis to Test H₂**Table C1.** *Poisson regression models predicting relationship between the number of sensationalist features and engagement metrics.*

	Engagement Metrics							
	Manual Content Analysis				Automated Content Analysis			
	Favorite count		Retweet count		Favorite count		Retweet count	
	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>
Intercept	1.24 (0.03)	0.000	1.39 (0.03)	0.000	2.10 (0.01)	0.000	1.92 (0.01)	0.000
Number of sensationalist features present	0.31 (0.01)	0.000	0.00 (0.01)	0.773	0.16 (0.00)	0.000	0.32 (0.00)	0.000
Outlet Type: legacy (0) vs. online- native (1)	0.55 (0.02)	0.000	1.16 (0.02)	0.000	0.96 (0.00)	0.000	1.32 (0.00)	0.000
Channel Type: politics (0), entertainment/lifestyle or sports (1)	-1.01 (0.02)	0.000	1.27 (0.03)	0.000	-0.12 (0.00)	0.000	1.81 (0.00)	0.000
Topic Type: politics-oriented (0), entertainment-oriented (1)	0.94 (0.02)	0.000	0.32 (0.03)	0.000				
Tweet Length	0.01 (0.00)	0.000	0.00 (0.00)	0.000	0.00 (0.00)	0.000	-0.01 (0.00)	0.000
Pseudo/Adj. R^2	0.074		0.147		0.050		0.181	
<i>n</i>	1,440		1,440		25,600		25,600	

Note: Cells contain unstandardized regression coefficients (*b*) with standard errors (*SE*) in parentheses and probabilities (*p*; two-tailed).

Table C2. *Poisson regression models predicting relationship between the presence of sensationalist features and engagement metrics.*

	Engagement Metrics							
	Manual Content Analysis				Automated Content Analysis			
	Favorite count		Retweet count		Favorite count		Retweet count	
	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>
Intercept	1.15 (0.03)	0.000	1.40 (0.03)	0.000	2.11 (0.01)	0.006	1.87 (0.01)	0.000
Sensationalist feature/s present (1) vs not present (0)	0.37 (0.02)	0.000	-0.32 (0.02)	0.000	0.11 (0.00)	0.004	0.47 (0.00)	0.000
Outlet Type: legacy (0) vs. online-native (1)	0.58 (0.02)	0.000	1.25 (0.02)	0.000	0.98 (0.00)	0.004	1.33 (0.00)	0.000
Channel Type: politics (0), entertainment/lifestyle or sports (1)	-0.86 (0.02)	0.000	1.35 (0.03)	0.000	-0.06 (0.00)	0.004	1.86 (0.00)	0.000
Topic Type: politics-oriented (0), entertainment-oriented (1)	0.95 (0.02)	0.000	0.41 (0.03)	0.000				
Tweet Length	0.01 (0.00)	0.000	0.00 (0.00)	0.000	0.00 (0.00)	0.000	-0.01 (0.00)	0.000
Pseudo/Adj. R^2	0.065		0.150		0.048		0.175	
<i>n</i>	1,440		1,440		25,600		25,600	

Note: Cells contain unstandardized regression coefficients (*b*) with standard errors (*SE*) in parentheses and probabilities (*p*; two-tailed).

Table C3. *Poisson regression models predicting relationship between individual sensationalist features and engagement metrics.*

Sensationalist feature:	Engagement Metrics							
	Manual Content Analysis				Automated Content Analysis			
	Favorite count		Retweet count		Favorite count		Retweet count	
	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>	<i>b (SE)</i>	<i>p</i>
Intercept	1.18 (0.03)	0.000	1.51 (0.03)	0.000	2.04 (0.01)	0.000	1.87 (0.01)	0.000
Hyperbole	-2.80 (0.03)	0.000	-0.63 (0.03)	0.000	0.33 (0.01)	0.000	-0.13 (0.01)	0.000
Slang	0.57 (0.03)	0.000	0.33 (0.02)	0.000	-0.43 (0.02)	0.000	1.28 (0.00)	0.000
Listicle	-0.63 (0.11)	0.000	-2.82 (0.17)	0.000	-0.25 (0.02)	0.000	-1.22 (0.01)	0.000
Emoji	1.17 (0.03)	0.000	-0.44 (0.03)	0.000	0.21 (0.01)	0.000	0.64 (0.00)	0.000
Question	1.12 (0.02)	0.000	-0.21 (0.03)	0.000	-0.64 (0.01)	0.000	-0.98 (0.01)	0.000
Hashtag	0.30 (0.03)	0.000	0.32 (0.02)	0.000	0.03 (0.01)	0.000	0.12 (0.00)	0.000
Forward referencing	-0.83 (0.05)	0.000	-0.97 (0.05)	0.000	-0.36 (0.01)	0.000	-0.18 (0.01)	0.000
Informal punctuation	-1.81 (0.09)	0.000	0.21 (0.03)	0.000	0.32 (0.01)	0.000	0.37 (0.01)	0.000
All caps	-0.18 (0.04)	0.000	0.83 (0.02)	0.000	0.29 (0.02)	0.000	1.63 (0.00)	0.000
Media	0.11 (0.02)	0.000	0.01 (0.01)	0.367	0.54 (0.00)	0.000	0.47 (0.00)	0.000
Outlet Type: legacy (0) vs. online- native (1)	0.69 (0.02)	0.000	1.16 (0.02)	0.000	0.87 (0.00)	0.000	1.26 (0.00)	0.000
Channel Type: politics (0), entertainment/lifestyle or sports (1)	-1.06 (0.02)	0.000	1.22 (0.03)	0.000	-0.13 (0.00)	0.000	1.78 (0.00)	0.000
Topic Type: politics-oriented (0), entertainment-oriented (1)	0.97 (0.02)	0.000	0.31 (0.03)	0.000				
Length tweet	0.01 (0.00)	0.000	0.00 (0.00)	0.000	0.00 (0.00)	0.000	-0.01 (0.00)	0.000
Pseudo/Adj. R^2	0.131		0.179		0.063		0.213	
<i>n</i>	1,440		1,440		25,600		25,600	

Note: Cells contain unstandardized regression coefficients (*b*) with standard errors (*SE*) in parentheses and probabilities (*p*; two-tailed). Positive effects are in green-colored text, negative effects in red-colored text.

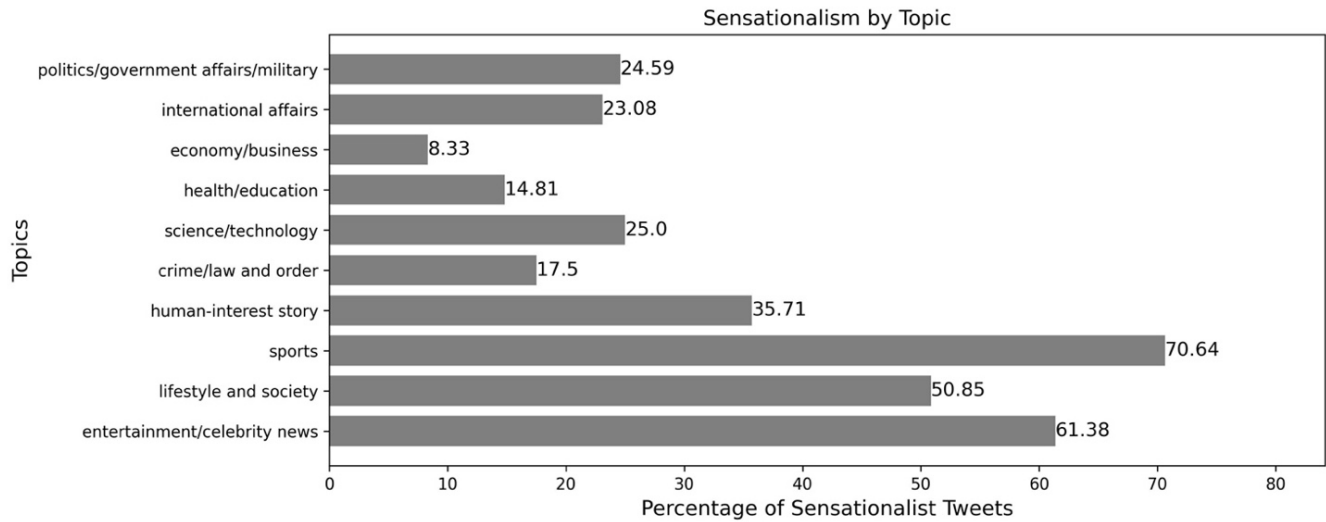
Appendix D: Exploratory Analysis

Figure D1. *Sensationalism by News Topic (% of tweets with at least one sensationalist feature)*