

Supplemental materials

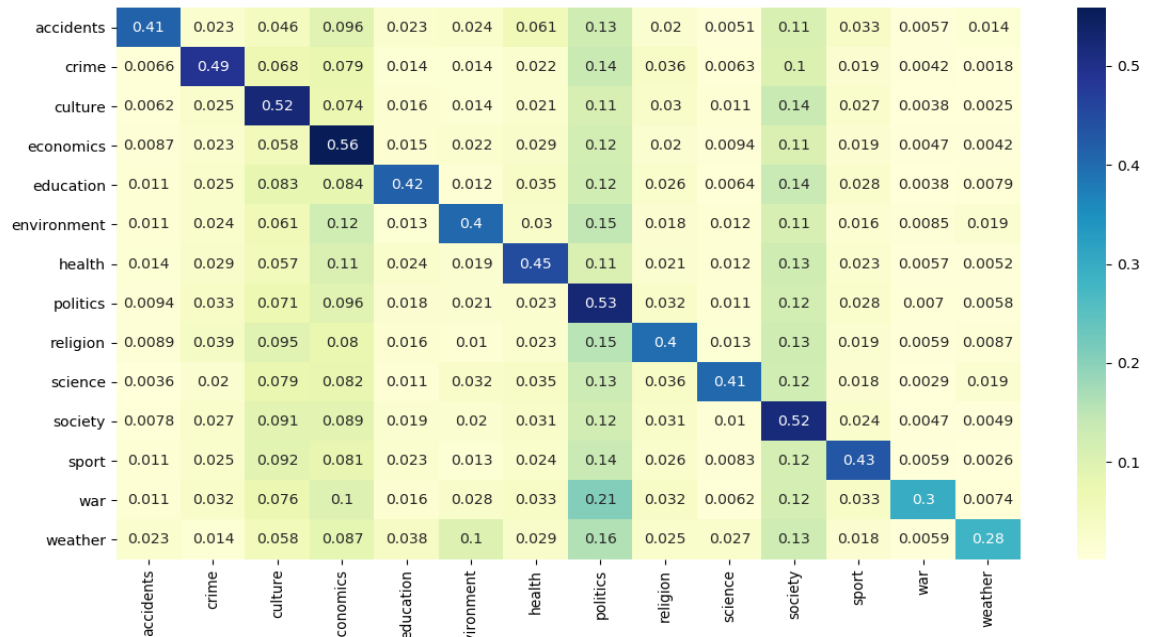
Consumption of articles by topic depending on the session length (*Trouw*).

Topic	Ratio for 1 click sessions	Ratio for 2+ click sessions	Ratio of content published
Accidents	1%	2%	1%
Crime	4%	5%	4%
Culture	14%	13%	18%
Economics	14%	17%	15%
Education	4%	3%	2%
Environment	5%	3%	3%
Health	7%	5%	4%
Politics	21%	21%	20%
Religion	4%	4%	4%
Science	2%	2%	2%
Sport	3%	4%	8%
Society	19%	19%	17%
War	1%	1%	2%
Weather	1%	1%	0%
Total n of articles	100%	100%	100%

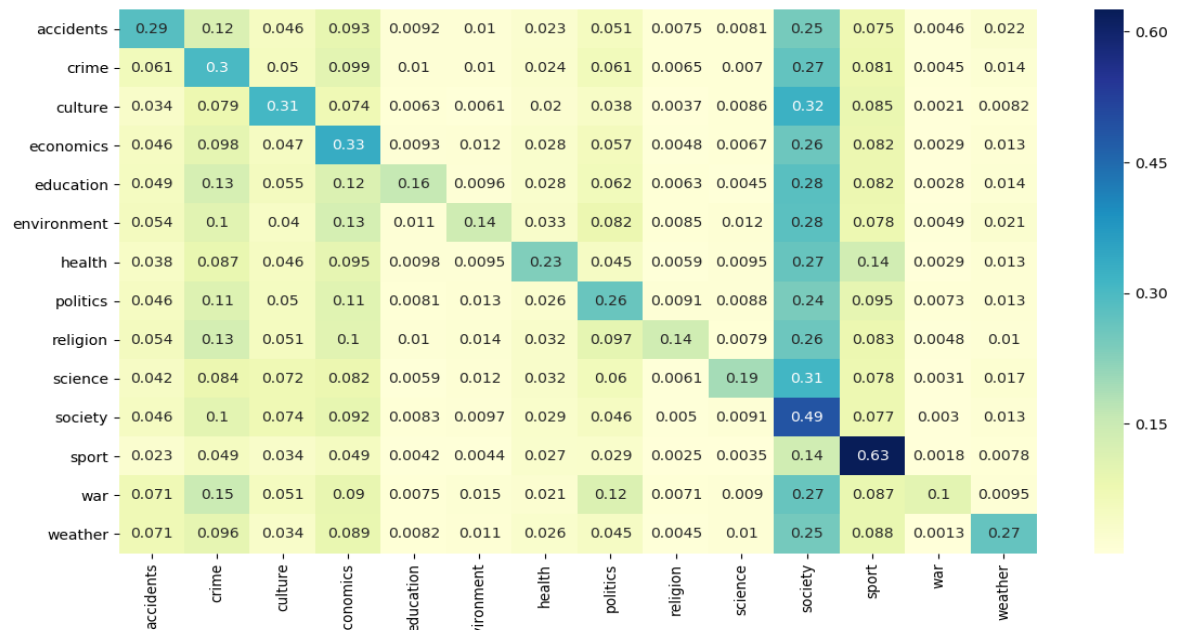
Consumption of articles by topic depending on the session length (*AD*).

Topic	Ratio for 1 click sessions	Ratio for 2+ click sessions	Ratio of content published
Accidents	7%	7%	6%
Crime	13%	13%	10%
Culture	7%	7%	12%
Economics	11%	11%	18%
Education	1%	1%	2%
Environment	1%	1%	2%
Health	3%	3%	2%
Politics	6%	6%	8%
Religion	0.5%	0.5%	0.5%
Science	1%	1%	0.5%
Sport	14%	15%	16%
Society	32%	31%	22%
War	0.5%	0.5%	0.5%
Weather	3%	3%	0.5%
Total n of articles	100%	100%	100%

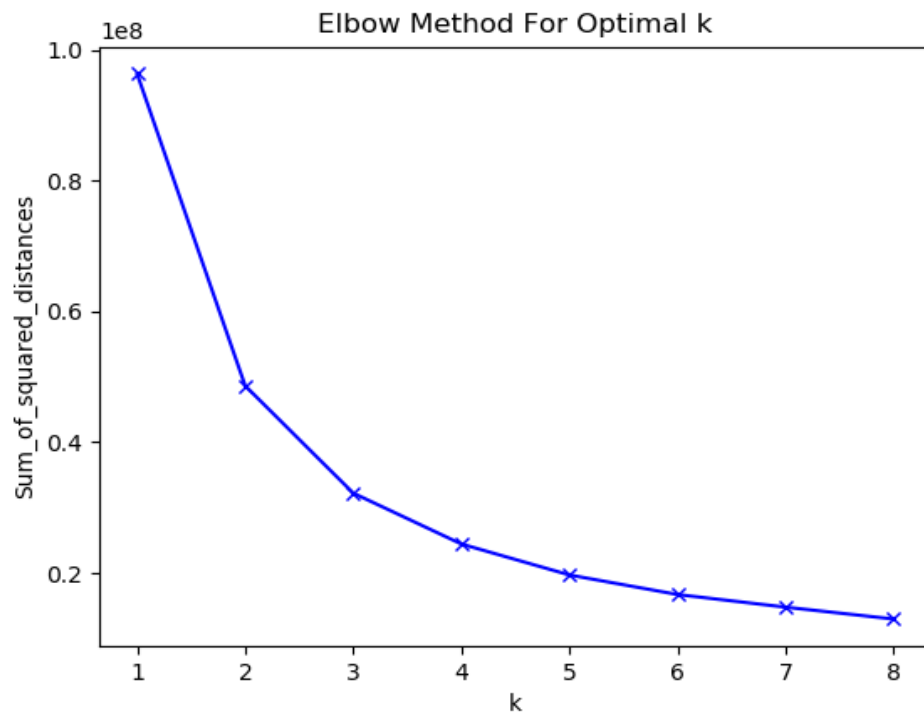
Conditional probability of topic transition for *Trouw*.



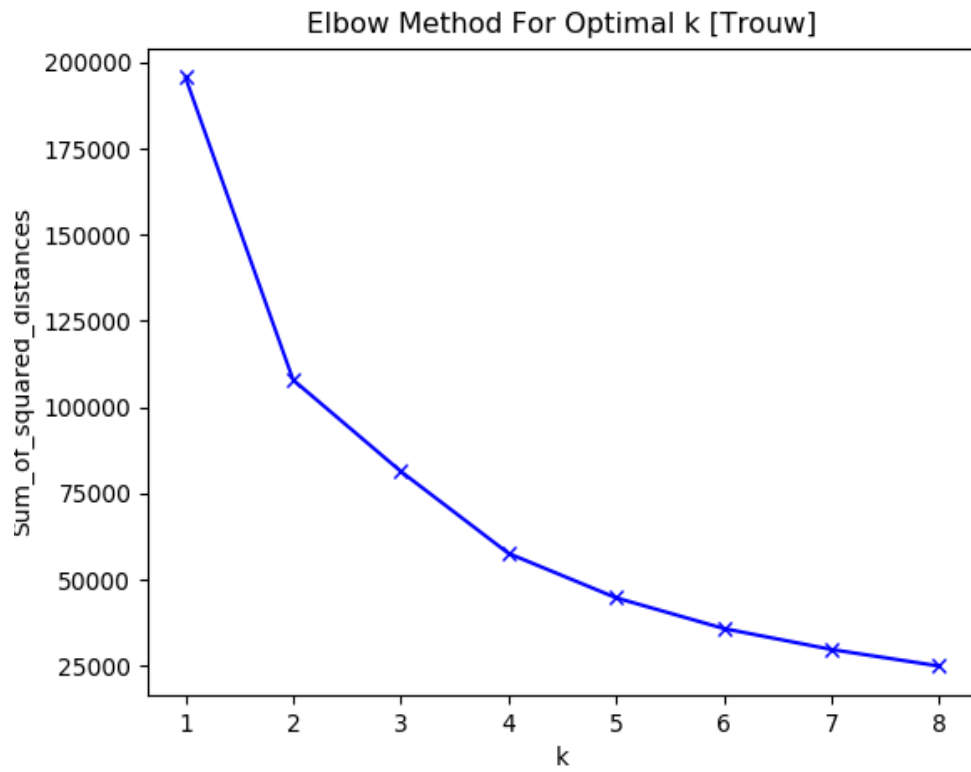
Conditional probability of topic transition for *AD*.



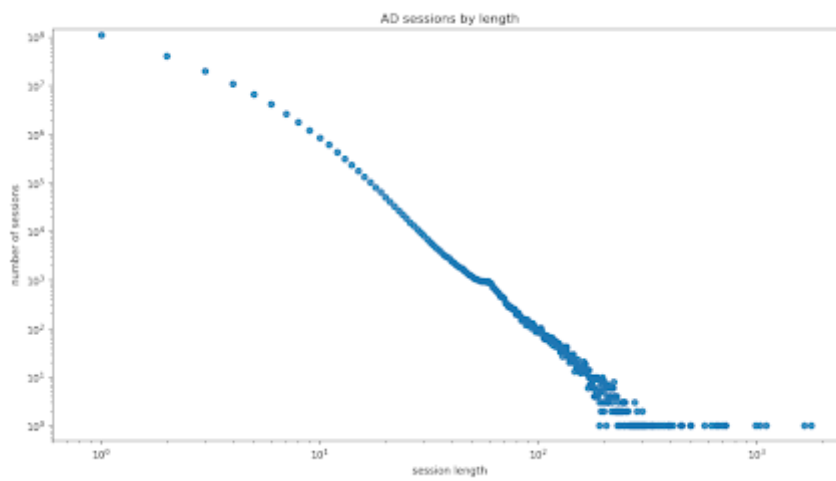
Elbow method for optimal k for AD.



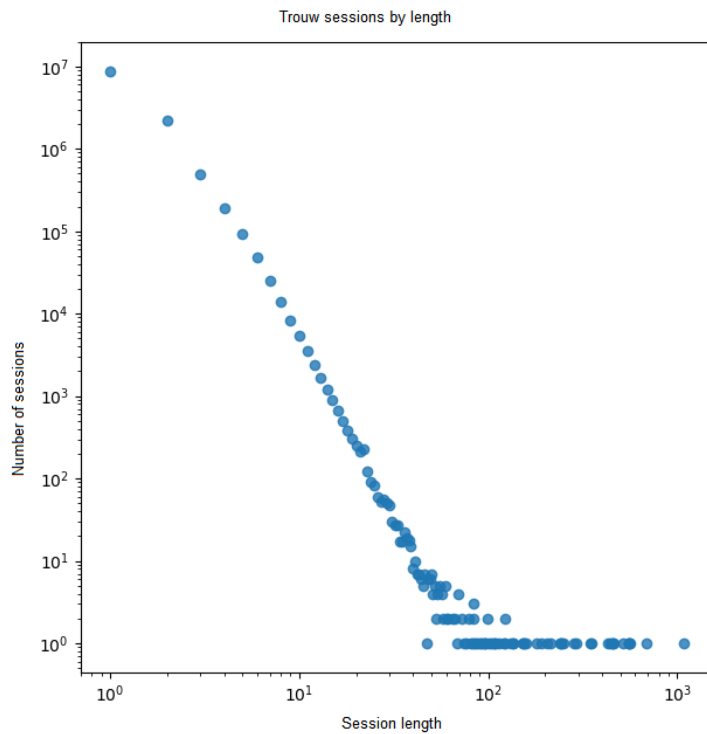
Elbow method for optimal k for *Trouw*.



Distribution of AD sessions by length.



Distribution of *Trouw* sessions by length.



Types of users for *Trouw* and *AD* depending on the average session lengths/topic switches per session.

Type	Description	Where found	# of clusters
Nibbers	Short sessions [1-4] and a few switches [0-1]	AD and Trouw	6 & 1 [AD] 4 & 0 [Trouw]
Samplers	Short sessions [3-5] and many switches [2-4]	AD and Trouw	3 [AD] 7 [Trouw]
Snackers	Short sessions [3-5] and a few switches [0-1]	Trouw	6 [Trouw]
Buffeteers	Medium sessions [4-10] and varying number of switches [0-6]	AD and Trouw	0 [AD] 2 [Trouw]
Diners	Medium sessions [10-30] and varying number of switches [0-10]	AD	2 & 7 [AD]
Savorers	Medium to long sessions [30-70] and varying number of switches [0-10]	AD	5 [AD]
Foodies	Medium to very long sessions [16-265+]	AD and Trouw	4 [AD] 3 [Trouw]

Gourmets	varying number of switches [0-14] Very long sessions [64-256+] and very frequent switches [10-14]	Trouw	1 & 5 [Trouw]
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