

**Table 1.** The selected outlets

<b>Outlet name</b>	<b>Alexa web traffic rank at the time of study</b>	<b>Category</b>	<b>Political orientation</b>	<b># of posts</b>	<b>Immigration-related posts</b>
Breitbart	341	The most popular	right-leaning	12,859	240
Conservative Tribune	464	The most popular	right-leaning	12,887	108
The Drudge Report	854	The most popular	right-leaning	NA	NA
Western Journalism	1,063	The most popular	right-leaning	11,010	43
WorldNetDaily	1,902	The most popular	right-leaning	5,445	153
The Raw Story	3,236	The most popular	left-leaning	4,677	64
InfoWar	3,577	The most popular	right-leaning	7,230	58
The Daily Caller	3,581	The most popular	right-leaning	16,582	215
TheBlaze	3,956	The most popular	right-leaning	9,054	127
Daily Wire	4,068	The most popular	right-leaning	3,437	63
Truthdig	41,121	The least popular	left-leaning	4,302	46
Addicting Info	41,993	The least popular	left-leaning	9,156	51
Truthout	39,077	The least popular	left-leaning	2,834	39
WeaselZippers	49,599	The least popular	right-leaning	6,510	149
The Right Scoop	49,703	The least popular	right-leaning	5,546	161
TruthFeed	55,780	The least popular	right-leaning	8,248	204
The Weekly Standard	56,258	The least popular	right-leaning	3,444	64
The Real News Network	71,696	The least popular	left-leaning	3,010	20
One America News Network	71,887	The least popular	right-leaning	1,348	0

**Table 2.** Descriptive statistics

Variable name		Mean (sd)	Frequency	
<b>Independent variables</b>				
Source transparency	Revealing author name		Present	978
			Not present	178
	Revealing author photo		Present	539
			Not present	617
	Revealing author contact info and social media handle		Present	596
			Not present	560
	Revealing author bio		Present	627
			Not present	529
External sources cited via hyperlinks	2.53 (3.37)			
Content styles	Strength of emotion	4.09(1.72)		
	Analytic score (the level of expressed rationality)	84.83 (15.07)		
	# of photos and videos	1.39 (1.45)		
Moral frames	Virtues	Harm/Care	49.67(13.37)	
		Fairness/Reciprocity	53.72(14.73)	
		Ingroup/Loyalty	49.11(13.68)	

		Authority/Respect	59.54 (13.78)		
		Purity/Sanctity	43.33(14.94)		
	Vices	Harm/Care	46.07(14.60)		
		Fairness/Reciprocity	53.76 (16.58)		
		Ingroup/Loyalty	51.00 (15.51)		
		Authority/Respect	54.40 (14.89)		
		Purity/Sanctity	49.53 (14.73)		
<b>Dependent variables</b>					
News sharing	Average shares count		862.07 (1,785.99)		
	Average likes count		1,525.62 (3,165.13)		
<b>Control variables</b>					
	Facebook page followers count		2,575,916 (1,830,054)		
	Time since posting (month)		12.47 (3.67)		
	Word count		532.05(488.99)		

**Table 3.** Multilevel regressions predicting virality

	Dependent variables		
		Average shares count (Logarithm)	Average likes count (Logarithm)
Source transparency	Revealing author name	.09 (2.53) *	.10 (2.93) **
		.04	.03
	Revealing author contact info and social media handle	.01 (-0.22)	-.04 (-1.40)
		.03	.03
	Revealing author photo	-.01 (-0.35)	.03 (1.04)
		.03	.02
	Revealing author bio	-.09 (-3.26) **	-.09 (-3.53) ***
		-.03	.03
	External sources cited via hyperlinks	-.004 (-.15)	-.05 (-1.99) *
		.02	.02
Content styles	number of videos and photos	-.02 (-.81)	-.01 (-.36)
		.02	.02
	Analytic	.00 (.027)	-.04 (-1.86)
		.03	.02

	Strength of emotion	.01 (.63)	.06 (3.14) **
		.02	.02
Moral frames	Harm/Care Virtue	.07 (1.97)*	-.07 (-2.09) *
		.04	.03
	Purity/Sancity Virtue	-.02 (-.53)	.04 (1.52)
		.03	.03
	Fairness/Reciprocity Virtue	-.01(-3.24)**	-.02 (-0.69)
		.03	.03
	Authority/Respect Virtue	.01 (2.81) **	.16 (4.48) ***
		.04	.03
	Ingroup/Loyalty Virtue	-0.01 (-0.38)	-0.06 (-1.88)
	0.03	0.03	
Control	Word count	-.01 (-0.56)	.03 (1.37)
		.02	.02
	Facebook page followers count	.54 (3.05)**	.60 (3.29) **
		.18	.18

Time since posting (month)	.09 (4.48) ***	.20 (8.26) ***	
	.02	.02	
Constant	.1 (-.56)	-.09 (-.49)	
	.18	.2	
Observations	1156	1156	
Log Likelihood	-1945.12	-1802.2	
Akaike Inf. Crit.	3928.24	3642.4	
Bayesian Inf. Crit.	4024.24	3738.4	

Note: \*p<0.1; \*\*p<0.05; \*\*\*p<0.01

For each variable, standardized coefficient and standard error are reported. T statistics were included between parenthesis.