

Detailed Correlations

B.1 Case 1—Music

B.1.1 Undirected Network

Correlations																				
		Nodes	Edges_ud	Den_ud	CC_ud	GD_ud	Tpaths_ud	TSpats_ud	AvgPL_ud	AvgGL_ud	S_ud	R_ud	SMSP_ud	PL_Tp_udN	PL_Tsp_udN	ECud	PL_EV_CudN	EVCud_TpUD_N	EVCud_TSUD_N	
Nodes	Pearson Correla	1																		
	Sig. (2-tailed)																			
	N	91																		
Edges_ud	Pearson Correla	.989**	1																	
	Sig. (2-tailed)	.000																		
	N	91	91																	
Den_ud	Pearson Correla	-.888**	-.870**	1																
	Sig. (2-tailed)	.000	.000																	
	N	91	91	91																
CC_ud	Pearson Correla	-.088	-.022	.004	1															
	Sig. (2-tailed)	.409	.836	.966																
	N	91	91	91	91															
GD_ud	Pearson Correla	.017	.016	-.090	.064	1														
	Sig. (2-tailed)	.870	.878	.396	.548															
	N	91	91	91	91	91														
Tpaths_ud	Pearson Correla	.255*	.245*	-.246*	-.003	.949**	1													
	Sig. (2-tailed)	.015	.019	.019	.976	.000														
	N	91	91	91	91	91	91													
TSpats_ud	Pearson Correla	.727**	.767**	-.739**	.014	-.005	.112	1												
	Sig. (2-tailed)	.000	.000	.000	.897	.964	.290													
	N	91	91	91	91	91	91	91												
AvgPL_ud	Pearson Correla	.022	.021	-.094	.066	.999**	.955**	-.003	1											
	Sig. (2-tailed)	.837	.843	.378	.537	.000	.000	.979												
	N	91	91	91	91	91	91	91	91											
AvgGL_ud	Pearson Correla	.201	.247*	-.240*	.029	.191	.200	.461**	.194	1										
	Sig. (2-tailed)	.057	.018	.022	.787	.070	.058	.000	.065											
	N	91	91	91	91	91	91	91	91	91										
S_ud	Pearson Correla	.612**	-.569**	.445**	.419**	-.055	.269**	-.356**	-.048	-.008	1									
	Sig. (2-tailed)	.000	.000	.000	.000	.603	.010	.001	.648	.937										
	N	91	91	91	91	91	91	91	91	91	91									
R_ud	Pearson Correla	-.221*	-.134	.049	.542**	.169	.048	-.045	.171	.360**	.479**	1								
	Sig. (2-tailed)	.035	.205	.644	.000	.109	.653	.674	.105	.000	.000									
	N	91	91	91	91	91	91	91	91	91	91	91								
SMSP_ud	Pearson Correla	.147	.195	-.287**	.912**	.080	.041	.171	.082	-.067	.322**	.467**	1							
	Sig. (2-tailed)	.165	.064	.006	.000	.449	.698	.105	.440	.529	.002	.000								
	N	91	91	91	91	91	91	91	91	91	91	91	91							
PL_TpudN	Pearson Correla	.211	.200	-.290**	.098	.032	.014	.225*	.022	-.006	-.065	-.186	.232*	1						
	Sig. (2-tailed)	.045	.057	.005	.355	.763	.895	.032	.838	.955	.538	.078	.027							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91						
PL_TspudN	Pearson Correla	-.035	-.048	-.006	.016	.002	-.010	-.276**	.007	-.339**	.135	-.068	.098	.155	1					
	Sig. (2-tailed)	.745	.655	.957	.878	.989	.928	.008	.945	.001	.202	.523	.357	.142						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECud	Pearson Correla	-.251*	-.275**	.267*	-.143	-.046	-.080	-.269**	-.051	-.182	.022	-.223*	-.188	.040	.233	1				
	Sig. (2-tailed)	.017	.008	.011	.176	.664	.451	.010	.634	.084	.838	.033	.074	.710	.026					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EV_CudN	Pearson Correla	-.021	-.010	.025	-.002	-.081	-.030	-.051	-.074	-.236*	-.100	-.015	.013	-.133	.065	.054	1			
	Sig. (2-tailed)	.845	.927	.816	.982	.443	.775	.632	.488	.024	.346	.888	.899	.209	.543	.609				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCud_TpUDN	Pearson Correla	-.259*	-.247*	.131	.060	-.086	-.298**	-.066	-.134	-.054	.127	.130	.060	.097	-.084	.087	-.111	1		
	Sig. (2-tailed)	.013	.018	.215	.575	.418	.004	.536	.206	.614	.231	.218	.575	.360	.428	.410	.296			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCud_TSUDN	Pearson Correla	.060	.046	-.124	.008	-.089	-.084	.054	-.083	-.109	.065	.100	.020	-.016	-.058	.045	-.200	-.061	1	
	Sig. (2-tailed)	.569	.668	.242	.941	.399	.430	.611	.435	.302	.541	.347	.848	.884	.588	.669	.058	.565		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 1: Correlation coefficients of undirected network

B.1.2 Directed Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpats_s_d	AvgPL_d	AvgGL_d	S_d	R_d	SMSP_d	PL_Tp_dN	PL_TSp_dN	ECd	PL_EVC_d	EVCd_TpD	EVCd_TSpD	
Nodes	Pearson Corr	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson Corr	.988**	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson Corr	.044	.066	1																	
	Sig. (2-tailed)	.681	.531																		
	N	91	91	91																	
Den_d	Pearson Corr	-.888**	-.870**	-.075	1																
	Sig. (2-tailed)	.000	.000	.478																	
	N	91	91	91	91																
CC_d	Pearson Corr	-.139	-.123	-.005	.148	1															
	Sig. (2-tailed)	.188	.244	.959	.163																
	N	91	91	91	91	91															
GD_d	Pearson Corr	.335**	.403**	.241*	-.369**	-.052	1														
	Sig. (2-tailed)	.001	.000	.022	.000	.623															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson Corr	.461**	-.508**	.605**	-.489**	-.112	.764**	1													
	Sig. (2-tailed)	.000	.000	.000	.000	.292	.000														
	N	91	91	91	91	91	91	91													
TSpats_s_d	Pearson Corr	.466**	.488**	.415**	-.474**	-.294*	.515**	.752**	1												
	Sig. (2-tailed)	.000	.000	.000	.000	.005	.000	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson Corr	.378**	.438**	.352**	-.434**	-.018	.960**	.847**	.591**	1											
	Sig. (2-tailed)	.000	.000	.001	.000	.865	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson Corr	.159	.223*	.305**	-.180	-.088	.683**	.560**	.626**	.686**	1										
	Sig. (2-tailed)	.132	.034	.003	.087	.406	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
S_d	Pearson Corr	-.612**	-.569**	-.022	.446*	.044	.020	-.205	-.211*	-.013	.135	1									
	Sig. (2-tailed)	.000	.000	.839	.000	.675	.854	.051	.045	.906	.203										
	N	91	91	91	91	91	91	91	91	91	91	91									
R_d	Pearson Corr	-.191	-.101	.119	.028	.123	.370**	.104	-.089	.334**	.220*	.466**	1								
	Sig. (2-tailed)	.070	.341	.263	.789	.245	.000	.326	.400	.001	.036	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
SMSP_d	Pearson Corr	-.098	-.107	-.018	.065	.945**	-.113	-.142	-.339**	-.073	-.211*	.021	.070	1							
	Sig. (2-tailed)	.354	.313	.862	.544	.000	.286	.181	.001	.489	.045	.847	.509								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
PL_TpN	Pearson Corr	-.183	-.159	-.096	.185	.029	-.115	-.250*	-.189	-.183	.064	.192	.191	-.018	1						
	Sig. (2-tailed)	.083	.132	.366	.080	.786	.278	.017	.073	.082	.546	.068	.069	.862							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
PL_TSpdN	Pearson Corr	-.020	.003	-.189	-.033	.146	.180	-.081	-.407**	.109	-.100	.090	.204	.148	.151	1					
	Sig. (2-tailed)	.851	.979	.072	.758	.166	.088	.444	.000	.304	.347	.394	.052	.160	.152						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECd	Pearson Corr	-.249	-.276**	-.149	.257	.049	-.305**	-.265*	-.233*	-.317**	-.237*	.020	-.225*	.036	.046	.040	1				
	Sig. (2-tailed)	.017	.008	.157	.014	.643	.003	.011	.026	.002	.023	.849	.032	.737	.665	.707					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVCd	Pearson Corr	-.126	-.104	.217*	.133	.224*	.182	.183	.113	.201	.248*	.110	.165	.150	.389**	-.083	-.100	1			
	Sig. (2-tailed)	.235	.328	.038	.210	.033	.084	.083	.286	.056	.018	.298	.118	.155	.000	.434	.346				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCd_TpN	Pearson Corr	.076	.100	.265**	.021	.159	.038	.206	.163	.083	.085	-.067	.113	.122	.073	-.143	-.058	.285**	1		
	Sig. (2-tailed)	.475	.348	.011	.840	.132	.722	.051	.123	.434	.422	.531	.288	.249	.490	.176	.585	.006			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCd_TSj	Pearson Corr	-.049	.054	.042	.033	-.159	-.070	.111	.237*	-.061	.038	-.088	-.085	-.182	.097	-.267*	-.009	.075	.717**	1	
	Sig. (2-tailed)	.643	.612	.695	.759	.131	.511	.293	.024	.568	.723	.404	.424	.085	.362	.010	.930	.479	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 2: Correlation coefficients of directed network

B.1.3 Consumption Network

		Correlations																		
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpats_d	AvgPL_d	AvgGL_d	S_con	R_con	SMSP_d	PL_Tpin	PL_TSpin	PL_EVCin	EVCin_Tpin	EVCin_Tspin	
Nodes	Pearson Coef	1																		
	Sig. (2-tailed)																			
	N	91																		
Edges_d	Pearson Coef	.988**	1																	
	Sig. (2-tailed)	.000																		
	N	91	91																	
Reciprocity	Pearson Coef	.044	.066	1																
	Sig. (2-tailed)	.681	.531																	
	N	91	91	91																
Den_d	Pearson Coef	-.888**	-.870**	-.075	1															
	Sig. (2-tailed)	.000	.000	.478																
	N	91	91	91	91															
CC_d	Pearson Coef	-.139	-.123	-.005	.148	1														
	Sig. (2-tailed)	.188	.244	.959	.163															
	N	91	91	91	91	91														
GD_d	Pearson Coef	.335**	.403**	.241	-.369**	-.052	1													
	Sig. (2-tailed)	.001	.000	.022	.000	.623														
	N	91	91	91	91	91	91													
Tpaths_d	Pearson Coef	.461**	.508**	.605**	-.489**	-.112	.764**	1												
	Sig. (2-tailed)	.000	.000	.000	.000	.292	.000													
	N	91	91	91	91	91	91	91												
TSpats_d	Pearson Coef	.466**	.488**	.415**	-.474**	-.294**	.515**	.752**	1											
	Sig. (2-tailed)	.000	.000	.000	.000	.005	.000	.000												
	N	91	91	91	91	91	91	91	91											
AvgPL_d	Pearson Coef	.378**	.438**	.352**	-.434**	-.018	.960**	.847**	.591**	1										
	Sig. (2-tailed)	.000	.000	.001	.000	.865	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91										
AvgGL_d	Pearson Coef	.159	.223	.305**	-.180	-.088	.683**	.560**	.626**	.686**	1									
	Sig. (2-tailed)	.132	.034	.003	.087	.406	.000	.000	.000	.000										
	N	91	91	91	91	91	91	91	91	91	91									
S_con	Pearson Coef	.734**	.699**	.075	-.467**	-.128	.132	.286**	.401**	.169	.066	1								
	Sig. (2-tailed)	.000	.000	.478	.000	.227	.212	.006	.000	.110	.534									
	N	91	91	91	91	91	91	91	91	91	91	91								
R_con	Pearson Coef	.804**	.828**	.124	-.809**	-.145	.413**	.517**	.518**	.482**	.294**	.524**	1							
	Sig. (2-tailed)	.000	.000	.242	.000	.171	.000	.000	.000	.000	.005	.000								
	N	91	91	91	91	91	91	91	91	91	91	91	91							
SMSP_d	Pearson Coef	-.098	-.107	-.018	.065	.945**	-.113	-.142	-.339**	-.073	-.211**	-.108	-.138	1						
	Sig. (2-tailed)	.354	.313	.862	.544	.000	.286	.181	.001	.489	.045	.307	.194							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91						
PL_Tpin	Pearson Coef	-.273**	-.241**	-.387**	.340**	.051	-.354**	-.527**	-.459**	-.491**	-.212**	-.262**	-.347**	.045	1					
	Sig. (2-tailed)	.009	.021	.000	.001	.632	.001	.000	.000	.000	.044	.012	.001	.671						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
PL_TSpin	Pearson Coef	-.198	-.205	-.248**	.174	.275**	-.220**	-.367**	-.446**	-.268**	-.322**	-.245**	-.252**	.295**	.270**	1				
	Sig. (2-tailed)	.060	.052	.018	.100	.008	.036	.000	.000	.010	.002	.019	.016	.005	.010					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
ECin	Pearson Coef	-.303**	-.274**	.202	.284**	.184	-.012	-.077	-.212**	-.059	-.031	-.242**	-.308**	.169	.257**	.169	1			
	Sig. (2-tailed)	.004	.009	.055	.006	.081	.911	.471	.044	.579	.772	.021	.003	.110	.014	.110				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
PL_EVCin	Pearson Coef	-.143	-.125	-.098	.168	.273**	.055	-.055	-.089	.040	.075	-.081	-.083	.200	.118	.058	.107	1		
	Sig. (2-tailed)	.176	.239	.355	.111	.009	.602	.605	.401	.710	.480	.448	.435	.058	.264	.586	.311			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCin_Tpin	Pearson Coef	.182	.186	.285**	-.241**	.114	.187	.469**	.331**	.343**	.116	.092	.301**	.113	-.411**	-.318**	-.153	.066	1	
	Sig. (2-tailed)	.084	.078	.006	.021	.281	.076	.000	.001	.001	.274	.387	.004	.285	.000	.002	.147	.537		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	
EVCin_Tspin	Pearson Coef	-.133	-.143	-.008	.179	-.171	-.216**	-.003	.123	-.211**	-.137	.077	-.182	-.181	-.033	-.146	.156	-.079	.336**	1
	Sig. (2-tailed)	.210	.177	.940	.090	.105	.040	.981	.245	.045	.197	.467	.084	.087	.758	.167	.139	.458	.001	
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 3: Correlation coefficients of consumption network

B.1.4 Propagation Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpats_d	AvgPL_d	AvgGL_d	S_pro	R_pro	SMSP_d	PL_Tpou_tN	PL_TSp_outN	ECout	PL_EVC_out	EVCout_TpoutN	EVCout_TSpoutN	
Nodes	Pearson Co	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson Co	.988**	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson Co	.044	.066	1																	
	Sig. (2-tailed)	.681	.531																		
	N	91	91	91																	
Den_d	Pearson Co	-.888**	-.870**	-.075	1																
	Sig. (2-tailed)	.000	.000	.478																	
	N	91	91	91	91																
CC_d	Pearson Co	-.139	-.123	-.005	.148	1															
	Sig. (2-tailed)	.188	.244	.959	.163																
	N	91	91	91	91	91															
GD_d	Pearson Co	.335**	.403**	.241*	-.369**	-.052	1														
	Sig. (2-tailed)	.001	.000	.022	.000	.623															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson Co	.461**	.508**	.605**	-.489**	-.112	.764**	1													
	Sig. (2-tailed)	.000	.000	.000	.000	.292	.000														
	N	91	91	91	91	91	91	91													
TSpats_d	Pearson Co	.466**	.488**	.415**	-.474**	-.294**	.515**	.752**	1												
	Sig. (2-tailed)	.000	.000	.000	.000	.005	.000	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson Co	.378**	.438**	.352**	-.434**	-.018	.960**	.847**	.591**	1											
	Sig. (2-tailed)	.000	.000	.001	.000	.865	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson Co	.159	.223	.305**	-.180	-.088	.683**	.560**	.626**	.686**	1										
	Sig. (2-tailed)	.132	.034	.003	.087	.406	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
S_pro	Pearson Co	-.213*	-.206	.059	.301**	-.037	.026	.062	.160	.016	.004	1									
	Sig. (2-tailed)	.043	.050	.581	.004	.725	.805	.556	.131	.877	.970										
	N	91	91	91	91	91	91	91	91	91	91	91									
R_pro	Pearson Co	-.734**	-.700**	.050	.522**	.098	-.039	-.200	-.273**	-.088	-.042	.193	1								
	Sig. (2-tailed)	.000	.000	.640	.000	.356	.715	.057	.009	.406	.690	.067									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
SMSP_d	Pearson Co	-.098	-.107	-.018	.065	.945**	-.113	-.142	-.339**	-.073	-.211*	-.057	.083	1							
	Sig. (2-tailed)	.354	.313	.862	.544	.000	.286	.181	.001	.489	.045	.590	.434								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
PL_Tpou_tN	Pearson Co	-.277**	-.284**	-.145	.324**	.042	-.123	-.217*	-.175	-.209*	.039	.044	.194	.011	1						
	Sig. (2-tailed)	.008	.006	.169	.002	.691	.246	.039	.097	.047	.714	.678	.065	.918							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
PL_TSp_outN	Pearson Co	-.239**	-.210*	-.202	.359**	-.023	-.130	-.296**	-.246**	-.239**	-.084	-.070	.142	-.080	.306**	1					
	Sig. (2-tailed)	.022	.046	.055	.000	.826	.218	.004	.019	.023	.429	.509	.179	.450	.003						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECout	Pearson Co	-.303**	-.274**	.202	.284**	.184	-.012	-.077	-.212*	-.059	-.031	.095	.329**	.169	.185	.054	1				
	Sig. (2-tailed)	.004	.009	.055	.006	.081	.911	.471	.044	.579	.772	.373	.001	.110	.079	.613					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVC_out	Pearson Co	.087	.079	-.014	-.122	.139	-.052	.015	-.126	.011	-.202	-.052	-.018	.197	-.170	-.040	.013	1			
	Sig. (2-tailed)	.412	.455	.894	.250	.187	.627	.889	.234	.914	.054	.622	.864	.061	.107	.705	.905				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCout_TpoutN	Pearson Co	.369**	.363**	.080	-.308*	-.086	.018	.175	.284**	.079	.123	-.056	-.358**	-.088	-.109	-.044	-.195	.196	1		
	Sig. (2-tailed)	.000	.000	.453	.003	.416	.868	.096	.006	.456	.245	.600	.000	.409	.305	.679	.064	.062			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCout_TSpoutN	Pearson Co	.351**	.360**	.028	-.319*	-.079	.159	.196	.189	.181	.138	-.049	-.216*	-.076	-.116	-.029	-.157	.132	.749**	1	
	Sig. (2-tailed)	.001	.000	.795	.002	.456	.131	.063	.073	.086	.191	.646	.039	.477	.273	.784	.137	.211	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4: Correlation coefficients of propagation network

B.2 Case 2—Entertainment

B.2.1 Undirected Network

		Correlations																	
		Nodes	Edges_u d	Den_ud	CC_ud	GD_ud	Tpaths_ ud	TSpats_ ud	AvgPL_u d	AvgGL_u d	PL_Tpud N	PL_TSp udN	S_ud	R_ud	SMSp_u d	ECud udN	EVCud_ TpuudN	EVCud_ TSpudN	
Nodes	Pearson C Sig. (2-tailed) N	1																	
Edges_u d	Pearson C Sig. (2-tailed) N	.999**	1																
Den_ud	Pearson C Sig. (2-tailed) N	-.573**	-.576**	1															
CC_ud	Pearson C Sig. (2-tailed) N	-.176	-.171	.433**	1														
GD_ud	Pearson C Sig. (2-tailed) N	.131	.152	-.338**	.021	1													
Tpaths_ ud	Pearson C Sig. (2-tailed) N	.410**	.435**	-.587**	-.106	.928**	1												
TSpats_ ud	Pearson C Sig. (2-tailed) N	.840**	.853**	-.866**	-.291**	.380**	.676**	1											
AvgPL_u d	Pearson C Sig. (2-tailed) N	.139	.161	-.344**	.017	.999**	.933**	.389**	1										
AvgGL_u d	Pearson C Sig. (2-tailed) N	.265**	.288**	-.441**	-.028	.907**	.898**	.535**	.912**	1									
PL_Tpud N	Pearson C Sig. (2-tailed) N	-.218**	-.203	.088	.231	.383**	.269	-.120	.374**	.254**	1								
PL_TSp udN	Pearson C Sig. (2-tailed) N	.192	.217	-.142	.049	.426**	.465**	.293**	.426**	.394**	.100	1							
S_ud	Pearson C Sig. (2-tailed) N	-.444**	-.443**	.727**	.555**	.119	-.170	-.610**	.115	.049	.390**	.004	1						
R_ud	Pearson C Sig. (2-tailed) N	-.145	-.123	.180	.323**	.631**	.469**	-.067	.629**	.555**	.530**	.380**	.579**	1					
SMSp_u d	Pearson C Sig. (2-tailed) N	-.034	-.019	.059	.733**	.178	.160	.007	.181	.132	.466**	.119	.275**	.301**	1				
ECud	Pearson C Sig. (2-tailed) N	-.122	-.127	.312**	.090	-.177	-.240	-.259	-.178	-.219	-.150	-.014	.215	.118	-.187	1			
PL_EVC udN	Pearson C Sig. (2-tailed) N	-.280**	-.277**	.546**	.547**	-.035	-.176	-.440**	-.038	-.137	.353**	.021	.596**	.361**	.399**	.102	1		
EVCud_ TpuudN	Pearson C Sig. (2-tailed) N	-.217	-.203	.076	.257	.538**	.362	-.095	.515**	.408**	.705**	.200	.411**	.629**	.291**	-.027	.257	1	
EVCud_ TSpudN	Pearson C Sig. (2-tailed) N	.037	.052	.201	.018	-.260	-.224	-.095	-.253	-.293**	-.076	-.003	.076	-.104	-.053	.083	.011	-.166	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 1: Correlation coefficients of undirected network

B.2.2 Directed Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpats_d	AvgPL_d	AvgGL_d	PL_Tpd_N	PL_TSp_dN	S_d	R_d	SMSp_d	ECd	PL_EVC_dN	EVCd_TpdN	EVCd_TSpdN	
Nodes	Pearson	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson	.999 ^{**}	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	-.029	-.020	1																	
	Sig. (2-tailed)	.782	.854																		
	N	91	91	91																	
Den_d	Pearson	-.572 ^{**}	-.576 ^{**}	.027	1																
	Sig. (2-tailed)	.000	.000	.797																	
	N	91	91	91	91																
CC_d	Pearson	.024	.036	.372 ^{**}	-.099	1															
	Sig. (2-tailed)	.822	.731	.000	.353																
	N	91	91	91	91	91															
GD_d	Pearson	.191	.211 [*]	.246 ^{**}	-.457 ^{**}	.131	1														
	Sig. (2-tailed)	.070	.045	.019	.000	.217															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson	.644 ^{**}	.662 ^{**}	.249 ^{**}	-.756 ^{**}	.261 ^{**}	.663 ^{**}	1													
	Sig. (2-tailed)	.000	.000	.017	.000	.012	.000														
	N	91	91	91	91	91	91	91													
TSpats_d	Pearson	.680 ^{**}	.697 ^{**}	.190	-.803 ^{**}	.242	.641 ^{**}	.988 ^{**}	1												
	Sig. (2-tailed)	.000	.000	.071	.000	.021	.000	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson	.261 ^{**}	.283 ^{**}	.410 ^{**}	-.415 ^{**}	.313 ^{**}	.755 ^{**}	.850 ^{**}	.785 ^{**}	1											
	Sig. (2-tailed)	.013	.007	.000	.000	.002	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson	.216 ^{**}	.236 ^{**}	.359 ^{**}	-.455 ^{**}	.382 ^{**}	.765 ^{**}	.820 ^{**}	.796 ^{**}	.944 ^{**}	1										
	Sig. (2-tailed)	.040	.025	.000	.000	.000	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
PL_Tpd_N	Pearson	-.276 ^{**}	-.261 ^{**}	.121	.181	-.010	.338 ^{**}	-.038	-.086	.193	.151	1									
	Sig. (2-tailed)	.008	.013	.255	.085	.923	.001	.721	.416	.067	.153										
	N	91	91	91	91	91	91	91	91	91	91	91									
PL_TSp_dN	Pearson	-.294 ^{**}	-.284 ^{**}	-.142	.261 ^{**}	-.215 ^{**}	.103	-.311 ^{**}	-.296 ^{**}	-.201	-.161	.748 ^{**}	1								
	Sig. (2-tailed)	.005	.006	.180	.012	.041	.333	.003	.004	.057	.126	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
S_d	Pearson	-.444 ^{**}	-.443 ^{**}	.002	.726 ^{**}	-.080	-.186	-.564 ^{**}	-.599 ^{**}	-.307 ^{**}	-.334 ^{**}	.474 ^{**}	.541 ^{**}	1							
	Sig. (2-tailed)	.000	.000	.982	.000	.450	.077	.000	.000	.003	.001	.000	.000								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
R_d	Pearson	-.340 ^{**}	-.326 ^{**}	.070	.533 ^{**}	-.067	.063	-.364 ^{**}	-.405 ^{**}	-.141	-.194	.603 ^{**}	.664 ^{**}	.906 ^{**}	1						
	Sig. (2-tailed)	.001	.002	.508	.000	.528	.554	.000	.000	.183	.065	.000	.000	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSp_d	Pearson	.024	.036	.372 ^{**}	-.099	1.000 ^{**}	.131	.261	.242	.313 ^{**}	.382 ^{**}	-.010	-.215	-.080	-.067	1					
	Sig. (2-tailed)	.822	.731	.000	.353	0.000	.217	.012	.021	.002	.000	.923	.041	.450	.528						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECd	Pearson	-.260 ^{**}	-.275 ^{**}	-.392 ^{**}	.436 ^{**}	-.263 ^{**}	-.475 ^{**}	-.555 ^{**}	-.548 ^{**}	-.506 ^{**}	-.525 ^{**}	-.172	.126	.187	.071	-.263 ^{**}	1				
	Sig. (2-tailed)	.013	.008	.000	.000	.012	.000	.000	.000	.000	.000	.103	.232	.075	.503	.012					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVC_dN	Pearson	.079	.095	.637 ^{**}	-.166	.315 ^{**}	.398 ^{**}	.335 ^{**}	.297 ^{**}	.394 ^{**}	.359 ^{**}	.178	.019	-.041	.108	.315 ^{**}	-.412 ^{**}	1			
	Sig. (2-tailed)	.458	.372	.000	.116	.002	.000	.001	.004	.000	.000	.091	.860	.697	.309	.002	.000				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCd_TpdN	Pearson	-.062	-.074	-.019	.123	.168	-.381 ^{**}	-.179	-.181	-.204	-.193	-.369 ^{**}	-.371 ^{**}	-.036	-.210	.168	.002	-.165	1		
	Sig. (2-tailed)	.561	.486	.856	.245	.111	.000	.090	.085	.053	.067	.000	.000	.737	.046	.111	.986	.119			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCd_TSpdN	Pearson	-.078	-.092	-.065	.128	.111	-.381 ^{**}	-.227 ^{**}	-.220 ^{**}	-.263 ^{**}	-.244 ^{**}	-.351 ^{**}	-.365 ^{**}	-.051	-.226 ^{**}	.111	.029	-.172	.952 ^{**}	1	
	Sig. (2-tailed)	.462	.386	.538	.228	.295	.000	.031	.036	.012	.020	.001	.000	.630	.031	.295	.783	.102	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 2: Correlation coefficients of directed network

B.2.3 Consumption Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpaths_d	AvgPL_d	AvgGL_d	PL_Tpin_N	PL_TSpin_nN	S_con	R_con	SMSp_d	ECin	PL_EVcin_nN	EVcin_TpinN	EVcin_TSpinN	
Nodes	Pearson	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson	.999 ^{**}	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	-.029	-.020	1																	
	Sig. (2-tailed)	.782	.854																		
	N	91	91	91																	
Den_d	Pearson	-.572 ^{**}	-.576 ^{**}	.027	1																
	Sig. (2-tailed)	.000	.000	.797																	
	N	91	91	91	91																
CC_d	Pearson	.024	.036	.372 ^{**}	-.099	1															
	Sig. (2-tailed)	.822	.731	.000	.353																
	N	91	91	91	91	91															
GD_d	Pearson	.191	.211	.246	-.457 ^{**}	.131	1														
	Sig. (2-tailed)	.070	.045	.019	.000	.217															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson	.644 ^{**}	.662 ^{**}	.249	-.756 ^{**}	.261	.663 ^{**}	1													
	Sig. (2-tailed)	.000	.000	.017	.000	.012	.000														
	N	91	91	91	91	91	91	91													
TSpaths_d	Pearson	.680 ^{**}	.697 ^{**}	.190	-.803 ^{**}	.242	.641 ^{**}	.988 ^{**}	1												
	Sig. (2-tailed)	.000	.000	.071	.000	.021	.000	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson	.261 [*]	.283 ^{**}	.410 ^{**}	-.415 ^{**}	.313 ^{**}	.755 ^{**}	.850 ^{**}	.785 ^{**}	1											
	Sig. (2-tailed)	.013	.007	.000	.000	.002	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson	.216 [*]	.236 ^{**}	.359 ^{**}	-.455 ^{**}	.382 ^{**}	.765 ^{**}	.820 ^{**}	.796 ^{**}	.944 ^{**}	1										
	Sig. (2-tailed)	.040	.025	.000	.000	.000	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
PL_Tpin_N	Pearson	-.128	-.113	.005	.042	-.020	.365 ^{**}	.049	.061	.157	.238 ^{**}	1									
	Sig. (2-tailed)	.228	.287	.965	.692	.850	.000	.643	.563	.138	.023										
	N	91	91	91	91	91	91	91	91	91	91	91									
PL_TSpin_nN	Pearson	-.170	-.159	.068	.079	-.011	.382 ^{**}	.047	.047	.215 [*]	.276 ^{**}	.866 ^{**}	1								
	Sig. (2-tailed)	.108	.133	.523	.455	.920	.000	.658	.661	.041	.008	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
S_con	Pearson	-.054	-.057	.067	-.132	.186	.174	.261 [*]	.281 ^{**}	.372 ^{**}	.502 ^{**}	.010	.167	1							
	Sig. (2-tailed)	.608	.589	.530	.212	.078	.099	.012	.007	.000	.000	.926	.113								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
R_con	Pearson	-.054	-.054	.085	-.153	.151	.253 ^{**}	.294 ^{**}	.311 ^{**}	.419 ^{**}	.543 ^{**}	.083	.240	.985 ^{**}	1						
	Sig. (2-tailed)	.609	.612	.425	.148	.154	.015	.005	.003	.000	.000	.433	.022	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSp_d	Pearson	.024	.036	.372 ^{**}	-.099	1.000 ^{**}	.131	.261 [*]	.242	.313 ^{**}	.382 ^{**}	-.020	-.011	.186	.151	1					
	Sig. (2-tailed)	.822	.731	.000	.353	0.000	.217	.012	.021	.002	.000	.850	.920	.078	.154						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECin	Pearson	-.261 [*]	-.276 ^{**}	-.377 ^{**}	.421 ^{**}	-.187	-.410 ^{**}	-.525 ^{**}	-.511 ^{**}	-.467 ^{**}	-.427 ^{**}	-.036	-.121	-.100	-.120	-.187	1				
	Sig. (2-tailed)	.013	.008	.000	.000	.076	.000	.000	.000	.000	.000	.731	.252	.344	.258	.076					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVcin_nN	Pearson	.011	.017	.526 ^{**}	-.094	-.054	.190	.170	.167	.185	.200	.237 ^{**}	.184	-.093	-.040	-.054	-.329 ^{**}	1			
	Sig. (2-tailed)	.919	.876	.000	.375	.611	.072	.108	.113	.079	.058	.024	.080	.382	.710	.611	.001				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVcin_TpinN	Pearson	-.202	-.194	.139	.245 [*]	.089	-.100	-.185	-.234 ^{**}	-.051	-.151	-.004	-.008	-.257 ^{**}	-.234 [*]	.089	-.050	.034	1		
	Sig. (2-tailed)	.055	.066	.187	.019	.400	.346	.079	.026	.632	.152	.970	.940	.014	.026	.400	.635	.748			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVcin_TSpinN	Pearson	-.219 [*]	-.215 [*]	-.002	.292 ^{**}	-.154	-.174	-.297 ^{**}	-.335 ^{**}	-.192	-.298 ^{**}	-.012	-.025	-.322 ^{**}	-.294 ^{**}	-.154	.051	.005	.961 ^{**}	1	
	Sig. (2-tailed)	.037	.041	.981	.005	.144	.098	.004	.001	.069	.004	.909	.817	.002	.005	.144	.629	.959	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 3: Correlation coefficients of consumption network

B.2.4 Propagation Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpats_d	AvgPL_d	AvgGL_d	PL_Tpou_tN	PL_TSp_outN	S_pro	R_pro	SMSP_d	ECout	PL_EVC_outN	EVCout_TpoutN	EVCout_TSpoutN	
Nodes	Pearson	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson	.999	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	-.029	-.020	1																	
	Sig. (2-tailed)	.782	.854																		
	N	91	91	91																	
Den_d	Pearson	-.572	-.576	.027	1																
	Sig. (2-tailed)	.000	.000	.797																	
	N	91	91	91	91																
CC_d	Pearson	.024	.036	.372	-.099	1															
	Sig. (2-tailed)	.822	.731	.000	.353																
	N	91	91	91	91	91															
GD_d	Pearson	.191	.211	.246	-.457	.131	1														
	Sig. (2-tailed)	.070	.045	.019	.000	.217															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson	.644	.662	.249	-.756	.261	.663	1													
	Sig. (2-tailed)	.000	.000	.017	.000	.012	.000														
	N	91	91	91	91	91	91	91													
TSpats_d	Pearson	.680	.697	.190	-.803	.242	.641	.988	1												
	Sig. (2-tailed)	.000	.000	.071	.000	.021	.000	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson	.261	.283	.410	-.415	.313	.755	.850	.785	1											
	Sig. (2-tailed)	.013	.007	.000	.000	.002	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson	.216	.236	.359	-.455	.382	.765	.820	.796	.944	1										
	Sig. (2-tailed)	.040	.025	.000	.000	.000	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
PL_Tpou_tN	Pearson	-.057	-.052	-.092	-.106	-.001	.426	.115	.116	.186	.214	1									
	Sig. (2-tailed)	.591	.621	.387	.317	.996	.000	.279	.275	.078	.041										
	N	91	91	91	91	91	91	91	91	91	91	91									
PL_TSp_outN	Pearson	.028	.035	-.077	-.389	.021	.424	.248	.268	.211	.271	.703	1								
	Sig. (2-tailed)	.793	.740	.471	.000	.843	.000	.018	.010	.045	.009	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
S_pro	Pearson	-.193	-.192	.178	.375	-.015	.143	-.230	-.252	-.049	-.049	.100	-.163	1							
	Sig. (2-tailed)	.067	.068	.091	.000	.884	.175	.028	.016	.644	.642	.346	.123								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
R_pro	Pearson	-.155	-.140	.042	.066	-.075	.406	-.033	-.052	.082	.060	.422	.461	.362	1						
	Sig. (2-tailed)	.141	.187	.693	.533	.481	.000	.758	.623	.442	.574	.000	.000	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSP_d	Pearson	.024	.036	.372	-.099	1.000	.131	.261	.242	.313	.382	-.001	.021	-.015	-.075	1					
	Sig. (2-tailed)	.822	.731	.000	.353	0.000	.217	.012	.021	.002	.000	.996	.843	.884	.481						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECout	Pearson	-.261	-.276	-.377	.421	-.187	-.410	-.525	-.511	-.467	-.427	-.165	-.114	.068	.100	-.187	1				
	Sig. (2-tailed)	.013	.008	.000	.000	.076	.000	.000	.000	.000	.000	.118	.280	.519	.344	.076					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVC_outN	Pearson	.094	.111	.572	-.168	.246	.381	.319	.299	.358	.344	.193	.270	.105	.276	.246	-.425	1			
	Sig. (2-tailed)	.375	.294	.000	.112	.019	.000	.002	.004	.000	.001	.067	.010	.323	.008	.019	.000				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCout_TpoutN	Pearson	.264	.252	.021	-.373	.181	-.034	.324	.356	.164	.240	-.086	-.048	-.222	-.605	.181	-.293	.073	1		
	Sig. (2-tailed)	.012	.016	.845	.000	.087	.751	.002	.001	.120	.022	.416	.654	.035	.000	.087	.005	.490			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCout_TSpoutN	Pearson	.260	.247	.014	-.370	.158	-.037	.312	.347	.151	.230	-.076	-.057	-.224	-.616	.158	-.298	.065	.998	1	
	Sig. (2-tailed)	.013	.018	.894	.000	.134	.728	.003	.001	.152	.029	.474	.595	.033	.000	.134	.004	.540	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4: Correlation coefficients of propagation network

B.3 Case 3—Comedy

B.3.1 Undirected Network

		Correlations																		
		Nodes	Edges_ud	Den_ud	CC_ud	GD_ud	Tpaths_ud	TSpaths_ud	AvgPL_ud	AvgGL_ud	PL_Tp_udN	PL_TS_pudN	S_ud	R_ud	SMSP_ud	ECud	PL_EV_Cud	EVCu_d_Tpu_dN	EVCu_d_TSp_udN	
Nodes	Pearson Correlation	1																		
	Sig. (2-tailed)																			
	N	91																		
Edges_ud	Pearson Correlation	.991**	1																	
	Sig. (2-tailed)	.000																		
	N	91	91																	
Den_ud	Pearson Correlation	-.850**	-.840**	1																
	Sig. (2-tailed)	.000	.000																	
	N	91	91	91																
CC_ud	Pearson Correlation	-.119	-.055	.163	1															
	Sig. (2-tailed)	.259	.604	.123																
	N	91	91	91	91															
GD_ud	Pearson Correlation	-.111	-.100	.093	.239	1														
	Sig. (2-tailed)	.294	.348	.382	.023															
	N	91	91	91	91	91														
Tpaths_ud	Pearson Correlation	.159	.173	-.155	.227	.943**	1													
	Sig. (2-tailed)	.133	.100	.143	.031	.000														
	N	91	91	91	91	91	91													
TSpaths_ud	Pearson Correlation	.946**	.964**	-.923**	-.085	-.078	.194	1												
	Sig. (2-tailed)	.000	.000	.000	.420	.465	.065													
	N	91	91	91	91	91	91	91												
AvgPL_ud	Pearson Correlation	-.097	-.085	.082	.249	.996**	.958**	-.066	1											
	Sig. (2-tailed)	.363	.422	.438	.017	.000	.000	.536												
	N	91	91	91	91	91	91	91	91											
AvgGL_ud	Pearson Correlation	.201	.225	-.208	.130	.696**	.730**	.286**	.697**	1										
	Sig. (2-tailed)	.056	.032	.048	.221	.000	.000	.006	.000											
	N	91	91	91	91	91	91	91	91	91										
PL_TpudN	Pearson Correlation	-.282**	-.254**	.207**	.124	.384**	.222*	-.211*	.330**	.254**	1									
	Sig. (2-tailed)	.007	.015	.049	.241	.000	.035	.045	.001	.015										
	N	91	91	91	91	91	91	91	91	91	91									
PL_TS_pudN	Pearson Correlation	-.073	-.032	.029	.049	-.046	-.035	.032	-.045	.031	.060	1								
	Sig. (2-tailed)	.492	.765	.784	.645	.668	.742	.766	.675	.767	.572									
	N	91	91	91	91	91	91	91	91	91	91	91								
S_ud	Pearson Correlation	-.688**	-.681**	.753**	.335**	.316**	.083	-.730**	.312**	.183	.296**	-.050	1							
	Sig. (2-tailed)	.000	.000	.000	.001	.002	.436	.000	.003	.082	.004	.639								
	N	91	91	91	91	91	91	91	91	91	91	91	91							
R_ud	Pearson Correlation	-.318**	-.272**	.231**	.355**	.645**	.549**	-.211*	.643**	.667**	.435**	.082	.620**	1						
	Sig. (2-tailed)	.002	.009	.027	.001	.000	.000	.045	.000	.000	.000	.439	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSP_ud	Pearson Correlation	-.035	.034	.037	.971**	.234*	.249*	.020	.244*	.131	.178	.066	.249**	.348**	1					
	Sig. (2-tailed)	.740	.749	.725	.000	.026	.017	.849	.020	.217	.091	.536	.017	.001						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECud	Pearson Correlation	-.030	-.043	-.015	-.231**	-.155	-.193	-.037	-.174	-.294**	.082	-.002	-.105	-.273**	-.178	1				
	Sig. (2-tailed)	.781	.683	.886	.027	.144	.066	.729	.099	.005	.438	.985	.321	.009	.091					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EV_Cud	Pearson Correlation	-.259*	-.265*	.084	.052	.007	-.093	-.208*	-.006	.004	.184	.049	.290**	.303**	.094	.012	1			
	Sig. (2-tailed)	.013	.011	.427	.627	.948	.382	.048	.954	.970	.081	.642	.005	.004	.376	.909				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCu_d_Tpu_dN	Pearson Correlation	-.277**	-.250**	.214**	.104	.327**	.113	-.216*	.250*	.236*	.777**	-.003	.291**	.416**	.119	.116	.257**	1		
	Sig. (2-tailed)	.008	.017	.041	.327	.002	.286	.040	.017	.024	.000	.977	.005	.000	.260	.272	.014			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCu_d_TSp_udN	Pearson Correlation	-.506**	-.467**	.281**	.019	-.199	-.326**	-.362**	-.203	-.331**	.033	.101	.211*	-.006	-.004	.089	.135	-.008	1	
	Sig. (2-tailed)	.000	.000	.007	.855	.059	.002	.000	.054	.001	.756	.342	.044	.955	.972	.404	.202	.943		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

Table 1: Correlation coefficients of undirected network

B.3.2 Directed Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpaths_d	AvgPL_d	AvgGL_d	PL_TpdN	PL_TSpdN	S_d	R_d	SMSP_d	ECd	PL_EVCdN	EVCd_TpdN	EVCd_TSpdN	
Nodes	Pearson Correlation	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson Correlation	.990**	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson Correlation	-.111	-.091	1																	
	Sig. (2-tailed)	.296	.389																		
	N	91	91	91																	
Den_d	Pearson Correlation	-.849**	-.838**	.209	1																
	Sig. (2-tailed)	.000	.000	.047																	
	N	91	91	91	91																
CC_d	Pearson Correlation	-.037	-.021	.416**	.076	1															
	Sig. (2-tailed)	.729	.841	.000	.475																
	N	91	91	91	91	91															
GD_d	Pearson Correlation	-.031	-.018	.263	.026	.164	1														
	Sig. (2-tailed)	.769	.865	.012	.806	.121															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson Correlation	.803**	.824**	.028	-.763**	.030	.352**	1													
	Sig. (2-tailed)	.000	.000	.789	.000	.779	.001														
	N	91	91	91	91	91	91	91													
TSpaths_d	Pearson Correlation	.827**	.846**	-.030	-.807**	-.008	.278**	.987**	1												
	Sig. (2-tailed)	.000	.000	.780	.000	.937	.008	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson Correlation	.201	.206	.249*	-.139	.124	.694**	.674**	.584**	1											
	Sig. (2-tailed)	.057	.051	.017	.190	.243	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson Correlation	.111	.114	.161	-.098	.019	.626**	.600**	.573**	.891**	1										
	Sig. (2-tailed)	.296	.280	.128	.355	.860	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
PL_TpdN	Pearson Correlation	-.392**	-.360**	.184	.332**	.027	.327**	-.208	-.234	.067	.098	1									
	Sig. (2-tailed)	.000	.000	.082	.001	.801	.002	.048	.025	.530	.353										
	N	91	91	91	91	91	91	91	91	91	91	91									
PL_TSpdN	Pearson Correlation	-.397**	-.372**	.242	.376**	.075	.301**	-.241	-.273**	.054	.070	.938**	1								
	Sig. (2-tailed)	.000	.000	.021	.000	.479	.004	.021	.009	.609	.507	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
S_d	Pearson Correlation	-.688**	-.680**	.225	.754**	.127	.150	-.510**	-.547**	.024	.089	.449**	.473**	1							
	Sig. (2-tailed)	.000	.000	.032	.000	.229	.155	.000	.000	.819	.404	.000	.000								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
R_d	Pearson Correlation	-.426**	-.385**	.228	.376**	.158	.334**	-.145	-.182	.195	.217	.644**	.629**	.769**	1						
	Sig. (2-tailed)	.000	.000	.030	.000	.134	.001	.171	.084	.064	.039	.000	.000	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSP_d	Pearson Correlation	-.036	-.020	.419**	.073	1.000**	.163	.032	-.006	.125	.021	.027	.075	.128	.159	1					
	Sig. (2-tailed)	.737	.850	.000	.490	.000	.123	.764	.956	.240	.844	.797	.481	.226	.133						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECd	Pearson Correlation	-.140	-.160	-.339**	.107	-.150	-.179	-.169	-.107	-.077	-.171	-.140	-.003	-.269	-.149	1					
	Sig. (2-tailed)	.186	.131	.001	.311	.156	.090	.089	.109	.312	.470	.105	.186	.977	.010	.160					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
PL_EVCdN	Pearson Correlation	.111	.136	.660**	.000	.289**	.324**	.272**	.225	.360**	.284**	.305**	.302**	.140	.323**	.291**	1				
	Sig. (2-tailed)	.297	.198	.000	.998	.005	.002	.009	.032	.000	.006	.003	.004	.184	.002	.005	.000				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
EVCd_TpdN	Pearson Correlation	-.135	-.165	-.335**	.066	-.015	-.139	-.166	-.167	-.088	-.098	-.159	-.106	.064	-.139	-.017	.577**	-.530**	1		
	Sig. (2-tailed)	.201	.118	.001	.533	.886	.189	.117	.114	.407	.355	.133	.317	.544	.188	.870	.000	.000			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCd_TSpdN	Pearson Correlation	-.133	-.164	-.347**	.062	-.040	-.141	-.163	-.165	-.084	-.098	-.165	-.113	.058	-.145	-.042	.584**	-.540**	.999**	1	
	Sig. (2-tailed)	.208	.121	.001	.557	.705	.183	.123	.118	.428	.354	.118	.285	.586	.170	.690	.000	.000	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 2: Correlation coefficients of directed network

B.3.3 Consumption Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpaths_d	AvgPL_d	AvgGL_d	PL_Tpin_N	PL_TSpi_nN	S_con	R_con	SMSP_d	ECin	PL_EVCin_nN	EVCin_TpinN	EVCin_TSpinN	
Nodes	Pearson Cc	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson Cc	.990**	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson Cc	-.111	-.091	1																	
	Sig. (2-tailed)	.296	.389																		
	N	91	91	91																	
Den_d	Pearson Cc	-.849**	-.838**	.209*	1																
	Sig. (2-tailed)	.000	.000	.047																	
	N	91	91	91	91																
CC_d	Pearson Cc	-.037	-.021	.416**	.076	1															
	Sig. (2-tailed)	.729	.841	.000	.475																
	N	91	91	91	91	91															
GD_d	Pearson Cc	-.031	-.018	.263*	.026	.164	1														
	Sig. (2-tailed)	.769	.865	.012	.806	.121															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson Cc	.803**	.824**	.028	-.763**	.030	.352**	1													
	Sig. (2-tailed)	.000	.000	.789	.000	.779	.001														
	N	91	91	91	91	91	91	91													
TSpaths_d	Pearson Cc	.827**	.846**	-.030	-.807**	-.008	.278**	.987**	1												
	Sig. (2-tailed)	.000	.000	.780	.000	.937	.008	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson Cc	.201	.206	.249*	-.139	.124	.694**	.674**	.584**	1											
	Sig. (2-tailed)	.057	.051	.017	.190	.243	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson Cc	.111	.114	.161	-.098	.019	.626**	.600**	.573**	.891**	1										
	Sig. (2-tailed)	.296	.280	.128	.355	.860	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
PL_Tpin_N	Pearson Cc	-.043	-.020	.182	.076	.074	.115	-.072	-.079	-.110	-.126	1									
	Sig. (2-tailed)	.683	.854	.084	.473	.483	.276	.495	.457	.301	.234										
	N	91	91	91	91	91	91	91	91	91	91	91									
PL_TSpi_nN	Pearson Cc	-.161	-.142	.266*	.141	-.026	.169	-.066	-.109	.062	-.028	.808**	1								
	Sig. (2-tailed)	.127	.178	.011	.184	.805	.109	.534	.305	.559	.793	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
S_con	Pearson Cc	-.018	.041	.420**	.116	.126	.408**	.259**	.210	.393**	.383**	.224	.259*	1							
	Sig. (2-tailed)	.862	.702	.000	.275	.233	.000	.013	.046	.000	.000	.033	.013								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
R_con	Pearson Cc	.109	.136	.202	-.078	.133	.381**	.323**	.279**	.407**	.351**	.430**	.370**	.372**	1						
	Sig. (2-tailed)	.302	.200	.055	.465	.208	.000	.002	.007	.000	.001	.000	.000	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSP_d	Pearson Cc	-.036	-.020	.419**	.073	1.000**	.163	.032	-.006	.125	.021	.075	-.026	.127	.138	1					
	Sig. (2-tailed)	.737	.850	.000	.490	.000	.123	.764	.956	.240	.844	.482	.805	.229	.193						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECin	Pearson Cc	-.199	-.231*	-.549**	.042	-.143	-.223*	-.272**	-.238*	-.273**	-.202	-.179	-.178	-.192	-.365**	-.147	1				
	Sig. (2-tailed)	.058	.028	.000	.691	.175	.033	.009	.023	.009	.055	.089	.092	.068	.000	.165					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVCin_nN	Pearson Cc	.104	.120	.553**	.054	.181	.173	.172	.125	.239*	.149	.230	.218	.394**	.293**	.178	-.362**	1			
	Sig. (2-tailed)	.326	.258	.000	.608	.087	.101	.102	.236	.022	.160	.028	.038	.000	.005	.091	.000				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCin_TpinN	Pearson Cc	-.313**	-.327**	-.284**	.234	-.023	.000	-.256**	-.276**	-.031	-.044	.042	.065	-.023	.065	-.025	.580**	-.154	1		
	Sig. (2-tailed)	.002	.002	.006	.026	.827	.997	.014	.008	.770	.678	.691	.540	.827	.538	.816	.000	.146			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCin_TSpinN	Pearson Cc	-.323**	-.336**	-.291**	.238	-.035	-.008	-.266**	-.284**	-.041	-.050	.038	.065	-.031	.055	-.037	.588**	-.162	1.000**	1	
	Sig. (2-tailed)	.002	.001	.005	.023	.740	.943	.011	.006	.700	.635	.720	.540	.768	.604	.730	.000	.124	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 3: Correlation coefficients of consumption network

B.4.4 Propagation Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpaths_d	AvgPL_d	AvgGL_d	PL_TpoutN	PL_TSpoutN	S_pro	R_pro	SMSp_d	ECout	PL_EVCoutN	EVCout_TpoutN	EVCout_TSpoutN	
Nodes	Pearson	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson	.990**	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	-.111	-.091	1																	
	Sig. (2-tailed)	.296	.389																		
	N	91	91	91																	
Den_d	Pearson	-.849**	-.838**	.209*	1																
	Sig. (2-tailed)	.000	.000	.047																	
	N	91	91	91	91																
CC_d	Pearson	-.037	-.021	.416**	.076	1															
	Sig. (2-tailed)	.729	.841	.000	.475																
	N	91	91	91	91	91															
GD_d	Pearson	-.031	-.018	.263*	.026	.164	1														
	Sig. (2-tailed)	.769	.865	.012	.806	.121															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson	.803**	.824**	.028	-.763**	.030	.352**	1													
	Sig. (2-tailed)	.000	.000	.789	.000	.779	.001														
	N	91	91	91	91	91	91	91													
TSpaths_d	Pearson	.827**	.846**	-.030	-.807**	-.008	.278**	.987**	1												
	Sig. (2-tailed)	.000	.000	.780	.000	.937	.008	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson	.201	.206	.249*	-.139	.124	.694**	.674**	.584**	1											
	Sig. (2-tailed)	.057	.051	.017	.190	.243	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson	.111	.114	.161	-.098	.019	.626**	.600**	.573**	.891**	1										
	Sig. (2-tailed)	.296	.280	.128	.355	.860	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
PL_TpoutN	Pearson	-.067	-.063	.093	.024	.028	.245*	.043	.036	.124	.148	1									
	Sig. (2-tailed)	.528	.552	.380	.824	.794	.019	.686	.734	.241	.163										
	N	91	91	91	91	91	91	91	91	91	91	91									
PL_TSpoutN	Pearson	.053	.072	.006	-.169	.081	.261*	.202	.207*	.162	.189	.559**	1								
	Sig. (2-tailed)	.616	.500	.958	.109	.445	.013	.054	.049	.124	.072	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
S_pro	Pearson	-.133	-.122	.105	.116	.009	.351**	.205	.213*	.445**	.616**	.156	.179	1							
	Sig. (2-tailed)	.210	.249	.322	.272	.929	.001	.051	.043	.000	.000	.141	.090								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
R_pro	Pearson	-.199	-.182	.219*	.086	.071	.493**	.211*	.196	.499**	.615**	.379**	.499**	.636**	1						
	Sig. (2-tailed)	.058	.085	.037	.419	.504	.000	.045	.062	.000	.000	.000	.000	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSp_d	Pearson	-.036	-.020	.419**	.073	1.000**	.163	.032	-.006	.125	.021	.028	.082	.008	.072	1					
	Sig. (2-tailed)	.737	.850	.000	.490	.000	.123	.764	.956	.240	.844	.791	.440	.940	.497						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECout	Pearson	-.199	-.231*	-.549**	.042	-.143	-.223*	-.272**	-.238**	-.273**	-.202	-.154	-.093	.017	-.131	-.147	1				
	Sig. (2-tailed)	.058	.028	.000	.691	.175	.033	.009	.023	.009	.055	.146	.380	.873	.215	.165					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVCoutN	Pearson	.182	.221*	.623**	-.054	.112	.346**	.313**	.280**	.313**	.275**	.026	.019	.074	.212	.115	-.678**	1			
	Sig. (2-tailed)	.084	.035	.000	.614	.291	.001	.003	.007	.003	.008	.808	.855	.488	.044	.276	.000				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCout_TpoutN	Pearson	.306**	.284**	-.092	-.271**	-.052	-.072	.261*	.259*	.101	.042	-.073	-.129	-.118	-.293**	-.053	-.040	.060	1		
	Sig. (2-tailed)	.003	.006	.387	.009	.621	.500	.013	.013	.342	.693	.490	.221	.267	.005	.616	.703	.572			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCout_TSpoutN	Pearson	.320**	.296**	-.090	-.287**	-.053	-.071	.280**	.274**	.123	.049	-.103	-.141	-.124	-.300**	-.053	-.026	.048	.989**	1	
	Sig. (2-tailed)	.002	.004	.396	.006	.620	.503	.007	.009	.245	.643	.330	.182	.241	.004	.615	.807	.654	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4: Correlation coefficients of propagation network

B.4 Case 4—Entertainment

B.4.1 Undirected Network

		Correlations																		
		Nodes	Edges_u d	Den_ud	CC_ud	GD_ud	Tpaths_ ud	TSpaths_ ud	AvgPL_u d	AvgGL_u d	PL_Tpud N	PL_TSp udN	S_ud	R_ud	SMSP_u d	ECud	PL_EVC udN	EVcud_ TpuN	EVcud_ TSpudN	
Nodes	Pearson Sig. (2-tailed) N	1																		
Edges_u d	Pearson Sig. (2-ta N	.999** .000 91	1																	
Den_ud	Pearson Sig. (2-ta N	-.430** .000 91	-.436** .000 91	1																
CC_ud	Pearson Sig. (2-ta N	-.092 .386 91	-.062 .561 91	.178 .091 91	1															
GD_ud	Pearson Sig. (2-ta N	-.181 .085 91	-.162 .125 91	-.179 .089 91	.299** .004 91	1														
Tpaths_ ud	Pearson Sig. (2-ta N	.014 .898 91	.036 .733 91	-.410** .000 91	.269** .010 91	.950** .000 91	1													
TSpaths_ ud	Pearson Sig. (2-ta N	.728** .000 91	.741** .000 91	-.854** .000 91	.010 .927 91	.139 .189 91	.399** .000 91	1												
AvgPL_u d	Pearson Sig. (2-ta N	-.174 .098 91	-.155 .143 91	-.186 .077 91	.299** .004 91	.999** .000 91	.956** .000 91	.150 .155 91	1											
AvgGL_u d	Pearson Sig. (2-ta N	-.072 .500 91	-.056 .597 91	-.264** .011 91	.170 .108 91	.810** .000 91	.787** .000 91	.300** .004 91	.815** .000 91	1										
PL_Tpud N	Pearson Sig. (2-ta N	-.228 .030 91	-.210 .046 91	-.157 .136 91	.359** .000 91	.306** .003 91	.238 .023 91	-.128 .226 91	.288** .006 91	.123 .245 91	1									
PL_TSp udN	Pearson Sig. (2-ta N	-.087 .414 91	-.076 .477 91	-.167 .113 91	.111 .294 91	.368** .000 91	.378** .000 91	.152 .150 91	.375** .000 91	.395** .000 91	.263 .012 91	1								
S_ud	Pearson Sig. (2-ta N	-.338** .001 91	-.326** .002 91	.635** .000 91	.633** .000 91	.296** .004 91	.083 .433 91	-.468** .000 91	.294** .005 91	.259 .013 91	.270** .010 91	.134 .204 91	1							
R_ud	Pearson Sig. (2-ta N	-.317** .002 91	-.293** .005 91	.232 .027 91	.497** .000 91	.693** .000 91	.576** .000 91	-.167 .113 91	.693** .000 91	.564** .000 91	.427** .000 91	.404** .000 91	.673** .000 91	1						
SMSP_u d	Pearson Sig. (2-ta N	-.081 .448 91	-.047 .657 91	.055 .605 91	.969** .000 91	.361** .000 91	.353** .001 91	.096 .365 91	.361** .000 91	.216 .040 91	.383** .000 91	.153 .148 91	.580** .000 91	.528** .000 91	1					
ECud	Pearson Sig. (2-ta N	.041 .697 91	.024 .820 91	.056 .600 91	-.387** .000 91	-.206 .050 91	-.254 .015 91	-.147 .165 91	-.209** .047 91	-.102 .338 91	-.161 .128 91	-.143 .176 91	-.073 .490 91	-.196 .063 91	-.378** .000 91	1				
PL_EVC udN	Pearson Sig. (2-ta N	-.076 .475 91	-.066 .537 91	.104 .324 91	.128 .228 91	.130 .218 91	.126 .234 91	-.044 .678 91	.131 .216 91	.077 .469 91	.032 .762 91	.043 .689 91	.103 .332 91	.207 .049 91	.151 .153 91	-.203 .053 91	1			
EVcud_ TpuN	Pearson Sig. (2-ta N	-.338** .001 91	-.325** .002 91	.227 .030 91	.398** .000 91	.419** .000 91	.250 .017 91	-.265** .011 91	.380** .042 91	.214 .000 91	.614** .000 91	.113 .287 91	.410** .000 91	.503** .000 91	.411** .000 91	-.147 .165 91	.118 .267 91	1		
EVcud_ TSpudN	Pearson Sig. (2-ta N	-.017 .877 91	-.020 .853 91	.263 .012 91	.009 .930 91	-.261** .013 91	-.273** .009 91	-.287** .006 91	-.262** .012 91	-.508** .000 91	-.152 .152 91	-.235 .025 91	-.052 .624 91	-.101 .339 91	-.040 .708 91	-.032 .760 91	.146 .167 91	-.060 .574 91	1	

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

Table 1: Correlation coefficients of undirected network

B.4.2 Directed Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpats_d	AvgPL_d	AvgGL_d	PL_TpdN	PL_TSpdN	S_d	R_d	SMSp_d	ECd	PL_EVCdN	EVCd_TpdN	EVCd_TSpdN	
Nodes	Pearson	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson	.999	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	-.072	-.058	1																	
	Sig. (2-tailed)	.496	.586																		
	N	91	91	91																	
Den_d	Pearson	-.430	-.437	.011	1																
	Sig. (2-tailed)	.000	.000	.915																	
	N	91	91	91	91																
CC_d	Pearson	-.009	.004	.487	.047	1															
	Sig. (2-tailed)	.933	.973	.000	.659																
	N	91	91	91	91	91															
GD_d	Pearson	-.109	-.082	.540	-.181	.447	1														
	Sig. (2-tailed)	.302	.437	.000	.086	.000															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson	.381	.404	.477	-.561	.563	.666	1													
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000														
	N	91	91	91	91	91	91	91													
TSpats_d	Pearson	.511	.529	.303	-.719	.266	.488	.926	1												
	Sig. (2-tailed)	.000	.000	.004	.000	.011	.000	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson	-.022	.003	.585	-.179	.707	.846	.809	.565	1											
	Sig. (2-tailed)	.833	.976	.000	.089	.000	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson	-.033	-.012	.544	-.264	.532	.790	.834	.708	.900	1										
	Sig. (2-tailed)	.758	.909	.000	.011	.000	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
PL_TpdN	Pearson	-.330	-.312	.247	.223	.043	.452	.003	-.128	.253	.169	1									
	Sig. (2-tailed)	.001	.003	.018	.033	.683	.000	.979	.228	.015	.110										
	N	91	91	91	91	91	91	91	91	91	91	91									
PL_TSpdN	Pearson	-.347	-.337	.166	.200	-.008	.365	-.058	-.117	.141	.190	.702	1								
	Sig. (2-tailed)	.001	.001	.116	.057	.944	.000	.584	.271	.181	.071	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
S_d	Pearson	-.338	-.325	.297	.638	.328	.238	-.095	-.319	.244	.106	.411	.431	1							
	Sig. (2-tailed)	.001	.002	.004	.000	.002	.023	.372	.002	.020	.316	.000	.000								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
R_d	Pearson	-.337	-.315	.282	.358	.196	.423	-.011	-.187	.261	.133	.655	.622	.827	1						
	Sig. (2-tailed)	.001	.002	.007	.000	.063	.000	.919	.076	.013	.209	.000	.000	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSp_d	Pearson	.004	.019	.401	-.057	.859	.444	.546	.292	.682	.509	.053	.047	.412	.273	1					
	Sig. (2-tailed)	.972	.861	.000	.594	.000	.000	.000	.005	.000	.000	.617	.660	.000	.009						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECd	Pearson	.012	-.002	-.274	.180	-.147	-.330	-.460	-.465	-.373	-.487	-.164	-.203	.008	-.092	-.140	1				
	Sig. (2-tailed)	.910	.984	.009	.088	.163	.001	.000	.000	.000	.000	.121	.054	.942	.387	.185					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVCdN	Pearson	-.100	-.077	.659	-.090	.269	.648	.444	.313	.582	.544	.393	.347	.240	.379	.291	-.400	1			
	Sig. (2-tailed)	.347	.471	.000	.397	.010	.000	.000	.003	.000	.000	.000	.001	.022	.000	.005	.000				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCd_TpdN	Pearson	.094	.092	-.126	.058	-.178	-.040	.091	.045	.095	.014	-.181	-.295	-.063	-.196	.124	.056	-.259	1		
	Sig. (2-tailed)	.373	.386	.234	.582	.091	.709	.390	.669	.370	.894	.086	.005	.551	.063	.243	.596	.013			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCd_TSpdN	Pearson	.093	.087	-.174	.095	-.108	-.150	.017	.003	-.027	-.075	-.214	-.344	-.128	-.283	.038	.099	-.329	.968	1	
	Sig. (2-tailed)	.382	.412	.098	.371	.306	.157	.873	.979	.796	.477	.041	.227	.006	.723	.350	.001	.000			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 2: Correlation coefficients of PL directed network

B.3.3 Consumption Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpaths_d	AvgPL_d	AvgGL_d	PL_Tpin	PL_TSpi	S_con	R_con	S MSP_d	ECin	PL_EVCI	EVCI_T	EVCI_T	
												N	nN					nN	pinN	SpinN	
Nodes	Pearson	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson	.999 ^{**}	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	-.072	-.058	1																	
	Sig. (2-tailed)	.496	.586																		
	N	91	91	91																	
Den_d	Pearson	-.430 ^{**}	-.437 ^{**}	.011	1																
	Sig. (2-tailed)	.000	.000	.915																	
	N	91	91	91	91																
CC_d	Pearson	-.009	.004	.487 ^{**}	.047	1															
	Sig. (2-tailed)	.933	.973	.000	.659																
	N	91	91	91	91	91															
GD_d	Pearson	-.109	-.082	.540 ^{**}	-.181	.447 ^{**}	1														
	Sig. (2-tailed)	.302	.437	.000	.086	.000															
	N	91	91	91	91	91	91														
Tpaths_d	Pearson	.381 ^{**}	.404 ^{**}	.477 ^{**}	-.561 ^{**}	.563 ^{**}	.666 ^{**}	1													
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000														
	N	91	91	91	91	91	91	91													
TSpaths_d	Pearson	.511 ^{**}	.529 ^{**}	.303 ^{**}	-.719 ^{**}	.266	.488 ^{**}	.926 ^{**}	1												
	Sig. (2-tailed)	.000	.000	.004	.000	.011	.000	.000													
	N	91	91	91	91	91	91	91	91												
AvgPL_d	Pearson	-.022	-.003	.585 ^{**}	-.179	.707 ^{**}	.846 ^{**}	.809 ^{**}	.565 ^{**}	1											
	Sig. (2-tailed)	.833	.976	.000	.089	.000	.000	.000	.000												
	N	91	91	91	91	91	91	91	91	91											
AvgGL_d	Pearson	-.033	-.012	.544 ^{**}	-.264	.532 ^{**}	.790 ^{**}	.834 ^{**}	.708 ^{**}	.900 ^{**}	1										
	Sig. (2-tailed)	.758	.909	.000	.011	.000	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91	91										
PL_Tpin	Pearson	-.308 ^{**}	-.293 ^{**}	.283 ^{**}	.046	.096	.439 ^{**}	.137	.045	.315 ^{**}	.340 ^{**}	1									
	Sig. (2-tailed)	.003	.005	.007	.662	.368	.000	.195	.672	.002	.001										
	N	91	91	91	91	91	91	91	91	91	91	91									
PL_TSpi	Pearson	-.302 ^{**}	-.294 ^{**}	.190	.101	.034	.361 ^{**}	.001	-.054	.161	.193	.779 ^{**}	1								
	Sig. (2-tailed)	.004	.005	.071	.342	.752	.000	.991	.610	.128	.066	.000									
	N	91	91	91	91	91	91	91	91	91	91	91	91								
S_con	Pearson	-.010	-.017	.144	-.180	-.028	.031	.210	.288 ^{**}	.101	.302 ^{**}	.082	.094	1							
	Sig. (2-tailed)	.927	.875	.172	.088	.793	.774	.046	.006	.343	.004	.439	.374								
	N	91	91	91	91	91	91	91	91	91	91	91	91	91							
R_con	Pearson	-.053	-.058	.179	-.189	-.007	.098	.241	.311 ^{**}	.150	.361 ^{**}	.177	.185	.988 ^{**}	1						
	Sig. (2-tailed)	.616	.588	.089	.072	.949	.357	.021	.003	.157	.000	.094	.079	.000							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91						
S MSP_d	Pearson	.004	.019	.401 ^{**}	-.057	.859 ^{**}	.444 ^{**}	.546 ^{**}	.292 ^{**}	.682 ^{**}	.509 ^{**}	.057	.076	-.028	.006	1					
	Sig. (2-tailed)	.972	.861	.000	.594	.000	.000	.000	.005	.000	.000	.593	.475	.792	.951						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECin	Pearson	.059	.046	-.526 ^{**}	.213	-.120	-.426 ^{**}	-.431 ^{**}	-.419 ^{**}	-.401 ^{**}	-.504 ^{**}	-.240	-.319 ^{**}	-.271 ^{**}	-.320 ^{**}	-.173	1				
	Sig. (2-tailed)	.580	.665	.000	.043	.257	.000	.000	.000	.000	.000	.022	.002	.009	.002	.101					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVCI	Pearson	-.084	-.066	.533 ^{**}	-.054	.183	.385 ^{**}	.284 ^{**}	.219	.308 ^{**}	.285 ^{**}	.246	.291 ^{**}	.108	.135	.194	-.390 ^{**}	1			
	Sig. (2-tailed)	.431	.533	.000	.609	.082	.000	.006	.037	.003	.006	.019	.005	.309	.203	.065	.000				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCI_T	Pearson	-.263 ^{**}	-.261 ^{**}	-.041	.392 ^{**}	.137	.040	-.158	-.269 ^{**}	.049	-.047	.158	.138	-.039	-.038	.135	.270 ^{**}	.065	1		
	Sig. (2-tailed)	.012	.012	.702	.000	.196	.703	.134	.010	.645	.660	.134	.193	.711	.722	.204	.010	.540			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCI_T	Pearson	-.262 ^{**}	-.262 ^{**}	-.122	.422 ^{**}	.044	-.066	-.256	-.338 ^{**}	-.081	-.161	.123	.110	-.039	-.045	.013	.325 ^{**}	.019	.982 ^{**}	1	
	Sig. (2-tailed)	.012	.012	.251	.000	.677	.536	.014	.001	.447	.128	.246	.299	.716	.669	.900	.002	.861	.000		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 3: Correlation coefficients of consumption network

B.4.4 Propagation Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpaths_d	AvgPL_d	AvgGL_d	PL_TpoutN	PL_TSpoutN	S_pro	R_pro	SMSP_d	ECout	PL_EVCoutN	EVCout_TpoutN	EVCout_TSpoutN	
Nodes	Pearson Sig. (2-tailed) N	1																			
Edges_d	Pearson Sig. (2-tailed) N	.999 ^{**} .000 91	1																		
Reciprocity	Pearson Sig. (2-tailed) N	-.072 .496 91	-.058 .586 91	1																	
Den_d	Pearson Sig. (2-tailed) N	-.430 ^{**} .000 91	-.437 ^{**} .000 91	.011 .915 91	1																
CC_d	Pearson Sig. (2-tailed) N	-.009 .933 91	.004 .973 91	.487 ^{**} .000 91	.047 .659 91	1															
GD_d	Pearson Sig. (2-tailed) N	-.109 .302 91	-.082 .437 91	.540 ^{**} .000 91	-.181 .086 91	.447 ^{**} .000 91	1														
Tpaths_d	Pearson Sig. (2-tailed) N	.381 ^{**} .000 91	.404 ^{**} .000 91	.477 ^{**} .000 91	-.561 ^{**} .000 91	.563 ^{**} .000 91	.666 ^{**} .000 91	1													
TSpaths_d	Pearson Sig. (2-tailed) N	.511 ^{**} .000 91	.529 ^{**} .000 91	.303 ^{**} .004 91	-.719 ^{**} .000 91	.266 ^{**} .011 91	.488 ^{**} .000 91	.926 ^{**} .000 91	1												
AvgPL_d	Pearson Sig. (2-tailed) N	-.022 .833 91	.003 .976 91	.585 ^{**} .000 91	-.179 .089 91	.707 ^{**} .000 91	.846 ^{**} .000 91	.809 ^{**} .000 91	.565 ^{**} .000 91	1											
AvgGL_d	Pearson Sig. (2-tailed) N	-.033 .758 91	-.012 .909 91	.544 ^{**} .000 91	-.264 .011 91	.532 ^{**} .000 91	.790 ^{**} .000 91	.834 ^{**} .000 91	.708 ^{**} .000 91	.900 ^{**} .000 91	1										
PL_TpoutN	Pearson Sig. (2-tailed) N	-.146 .167 91	-.132 .213 91	.235 ^{**} .025 91	.039 .715 91	-.034 .749 91	.260 .013 91	.080 .452 91	.064 .548 91	.118 .266 91	.146 .168 91	1									
PL_TSpoutN	Pearson Sig. (2-tailed) N	-.150 .156 91	-.138 .194 91	.164 .121 91	.083 .434 91	-.011 .915 91	.212 .044 91	.028 .795 91	-.005 .963 91	.091 .389 91	.100 .345 91	.686 ^{**} .000 91	1								
S_pro	Pearson Sig. (2-tailed) N	-.086 .416 91	-.069 .516 91	.320 ^{**} .002 91	.290 ^{**} .005 91	.553 ^{**} .000 91	.464 ^{**} .000 91	.344 ^{**} .001 91	.127 .231 91	.518 ^{**} .000 91	.452 ^{**} .000 91	.168 .111 91	.175 .098 91	1							
R_pro	Pearson Sig. (2-tailed) N	-.227 ^{**} .030 91	-.204 .053 91	.371 ^{**} .000 91	.211 ^{**} .045 91	.456 ^{**} .000 91	.586 ^{**} .000 91	.307 ^{**} .003 91	.102 .334 91	.504 ^{**} .000 91	.436 ^{**} .000 91	.422 ^{**} .000 91	.434 ^{**} .000 91	.784 ^{**} .000 91	1						
SMSP_d	Pearson Sig. (2-tailed) N	.004 .972 91	.019 .861 91	.401 ^{**} .000 91	-.057 .594 91	.859 ^{**} .000 91	.444 ^{**} .000 91	.546 ^{**} .000 91	.292 ^{**} .005 91	.682 ^{**} .000 91	.509 ^{**} .000 91	-.032 .760 91	-.015 .887 91	.307 ^{**} .003 91	.267 .011 91	1					
ECout	Pearson Sig. (2-tailed) N	.069 .580 91	.046 .665 91	-.526 ^{**} .000 91	.213 ^{**} .043 91	-.120 .257 91	-.426 ^{**} .000 91	-.419 ^{**} .000 91	-.401 ^{**} .000 91	-.504 ^{**} .000 91	-.384 ^{**} .000 91	-.230 .028 91	-.061 .567 91	-.189 .073 91	-.173 .101 91	1					
PL_EVCoutN	Pearson Sig. (2-tailed) N	-.093 .380 91	-.073 .493 91	.498 ^{**} .000 91	-.103 .333 91	.099 .348 91	.479 ^{**} .000 91	.298 ^{**} .004 91	.252 .016 91	.319 ^{**} .002 91	.340 ^{**} .001 91	.489 ^{**} .000 91	.257 .014 91	.286 ^{**} .006 91	.443 ^{**} .000 91	.064 .547 91	-.513 ^{**} .000 91	1			
EVCout_TpoutN	Pearson Sig. (2-tailed) N	.293 ^{**} .005 91	.296 ^{**} .004 91	.085 .424 91	-.345 ^{**} .001 91	.190 .072 91	.204 .052 91	.491 ^{**} .000 91	.515 ^{**} .000 91	.318 ^{**} .002 91	.372 ^{**} .000 91	-.074 .484 91	-.132 .214 91	.218 ^{**} .038 91	-.052 .621 91	.148 .160 91	-.224 ^{**} .033 91	.123 .230 91	1		
EVCout_TSpoutN	Pearson Sig. (2-tailed) N	.300 ^{**} .004 91	.305 ^{**} .003 91	.133 .207 91	-.348 ^{**} .001 91	.192 .069 91	.216 .039 91	.530 ^{**} .000 91	.553 ^{**} .000 91	.345 ^{**} .001 91	.411 ^{**} .000 91	-.084 .427 91	-.133 .208 91	.239 ^{**} .023 91	-.049 .647 91	.128 .225 91	-.218 ^{**} .038 91	.123 .244 91	.971 ^{**} .000 91	1	

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

Table 4: Correlation coefficients of propagation network

B.5 Case 6—Entertainment

B.5.1 Undirected Network

		Correlations																		
		Nodes	Edges_u d	Den_ud	CC_ud	GD_ud	Tpaths_ ud	TSpats_ ud	AvgPL_u d	AvgGL_u d	PL_Tpud N	PL_TSp udN	S_ud	R_ud	SMSP_u d	ECud	PL_EVC udN	EVCud_ TpuN	EVCud_ TSpudN	
Nodes	Pearson	1																		
	Sig. (2-tailed)																			
	N	91																		
Edges_u d	Pearson	.965**	1																	
	Sig. (2-tailed)	.000																		
	N	91	91																	
Den_ud	Pearson	-.920**	-.835**	1																
	Sig. (2-tailed)	.000	.000																	
	N	91	91	91																
CC_ud	Pearson	-.084	-.007	.177	1															
	Sig. (2-tailed)	.430	.951	.093																
	N	91	91	91	91															
GD_ud	Pearson	.505**	.425**	-.529**	-.007	1														
	Sig. (2-tailed)	.000	.000	.000	.951															
	N	91	91	91	91	91														
Tpaths_ ud	Pearson	.642**	.565**	-.658**	-.012	.974**	1													
	Sig. (2-tailed)	.000	.000	.000	.909	.000														
	N	91	91	91	91	91	91													
TSpats_ ud	Pearson	.917**	.959**	-.828**	-.053	.463**	.583**	1												
	Sig. (2-tailed)	.000	.000	.000	.619	.000	.000													
	N	91	91	91	91	91	91	91												
AvgPL_u d	Pearson	.505**	.424**	-.531**	-.003	.997**	.980**	.461**	1											
	Sig. (2-tailed)	.000	.000	.000	.974	.000	.000	.000												
	N	91	91	91	91	91	91	91	91											
AvgGL_u d	Pearson	.434**	.465**	-.385**	.022	.679**	.660**	.622**	.682**	1										
	Sig. (2-tailed)	.000	.000	.000	.833	.000	.000	.000	.000											
	N	91	91	91	91	91	91	91	91	91										
PL_Tpud N	Pearson	-.071	-.047	.114	.012	-.087	-.184	-.063	-.140	-.133	1									
	Sig. (2-tailed)	.503	.660	.281	.911	.410	.081	.554	.186	.210										
	N	91	91	91	91	91	91	91	91	91	91									
PL_TSp udN	Pearson	.333**	.345**	-.331**	.095	.339**	.359**	.381**	.335**	.368**	-.065	1								
	Sig. (2-tailed)	.001	.001	.001	.373	.001	.000	.000	.001	.000	.539									
	N	91	91	91	91	91	91	91	91	91	91	91								
S_ud	Pearson	-.695**	-.633**	.772**	.252	-.125	-.284**	-.573**	-.121	.088	.037	-.169	1							
	Sig. (2-tailed)	.000	.000	.000	.016	.237	.006	.000	.252	.407	.724	.109								
	N	91	91	91	91	91	91	91	91	91	91	91	91							
R_ud	Pearson	.173	.222*	-.216*	.189	.508**	.475**	.318**	.512**	.631**	-.087	.340**	.239*	1						
	Sig. (2-tailed)	.100	.034	.040	.072	.000	.000	.002	.000	.000	.410	.001	.022							
	N	91	91	91	91	91	91	91	91	91	91	91	91	91						
SMSP_u d	Pearson	-.011	.059	.084	.982**	.013	.023	-.002	.016	-.002	.002	.117	.157	.178	1					
	Sig. (2-tailed)	.921	.579	.429	.000	.906	.832	.989	.883	.986	.982	.267	.137	.091						
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91					
ECud	Pearson	-.393**	-.393**	.315**	-.046	-.120	-.159	-.380**	-.112	-.128	-.069	-.051	.230*	.142	-.082	1				
	Sig. (2-tailed)	.000	.000	.002	.667	.258	.132	.000	.292	.225	.515	.630	.028	.180	.441					
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91				
PL_EVC udN	Pearson	.002	.101	.201	-.019	-.454**	-.422**	.090	-.444**	-.021	-.049	-.106	.158	-.344**	-.046	-.200	1			
	Sig. (2-tailed)	.989	.340	.056	.856	.000	.000	.398	.000	.842	.644	.318	.135	.001	.667	.057				
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91			
EVCud_ TpuN	Pearson	.164	.170	-.126	.055	.341**	.215*	.198	.275**	.232*	.666**	.158	-.006	.253*	.059	-.117	-.234*	1		
	Sig. (2-tailed)	.120	.107	.235	.606	.001	.040	.059	.008	.027	.000	.135	.953	.016	.579	.267	.025			
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91		
EVCud_ TSpudN	Pearson	-.101	-.033	.170	-.053	-.408**	-.356**	-.220*	-.405**	-.597**	.056	-.085	-.093	-.266*	-.019	.034	.086	-.161	1	
	Sig. (2-tailed)	.339	.758	.106	.620	.000	.001	.036	.000	.000	.597	.425	.383	.011	.860	.746	.417	.126		
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 1: Correlation coefficients of undirected network

B.5.2 Directed Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpaths_d	AvgPL_d	AvgGL_d	PL_TpdN	PL_TSpdN	S_d	R_d	SMSP_d	ECd	PL_EVCdN	EVCd_TpdN	EVCd_TSpdN	
Nodes	Pearson	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson	.965**	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	.080	.111	1																	
	Sig. (2-tailed)	.451	.294																		
	N	91	91	91																	
Den_d	Pearson	-.920**	-.834**	-.070	1																
	Sig. (2-tailed)	.000	.000	.510																	
	N	91	91	91	91																
CC_d	Pearson	^b	^b	^b	^b	^b															
	Sig. (2-tailed)																				
	N	0	0	0	0	0															
GD_d	Pearson	.351**	.315**	.090	-.343**	^b	1														
	Sig. (2-tailed)	.001	.002	.396	.001																
	N	91	91	91	91	0	91														
Tpaths_d	Pearson	.646**	.610**	.081	-.575**	^b	.499**	1													
	Sig. (2-tailed)	.000	.000	.448	.000		.000														
	N	91	91	91	91	0	91	91													
TSpaths_d	Pearson	.647**	.609**	.075	-.576**	^b	.495**	1.000	1												
	Sig. (2-tailed)	.000	.000	.482	.000		.000	.000													
	N	91	91	91	91	0	91	91	91												
AvgPL_d	Pearson	.363**	.352**	.153	-.304**	^b	.604**	.854**	.852**	1											
	Sig. (2-tailed)	.000	.001	.147	.003		.000	.000	.000												
	N	91	91	91	91	0	91	91	91	91											
AvgGL_d	Pearson	.363**	.348**	.137	-.308**	^b	.594**	.856**	.855**	.998**	1										
	Sig. (2-tailed)	.000	.001	.196	.003		.000	.000	.000	.000											
	N	91	91	91	91	0	91	91	91	91	91										
PL_TpdN	Pearson	.162	.157	.202	-.169	^b	.385**	.105	.100	.151	.138	1									
	Sig. (2-tailed)	.126	.137	.054	.110		.000	.323	.344	.154	.192										
	N	91	91	91	91	0	91	91	91	91	91	91									
PL_TSpdN	Pearson	.104	.093	.079	-.097	^b	.347**	.109	.109	.169	.170	.821**	1								
	Sig. (2-tailed)	.326	.383	.455	.358		.001	.303	.304	.109	.106	.000									
	N	91	91	91	91	0	91	91	91	91	91	91	91								
S_d	Pearson	-.695**	-.632**	.028	.772**	^b	-.066	-.446**	-.449**	-.124	-.132	.055	.042	1							
	Sig. (2-tailed)	.000	.000	.790	.000		.536	.000	.000	.243	.211	.604	.695								
	N	91	91	91	91	0	91	91	91	91	91	91	91	91							
R_d	Pearson	-.029	.031	.119	.011	^b	.222**	-.185	-.190	-.045	-.060	.320**	.213	.488**	1						
	Sig. (2-tailed)	.786	.773	.262	.914		.035	.079	.071	.669	.574	.002	.043	.000							
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91						
SMSP_d	Pearson	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b	^b
	Sig. (2-tailed)																				
	N	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ECd	Pearson	-.385**	-.433**	-.456**	.252	^b	-.141	-.267	-.261*	-.286**	-.270**	-.203	-.097	.022	-.095	^b					
	Sig. (2-tailed)	.000	.000	.000	.016		.183	.011	.012	.006	.010	.054	.358	.834	.368						
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0					
PL_EVCdN	Pearson	.399**	.371**	.633**	-.343**	^b	.262	.394	.389**	.383**	.368**	.262	.147	-.002	.171	^b	-.677**	1			
	Sig. (2-tailed)	.000	.000	.000	.001		.012	.000	.000	.000	.000	.012	.166	.984	.104		.000				
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91			
EVCd_TpdN	Pearson	-.202	-.161	-.017	.231	^b	-.432**	-.444**	-.446**	-.446**	-.456**	-.218	-.258*	.033	-.156	^b	.072	-.349**	1		
	Sig. (2-tailed)	.054	.127	.869	.027		.000	.000	.000	.000	.000	.038	.014	.753	.141		.500	.001			
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91	91		
EVCd_TSpdN	Pearson	-.205	-.164	-.023	.233	^b	-.434**	-.445**	-.447**	-.447**	-.457**	-.219	-.257*	.031	-.159	^b	.079	-.357**	1.000**	1	
	Sig. (2-tailed)	.052	.121	.830	.026		.000	.000	.000	.000	.000	.037	.014	.770	.131		.459	.001	.000		
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).
 b. Cannot be computed because at least one of the variables is constant.

Table 2: Correlation coefficients of directed network

B.5.3 Consumption Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpats_d	AvgPL_d	AvgGL_d	PL_Tpin	PL_TSpi	S_con	R_con	SMSP_d	ECin	PL_EVCi	EVcin_T	EVcin_T	
												N	nN					nN	pinN	SpinN	
Nodes	Pearson	1																			-.228
	Sig. (2-tailed)																				.030
	N	91																			91
Edges_d	Pearson	.965**	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	.080	.111	1																	
	Sig. (2-tailed)	.451	.294																		
	N	91	91	91																	
Den_d	Pearson	-.920**	-.834**	-.070	1																
	Sig. (2-tailed)	.000	.000	.510																	
	N	91	91	91	91																
CC_d	Pearson	.b	.b	.b	.b	.b	.b														
	Sig. (2-tailed)																				
	N	0	0	0	0	0	0														
GD_d	Pearson	.351**	.315**	.090	-.343**	.b	1														
	Sig. (2-tailed)	.001	.002	.396	.001																
	N	91	91	91	91	0	91														
Tpaths_d	Pearson	.646**	.610**	.081	-.575**	.b	.499**	1													
	Sig. (2-tailed)	.000	.000	.448	.000		.000														
	N	91	91	91	91	0	91	91													
TSpats_d	Pearson	.647**	.609**	.075	-.576**	.b	.495**	1.000	1												
	Sig. (2-tailed)	.000	.000	.482	.000		.000	.000													
	N	91	91	91	91	0	91	91	91												
AvgPL_d	Pearson	.363**	.352**	.153	-.304**	.b	.604**	.854**	.852**	1											
	Sig. (2-tailed)	.000	.001	.147	.003		.000	.000	.000												
	N	91	91	91	91	0	91	91	91	91											
AvgGL_d	Pearson	.363**	.348**	.137	-.308**	.b	.594**	.856**	.855**	.998**	1										
	Sig. (2-tailed)	.000	.001	.196	.003		.000	.000	.000	.000											
	N	91	91	91	91	0	91	91	91	91	91										
PL_Tpin	Pearson	.018	.059	.000	.027	.b	-.088	-.101	-.102	-.212	-.216	1									
	Sig. (2-tailed)	.862	.578	.997	.800		.407	.343	.336	.044	.038										
	N	91	91	91	91	0	91	91	91	91	91	91									
PL_TSpi	Pearson	-.037	-.011	.013	.027	.b	-.120	-.152	-.153	-.305**	-.310**	.862**	1								
	Sig. (2-tailed)	.731	.920	.905	.800		.258	.151	.147	.003	.003	.000									
	N	91	91	91	91	0	91	91	91	91	91	91	91								
S_con	Pearson	-.051	-.061	-.031	.016	.b	.008	.246	.247	.239	.243	-.020	-.012	1							
	Sig. (2-tailed)	.634	.565	.770	.882		.939	.019	.018	.023	.020	.851	.910								
	N	91	91	91	91	0	91	91	91	91	91	91	91	91							
R_con	Pearson	.275**	.240**	.036	-.294**	.b	.344**	.582**	.582**	.511**	.513**	.043	.003	.783**	1						
	Sig. (2-tailed)	.008	.022	.734	.005		.001	.000	.000	.000	.000	.682	.974	.000							
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91						
SMSP_d	Pearson	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b
	Sig. (2-tailed)																				
	N	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ECin	Pearson	-.316**	-.337**	-.490**	.283**	.b	-.164	-.327**	-.324**	-.303**	-.294**	-.055	-.002	.055	-.140	.b	1				
	Sig. (2-tailed)	.002	.001	.000	.007		.121	.002	.002	.003	.005	.603	.985	.607	.186						
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91				
PL_EVCi	Pearson	.125	.129	.669**	-.115	.b	.157	.174	.166	.235	.214	-.014	-.008	-.030	.051	.b	-.273**	1			
	Sig. (2-tailed)	.236	.224	.000	.279		.136	.100	.115	.025	.041	.897	.938	.775	.628		.009				
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91			
EVcin_T	Pearson	-.227	-.199	-.076	.240	.b	-.366**	-.446**	-.449**	-.453**	-.463**	-.133	.165	-.261**	-.456**	.b	.228	-.080	1		
	Sig. (2-tailed)	.030	.059	.475	.022		.000	.000	.000	.000	.000	.207	.117	.012	.000		.029	.450			
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91	91		
EVcin_T	Pearson	-.228	-.200	-.076	.241	.b	-.366**	-.446**	-.449**	-.452**	-.462**	-.133	.164	-.261**	-.456**	.b	.228	-.081	1.000**	1	
	Sig. (2-tailed)	.030	.058	.474	.022		.000	.000	.000	.000	.000	.210	.120	.012	.000		.030	.448	.000		
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91	91	91	91

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).
 b. Cannot be computed because at least one of the variables is constant.

Table 3: Correlation coefficients of consumption network

B.5.4 Propagation Network

		Correlations																			
		Nodes	Edges_d	Reciprocity	Den_d	CC_d	GD_d	Tpaths_d	TSpats_d	AvgPL_d	AvgGL_d	PL_TpoutN	PL_TSpoutN	S_pro	R_pro	SMSP_d	ECout	PL_EVCoutN	EVCout_TpoutN	EVCout_TSpoutN	
Nodes	Pearson	1																			
	Sig. (2-tailed)																				
	N	91																			
Edges_d	Pearson	.965**	1																		
	Sig. (2-tailed)	.000																			
	N	91	91																		
Reciprocity	Pearson	.080	.111	1																	
	Sig. (2-tailed)	.451	.294																		
	N	91	91	91																	
Den_d	Pearson	-.920**	-.834**	-.070	1																
	Sig. (2-tailed)	.000	.000	.510																	
	N	91	91	91	91																
CC_d	Pearson	b	b	b	b	1															
	Sig. (2-tailed)																				
	N	0	0	0	0	0															
GD_d	Pearson	.351**	.315**	.090	-.343**	b	1														
	Sig. (2-tailed)	.001	.002	.396	.001																
	N	91	91	91	91	0	91														
Tpaths_d	Pearson	.646**	.610**	.081	-.575**	b	.499**	1													
	Sig. (2-tailed)	.000	.000	.448	.000		.000														
	N	91	91	91	91	0	91	91													
TSpats_d	Pearson	.647**	.609**	.075	-.576**	b	.495**	1.000**	1												
	Sig. (2-tailed)	.000	.000	.482	.000		.000	.000													
	N	91	91	91	91	0	91	91	91												
AvgPL_d	Pearson	.363**	.352**	.153	-.304**	b	.604**	.854**	.852**	1											
	Sig. (2-tailed)	.000	.001	.147	.003		.000	.000	.000												
	N	91	91	91	91	0	91	91	91	91											
AvgGL_d	Pearson	.363**	.348**	.137	-.308**	b	.594**	.856**	.855**	.998**	1										
	Sig. (2-tailed)	.000	.001	.196	.003		.000	.000	.000	.000											
	N	91	91	91	91	0	91	91	91	91	91										
PL_TpoutN	Pearson	.138	.181	.156	-.125	b	.238	.130	.126	.233	.222	1									
	Sig. (2-tailed)	.191	.085	.139	.237		.023	.220	.236	.026	.034										
	N	91	91	91	91	0	91	91	91	91	91	91									
PL_TSpoutN	Pearson	.237	.265	.111	-.226	b	.227	.131	.129	.190	.185	.689**	1								
	Sig. (2-tailed)	.024	.011	.295	.031		.031	.214	.223	.071	.080	.000									
	N	91	91	91	91	0	91	91	91	91	91	91	91								
S_pro	Pearson	-.017	.044	.251*	.055	b	.167	.282**	.275**	.552**	.538**	.248	.134	1							
	Sig. (2-tailed)	.871	.680	.016	.606		.115	.007	.008	.000	.000	.018	.205								
	N	91	91	91	91	0	91	91	91	91	91	91	91	91							
R_pro	Pearson	.049	.097	.268*	-.016	b	.255**	.351**	.345**	.620**	.606**	.302**	.192	.980**	1						
	Sig. (2-tailed)	.642	.358	.010	.881		.015	.001	.001	.000	.000	.004	.068	.000							
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91						
SMSP_d	Pearson	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b
	Sig. (2-tailed)																				
	N	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ECout	Pearson	-.316**	-.337**	-.490**	.283**	b	-.164	-.327**	-.324**	-.303**	-.294**	-.206	-.081	-.333**	-.368**	b	1				
	Sig. (2-tailed)	.002	.001	.000	.007		.121	.002	.002	.003	.005	.051	.447	.001	.000						
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91				
PL_EVCoutN	Pearson	.300**	.298**	.680**	-.272**	b	.262	.406**	.403**	.375**	.367**	.232	.115	.173	.222	b	-.522**	1			
	Sig. (2-tailed)	.004	.004	.000	.009		.012	.000	.000	.000	.000	.027	.276	.100	.034		.000				
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91			
EVCout_TpoutN	Pearson	.287**	.336**	.298**	-.192	b	.052	.277**	.275**	.256	.252	.159	.066	.080	.084	b	-.319**	.369**	1		
	Sig. (2-tailed)	.006	.001	.004	.068		.624	.008	.008	.014	.016	.131	.532	.450	.428		.002	.000			
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91	91		
EVCout_TSpoutN	Pearson	.301**	.349**	.233	-.203	b	.051	.276**	.275**	.242	.233	.128	.046	.031	.034	b	-.287**	.322**	.989**	1	
	Sig. (2-tailed)	.004	.001	.027	.053		.630	.008	.008	.021	.029	.226	.667	.769	.747		.006	.002	.000		
	N	91	91	91	91	0	91	91	91	91	91	91	91	91	91	0	91	91	91	91	

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).
 b. Cannot be computed because at least one of the variables is constant.

Table 4: Correlation coefficients of propagation network