

**How Propaganda Moderates the Influence of Opinion Leaders on  
Social Media in China (Appendix)**

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# Online Appendix

This material is for review purpose and will be available online when the paper is published.

## Control Variable Wording and Balance Check

Here is the list of Control Variable questions:

- *Comment Approval*, a five-point scale on whether they like the opinion on the policy (strongly dislike-strongly like).
- *Government Performance Trust*, a five-point scale on the performance of the government in the past 5 years (extremely bad - extremely good).
- *Residential Status of Beijing*, a binary variable on self-reported ownership of Beijing Hukou (registered residential status), i.e. whether they could enjoy the welfare Beijing government provides on pension, health care, offspring education or other areas.
- *Knowledge of Beijing Politics*, measured by two questions of Beijing politics, (1) who is the mayor of Beijing and (2) which district the municipal government will move to in near future, coded as a zero-to-two three-point scale.
- *Conflict Experience*, a binary variable measured by their self-reported experience on the mistreatment by the local government.
- We control three ideological measurements and two political efficacy questions – respondents are asked to assess their agreement on five statements (Strongly Disagree-Strongly Agree).
  - *Political Ideo. Authoritarianism*: We should never openly discuss the defects of the elderly.
  - *Economic Ideo. Socialism*: People relying on capital income are not as good as people relying on their own labor.
  - *Cultural Ideo. Traditionalism*: Traditional conventions contain great wisdom. We should try best to obey them even though they are not proved by scientific evidence.
  - *External Efficacy*: Government officials do not really care opinions from people like me.
  - *Internal Efficacy*: Participating politics requires sophisticated skills and ability. Only people who have such abilities should participate.

Table 1: Descriptive Statistics and Balance Check

	(1)		(2)		(3)		F Test	Prob>F
	Control		ProWest		Statist			
	mean	sd	mean	sd	mean	sd		
Criticism[0-1] <sup>1</sup>	0.51	0.50	0.52	0.50	0.47	0.50	2.04	0.15
Government Trust[1-5]	3.93	0.95	3.98	0.85	3.96	0.90	0.10	0.75
Male[0-1]	0.51	0.50	0.45	0.50	0.46	0.50	0.06	0.81
Younger than 40[0-1]	0.66	0.48	0.67	0.47	0.65	0.48	0.55	0.46
Education[1-3] <sup>2</sup>	1.88	0.36	1.89	0.35	1.88	0.37	0.14	0.71
Monthly Income>10K[0-1]	0.32	0.47	0.29	0.46	0.30	0.46	0.07	0.80
CCP membership[0-1]	0.32	0.47	0.26	0.44	0.29	0.45	0.77	0.38
Beijing Residency[0-1]	0.76	0.43	0.75	0.44	0.70	0.46	1.98	0.16
Kins in Gov.[0-1]	0.22	0.42	0.18	0.38	0.18	0.38	0.01	0.92
Political Awareness[0-2] <sup>3</sup>	1.34	0.74	1.27	0.75	1.35	0.74	2.76	0.10
Conflict with Gov.[0-1]	1.82	0.38	1.84	0.37	1.84	0.36	0.06	0.81
Authoritarianism[1-5]	3.57	1.07	3.55	1.00	3.65	1.04	2.22	0.14
Socialism[1-5]	3.04	1.15	3.09	1.04	3.10	1.10	0.03	0.86
Traditionalism[1-5]	3.73	0.85	3.76	0.84	3.75	0.86	0.04	0.83
External Efficacy[1-5]	2.98	1.15	3.03	1.18	3.10	1.18	0.91	0.34
Internal Efficacy[1-5]	3.37	1.09	3.41	1.05	3.44	1.03	0.11	0.74
Observations	429		436		461			

<sup>1</sup> 0 “Reading Endorsement” 1 “Reading Criticism”

<sup>2</sup> 1 “Below Senior High” 2 “Senior High” 3 “College and above”

<sup>3</sup> Two questions on Beijing’s political news

Figure 1: Demographic Comparison

Sample Comparison			
	Demography	Sample	CNNIC2016
Gender	Female	52.5%	48.8%
	Male	47.5%	51.2%
Age	19 or Below	1.2%	23.6%
	20-29	31.3%	30.3%
	30-39	34.8%	23.2%
	40-49	25.5%	13.7%
	50-59	5.7%	5.4%
	60 or Above	1.8%	4.0%
Education	Primary or Below	0.2%	15.9%
	Junior High	1.5%	37.3%
	Senior High	9.3%	26.2%
	College	18.2%	9.1%
	University or Above	71.0%	11.5%
Monthly Income (RMB)	None	3.7%	7.0%
	Below 3000	3.2%	53.2%
	3001-5000	11.9%	23.2%
	5001-8000	30.7%	9.7%
	Above 8000	50.5%	6.9%

Table 2: t-test Full results

Comparison	Comment Nature	Mean	Lower CI(90%)	Upper CI(90%)	N
<i>DV: Policy Approval</i>					
OPLs-Control	Endorsement	-0.1559	<b>-0.3038</b>	<b>-0.0080</b>	662
ProWest-Control	Endorsement	-0.3208	<b>-0.4885</b>	<b>-0.1531</b>	419
Statist-Control	Endorsement	-0.0141	-0.1814	0.1532	453
OPLs-Control	Criticism	-0.4014	<b>-0.5607</b>	<b>-0.2420</b>	664
ProWest-Control	Criticism	-0.4430	<b>-0.6274</b>	<b>-0.2586</b>	446
Statist-Control	Criticism	-0.3580	<b>-0.5417</b>	<b>-0.1744</b>	437
<i>DV: Repost Willingness</i>					
OPLs-Control	Endorsement	-0.0432	-0.1037	0.0173	662
ProWest-Control	Endorsement	-0.0633	-0.1342	0.0076	419
Statist-Control	Endorsement	-0.0259	-0.0929	0.0411	453
OPLs-Control	Criticism	0.0686	<b>0.0056</b>	<b>0.1316</b>	664
ProWest-Control	Criticism	0.0920	<b>0.0199</b>	<b>0.1641</b>	446
Statist-Control	Criticism	0.0442	-0.0304	0.1188	437

## Full Regression results

Table 3: Complete Regression

Dependent Variables	(1)	(2)	(3)	(4)
	Policy Approval[1-5] OLS	Ologit	Reposting Willingness[0-1] OLS	Logit
ProWest-Control	-0.30*** (0.10)	-0.51*** (0.17)	-0.05 (0.04)	-0.30 (0.25)
Statist-Control	-0.01 (0.10)	-0.04 (0.16)	-0.03 (0.04)	-0.20 (0.24)
Criticism-Endorsment	-0.07 (0.11)	-0.12 (0.17)	-0.09** (0.04)	-0.52** (0.25)
ProWest × Criticism	-0.08 (0.15)	-0.20 (0.26)	0.11* (0.06)	0.69** (0.35)
Statist × Criticism	-0.28* (0.15)	-0.50** (0.25)	0.05 (0.06)	0.33 (0.34)
Government Trust[1-5]	-0.04 (0.04)	-0.10 (0.07)	0.05*** (0.02)	0.28*** (0.09)
Male[0-1]	-0.00 (0.06)	-0.01 (0.11)	0.05** (0.02)	0.29** (0.14)
Younger than 40[0-1]	-0.18** (0.07)	-0.24** (0.12)	0.01 (0.03)	0.06 (0.15)
Senior High	0.13 (0.32)	0.25 (0.58)	-0.05 (0.13)	-0.23 (0.67)
College or above	-0.01 (0.30)	0.00 (0.56)	-0.01 (0.12)	-0.01 (0.64)
Monthly Income $\geq$ 10K[0-1]	-0.16** (0.07)	-0.28** (0.12)	0.08*** (0.02)	0.51*** (0.16)
CCP membership[0-1]	0.26*** (0.07)	0.40*** (0.12)	0.02 (0.03)	0.15 (0.17)
Beijing Residency[0-1]	0.25*** (0.07)	0.43*** (0.12)	0.01 (0.03)	0.07 (0.17)
Kins in Gov.[0-1]	0.04 (0.08)	0.05 (0.14)	0.01 (0.03)	0.03 (0.18)
Political Awareness[0-2]	0.03 (0.04)	0.03 (0.07)	0.02 (0.02)	0.12 (0.09)
Conflict with Gov.[0-1]	-0.06 (0.09)	-0.07 (0.15)	-0.08** (0.03)	-0.49** (0.21)
Authoritarianism[1-5]	0.05 (0.03)	0.09 (0.06)	0.02** (0.01)	0.15** (0.07)
Socialism[1-5]	0.01	0.01	0.01	0.09

Table 3: Complete Regression

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Ologit	(3) Reposting Willingness[0-1] OLS	(4) Logit
Traditionalism[1-5]	(0.03) 0.02	(0.06) 0.01	(0.01) -0.01	(0.08) -0.10
External Efficacy[1-5]	(0.04) -0.01	(0.07) -0.02	(0.01) 0.02**	(0.09) 0.15**
Internal Efficacy[1-5]	(0.03) -0.00	(0.05) -0.02	(0.01) -0.02**	(0.07) -0.12*
Policy Approval[1-5]	(0.03)	(0.06)	(0.01) -0.02**	(0.07) -0.12*
Comment Approval[1-5]			(0.01) 0.14***	(0.06) 0.75***
Constant	2.87*** (0.42)		(0.01) 0.10 (0.17)	(0.08) -2.27** (0.93)
cut1		-2.48*** (0.73)		
cut2		-0.39 (0.73)		
cut3		0.59 (0.73)		
cut4		2.28*** (0.73)		
Observations	1302	1302	1302	1302
(Pseudo)R <sup>2</sup>	0.07	0.02	0.19	0.16
Log Likelihood		-1870.62		-656.87
Chi-Square		86.17		174.76

Note: OLS models use hc2 standard errors. Logit and Ologit use robust standard errors. Baseline of education is “Below Senior High”. Baseline is “control group+endorsement”. \*<0.1, \*\* <0.05, \*\*\* <0.01

Table 4: Complete Regression(Weighted on education)

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Ologit	(3) Reposting Willingness[0-1] OLS	(4) Logit
ProWest	0.04 (0.20)	-0.01 (0.36)	-0.24** (0.12)	-1.51** (0.66)
Statist	-0.83*** (0.20)	-1.74*** (0.44)	-0.12 (0.09)	-0.53 (0.58)
Criticism	-0.39* (0.22)	-0.90* (0.47)	-0.16* (0.09)	-1.02* (0.56)
ProWest × Criticism	-0.13 (0.31)	-0.11 (0.66)	0.36*** (0.14)	2.20*** (0.80)
Statist × Criticism	0.55* (0.28)	1.31** (0.61)	0.26** (0.12)	1.40* (0.76)
Government Trust[1-5]	-0.22*** (0.07)	-0.48*** (0.16)	0.02 (0.03)	0.16 (0.18)
Male[0-1]	0.04 (0.09)	0.06 (0.19)	0.05 (0.04)	0.40 (0.27)
Younger than 40[0-1]	-0.33** (0.13)	-0.61** (0.26)	0.11* (0.06)	0.51 (0.32)
Education[1-3]	0.03 (0.09)	0.06 (0.21)	-0.05 (0.04)	-0.22 (0.24)
Monthly Income <sub>i</sub> 10K[0-1]	-0.30 (0.18)	-0.60 (0.38)	-0.16 (0.10)	-0.98* (0.54)
CCP membership[0-1]	0.90*** (0.23)	1.76*** (0.50)	0.10* (0.05)	0.87*** (0.33)
Beijing Residency[0-1]	0.01 (0.14)	0.06 (0.28)	0.02 (0.06)	0.13 (0.36)
Kins in Gov.[0-1]	0.15 (0.16)	0.33 (0.31)	-0.23*** (0.08)	-1.36*** (0.40)
Political Awareness[0-2]	-0.02 (0.09)	-0.05 (0.19)	0.04 (0.03)	0.22 (0.20)
Conflict with Gov.[0-1]	0.39* (0.22)	1.18* (0.62)	0.08 (0.07)	0.24 (0.36)
Authoritarianism[1-5]	0.04 (0.08)	0.10 (0.18)	0.05 (0.03)	0.32** (0.16)
Socialism[1-5]	0.17** (0.07)	0.32** (0.14)	0.02 (0.03)	0.12 (0.16)
Traditionalism[1-5]	0.07 (0.09)	0.18 (0.19)	0.04 (0.04)	0.18 (0.24)



Table 4: Complete Regression(Weighted on education)

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Ologit	(3) Reposting Willingness[0-1] OLS	(4) Logit
External Efficacy[1-5]	0.01 (0.06)	0.02 (0.12)	0.03 (0.02)	0.26* (0.15)
Internal Efficacy[1-5]	-0.01 (0.07)	-0.05 (0.17)	-0.08*** (0.03)	-0.52*** (0.17)
Policy Approval[1-5]			0.03 (0.02)	0.21 (0.15)
Comment Approval[1-5]			0.11*** (0.03)	0.80*** (0.16)
Constant	2.37*** (0.60)		-0.14 (0.24)	-4.11*** (1.49)
cut1				
Constant		-1.39 (1.46)		
cut2				
Constant		1.58 (1.46)		
cut3				
Constant		2.41* (1.45)		
cut4				
Constant		4.08*** (1.43)		
Observations	1302	1302	1302	1302
(Pseudo) $R^2$	0.31	0.13	0.26	0.24
Log Likelihood		-159824.85		-59093.62
Chi-Square		68.50		85.77

Note: This regression use proportion weights on education group of Beijing residents(data collected from <https://goo.gl/zBTNY8>) OLS models use hc2 standard errors. Logit and Ologit use robust standard errors. Baseline of education is “Below Senior High”. Baseline is “control group+endorsement”. \* $<0.1$ , \*\*  $<0.05$ , \*\*\*  $<0.01$

Table 5: Complete Regression(15s or up)

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Reposting Willingness[0-1] Ologit	(3) Reposting Willingness[0-1] OLS	(4) Reposting Willingness[0-1] Logit
ProWest	-0.26** (0.11)	-0.45** (0.18)	-0.04 (0.04)	-0.29 (0.27)
Statist	0.01 (0.11)	-0.03 (0.18)	-0.03 (0.04)	-0.22 (0.27)
Criticism	-0.14 (0.11)	-0.25 (0.19)	-0.08* (0.05)	-0.49* (0.28)
ProWest × Criticism	-0.12 (0.17)	-0.28 (0.28)	0.09 (0.06)	0.60 (0.38)
Statist × Criticism	-0.21 (0.16)	-0.37 (0.27)	0.03 (0.06)	0.23 (0.37)
Government Trust[1-5]	-0.04 (0.04)	-0.08 (0.07)	0.06*** (0.02)	0.31*** (0.09)
Male[0-1]	0.03 (0.07)	0.05 (0.11)	0.07*** (0.03)	0.44*** (0.15)
Younger than 40[0-1]	-0.13* (0.08)	-0.16 (0.13)	0.01 (0.03)	0.05 (0.17)
Education[1-3]	-0.06 (0.10)	-0.12 (0.18)	0.01 (0.04)	0.09 (0.21)
Monthly Income $\geq$ 10K[0-1]	-0.17** (0.08)	-0.30** (0.13)	0.09*** (0.03)	0.58*** (0.18)
CCP membership[0-1]	0.25*** (0.08)	0.40*** (0.13)	0.01 (0.03)	0.08 (0.18)
Beijing Residency[0-1]	0.25*** (0.08)	0.44*** (0.13)	0.01 (0.03)	0.06 (0.18)
Kins in Gov.[0-1]	0.07 (0.09)	0.09 (0.15)	0.02 (0.03)	0.11 (0.20)
Political Awareness[0-2]	0.01 (0.05)	-0.01 (0.08)	0.01 (0.02)	0.07 (0.10)
Conflict with Gov.[0-1]	-0.06 (0.10)	-0.07 (0.16)	-0.09*** (0.04)	-0.61*** (0.23)
Authoritarianism[1-5]	0.06* (0.04)	0.11* (0.06)	0.03** (0.01)	0.16** (0.08)
Socialism[1-5]	0.01 (0.04)	0.01 (0.06)	0.02 (0.01)	0.12 (0.08)
Traditionalism[1-5]	0.01 (0.04)	0.00 (0.08)	-0.02 (0.02)	-0.10 (0.09)

Table 5: Complete Regression(15s or up)

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Ologit	(3) Reposting Willingness[0-1] OLS	(4) Logit
External Efficacy[1-5]	-0.02 (0.03)	-0.03 (0.06)	0.02 (0.01)	0.11 (0.07)
Internal Efficacy[1-5]	-0.02 (0.04)	-0.04 (0.06)	-0.03*** (0.01)	-0.18** (0.08)
Policy Approval[1-5]			-0.03** (0.01)	-0.13* (0.07)
Comment Approval[1-5]			0.13*** (0.01)	0.70*** (0.08)
Constant	3.04*** (0.36)		0.15 (0.15)	-1.89** (0.86)
cut1 Constant		-2.78*** (0.62)		
cut2 Constant		-0.69 (0.61)		
cut3 Constant		0.32 (0.61)		
cut4 Constant		2.11*** (0.61)		
Observations	1100	1100	1100	1100
(Pseudo) $R^2$	0.07	0.02	0.18	0.16
Log Likelihood		-1573.74		-558.96
Chi-Square		72.37		145.21

Note: Only use respondents spent 15s or more on policy information. OLS models use hc2 standard errors. Logit and Ologit use robust standard errors. Baseline of education is “Below Senior High”. Baseline is “control group+endorsement”. \* $<0.1$ , \*\*  $<0.05$ , \*\*\*  $<0.01$

Table 6: Complete Regression(25s or up)

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Ologit	(3) Reposting Willingness[0-1] OLS	(4) Logit
ProWest	-0.14 (0.13)	-0.26 (0.21)	-0.05 (0.05)	-0.32 (0.31)
Statist	-0.04 (0.12)	-0.09 (0.19)	-0.03 (0.05)	-0.22 (0.30)
Criticism	-0.14 (0.13)	-0.24 (0.21)	-0.13*** (0.05)	-0.77** (0.30)
ProWest × Criticism	-0.18 (0.18)	-0.36 (0.31)	0.14** (0.07)	0.87** (0.42)
Statist × Criticism	-0.15 (0.18)	-0.29 (0.29)	0.08 (0.07)	0.50 (0.41)
Government Trust[1-5]	-0.06 (0.05)	-0.13 (0.08)	0.07*** (0.02)	0.39*** (0.10)
Male[0-1]	0.04 (0.07)	0.06 (0.13)	0.07** (0.03)	0.41** (0.17)
Younger than 40[0-1]	-0.10 (0.08)	-0.11 (0.14)	0.01 (0.03)	0.07 (0.18)
Education[1-3]	0.03 (0.11)	0.06 (0.19)	0.00 (0.04)	0.04 (0.22)
Monthly Income $\geq$ 10K[0-1]	-0.17** (0.09)	-0.31** (0.15)	0.10*** (0.03)	0.61*** (0.21)
CCP membership[0-1]	0.21** (0.09)	0.33** (0.15)	0.00 (0.03)	0.05 (0.20)
Beijing Residency[0-1]	0.29*** (0.08)	0.52*** (0.15)	0.00 (0.03)	-0.00 (0.19)
Kins in Gov.[0-1]	0.01 (0.09)	0.00 (0.16)	0.05 (0.04)	0.31 (0.23)
Political Awareness[0-2]	0.03 (0.05)	0.04 (0.08)	0.02 (0.02)	0.11 (0.11)
Conflict with Gov.[0-1]	-0.10 (0.11)	-0.10 (0.18)	-0.10*** (0.04)	-0.69*** (0.26)
Authoritarianism[1-5]	0.06 (0.04)	0.11 (0.07)	0.02* (0.01)	0.14* (0.08)
Socialism[1-5]	0.02 (0.04)	0.02 (0.07)	0.03* (0.02)	0.17* (0.09)
Traditionalism[1-5]	0.03 (0.05)	0.04 (0.08)	-0.03 (0.02)	-0.17* (0.10)

Table 6: Complete Regression(25s or up)

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Ologit	(3) Reposting Willingness[0-1] OLS	(4) Logit
External Efficacy[1-5]	-0.04 (0.04)	-0.07 (0.07)	0.01 (0.01)	0.05 (0.08)
Internal Efficacy[1-5]	-0.03 (0.04)	-0.06 (0.07)	-0.03** (0.01)	-0.18** (0.08)
Policy Approval[1-5]			-0.02 (0.01)	-0.08 (0.08)
Comment Approval[1-5]			0.13*** (0.02)	0.67*** (0.09)
Constant	2.95*** (0.40)		0.19 (0.16)	-1.59* (0.96)
cut1 Constant		-2.61*** (0.70)		
cut2 Constant		-0.41 (0.69)		
cut3 Constant		0.55 (0.69)		
cut4 Constant		2.42*** (0.69)		
Observations	914	914	914	914
(Pseudo) $R^2$	0.06	0.02	0.18	0.16
Log Likelihood		-1291.94		-466.04
Chi-Square		59.39		128.45

Note: Only use respondents spent 25s or more on policy information. OLS models use hc2 standard errors. Logit and Ologit use robust standard errors. Baseline of education is “Below Senior High”. Baseline is “control group+endorsement”. \* $<0.1$ , \*\*  $<0.05$ , \*\*\*  $<0.01$

Table 7: Complete Regression(reweighted by age)

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Reposting Willingness[0-1] Ologit	(3) Reposting Willingness[0-1] OLS	(4) Reposting Willingness[0-1] Logit
ProWest	-0.32*** (0.11)	-0.54*** (0.17)	-0.10* (0.05)	-0.55* (0.29)
Statist	-0.04 (0.11)	-0.10 (0.18)	-0.07 (0.05)	-0.39 (0.32)
Criticism	-0.18 (0.12)	-0.34 (0.22)	-0.12** (0.06)	-0.71** (0.33)
ProWest × Criticism	-0.01 (0.18)	-0.07 (0.32)	0.20** (0.08)	1.17*** (0.44)
Statist × Criticism	-0.14 (0.17)	-0.23 (0.29)	0.15* (0.08)	0.84* (0.44)
Government Trust[1-5]	-0.16*** (0.05)	-0.30*** (0.10)	0.05** (0.02)	0.26** (0.12)
Male[0-1]	-0.03 (0.08)	-0.06 (0.13)	0.07** (0.03)	0.37** (0.18)
Younger than 40[0-1]	-0.25*** (0.08)	-0.40*** (0.14)	-0.01 (0.03)	-0.09 (0.19)
Education[1-3]	-0.04 (0.13)	-0.05 (0.25)	0.06 (0.06)	0.30 (0.29)
Monthly Income <sub>i</sub> 10K[0-1]	-0.12 (0.08)	-0.23* (0.13)	0.11*** (0.03)	0.72*** (0.18)
CCP membership[0-1]	0.43*** (0.09)	0.73*** (0.15)	0.06* (0.03)	0.42** (0.21)
Beijing Residency[0-1]	0.18** (0.08)	0.31** (0.14)	0.00 (0.04)	-0.02 (0.22)
Kins in Gov.[0-1]	-0.01 (0.09)	-0.05 (0.17)	0.03 (0.04)	0.17 (0.24)
Political Awareness[0-2]	-0.01 (0.05)	-0.05 (0.09)	0.02 (0.02)	0.11 (0.12)
Conflict with Gov.[0-1]	0.11 (0.12)	0.28 (0.23)	-0.05 (0.05)	-0.34 (0.26)
Authoritarianism[1-5]	0.10** (0.04)	0.18** (0.08)	0.04** (0.02)	0.25** (0.10)
Socialism[1-5]	-0.00 (0.04)	-0.02 (0.08)	0.00 (0.02)	0.01 (0.10)
Traditionalism[1-5]	-0.01 (0.05)	-0.02 (0.09)	0.01 (0.02)	0.04 (0.12)

Table 7: Complete Regression(reweighted by age)

Dependent Variables	(1) Policy Approval[1-5] OLS	(2) Ologit	(3) Reposting Willingness[0-1] OLS	(4) Logit
External Efficacy[1-5]	0.05 (0.03)	0.10 (0.06)	0.02 (0.02)	0.13 (0.09)
Internal Efficacy[1-5]	-0.01 (0.04)	-0.02 (0.08)	-0.03** (0.02)	-0.17* (0.09)
Policy Approval[1-5]			-0.02 (0.01)	-0.08 (0.08)
Comment Approval[1-5]			0.14*** (0.02)	0.75*** (0.09)
Constant	3.02*** (0.37)		-0.18 (0.18)	-3.66*** (0.95)
cut1 Constant		-2.57*** (0.68)		
cut2 Constant		-0.51 (0.66)		
cut3 Constant		0.57 (0.66)		
cut4 Constant		2.20*** (0.67)		
Observations	1302	1302	1302	1302
(Pseudo) $R^2$	0.11	0.04	0.21	0.18
Log Likelihood		-14321.79		-5220.57
Chi-Sqaure		93.98		167.72

Note: This regression use proportion weights on age group of Beijing residents(data collected from <https://goo.gl/zBTNY8>). OLS models use hc2 standard errors. Logit and Ologit use robust standard errors. Baseline of education is “Below Senior High”. Baseline is “control group+endorsement”. \* $<0.1$ , \*\* $<0.05$ , \*\*\*  $<0.01$