The Effect of Spokesperson Attribution on Public Health Message Sharing During the COVID-19 Pandemic

Ahmad Abu-Akel, Andreas Spitz, Robert West

This PDF file includes:

Supplementary Text
Figures S1 to S8
Tables S1 to S10

Other Supplementary Materials for this manuscript include the following:

Appendix A: Survey
Appendix B: Web sources of official announcements and support statements
Appendix C: Timeline of government issuance of nine social distancing measures
Appendix D: Facebook advertisement
# Supplementary Text

**Table S1. Sample characteristics** for the overall sample and by Country\(^i\) (\(N = 12,194\))

| Variable | Overall | BR | CH | ES | IT | KR | US |
|----------|---------|----|----|----|----|----|----|
| Age\(^c\) | 37.04(14.80) | 37.7(14.66) | 38.54(14.53) | 36.4(14.65) | 44.97(17.08) | 41.19(17.40) | 34.98(13.84) |
| Gender | | | | | | | |
| Female | 7316 | 2587 | 899 | 1320 | 1841 | 246 | 423 |
| Male | 4878 | 1755 | 766 | 812 | 1080 | 229 | 236 |
| Employment | | | | | | | |
| Student | 1807 | 455 | 359 | 289 | 578 | 68 | 58 |
| Employed | 5547 | 1920 | 983 | 977 | 1181 | 147 | 339 |
| Self-employed | 1731 | 975 | 105 | 173 | 333 | 96 | 49 |
| Unemployed | 2180 | 738 | 82 | 519 | 641 | 98 | 102 |
| Retired | 929 | 254 | 136 | 174 | 188 | 66 | 111 |
| Education years | | | | | | | |
| No schooling | 235 | 93 | 5 | 44 | 17 | 33 | 43 |
| 1-6 years | 369 | 131 | 42 | 66 | 37 | 14 | 79 |
| 7-13 years | 2670 | 862 | 322 | 360 | 879 | 95 | 152 |
| 14-16 years | 3442 | 1166 | 468 | 552 | 903 | 151 | 202 |
| 17-18 years | 2269 | 834 | 357 | 388 | 549 | 55 | 86 |
| Over 18 years | 3209 | 1256 | 471 | 722 | 536 | 127 | 97 |
| Settlement Size | | | | | | | |
| Village | 1601 | 178 | 425 | 366 | 540 | 17 | 75 |
| Small Town | 2592 | 598 | 505 | 487 | 812 | 31 | 159 |
| Town | 3348 | 1224 | 330 | 579 | 955 | 66 | 194 |
| City | 2812 | 1260 | 377 | 489 | 397 | 132 | 157 |
| Metropolitan | 1841 | 1082 | 28 | 211 | 217 | 229 | 74 |
| Household Size\(^d\) | 3.14(1.42) | 3.37(1.54) | 2.82(1.41) | 3.05(1.23) | 3.11(1.30) | 2.94(1.24) | 3.08(1.67) |
| Likelihood of Message Sharing\(^1\) | 4.42(2.40) | 5.28(2.17) | 3.17(2.27) | 3.82(2.41) | 4.31(2.32) | 4.45(2.32) | 4.28(2.45) |
| Support of S/PD\(^2,3\) | 6.37(1.21) | 6.33(1.28) | 6.58(0.90) | 6.60(0.97) | 6.16(1.34) | 5.96(1.43) | 6.55(1.04) |
| Current Practice of S/PD measures\(^2,3\) | 6.24(1.10) | 5.94(1.27) | 6.29(0.93) | 6.50(0.89) | 6.54(0.84) | 5.79(1.29) | 6.19(1.09) |
| Intention to practice S/PD in the future\(^2,3\) | 6.13(1.24) | 5.84(1.48) | 6.20(0.98) | 6.50(0.90) | 6.30(1.08) | 5.67(1.42) | 6.25(1.10) |
| Number of supported S/PD\(^2,3\) measures | 6.70(2.37) | 6.50(2.49) | 6.61(1.86) | 7.55(2.05) | 6.60(2.45) | 4.82(2.19) | 7.23(2.18) |
| Concern Situation\(^2\) | 5.81(1.45) | 6.04(1.44) | 4.93(1.45) | 6.06(1.27) | 5.80(1.35) | 5.67(1.62) | 5.89(1.43) |
| Concern Others\(^2\) | 6.14(1.28) | 6.41(1.15) | 5.49(1.35) | 6.37(1.09) | 5.99(1.35) | 5.68(1.49) | 6.28(1.20) |
| Others' Practice S/PD\(^2,3\) | 4.12(1.27) | 3.72(1.29) | 4.63(1.02) | 4.41(1.22) | 4.30(1.17) | 4.28(1.36) | 3.67(1.29) |
| Liberty of Movement\(^2\) | 1.85(1.58) | 2.09(1.74) | 1.90(1.39) | 1.49(1.38) | 1.33(1.05) | 3.14(1.84) | 2.73(2.01) |
| Satisfaction from Government\(^2\) | 3.84(2.06) | 3.37(2.09) | 4.73(1.71) | 3.20(2.01) | 4.52(1.78) | 4.68(2.22) | 3.22(2.03) |
| Government prioritizes Public Health over Economy\(^2\) | 3.36(2.08) | 2.37(1.83) | 4.19(1.80) | 3.30(2.09) | 4.32(1.85) | 4.32(2.11) | 3.08(2.00) |
| Religiosity\(^2\) | 3.79(2.36) | 5.04(2.20) | 2.49(1.91) | 2.74(2.04) | 3.39(2.14) | 3.70(2.32) | 4.10(2.36) |
| Variable               | Overall | BR   | CH   | ES   | IT   | KR   | US   |
|------------------------|---------|------|------|------|------|------|------|
| **General Health**     |         |      |      |      |      |      |      |
| Very bad               | 132     | 51   | 7    | 27   | 37   | 1    | 9    |
| Bad                    | 733     | 211  | 66   | 235  | 144  | 23   | 54   |
| Average                | 3235    | 1055 | 266  | 779  | 798  | 156  | 181  |
| Good                   | 4972    | 1912 | 751  | 681  | 1220 | 169  | 239  |
| Very good              | 3122    | 1113 | 575  | 410  | 722  | 126  | 176  |
| **Infection %**        |         |      |      |      |      |      |      |
| 0-9%                   | 5576    | 2510 | 635  | 781  | 1064 | 310  | 276  |
| 10-19%                 | 2125    | 702  | 399  | 374  | 450  | 68   | 132  |
| 20-29%                 | 1336    | 377  | 242  | 281  | 313  | 34   | 89   |
| 30-39%                 | 1082    | 301  | 162  | 224  | 310  | 21   | 64   |
| 40-49%                 | 621     | 175  | 80   | 129  | 193  | 14   | 30   |
| 50-59%                 | 529     | 116  | 86   | 107  | 178  | 8    | 34   |
| 60-69%                 | 369     | 65   | 29   | 102  | 165  | 2    | 6    |
| 70-79%                 | 292     | 52   | 25   | 67   | 125  | 7    | 16   |
| 80-89%                 | 170     | 31   | 2    | 44   | 78   | 8    | 7    |
| 90-100%                | 94      | 13   | 5    | 23   | 45   | 3    | 5    |
| **Awareness of S/PD**  |         |      |      |      |      |      |      |
| Yes                    | 11872   | 4310 | 1624 | 2089 | 2735 | 463  | 651  |
| No                     | 322     | 32   | 41   | 43   | 186  | 12   | 8    |
| **Attitude to speaker**|        |      |      |      |      |      |      |
| No Speaker<sup>4</sup> | 2401    | 844  | 319  | 415  | 562  | 118  | 143  |
| Government (N=2,612)   |         |      |      |      |      |      |      |
| Like                   | 1010    | 364  | 147  | 68   | 346  | 40   | 45   |
| Neutral                | 1157    | 373  | 196  | 181  | 226  | 35   | 46   |
| Dislike                | 445     | 41   | 22   | 203  | 106  | 25   | 48   |
| Fauci (N = 2293)       |         |      |      |      |      |      |      |
| Like                   | 371     | 158  | 40   | 56   | 56   | 4    | 57   |
| Neutral                | 1912    | 622  | 296  | 362  | 494  | 76   | 62   |
| Dislike                | 10      | 7    | 0    | 1    | 2    | 0    | 0    |
| Hanks (N=2535)         |         |      |      |      |      |      |      |
| Like                   | 1173    | 495  | 134  | 152  | 275  | 31   | 86   |
| Neutral                | 1332    | 467  | 184  | 262  | 310  | 66   | 43   |
| Dislike                | 30      | 10   | 5    | 7    | 5    | 1    | 2    |
| Kim (N=2,353)          |         |      |      |      |      |      |      |
| Like                   | 162     | 93   | 8    | 20   | 30   | 3    | 8    |
| Neutral                | 1947    | 733  | 243  | 339  | 479  | 72   | 81   |
| Dislike                | 244     | 35   | 71   | 66   | 30   | 4    | 38   |

<sup>1</sup> Country Key: BR = Brazil; CH = Switzerland; ES = Spain; IT = Italy; KR = South Korea; US = United States.  
<sup>2</sup> Mean (SD);  
<sup>3</sup> S/PD = Social/Physical Distancing;  
<sup>4</sup> Likeability rating could not be solicited in the ‘No Speaker’ condition.
Table S2. Demographic overview of the three age groups by country and for the overall sample

| Country\(^1\) | BR | CH | ES | IT | KR | US | Overall |
|----------------|----|----|----|----|----|----|---------|
| N              |    |    |    |    |    |    |         |
| Young          | 2358 | 786 | 868 | 1492 | 149 | 278 | 5931    |
| Mid-Age        | 1253 | 535 | 745 | 814 | 111 | 160 | 3618    |
| Old            | 731  | 344 | 519 | 615 | 215 | 221 | 2645    |

| Gender (M/F)   |    |    |    |    |    |    |         |
| Young          | 925/1433 | 373/413 | 278/590 | 567/925 | 57/92 | 101/177 | 2301/3630 |
| Mid-Age        | 518/735 | 236/299 | 324/421 | 302/512 | 51/60 | 59/101 | 1490/2128 |
| Old            | 312/419 | 157/187 | 210/309 | 211/404 | 121/94 | 76/145 | 1087/1558 |

| Age (Mean & SD) |    |    |    |    |    |    |         |
| Young          | 24.59 (4.09) | 25.28 (3.61) | 24.70 (3.51) | 24.57 (3.71) | 24.03 (4.14) | 24.40 (3.92) | 24.67 (3.85) |
| Mid-Age        | 40.13 (4.99) | 40.95 (5.15) | 39.87 (4.87) | 40.31 (5.13) | 41.47 (5.23) | 40.69 (5.46) | 40.30 (5.06) |
| Old            | 59.69 (6.06) | 61.00 (7.52) | 59.78 (6.19) | 59.91 (6.27) | 61.28 (6.42) | 62.67 (6.75) | 60.31 (6.49) |

\(^1\) Country Key: BR = Brazil; CH = Switzerland; ES = Spain; IT = Italy; KR = South Korea; US = United States
Table S3. Model summary of message sharing

| Source                                      | F      | df1 | df2     | p-value$^1$ | $\eta^2$ | Cohen’s d |
|---------------------------------------------|--------|-----|---------|-------------|---------|-----------|
| Corrected Model                             | 58.931 | 163 | 12030   | **0.000**   | 0.444   | 1.79      |
| Spokesperson                                | 148.899| 4   | 12030   | **0.000**   | 0.047   | 0.45      |
| Country                                     | 136.611| 5   | 12030   | **0.000**   | 0.054   | 0.48      |
| Age Group                                   | 31.253 | 2   | 12030   | **0.000**   | 0.005   | 0.14      |
| Spokesperson x Country                      | 10.664 | 20  | 12030   | **0.000**   | 0.017   | 0.27      |
| Spokesperson x Age Group                    | 4.372  | 8   | 12030   | **0.000**   | 0.003   | 0.11      |
| Spokesperson x Country x Age Group          | 1.949  | 50  | 12030   | **0.000**   | 0.008   | 0.18      |
| Gender                                      | 0.345  | 1   | 12030   | 0.557       | 0.000   | 0.01      |
| Employment                                  | 0.945  | 1   | 12030   | 0.437       | 0.000   | 0.02      |
| Education                                   | 3.481  | 5   | 12030   | **0.004**   | 0.001   | 0.08      |
| Household size                              | 0.328  | 1   | 12030   | 0.567       | 0.000   | 0.01      |
| City size                                   | 0.734  | 4   | 12030   | 0.569       | 0.000   | 0.03      |
| Concern for the situation                   | 28.590 | 6   | 12030   | **0.000**   | 0.014   | 0.24      |
| Concern for others                          | 16.712 | 6   | 12030   | **0.000**   | 0.008   | 0.18      |
| Others’ practice of SD                      | 0.815  | 6   | 12030   | 0.558       | 0.000   | 0.04      |
| Freedom of movement                         | 0.998  | 6   | 12030   | 0.424       | 0.000   | 0.04      |
| Infection percent                           | 2.282  | 9   | 12030   | **0.015**   | 0.002   | 0.08      |
| Subjective Health                           | 0.578  | 4   | 12030   | 0.678       | 0.000   | 0.03      |
| Satisfaction from government                | 4.801  | 6   | 12030   | **0.000**   | 0.002   | 0.10      |
| Public health over Economy                  | 4.468  | 6   | 12030   | **0.000**   | 0.002   | 0.09      |
| Religiosity                                 | 11.613 | 6   | 12030   | **0.000**   | 0.006   | 0.15      |
| Support of SD                               | 271.469| 1   | 12030   | **0.000**   | 0.022   | 0.30      |
| Current practice of SD                      | 2.254  | 1   | 12030   | 0.134       | 0.000   | 0.03      |
| Future practice of SD                       | 35.782 | 1   | 12030   | **0.000**   | 0.003   | 0.11      |
| Number of SD measures endorsed              | 41.224 | 1   | 12030   | **0.000**   | 0.003   | 0.12      |

$^1$ p-values $< 0.05$ are highlighted in bold
Table S4. Pairwise comparisons of main effects (Spokesperson, Country, Age group) and effect sizes

| Spokesperson Contrast       | MD     | SE     | t      | df   | Adj. P | LCI95  | UCI95  | Cohen's d |
|---------------------------|--------|--------|--------|------|--------|--------|--------|-----------|
| Fauci - No speaker        | 0.282  | 0.078  | 3.624  | 12030| 0.000  | 0.096  | 0.469  | 0.07      |
| Fauci - Government        | 0.511  | 0.083  | 6.188  | 12030| 0.001  | 0.298  | 0.723  | 0.12      |
| Fauci - Hanks             | 0.674  | 0.079  | 8.581  | 12030| 0.000  | 0.459  | 0.889  | 0.17      |
| Fauci - Kardashian        | 1.850  | 0.080  | 22.987 | 12030| 0.000  | 1.633  | 2.066  | 0.45      |
| Government - No speaker   | -0.229 | 0.084  | -2.713 | 12030| 0.013  | -0.418 | -0.040 | -0.05     |
| Government - Hanks        | 0.163  | 0.085  | 1.924  | 12030| 0.054  | -0.003 | 0.329  | 0.04      |
| Government - Kardashian   | 1.339  | 0.086  | 15.492 | 12030| 0.000  | 1.099  | 1.579  | 0.31      |
| No speaker - Hanks        | 0.392  | 0.080  | 4.882  | 12030| 0.000  | 0.191  | 0.592  | 0.10      |
| No speaker - Kardashian   | 1.568  | 0.082  | 19.097 | 12030| 0.000  | 1.337  | 1.798  | 0.38      |
| Hanks - Kardashian        | 1.176  | 0.083  | 14.229 | 12030| 0.000  | 0.958  | 1.394  | 0.28      |

| Country Contrast¹         | MD     | SE     | t      | df   | Adj. P | LCI95  | UCI95  | Cohen's d |
|---------------------------|--------|--------|--------|------|--------|--------|--------|-----------|
| BR-CH                     | 1.651  | 0.077  | 21.350 | 12030| 0.000  | 1.424  | 1.878  | 0.39      |
| BR-ES                     | 1.533  | 0.070  | 22.040 | 12030| 0.000  | 0.133  | 1.736  | 0.40      |
| BR-IT                     | 0.812  | 0.066  | 12.272 | 12030| 0.000  | 0.621  | 1.004  | 0.22      |
| BR-KR                     | 0.574  | 0.110  | 5.233  | 12030| 0.000  | 0.279  | 0.869  | 0.10      |
| BR-US                     | 1.130  | 0.095  | 11.937 | 12030| 0.000  | 0.859  | 1.402  | 0.22      |
| CH-ES                     | -0.118 | 0.076  | -1.548 | 12030| 0.122  | -0.268 | 0.031  | -0.03     |
| CH-IT                     | -0.839 | 0.071  | -11.876| 12030| 0.000  | -1.039 | -0.639 | -0.22     |
| CH-KR                     | -1.077 | 0.122  | -8.853 | 12030| 0.000  | -1.418 | -0.735 | -0.16     |
| CH-US                     | -0.521 | 0.106  | -4.924 | 12030| 0.000  | -0.800 | -0.242 | -0.09     |
| ES-IT                     | -0.720 | 0.067  | -10.747| 12030| 0.000  | -0.906 | -0.535 | -0.20     |
| ES-KR                     | -0.959 | 0.120  | -8.017 | 12030| 0.000  | -1.286 | -0.632 | -0.15     |
| ES-US                     | -0.403 | 0.102  | -3.943 | 12030| 0.000  | -0.658 | -0.148 | -0.07     |
| IT-KR                     | -0.238 | 0.117  | -2.033 | 12030| 0.084  | -0.501 | 0.024  | -0.04     |
| IT-US                     | 0.318  | 0.101  | 3.153  | 12030| 0.005  | 0.077  | 0.559  | 0.06      |
| KR-US                     | 0.556  | 0.136  | 4.096  | 12030| 0.000  | 0.206  | 0.906  | 0.07      |

| Age Group Contrast        | MD     | SE     | t      | df   | Adj. P | LCI95  | UCI95  | Cohen's d |
|---------------------------|--------|--------|--------|------|--------|--------|--------|-----------|
| Old-Young                 | 0.556  | 0.071  | 7.825  | 12030| 0.000  | 0.386  | 0.726  | 0.14      |
| Old- Mid age              | 0.257  | 0.072  | 3.548  | 12030| 0.000  | 0.115  | 0.398  | 0.06      |
| Mid age - Young           | 0.299  | 0.066  | 4.513  | 12030| 0.000  | 0.151  | 0.448  | 0.08      |

¹ Country Key: BR = Brazil; CH = Switzerland; ES = Spain; IT = Italy; KR = South Korea; US = United States
| Country | Comparison               | MD    | SE     | t      | df  | Adj. P | LC195 | UC195 | Cohen's d |
|---------|--------------------------|-------|--------|--------|-----|--------|-------|-------|-----------|
| BR      | Fauci - No speaker      | 0.115 | 0.087  | 1.322  | 12030 | 0.186  | -0.055 | 0.285 | 0.02      |
|         | Fauci - Government      | -0.185| 0.081  | -2.271 | 12030 | 0.046  | -0.367 | -0.002 | -0.04     |
|         | Fauci - Hanks           | 0.412 | 0.089  | 4.662  | 12030 | 0.000  | 0.182  | 0.641  | 0.09      |
|         | Fauci - Kardashian      | 1.166 | 0.103  | 11.304 | 12030 | 0.000  | 0.884  | 1.448  | 0.21      |
|         | Government - No speaker | 0.299 | 0.085  | 3.524  | 12030 | 0.002  | 0.087  | 0.512  | 0.06      |
|         | Government - Hanks      | 0.596 | 0.087  | 6.836  | 12030 | 0.000  | 0.366  | 0.827  | 0.12      |
|         | Government - Kardashian| 1.350 | 0.102  | 13.282 | 12030 | 0.000  | 1.068  | 1.632  | 0.24      |
|         | No speaker - Hanks      | 0.297 | 0.093  | 3.208  | 12030 | 0.004  | 0.075  | 0.519  | 0.06      |
|         | No speaker - Kardashian| 1.051 | 0.106  | 9.891  | 12030 | 0.000  | 0.753  | 1.349  | 0.18      |
|         | Hanks - Kardashian      | 0.754 | 0.108  | 6.979  | 12030 | 0.000  | 0.463  | 1.045  | 0.13      |
| CH      | Fauci - No speaker      | -0.087| 0.163  | -0.536 | 12030 | 0.592  | -0.406 | 0.232  | -0.01     |
|         | Fauci - Government      | 0.297 | 0.160  | 1.849  | 12030 | 0.129  | -0.063 | 0.656  | 0.03      |
|         | Fauci - Hanks           | 1.425 | 0.160  | 8.911  | 12030 | 0.000  | 0.995  | 1.855  | 0.16      |
|         | Fauci - Kardashian      | 2.330 | 0.145  | 16.105 | 12030 | 0.000  | 1.948  | 2.712  | 0.29      |
|         | Government - No speaker | -0.384| 0.168  | -2.289 | 12030 | 0.066  | -0.785 | 0.018  | -0.04     |
|         | Government - Hanks      | 1.129 | 0.165  | 6.841  | 12030 | 0.000  | 0.704  | 1.554  | 0.12      |
|         | Government - Kardashian| 2.033 | 0.150  | 13.545 | 12030 | 0.000  | 1.623  | 2.444  | 0.25      |
|         | No speaker - Hanks      | 1.512 | 0.167  | 9.065  | 12030 | 0.000  | 1.044  | 1.981  | 0.17      |
|         | No speaker - Kardashian| 2.417 | 0.152  | 15.855 | 12030 | 0.000  | 1.994  | 2.840  | 0.29      |
|         | Hanks - Kardashian      | 0.905 | 0.149  | 6.072  | 12030 | 0.000  | 0.533  | 1.277  | 0.11      |
| ES      | Fauci - No speaker      | 0.345 | 0.148  | 2.326  | 12030 | 0.040  | 0.013  | 0.677  | 0.04      |
|         | Fauci - Government      | 1.140 | 0.149  | 7.638  | 12030 | 0.000  | 0.739  | 1.542  | 0.14      |
|         | Fauci - Hanks           | 0.522 | 0.152  | 3.431  | 12030 | 0.002  | 0.158  | 0.886  | 0.06      |
|         | Fauci - Kardashian      | 1.936 | 0.151  | 12.821 | 12030 | 0.000  | 1.518  | 2.355  | 0.23      |
|         | Government - No speaker | -0.795| 0.154  | -5.161 | 12030 | 0.000  | -1.202 | -0.389 | -0.09     |
|         | Government - Hanks      | -0.619| 0.158  | -3.923 | 12030 | 0.000  | -1.012 | -0.225 | -0.07     |
|         | Government - Kardashian| 0.796 | 0.157  | 5.079  | 12030 | 0.000  | 0.392  | 1.200  | 0.09      |
|         | No speaker - Hanks      | 0.177 | 0.157  | 1.127  | 12030 | 0.260  | -0.131 | 0.484  | 0.02      |
|         | No speaker - Kardashian| 1.591 | 0.156  | 10.211 | 12030 | 0.000  | 1.154  | 2.029  | 0.19      |
|         | Hanks - Kardashian      | 1.415 | 0.159  | 8.880  | 12030 | 0.000  | 0.979  | 1.851  | 0.16      |
| IT      | Fauci - No speaker      | 0.256 | 0.120  | 2.138  | 12030 | 0.098  | -0.031 | 0.543  | 0.04      |
|         | Fauci - Government      | 0.149 | 0.117  | 1.275  | 12030 | 0.405  | -0.113 | 0.410  | 0.02      |
|         | Fauci - Hanks           | 0.886 | 0.121  | 7.340  | 12030 | 0.000  | 0.561  | 1.211  | 0.13      |
|         | Fauci - Kardashian      | 1.778 | 0.136  | 13.109 | 12030 | 0.000  | 1.407  | 2.149  | 0.24      |
|         | Government - No speaker | 0.107 | 0.121  | 0.887  | 12030 | 0.405  | -0.134 | 0.349  | 0.02      |
| Country¹ | Comparison          | MD   | SE    | t     | df  | Adj. P | LCI95 | UCI95 | Cohen's d |
|---------|---------------------|------|-------|-------|-----|--------|-------|-------|-----------|
|         | Government - Hanks  | 0.737| 0.122 | 6.050 | 12030| 0.000  | 0.423 | 1.052 | 0.11      |
|         | Government - Kardashian | 1.629| 0.137 | 11.920| 12030| 0.000  | 1.250 | 2.008 | 0.22      |
|         | No speaker - Hanks  | 0.630| 0.125 | 5.043 | 12030| 0.000  | 0.318 | 0.942 | 0.09      |
| KR      | No speaker - Kardashian | 1.522| 0.139 | 10.926| 12030| 0.000  | 1.131 | 1.913 | 0.20      |
|         | Hanks - Kardashian  | 0.892| 0.140 | 6.361 | 12030| 0.000  | 0.522 | 1.261 | 0.12      |
|         | Government - No speaker | 0.900| 0.298 | 3.022 | 12030| 0.023  | 0.074 | 1.726 | 0.06      |
|         | Fauci - No speaker  | 0.861| 0.308 | 2.793 | 12030| 0.037  | 0.031 | 1.691 | 0.05      |
|         | Fauci - Government  | 0.444| 0.293 | 1.513 | 12030| 0.771  | -0.329| 1.216 | 0.03      |
|         | Fauci - Hanks       | 1.362| 0.316 | 4.310 | 12030| 0.000  | 0.475 | 2.248 | 0.08      |
|         | Fauci - Kardashian  | 0.039| 0.315 | 0.123 | 12030| 0.902  | -0.579| 0.656 | 0.00      |
|         | Government - Hanks  | -0.418| 0.310 | -1.345| 12030| 0.771  | -1.201| 0.366 | -0.02     |
|         | Government - Kardashian | 0.500| 0.332 | 1.509 | 12030| 0.771  | -0.372| 1.373 | 0.03      |
|         | No speaker - Hanks  | -0.456| 0.300 | -1.520| 12030| 0.771  | -1.248| 0.336 | -0.03     |
| US      | No speaker - Kardashian | 0.462| 0.322 | 1.432 | 12030| 0.771  | -0.370| 1.294 | 0.03      |
|         | Hanks - Kardashian  | 0.918| 0.318 | 2.889 | 12030| 0.031  | 0.049 | 1.787 | 0.05      |
|         | Fauci - No speaker  | 0.164| 0.243 | 0.676 | 12030| 0.910  | -0.372| 0.700 | 0.01      |
|         | Fauci - Government  | 0.803| 0.286 | 2.808 | 12030| 0.030  | 0.048 | 1.557 | 0.05      |
|         | Fauci - Hanks       | 0.354| 0.254 | 1.397 | 12030| 0.515  | -0.258| 0.967 | 0.03      |
|         | Fauci - Kardashian  | 2.527| 0.245 | 10.318| 12030| 0.000  | 1.848 | 3.206 | 0.19      |
|         | Government - No speaker | -0.638| 0.286 | -2.229| 12030| 0.129  | -1.376| 0.099 | -0.04     |
|         | Government - Hanks  | -0.448| 0.295 | -1.520| 12030| 0.515  | -1.185| 0.289 | -0.03     |
|         | Government - Kardashian | 1.724| 0.288 | 5.990 | 12030| 0.000  | 0.950 | 2.499 | 0.11      |
|         | No speaker - Hanks  | 0.190| 0.254 | 0.747 | 12030| 0.910  | -0.380| 0.760 | 0.01      |
|         | No speaker - Kardashian | 2.363| 0.245 | 9.639 | 12030| 0.000  | 1.675 | 3.051 | 0.18      |
|         | Hanks - Kardashian  | 2.173| 0.256 | 8.474 | 12030| 0.000  | 1.472 | 2.874 | 0.15      |

¹ Country Key: BR = Brazil; CH = Switzerland; ES = Spain; IT = Italy; KR = South Korea; US = United States
### Table S6. Pairwise comparisons of the spokesperson × age group interaction

| Age Group | Comparison            | MD    | SE    | t     | df   | Adj. P | LCI95 | UCI95 | Cohen's d |
|-----------|-----------------------|-------|-------|-------|------|--------|-------|-------|-----------|
| Young     | Fauci - No speaker    | 0.499 | 0.121 | 4.113 | 12030| 0.000  | 0.186 | 0.811 | 0.07      |
|           | Fauci - Government    | 0.435 | 0.127 | 3.437 | 12030| 0.002  | 0.119 | 0.752 | 0.06      |
|           | Fauci - Hanks         | 0.574 | 0.127 | 4.528 | 12030| 0.000  | 0.240 | 0.909 | 0.08      |
|           | Fauci - Kardashian    | 1.463 | 0.115 | 12.763| 12030| 0.000  | 1.145 | 1.781 | 0.23      |
|           | Government - No speaker| 0.063 | 0.130 | 0.448 | 12030| 1.000  | -0.216| 0.343 | 0.01      |
|           | Government - Hanks    | 0.139 | 0.135 | 1.027 | 12030| 0.913  | -0.185| 0.462 | 0.02      |
|           | Government - Kardashian| 1.028 | 0.124 | 8.316 | 12030| 0.000  | 0.681 | 1.374 | 0.15      |
|           | No speaker - Hanks    | 0.076 | 0.130 | 0.582 | 12030| 1.000  | -0.216| 0.367 | 0.01      |
|           | No speaker - Kardashian| 0.964 | 0.118 | 8.174 | 12030| 0.000  | 0.642 | 1.287 | 0.15      |
| Mid-Age   | Hanks - Kardashian    | 0.889 | 0.124 | 7.187 | 12030| 0.000  | 0.556 | 1.221 | 0.13      |
|           | Fauci - No speaker    | 0.100 | 0.153 | 0.652 | 12030| 0.646  | -0.214| 0.413 | 0.01      |
|           | Fauci - Government    | 0.582 | 0.158 | 3.680 | 12030| 0.001  | 0.187 | 0.977 | 0.07      |
|           | Fauci - Hanks         | 0.737 | 0.147 | 5.001 | 12030| 0.000  | 0.348 | 1.126 | 0.09      |
|           | Fauci - Kardashian    | 1.919 | 0.149 | 12.865| 12030| 0.000  | 1.511 | 2.327 | 0.23      |
|           | Government - No speaker| -0.482 | 0.163 | -2.968| 12030| 0.009  | -0.871| -0.093| -0.05     |
|           | Government - Hanks    | 0.155 | 0.157 | 0.988 | 12030| 0.646  | -0.197| 0.507 | 0.02      |
|           | Government - Kardashian| 1.337 | 0.159 | 8.401 | 12030| 0.000  | 0.895 | 1.778 | 0.15      |
|           | No speaker - Hanks    | 0.637 | 0.152 | 4.205 | 12030| 0.000  | 0.247 | 1.028 | 0.08      |
|           | No speaker - Kardashian| 1.819 | 0.154 | 11.832| 12030| 0.000  | 1.388 | 2.251 | 0.22      |
| Old       | Hanks - Kardashian    | 1.182 | 0.148 | 7.977 | 12030| 0.000  | 0.783 | 1.580 | 0.15      |
|           | Fauci - No speaker    | 0.248 | 0.129 | 1.925 | 12030| 0.163  | -0.060| 0.557 | 0.04      |
|           | Fauci - Government    | 0.515 | 0.142 | 3.621 | 12030| 0.001  | 0.149 | 0.881 | 0.07      |
|           | Fauci - Hanks         | 0.710 | 0.133 | 5.331 | 12030| 0.000  | 0.359 | 1.062 | 0.10      |
|           | Fauci - Kardashian    | 2.168 | 0.151 | 14.341| 12030| 0.000  | 1.754 | 2.581 | 0.26      |
|           | Government - No speaker| -0.267 | 0.143 | -1.865| 12030| 0.163  | -0.602| 0.068 | -0.03     |
|           | Government - Hanks    | 0.195 | 0.147 | 1.324 | 12030| 0.185  | -0.094| 0.484 | 0.02      |
|           | Government - Kardashian| 1.653 | 0.163 | 10.119| 12030| 0.000  | 1.200 | 2.105 | 0.18      |
|           | No speaker - Hanks    | 0.462 | 0.134 | 3.436 | 12030| 0.002  | 0.126 | 0.798 | 0.06      |
|           | No speaker - Kardashian| 1.919 | 0.152 | 12.634| 12030| 0.000  | 1.493 | 2.346 | 0.23      |
|           | Hanks - Kardashian    | 1.457 | 0.156 | 9.356 | 12030| 0.000  | 1.038 | 1.877 | 0.17      |
| Country | Age Group | Comparison                  | MD    | SE    | t     | df   | Adj. P | LCI95  | UCI95  | Cohen's d |
|---------|-----------|----------------------------|-------|-------|-------|------|--------|--------|--------|-----------|
| BR      | Young     | Fauci - No speaker         | 0.442 | 0.121 | 3.480 | 12030| 0.002  | 0.132  | 0.713  | 0.06      |
|         |           | Fauci - Government         | -0.033| 0.111 | -0.295| 12030| 1.000  | -0.263 | 0.197  | -0.01     |
|         |           | Fauci - Hanks              | 0.480 | 0.115 | 4.166 | 12030| 0.000  | 0.183  | 0.777  | 0.08      |
|         |           | Fauci - Kardashian         | 1.382 | 0.129 | 10.745| 12030| 0.000  | 1.025  | 1.739  | 0.20      |
|         |           | Government - No speaker     | 0.445 | 0.120 | 3.809 | 12030| 0.001  | 0.157  | 0.754  | 0.07      |
|         |           | Government - Hanks         | 0.513 | 0.113 | 4.540 | 12030| 0.000  | 0.215  | 0.811  | 0.08      |
|         |           | Government - Kardashian    | 1.415 | 0.126 | 11.188| 12030| 0.000  | 1.060  | 1.770  | 0.20      |
|         |           | No speaker - Hanks         | 0.058 | 0.123 | 0.469 | 12030| 1.000  | -0.219 | 0.334  | 0.01      |
|         |           | No speaker - Kardashian    | 0.960 | 0.136 | 7.075 | 12030| 0.000  | 0.589  | 1.331  | 0.13      |
|         |           | Hanks - Kardashian         | 0.902 | 0.130 | 6.925 | 12030| 0.000  | 0.552  | 1.252  | 0.13      |
| Mid-Age |           | Fauci - No speaker         | -0.154| 0.141 | -1.097| 12030| 0.546  | -0.470 | 0.161  | -0.02     |
|         |           | Fauci - Government         | -0.272| 0.138 | -1.972| 12030| 0.146  | -0.602 | 0.058  | -0.04     |
|         |           | Fauci - Hanks              | 0.397 | 0.153 | 2.597 | 12030| 0.038  | 0.015  | 0.779  | 0.05      |
|         |           | Fauci - Kardashian         | 1.289 | 0.185 | 6.965 | 12030| 0.000  | 0.783  | 1.795  | 0.13      |
|         |           | Government - No speaker     | 0.118 | 0.133 | 0.884 | 12030| 0.546  | -0.164 | 0.399  | 0.02      |
|         |           | Government - Hanks         | 0.669 | 0.146 | 4.587 | 12030| 0.000  | 0.284  | 1.053  | 0.08      |
|         |           | Government - Kardashian    | 1.561 | 1.790 | 8.698 | 12030| 0.000  | 1.057  | 2.065  | 0.16      |
|         |           | No speaker - Hanks         | 0.551 | 1.490 | 3.708 | 12030| 0.001  | 0.168  | 0.934  | 0.07      |
|         |           | No speaker - Kardashian    | 1.443 | 0.182 | 7.934 | 12030| 0.000  | 0.939  | 1.947  | 0.14      |
|         |           | Hanks - Kardashian         | 0.892 | 0.191 | 4.679 | 12030| 0.000  | 0.379  | 1.405  | 0.09      |
| Old     |           | Fauci - No speaker         | 0.076 | 0.183 | 0.418 | 12030| 0.676  | -0.282 | 0.435  | 0.01      |
|         |           | Fauci - Government         | -0.249| 0.167 | -1.490| 12030| 0.409  | -0.605 | 0.151  | -0.03     |
|         |           | Fauci - Hanks              | 0.358 | 0.187 | 1.918 | 12030| 0.275  | -0.123 | 0.839  | 0.03      |
|         |           | Fauci - Kardashian         | 0.826 | 0.212 | 3.886 | 12030| 0.001  | 0.236  | 1.415  | 0.07      |
|         |           | Government - No speaker     | 0.325 | 0.182 | 1.792 | 12030| 0.293  | -0.128 | 0.779  | 0.03      |
|         |           | Government - Hanks         | 0.607 | 0.186 | 3.272 | 12030| 0.007  | 0.108  | 1.107  | 0.06      |
| Country | Age Group | Comparison          | MD    | SE    | t     | df   | Adj. P | LCI95  | UCI95  | Cohen's d |
|---------|-----------|---------------------|-------|-------|-------|------|--------|--------|--------|-----------|
|         |           | Government – Kardashian | 1.075 | 0.212 | 5.077 | 12030| 0.000  | 0.480  | 1.669  | 0.09      |
|         |           | No speaker - Hanks   | 0.282 | 0.200 | 1.410 | 12030| 0.409  | -0.186 | 0.749  | 0.03      |
|         |           | No speaker - Kardashian | 0.749 | 0.224 | 3.341 | 12030| 0.007  | 0.136  | 1.363  | 0.06      |
|         |           | Hanks - Kardashian   | 0.467 | 0.227 | 2.056 | 12030| 0.239  | -0.132 | 1.067  | 0.04      |
| CH      | Young     | Fauci - No speaker   | 0.000 | 0.233 | 0.001 | 12030| 1.000  | -0.457 | 4.570  | 0.00      |
|         |           | Fauci - Government   | 0.082 | 0.216 | 0.381 | 12030| 1.000  | -0.435 | 0.599  | 0.01      |
|         |           | Fauci - Hanks        | 0.829 | 0.219 | 3.786 | 12030| 0.001  | 0.251  | 1.408  | 0.07      |
|         |           | Fauci - Kardashian   | 1.907 | 0.180 | 10.615| 12030| 0.000  | 1.416  | 2.398  | 0.19      |
|         |           | Government - No speaker | -0.082 | 0.228 | -0.360 | 12030| 1.000  | -0.560 | 0.396  | -0.01     |
|         |           | Government - Hanks   | 0.747 | 0.214 | 3.495 | 12030| 0.002  | 0.213  | 1.281  | 0.06      |
|         |           | Government - Kardashian | 1.825 | 0.174 | 10.513| 12030| 0.000  | 1.343  | 2.306  | 0.19      |
|         |           | No speaker - Hanks   | 0.829 | 0.231 | 3.595 | 12030| 0.002  | 0.235  | 1.423  | 0.07      |
|         |           | No speaker - Kardashian | 1.907 | 0.194 | 9.812 | 12030| 0.000  | 1.361  | 2.452  | 0.18      |
|         |           | Hanks - Kardashian   | 1.077 | 0.177 | 6.082 | 12030| 0.000  | 0.601  | 1.554  | 0.11      |
| Mid-Age | Fauci - No speaker | -0.280 | 0.278 | -1.007 | 12030| 0.386  | -0.849 | 0.289  | -0.02     |
|         |           | Fauci - Government   | 0.347 | 0.266 | 1.302 | 12030| 0.386  | -0.250 | 0.944  | 0.02      |
|         |           | Fauci - Hanks        | 1.651 | 0.262 | 6.296 | 12030| 0.000  | 0.959  | 2.343  | 0.11      |
|         |           | Fauci - Kardashian   | 2.272 | 0.242 | 9.380 | 12030| 0.000  | 1.600  | 2.943  | 0.17      |
|         |           | Government - No speaker | -0.627 | 0.270 | -2.319 | 12030| 0.061  | -1.274 | 0.020  | -0.04     |
|         |           | Government - Hanks   | 1.304 | 0.254 | 5.130 | 12030| 0.000  | 0.649  | 1.958  | 0.09      |
|         |           | Government - Kardashian | 1.925 | 0.233 | 8.250 | 12030| 0.000  | 1.287  | 2.563  | 0.15      |
|         |           | No speaker - Hanks   | 1.931 | 0.265 | 7.273 | 12030| 0.000  | 1.216  | 2.645  | 0.13      |
|         |           | No speaker - Kardashian | 2.552 | 0.246 | 10.387| 12030| 0.000  | 1.862  | 3.241  | 0.19      |
| Old     | Hanks - Kardashian | 0.621 | 0.228 | 2.729 | 12030| 0.025  | 0.052  | 1.189  | 0.05      |
|         |           | Fauci - No speaker   | 0.018 | 0.327 | 0.056 | 12030| 0.956  | -0.623 | 0.659  | 0.00      |
|         |           | Fauci - Government   | 0.460 | 0.338 | 1.363 | 12030| 0.519  | -0.348 | 1.269  | 0.02      |
|         |           | Fauci - Hanks        | 1.795 | 0.337 | 5.334 | 12030| 0.000  | 0.890  | 2.701  | 0.10      |
| Country Group | Comparison                  | MD    | SE    | t     | df    | Adj. P | LCI95 | UCI95 | Cohen's d |
|---------------|----------------------------|-------|-------|-------|-------|--------|-------|-------|-----------|
|               | Fauci - Kardashian         | 2.812 | 0.313 | 8.993 | 12030 | 0.000  | 1.945 | 3.679 | 0.16      |
|               | Government - No speaker    | -0.442| 0.357 | -1.238| 12030 | 0.519  | -1.268| 0.384 | -0.02     |
|               | Government - Hanks         | 1.335 | 0.366 | 3.647 | 12030 | 0.001  | 0.392 | 2.278 | 0.07      |
|               | Government - Kardashian    | 2.351 | 0.343 | 6.855 | 12030 | 0.000  | 1.413 | 3.289 | 0.12      |
|               | No speaker - Hanks         | 1.777 | 0.356 | 4.993 | 12030 | 0.000  | 8.380 | 2.716 | 0.09      |
|               | No speaker - Kardashian    | 2.793 | 0.333 | 8.397 | 12030 | 0.000  | 1.859 | 3.727 | 0.15      |
|               | Hanks - Kardashian         | 1.016 | 0.342 | 2.973 | 12030 | 0.012  | 0.162 | 1.870 | 0.05      |
|               | ES Young                   |       |       |       |       |        |       |       |           |
|               | Fauci - No speaker         | 0.114 | 0.220 | 0.516 | 12030 | 1.000  | -0.363| 0.590 | 0.01      |
|               | Fauci - Government         | 0.664 | 0.229 | 0.290 | 12030 | 0.022  | 0.061 | 1.268 | 0.01      |
|               | Fauci - Hanks              | 0.214 | 0.241 | 0.889 | 12030 | 1.000  | -0.362| 0.790 | 0.02      |
|               | Fauci - Kardashian         | 1.357 | 0.222 | 6.107 | 12030 | 0.000  | 0.733 | 1.981 | 0.11      |
|               | Government - No speaker    | -0.551| 0.228 | -2.416| 12030 | 0.079  | -1.138| 0.036 | -0.04     |
|               | Government - Hanks         | -0.450| 0.248 | -1.816| 12030 | 0.278  | -0.107| 0.169 | -0.03     |
|               | Government - Kardashian    | 0.693 | 0.230 | 3.012 | 12030 | 0.018  | 0.074 | 1.312 | 0.05      |
|               | No speaker - Hanks         | 0.100 | 0.240 | 0.419 | 12030 | 1.000  | -0.409| 0.609 | 0.01      |
|               | No speaker - Kardashian    | 1.244 | 0.221 | 5.619 | 12030 | 0.000  | 0.630 | 1.857 | 0.10      |
|               | Hanks - Kardashian         | 1.143 | 0.242 | 4.733 | 12030 | 0.000  | -1.857| -0.630| 0.09      |
|               | Mid-Age                    |       |       |       |       |        |       |       |           |
|               | Fauci - No speaker         | 0.542 | 0.259 | 2.093 | 12030 | 0.073  | -0.039| 1.123 | 0.04      |
|               | Fauci - Government         | 1.612 | 0.254 | 6.358 | 12030 | 0.000  | 0.919 | 2.306 | 0.12      |
|               | Fauci - Hanks              | 1.012 | 0.247 | 4.097 | 12030 | 0.000  | 0.360 | 1.664 | 0.07      |
|               | Fauci - Kardashian         | 2.326 | 0.237 | 9.828 | 12030 | 0.000  | 1.661 | 2.990 | 0.18      |
|               | Government - No speaker    | -1.070| 0.275 | -3.891| 12030 | 0.001  | -1.779| -0.362| -0.07     |
|               | Government - Hanks         | -0.600| 0.264 | -2.276| 12030 | 0.069  | -1.232| 0.031 | -0.04     |
|               | Government - Kardashian    | 0.713 | 0.254 | 2.805 | 12030 | 0.020  | 0.078 | 1.348 | 0.05      |
|               | No speaker - Hanks         | 0.470 | 0.269 | 1.747 | 12030 | 0.081  | -0.057| 0.997 | 0.03      |
|               | No speaker - Kardashian    | 1.783 | 0.259 | 6.873 | 12030 | 0.000  | 1.064 | 2.503 | 0.13      |
|               | Hanks - Kardashian         | 1.314 | 0.247 | 5.310 | 12030 | 0.000  | 0.648 | 1.979 | 0.10      |
| Country Group | Country Comparison | MD    | SE    | t     | df   | Adj. P | LCI95  | UCI95  | Cohen's d |
|---------------|--------------------|-------|-------|-------|------|--------|--------|--------|-----------|
| Old           | Fauci - No speaker | 0.379 | 0.287 | 1.321 | 12030| 0.559  | -0.308 | 1.066  | 0.02      |
|               | Fauci - Government | 1.144 | 0.289 | 3.953 | 12030| 0.001  | 0.365  | 1.923  | 0.07      |
|               | Fauci - Hanks      | 0.339 | 0.298 | 1.136 | 12030| 0.559  | -0.340 | 1.018  | 0.02      |
|               | Fauci - Kardashian | 2.127 | 0.316 | 6.722 | 12030| 0.000  | 1.238  | 3.015  | 0.12      |
|               | Government - No speaker | -0.765 | 0.293 | -2.608 | 12030| 0.041  | -1.511 | -0.019 | -0.05     |
|               | Government - Hanks  | -0.805 | 0.305 | -2.641 | 12030| 0.041  | -1.590 | -0.020 | -0.05     |
|               | Government - Kardashian | 0.983 | 0.322 | 3.049 | 12030| 0.014  | 0.132  | 1.833  | 0.06      |
|               | No speaker - Hanks  | -0.040 | 0.302 | -0.133 | 12030| 0.894  | -0.633 | 0.553  | 0.00      |
|               | No speaker - Kardashian | 1.748 | 0.320 | 5.465 | 12030| 0.000  | 0.861  | 2.634  | 0.10      |
|               | Hanks - Kardashian  | 1.788 | 0.331 | 5.409 | 12030| 0.000  | 0.884  | 2.692  | 0.10      |
| Young         | Fauci - No speaker | 0.329 | 0.176 | 1.870 | 12030| 0.123  | -0.065 | 0.723  | 0.03      |
|               | Fauci - Government | -0.080 | 0.164 | -0.489 | 12030| 0.625  | -0.402 | 0.241  | -0.01     |
|               | Fauci - Hanks      | 0.765 | 0.173 | 4.428 | 12030| 0.000  | 0.309  | 1.221  | 0.08      |
|               | Fauci - Kardashian | 1.257 | 0.179 | 7.006 | 12030| 0.000  | 0.759  | 1.754  | 0.13      |
|               | Government - No speaker | 0.409 | 0.165 | 2.484 | 12030| 0.047  | 0.004  | 0.814  | 0.05      |
|               | Government - Hanks  | 0.845 | 0.161 | 5.235 | 12030| 0.000  | 0.404  | 1.287  | 0.10      |
|               | Government - Kardashian | 1.337 | 0.168 | 7.942 | 12030| 0.000  | 0.864  | 1.810  | 0.14      |
|               | No speaker - Hanks  | 0.436 | 0.173 | 2.520 | 12030| 0.047  | 0.004  | 0.869  | 0.05      |
|               | No speaker - Kardashian | 0.928 | 0.180 | 5.166 | 12030| 0.000  | 0.445  | 1.412  | 0.09      |
|               | Hanks - Kardashian  | 0.492 | 0.177 | 2.780 | 12030| 0.027  | 0.036  | 0.947  | 0.05      |
| Mid-Age       | Fauci - No speaker | 0.052 | 0.225 | 0.232 | 12030| 1.000  | -0.409 | 0.513  | 0.00      |
|               | Fauci - Government | -0.101 | 0.205 | -0.492 | 12030| 1.000  | -0.542 | 0.340  | -0.01     |
|               | Fauci - Hanks      | 1.144 | 0.224 | 5.098 | 12030| 0.000  | 0.552  | 1.737  | 0.09      |
|               | Fauci - Kardashian | 1.883 | 0.245 | 7.698 | 12030| 0.000  | 1.205  | 2.562  | 0.14      |
|               | Government - No speaker | 0.153 | 0.211 | 0.725 | 12030| 1.000  | -0.352 | 0.658  | 0.01      |
|               | Government - Hanks  | 1.245 | 0.210 | 5.922 | 12030| 0.000  | 0.679  | 1.811  | 0.11      |
|               | Government - Kardashian | 1.984 | 0.231 | 8.577 | 12030| 0.000  | 1.334  | 2.633  | 0.16      |
| Country | Age Group | Comparison                  | MD   | SE   | t     | df   | Adj. P | LCI95  | UCI95  | Cohen's d |
|---------|-----------|----------------------------|------|------|-------|------|--------|--------|--------|-----------|
|         | Old       | No speaker - Hanks         | 1.092| 0.231| 4.736 | 12030| 0.000  | 0.498  | 1.686  | 0.09      |
|         | Old       | No speaker - Kardashian    | 1.831| 0.250| 7.315 | 12030| 0.000  | 1.146  | 2.515  | 0.13      |
|         | Old       | Hanks - Kardashian         | 0.739| 0.249| 2.963 | 12030| 0.012  | 0.116  | 1.362  | 0.05      |
|         | Old       | Fauci - No speaker         | 0.387| 0.218| 1.774 | 12030| 0.304  | -0.158 | 0.933  | 0.03      |
|         | Old       | Fauci - Government         | 0.627| 0.233| 2.696 | 12030| 0.035  | 0.028  | 1.226  | 0.05      |
|         | Old       | Fauci - Hanks              | 0.749| 0.226| 3.314 | 12030| 0.006  | 0.153  | 1.346  | 0.06      |
|         | Old       | Fauci - Kardashian         | 2.193| 0.271| 8.083 | 12030| 0.000  | 1.431  | 2.955  | 0.15      |
|         | Old       | Government - No speaker    | -0.240| 0.245| -0.978| 12030| 0.656  | -0.789 | 0.310  | -0.02     |
|         | Old       | Government - Hanks         | 0.122| 0.252| 0.485 | 12030| 0.656  | -0.376 | 0.621  | 0.01      |
|         | Old       | Government - Kardashian    | 1.566| 0.293| 5.337 | 12030| 0.000  | 0.764  | 2.369  | 0.10      |
|         | Old       | No speaker - Hanks         | 0.362| 0.239| 1.515 | 12030| 0.390  | -0.210 | 0.934  | 0.03      |
|         | Old       | No speaker - Kardashian    | 2.806| 0.282| 6.399 | 12030| 0.000  | 1.023  | 2.589  | 0.12      |
|         | Old       | Hanks - Kardashian         | 1.444| 0.288| 5.012 | 12030| 0.000  | 0.669  | 2.219  | 0.09      |
| KR      | Young     | Fauci - No speaker         | 1.823| 0.441| 4.134 | 12030| 0.000  | 0.585  | 3.061  | 0.08      |
|         | Young     | Fauci - Government         | 1.404| 0.502| 2.795 | 12030| 0.047  | 0.011  | 2.796  | 0.05      |
|         | Young     | Fauci - Hanks              | 0.823| 0.491| 1.675 | 12030| 0.470  | -0.443 | 2.088  | 0.03      |
|         | Young     | Fauci - Kardashian         | 0.918| 0.442| 2.077 | 12030| 0.302  | -0.291 | 2.126  | 0.04      |
|         | Young     | Government - No speaker    | 0.419| 0.529| 0.793 | 12030| 1.000  | -0.797 | 1.635  | 0.01      |
|         | Young     | Government - Hanks         | -0.581| 0.572| -1.016| 12030| 1.000  | -2.010 | 0.848  | -0.02     |
|         | Young     | Government - Kardashian    | -0.486| 0.529| -0.918| 12030| 1.000  | -1.739 | 0.767  | -0.02     |
|         | Young     | No speaker - Hanks         | -1.000| 0.519| -1.928| 12030| 0.377  | -2.396 | 0.396  | -0.04     |
|         | Young     | No speaker - Kardashian    | -0.905| 0.472| -1.918| 12030| 0.377  | -2.171 | 0.361  | -0.03     |
|         | Young     | Hanks - Kardashian         | 0.095| 0.519| 0.183 | 12030| 1.000  | -0.957 | 1.147  | 0.00      |
| Mid-Age |          | Fauci - No speaker         | 0.623| 0.656| 0.950 | 12030| 1.000  | -0.941 | 2.187  | 0.02      |
| Mid-Age |          | Fauci - Government         | 0.368| 0.656| 0.950 | 12030| 1.000  | -0.933 | 1.668  | 0.02      |
| Mid-Age |          | Fauci - Hanks              | -0.021| 0.601| -0.034| 12030| 1.000  | -1.206 | 1.165  | 0.00      |
| Mid-Age |          | Fauci - Kardashian         | 0.921| 0.613| 1.502 | 12030| 1.000  | -0.743 | 2.586  | 0.03      |
| Country    | Age Group | Comparison     | MD    | SE    | t     | df   | Adj. P | LCI95 | UCI95 | Cohen's d |
|------------|-----------|----------------|-------|-------|-------|------|--------|-------|-------|-----------|
|            |           | Government - No speaker | 0.256 | 0.613 | 0.418 | 12030 | 1.000  | -1.045 | 1.556 | 0.01      |
|            |           | Government - Hanks    | -0.388 | 0.553 | -0.702 | 12030 | 1.000  | -1.635 | 0.858 | -0.01     |
|            |           | Government - Kardashian | 0.554 | 0.566 | 0.977 | 12030 | 1.000  | -0.806 | 1.913 | 0.02      |
|            |           | No speaker - Hanks    | -0.644 | 0.626 | -1.029 | 12030 | 1.000  | -2.164 | 0.876 | -0.02     |
|            |           | No speaker - Kardashian | 0.298 | 0.639 | 0.466 | 12030 | 1.000  | -1.073 | 1.669 | 0.01      |
|            | Old       | Hanks - Kardashian   | 0.942 | 0.582 | 1.619 | 12030 | 1.000  | -0.691 | 2.574 | 0.03      |
|            | Old       | Fauci - No speaker   | 0.253 | 0.417 | 0.608 | 12030 | 1.000  | -0.667 | 1.741 | 0.01      |
|            | Old       | Fauci - Government   | 0.812 | 0.511 | 1.590 | 12030 | 0.671  | -0.536 | 2.160 | 0.03      |
|            | Old       | Fauci - Hanks        | 0.529 | 0.414 | 1.277 | 12030 | 1.000  | -0.538 | 1.596 | 0.02      |
|            | Old       | Fauci - Kardashian   | 2.246 | 0.570 | 3.939 | 12030 | 0.001  | 0.645  | 3.846 | 0.07      |
|            | Old       | Government - No speaker | -0.559 | 0.489 | -1.144 | 12030 | 1.000  | -1.778 | 0.660 | -0.02     |
|            | Old       | Government - Hanks   | -0.283 | 0.511 | -1.590 | 12030 | 0.671  | -2.160 | 0.536 | -0.03     |
|            | Old       | Government - Kardashian | 1.433 | 0.625 | 2.294 | 12030 | 0.153  | -0.248 | 3.114 | 0.04      |
|            | Old       | No speaker - Hanks   | 0.275 | 0.388 | 0.711 | 12030 | 1.000  | -0.600 | 1.151 | 0.01      |
|            | Old       | No speaker - Kardashian | 1.992 | 0.551 | 3.614 | 12030 | 0.003  | 0.463  | 3.521 | 0.07      |
|            | Old       | Hanks - Kardashian   | 1.717 | 0.550 | 3.122 | 12030 | 0.014  | 0.213  | 3.221 | 0.06      |
|            | US        | Young               |       |       |       |       |        |        |       |           |
|            | US        | Fauci - No speaker   | 0.305 | 0.431 | 0.708 | 12030 | 1.000  | -0.668 | 1.278 | 0.01      |
|            | US        | Fauci - Government   | 0.576 | 0.432 | 1.334 | 12030 | 1.000  | -0.563 | 1.715 | 0.02      |
|            | US        | Fauci - Hanks        | 0.334 | 4.330 | 0.773 | 12030 | 1.000  | -0.657 | 1.326 | 0.01      |
|            | US        | Fauci - Kardashian   | 1.957 | 0.382 | 5.121 | 12030 | 0.000  | 0.884  | 3.030 | 0.09      |
|            | US        | Government - No speaker | -0.271 | 0.426 | -0.636 | 12030 | 1.000  | -1.217 | 0.676 | -0.01     |
|            | US        | Government - Hanks   | -0.241 | 0.427 | -0.565 | 12030 | 1.000  | -1.176 | 0.694 | -0.01     |
|            | US        | Government - Kardashian | 1.381 | 0.376 | 3.669 | 12030 | 0.002  | 0.368  | 2.394 | 0.07      |
|            | US        | No speaker - Hanks   | 0.029 | 0.426 | 0.069 | 12030 | 1.000  | -0.816 | 0.875 | 0.00      |
|            | US        | No speaker - Kardashian | 1.652 | 0.375 | 4.404 | 12030 | 0.000  | 0.612  | 2.692 | 0.08      |
|            | US        | Hanks - Kardashian   | 1.623 | 0.337 | 4.305 | 12030 | 0.000  | 0.592  | 2.653 | 0.08      |
|            | Mid-Age   | Fauci - No speaker   | -0.186 | 0.442 | -0.421 | 12030 | 1.000  | -1.125 | 0.753 | -0.01     |
| Country Group | Comparison                      | MD   | SE   | t     | df   | Adj. P | LCI95  | UCI95  | Cohen's d |
|----------------|---------------------------------|------|------|-------|------|--------|--------|--------|-----------|
|                | Fauci - Government              | 1.537| 0.601| 2.556 | 12030| 0.064  | -0.050 | 3.124  | 0.05      |
|                | Fauci - Hanks                   | 0.239| 0.463| 0.515 | 12030| 1.000  | -0.765 | 1.243  | 0.01      |
|                | Fauci - Kardashian              | 2.822| 0.467| 6.044 | 12030| 0.000  | 1.527  | 4.117  | 0.11      |
|                | Government - No speaker         | -1.723| 0.603| -2.859| 12030| 0.030  | -3.345 | -0.102 | -0.05     |
|                | Government - Hanks              | -1.298| 0.618| -2.099| 12030| 0.179  | -2.892 | 0.295  | -0.04     |
|                | Government - Kardashian         | 1.285| 0.622| 2.065 | 12030| 0.179  | -0.300 | 2.869  | 0.04      |
|                | No speaker - Hanks              | 0.425| 0.465| 0.914 | 12030| 1.000  | -0.689 | 1.539  | 0.02      |
|                | No speaker - Kardashian         | 3.008| 0.468| 6.422 | 12030| 0.000  | 1.693  | 4.323  | 0.12      |
|                | Hanks - Kardashian              | 2.583| 0.490| 5.269 | 12030| 0.000  | 1.242  | 3.924  | 0.10      |
| Old            | Fauci - No speaker              | 0.374| 0.388| 0.964 | 12030| 1.000  | -0.554 | 1.302  | 0.02      |
|                | Fauci - Government              | 0.295| 0.433| 0.681 | 12030| 1.000  | -0.677 | 1.268  | 0.01      |
|                | Fauci - Hanks                   | 0.490| 0.422| 1.161 | 12030| 1.000  | -0.623 | 1.602  | 0.02      |
|                | Fauci - Kardashian              | 2.802| 0.420| 6.668 | 12030| 0.000  | 1.622  | 3.983  | 0.12      |
|                | Government - No speaker         | 0.079| 0.439| 0.180 | 12030| 1.000  | -0.809 | 0.967  | 0.00      |
|                | Government - Hanks              | 0.195| 0.469| 0.415 | 12030| 1.000  | -0.801 | 1.190  | 0.01      |
|                | Government - Kardashian         | 2.507| 0.467| 5.365 | 12030| 0.000  | 1.229  | 3.785  | 0.10      |
|                | No speaker - Hanks              | 0.116| 4.280| 0.270 | 12030| 1.000  | -0.766 | 0.998  | 0.00      |
|                | No speaker - Kardashian         | 2.428| 0.426| 5.697 | 12030| 0.000  | 1.246  | 3.611  | 0.10      |
|                | Hanks - Kardashian              | 2.313| 0.458| 5.055 | 12030| 0.000  | 1.082  | 3.544  | 0.09      |

1 Country Key: BR = Brazil; CH = Switzerland; ES = Spain; IT = Italy; KR = South Korea; US = United States
Table S8. Model summary of the effect of sentiment towards spokesperson on message sharing

| Source                  | F     | df1 | df2  | p-value\(^1\) | \(\eta^2\) | Cohen’s d |
|-------------------------|-------|-----|------|---------------|------------|-----------|
| Corrected Model         | 73.151| 67  | 9,724| 0.000         | 0.335      | 1.42      |
| Spokesperson            | 46.745| 3   | 9,724| 0.000         | 0.014      | 0.24      |
| Country                 | 15.385| 5   | 9,724| 0.000         | 0.008      | 0.18      |
| Attitude (towards Spokesperson) | 132.648| 2   | 9,724| 0.000         | 0.027      | 0.33      |
| Spokesperson \(\times\) Country | 2.436  | 15  | 9,724| 0.001         | 0.004      | 0.12      |
| Spokesperson \(\times\) Attitude | 2.200  | 6   | 9,724| 0.040         | 0.001      | 0.07      |
| Country \(\times\) Attitude | 4.140  | 10  | 9,724| 0.000         | 0.004      | 0.13      |
| Spokesperson \(\times\) Attitude \(\times\) Country | 1.454  | 27  | 9,724| 0.060         | 0.004      | 0.13      |

\(^1\) p-values < 0.05 are highlighted in bold
Table S9. Pairwise comparisons of the spokesperson × likeability interaction

| Attitude | Comparison       | MD    | SE   | t     | df    | Adj. P | LCI95 | UCI95 | Cohen's d |
|----------|------------------|-------|------|-------|-------|--------|-------|-------|-----------|
| Like     | Faucı - Government | 0.151 | 0.055 | 2.733 | 9724  | 0.013  | 0.027 | 0.274 | 0.055     |
|          | Faucı - Hanks    | 0.510 | 0.053 | 9.680 | 9724  | 0.000  | 0.371 | 0.649 | 0.196     |
|          | Faucı - Kardashian | 0.560 | 0.106 | 5.278 | 9724  | 0.000  | 0.295 | 0.925 | 0.107     |
|          | Government - Hanks | 0.359 | 0.053 | 6.835 | 9724  | 0.000  | 0.224 | 0.494 | 0.139     |
|          | Government - Kardashian | 0.409 | 0.106 | 3.859 | 9724  | 0.000  | 0.155 | 0.663 | 0.078     |
|          | Hanks - Kardashian | 0.050 | 0.105 | 0.477 | 9724  | 0.633  | -0.155| 0.255 | 0.010     |
| Neutral  | Faucı - Government | 0.195 | 0.052 | 3.723 | 9724  | 0.000  | 0.078 | 0.313 | 0.076     |
|          | Faucı - Hanks    | 0.383 | 0.048 | 7.916 | 9724  | 0.000  | 0.262 | 0.503 | 0.161     |
|          | Faucı - Kardashian | 0.748 | 0.042 | 17.894| 9724  | 0.000  | 0.640 | 0.856 | 0.363     |
|          | Government - Hanks | 0.187 | 0.058 | 3.254 | 9724  | 0.001  | 0.074 | 0.300 | 0.066     |
|          | Government - Kardashian | 0.553 | 0.052 | 10.584| 9724  | 0.000  | 0.415 | 0.691 | 0.215     |
|          | Hanks - Kardashian | 0.365 | 0.048 | 7.595 | 9724  | 0.000  | 0.250 | 0.481 | 0.154     |
| Dislike  | Faucı - Government | 0.235 | 0.130 | 1.804 | 9724  | 0.214  | -0.077| 0.547 | 0.037     |
|          | Faucı - Hanks    | 0.191 | 0.201 | 0.953 | 9724  | 0.681  | -0.259| 0.642 | 0.019     |
|          | Faucı - Kardashian | 0.809 | 0.141 | 5.727 | 9724  | 0.000  | 0.436 | 1.181 | 0.116     |
|          | Government - Hanks | -0.043 | 0.179 | -0.242| 9724  | 0.809  | -0.395| 0.308 | -0.005    |
|          | Government - Kardashian | 0.574 | 0.109 | 5.291 | 9724  | 0.000  | 0.294 | 0.854 | 0.107     |
|          | Hanks - Kardashian | 0.617 | 0.188 | 3.290 | 9724  | 0.004  | 0.149 | 1.086 | 0.067     |
Table S10. Pairwise comparisons of the country¹ × likeability interaction

| Attitude | Comparison | MD    | SE    | t     | df    | Adj. P | LCI95  | UCI95  | Cohen's d |
|----------|------------|-------|-------|-------|-------|--------|--------|--------|-----------|
| Like     | BR-CH      | 0.397 | 0.088 | 4.492 | 9724  | 0.000  | 0.137  | 0.656  | 0.091     |
|          | BR-ES      | 0.210 | 0.077 | 2.722 | 9724  | 0.065  | -0.007 | 0.427  | 0.055     |
|          | BR-IT      | 0.032 | 0.062 | 0.524 | 9724  | 1.000  | -0.106 | 0.170  | 0.011     |
|          | BR-KR      | -0.139| 0.098 | -1.417| 9724  | 0.026  | -0.383 | 0.106  | -0.029    |
|          | BR-US      | 0.233 | 0.086 | 2.710 | 9724  | 0.000  | -0.056 | -0.137 | 0.055     |
|          | CH-ES      | -0.186| 0.111 | -1.681| 9724  | 0.057  | -0.479 | 0.106  | -0.034    |
|          | CH-IT      | -0.364| 0.100 | -3.625| 9724  | 0.004  | -0.655 | -0.074 | -0.074    |
|          | CH-KR      | -0.535| 0.126 | -4.249| 9724  | 0.000  | -0.902 | -0.168 | -0.086    |
|          | CH-US      | -0.163| 0.117 | -1.397| 9724  | 0.026  | -0.454 | 0.127  | -0.028    |
|          | ES-IT      | -0.178| 0.091 | -1.958| 9724  | 0.352  | -0.423 | 0.067  | -0.040    |
|          | ES-KR      | -0.349| 0.118 | -2.945| 9724  | 0.360  | -0.685 | -0.013 | -0.060    |
|          | ES-US      | 0.023 | 0.109 | 0.209 | 9724  | 1.000  | -0.199 | 0.245  | 0.004     |
|          | IT-KR      | -0.171| 0.109 | -1.568| 9724  | 0.384  | -0.451 | 0.109  | -0.032    |
|          | IT-US      | 0.201 | 0.098 | 2.039 | 9724  | 0.032  | -0.069 | 0.470  | 0.041     |
|          | KR-US      | 0.372 | 0.124 | 2.988 | 9724  | 0.034  | 0.015  | 0.729  | 0.061     |
| Neutral  | BR-CH      | 0.486 | 0.034 | 14.274| 9724  | 0.000  | 0.386  | 0.586  | 0.290     |
|          | BR-ES      | 0.411 | 0.037 | 11.131| 9724  | 0.000  | 0.304  | 0.519  | 0.226     |
|          | BR-IT      | 0.169 | 0.032 | 5.345 | 9724  | 0.000  | 0.080  | 0.258  | 0.108     |
|          | BR-KR      | 0.126 | 0.067 | 1.863 | 9724  | 0.313  | -0.048 | 0.300  | 0.038     |
|          | BR-US      | 0.413 | 0.069 | 6.030 | 9724  | 0.000  | 0.217  | 0.610  | 0.122     |
|          | CH-ES      | -0.074| 0.043 | -1.735| 9724  | 0.331  | -1.681 | 0.033  | -0.035    |
|          | CH-IT      | -0.317| 0.038 | -2.873| 9724  | 0.000  | -0.427 | -0.206 | -0.168    |
|          | CH-KR      | -0.360| 0.071 | -5.081| 9724  | 0.000  | -0.557 | -0.163 | -0.103    |
|          | CH-US      | -0.072| 0.072 | -1.006| 9724  | 0.944  | -0.244 | 0.100  | -0.020    |
|          | ES-IT      | -0.242| 0.041 | -5.926| 9724  | 0.000  | -0.359 | -0.126 | -0.120    |
|          | ES-KR      | -0.286| 0.072 | -3.952| 9724  | 0.001  | -0.484 | -0.088 | -0.080    |
|          | ES-US      | 0.002 | 0.073 | 0.027 | 9724  | 1.000  | -0.142 | 0.146  | 0.001     |
|          | IT-KR      | -0.043| 0.070 | -0.622| 9724  | 0.200  | 0.113  | 0.013  | 0.001     |
|          | IT-US      | 0.244 | 0.071 | 3.453 | 9724  | 0.004  | 0.054  | 0.435  | 0.070     |
|          | KR-US      | 0.288 | 0.093 | 3.109 | 9724  | 0.011  | 0.044  | 0.532  | 0.063     |
| Dislike  | BR-CH      | 0.560 | 0.170 | 3.297 | 9724  | 0.012  | 0.073  | 1.047  | 0.067     |
|          | BR-ES      | 0.613 | 0.147 | 4.171 | 9724  | 0.000  | 0.185  | 1.042  | 0.085     |
|          | BR-IT      | 0.653 | 0.172 | 3.789 | 9724  | 0.002  | 0.155  | 1.152  | 0.077     |
|          | BR-KR      | 1.037 | 0.198 | 5.227 | 9724  | 0.000  | 0.454  | 1.619  | 0.106     |
|          | BR-US      | 0.596 | 0.281 | 2.123 | 9724  | 0.034  | -0.183 | 1.374  | 0.043     |
|          | CH-ES      | 0.053 | 0.149 | 0.357 | 9724  | 1.000  | -0.260 | 0.367  | 0.007     |
|          | CH-IT      | 0.093 | 0.174 | 0.535 | 9724  | 1.000  | -0.367 | 0.554  | 0.011     |
|          | CH-KR      | 0.477 | 0.200 | 2.381 | 9724  | 0.190  | -0.091 | 1.045  | 0.048     |
|          | CH-US      | 0.036 | 0.282 | 0.126 | 9724  | 1.000  | -0.530 | 0.601  | 0.003     |
| Attitude | Comparison | MD  | SE   | t    | df  | Adj. P | LCI95  | UCI95  | Cohen's d |
|----------|------------|-----|------|------|-----|--------|--------|--------|-----------|
|          | ES-IT      | 0.040 | 0.152 | 0.262 | 9724 | 1.000  | -0.274 | 0.354  | 0.005     |
|          | ES-KR      | 0.423 | 0.181 | 2.336 | 9724 | 0.195  | -0.085 | 0.932  | 0.047     |
|          | ES-US      | -0.018 | 0.268 | -0.066 | 9724 | 1.000  | -0.551 | 0.515  | -0.001    |
|          | IT-KR      | 0.383 | 0.202 | 1.894 | 9724 | 0.466  | -0.170 | 0.937  | 0.038     |
|          | IT-US      | -0.058 | 0.283 | -0.204 | 9724 | 1.000  | -0.634 | 0.519  | -0.004    |
|          | KR-US      | -0.441 | 0.300 | -1.471 | 9724 | 0.989  | -1.248 | 0.366  | -0.030    |

1 Country Key: BR = Brazil; CH = Switzerland; ES = Spain; IT = Italy; KR = South Korea; US = United States
Fig. S1. Sample characteristics by country and overall sample in terms of (a) gender, (b) age group, (c) employment, (d) education, (e) settlement size, and (f) spokesperson distribution.

Fig. S2. Two-step cluster analysis of age. Left panel displays the density plot of age, highlighting in burgundy, the mid-age group. Right panel displays the silhouette measure of cluster quality.
Endorsement of social and physical distancing measures

We surveyed nine measures: (i) Self-isolation / staying at home, (ii) Quarantine zones that no one can enter or leave, (iii) Closing international borders, (iv) Not meeting friends and family, (v) Keeping physical distance (2m / 6ft) at all times, (vi) Closing schools, universities, daycares and non-essential businesses, (vii) Shutting down flights and public transportation, (viii) Canceling events and public gatherings, and (ix) Not going to your place of work. Response reliability to the nine measures was good (Cronbach’s α = 0.81).

At the spokesperson level (Fig. S1), respondents indicated the highest overall endorsement of physical and social distancing measures under the Fauci condition (Mean = 74.5%, 95% CI = 73.9% — 75.2%), and the lowest under the No speaker condition (Mean = 71.6%, 95% CI = 70.9% — 72.2%). At the country level, respondents from South Korea indicated the lowest overall endorsement (Mean = 53.6%, 95% CI = 48.8% — 58.4%), and respondents from Spain indicated the highest overall endorsement (Mean = 83.9%, 95% CI = 80% — 87.4%). With respect to individual measures, quarantine zones, transportation, not going to the workplace, not meeting friends and family, and closing borders received lower levels of endorsement (range 55% [quarantine zones] – 70% [closing borders]). On the other hand, self isolation, physical distance, closing businesses and canceling events received higher levels of endorsement (range 80% [physical distancing] – 89% [canceling events]).
Fig. S4. Frequency of message sharing by country and spokesperson as a ridge frequency plot

Fig. S5. Frequency of message sharing by spokesperson and age group as a ridge frequency plot
Fig. S6. Three-way interaction of spokesperson x country x age group. Panels a-c visualize the interaction of spokesperson x country among the young, mid-age and older respondents, with corresponding spokesperson pairwise comparisons within each country, corrected for multiple comparisons. Only significant comparisons surviving correction are shown. Error bars represent 95% CIs.
Fig. S7. Frequency of message sharing by country and age group as a ridge frequency plot
**Fig. S8. Interaction of country x likeability.** Pairwise comparisons of country for each sentiment category (Like, Neutral, Dislike) show only significant comparisons that survived correction for multiple testing. Error bars represent 95% CIs.
Appendix A: Study survey*

If you have 2-3 minutes, we would greatly appreciate it if you could take this short survey to tell us how the spread of coronavirus disease (COVID-19) is affecting your life. We are a university research lab trying to better understand how people are dealing with the crisis. Your input matters!

This survey is anonymous.

| Q1 | How worried are you about the COVID-19 situation in <country> right now? | (1) I am not worried (7) I am extremely worried |
|----|------------------------------------------------------------------------|-------------------------------------------------|
| Q2 | Please share your opinion about the response of the <country adj.> government and of the <country adj.> population to COVID-19. | Text input |

In an effort to avoid spreading COVID-19, a commonly given instruction is to practice SOCIAL DISTANCING, that is, to deliberately stay away from other people by at least 2 meters (6 feet).

Examples of social distancing are
- canceling sports events, cruises, festivals and other gatherings,
- working from home instead of at the office,
- closing schools and universities or switching to online classes,
- visiting loved ones by electronic devices instead of in person,
- canceling or postponing conferences and large meetings.

Social distancing has been publicly supported, among others, by <speaker>.

| Q3 | How likely is it that you would share this message by <speaker> on your own social media? | (1) Very unlikely (7) Very likely |
|----|--------------------------------------------------------------------------------------------|--------------------------------|
| Q4 | Were you aware of the instruction to practice social distancing? | Yes / No |
| Q5 | To what degree do you support social distancing as a valid measure in the current situation? | (1) I don't support it (7) I fully support it |
| Q6 | Given the current situation, which measures of social distancing do you find appropriate? (Please select all that apply) | * Self-isolation / staying at home
* Quarantine zones that no-one can enter or leave
* Closing international borders
* Not meeting friends and family
* Keeping physical distance (2m / 6ft) at all times
* Closing schools, universities, daycares and non-essential businesses
* Shutting down flights and public transportation
* Canceling events and... |
| Q7 | To what degree are you currently practicing social distancing? | (1) Not at all  
(7) All the time |
| Q8 | To what degree do you think others are currently practicing social distancing? | (1) Not at all  
(7) All the time |
| Q9 | To what degree do you see yourself practicing social distancing in the weeks to come? | (1) Not at all  
(7) All the time |
| Q10 | How do you feel about <speaker>? | * I like <speaker>  
* I neither like nor dislike <speaker>  
* I dislike <speaker>  
* (I don't know <speaker>) |
| Q11 | What is your personal estimate of the percentage of people in your place of residence (city/town/village) who are actually already infected by coronavirus? (Give your best personal guess of the percentage of *actually* infected people (tested + untested), not the official statistics of people who tested positive.) | 0-9%  
10-19%  
...  
90-100% |
| Q12 | How concerned are you for the well-being of your fellow citizens at the current time? | (1) Not at all  
(7) Very concerned |
| Q13 | How would you rate your overall health in the last 30 days? | Very good  
Good  
Average  
Bad  
Very bad |

Considering the current situation in <country>, please state the level to which you agree with the following statements.

| Q14 | "I feel free to move around and travel wherever I need to in order to go about my daily life, to attend appointments or to visit family or friends." | (1) Disagree strongly  
(7) Agree strongly |
| Q15 | "I am satisfied with the <country adj.> government's effort and preparedness to fight COVID-19." | (1) Disagree strongly  
(7) Agree strongly |
| Q16 | "I think the <country adj.> government cares more about public health than about the economy." | (1) Disagree strongly  
(7) Agree strongly |

Please share some details about yourself.

| Q17 | Gender | Female / Male / Other |
| Q18 | Age | Numerical input |
| Q19 | How many years (full-time equivalent) have you been in formal education? Include all primary and secondary schooling, university and other post-secondary education, and full-time vocational training, but do not include repeated years. If you are currently in education, count the number of years you have completed so far. | I have no formal schooling  
1-6 years  
7-13 years  
14-16 years  
17-18 years  
More than 18 years |
| Q20 | What is your current employment status? | Student  
Employed  
Self-employed  
Unemployed  
Retired |
| Q21 | What is your current country of residence? | Text input |
| Q22 | Which of the following best describes the area in which you live? | * Village / rural area (fewer than 3,000 people)  
* Small town (3,000 to 15,000 people)  
* Town (15,000 to 100,000 people)  
* City (100,000 to 1,000,000 people)  
* Metropolitan area (over 1,000,000 people) |
| Q23 | How many people live in your household or shared apartment (including you)? | Numerical input |
| Q24 | How important is religion in your daily life? | (1) Not important at all  
(7) Very important |

* The survey was administered in the following countries and languages: Brazil (Portuguese), Italy (Italian), Spain (Spanish), South Korea (Korean), Switzerland (French, German, Italian), and United States (English). All localized versions were translated from this English original by native speakers.
Appendix B: Web Sources for Spokesperson statements of support

For all spokespersons, we ensured their public and outspoken support of social distancing measures prior to their inclusion in the survey. The following is a list of Web sources of these statements.

| Country | Spokesperson | Source |
|---------|--------------|--------|
| US      | Donald Trump, President | https://twitter.com/realDonaldTrump/status/1238824050924883968 |
| CH      | Simonetta Sommaruga, President of the Swiss Confederation | https://twitter.com/s_sommaruga/status/1241265194392793088 |
| IT      | Giuseppe Conte, Prime Minister | https://twitter.com/GiuseppeConteIT/status/1237863027254243333 |
| ES      | Pedro Sánchez, Prime Minister | https://www.nytimes.com/2020/03/15/world/europe/spain-coronavirus.html |
| BR      | Luiz Henrique Mandetta, Minister of Health* | https://twitter.com/minsaude/status/1240753287491727361 |
| KR      | Moon Jae-in, President | https://twitter.com/TheBlueHouseENG/status/1239742815141105665 |
| Celebrity | Tom Hanks | https://twitter.com/tomhanks/status/1241919151829954566 |
| Celebrity | Kim Kardashian | https://twitter.com/KimKardashian/status/1242202609420730374 |
| Expert  | Anthony Fauci | https://www.today.com/video/dr-anthony-fauci-social-distancing-will-likely-continue-for-at-least-several-weeks-81011269698 |

*The President of Brazil, Jair Bolsonaro, did not issue public support of social distancing. In his place, we included Minister Luiz Henrique Mandetta as the Brazilian government official, who was the Minister of Health at the time of the survey.
Appendix C: Timeline of government issuance of key social distancing measures

To establish timelines of implemented measures for all countries in which we distributed the survey, we collected official government announcements for nation-wide action, or news articles reporting on these announcements in cases where we could not locate the formal announcements.

| Country | Measure | Description | Date Announced | Source |
|---------|---------|-------------|----------------|--------|
| Brazil  | Advice to self-isolate when sick | Patients with respiratory symptoms and their family members are required to self-quarantine for 14 days | 2020-03-20 | [https://www.saude.gov.br/noticias/agencia-saude/46568-ministerio-da-saude-declara-transmissao-comunitaria-nacional](https://www.saude.gov.br/noticias/agencia-saude/46568-ministerio-da-saude-declara-transmissao-comunitaria-nacional) |
|         | Physical distancing encouraged | The population is advised to avoid crowding | 2020-03-13 | [https://www.saude.gov.br/noticias/agencia-saude/46540-saude-anuncia-orientacoes-para-evitar-a-disseminacao-do-coronavirus](https://www.saude.gov.br/noticias/agencia-saude/46540-saude-anuncia-orientacoes-para-evitar-a-disseminacao-do-coronavirus) |
|         | Public events banned | Not implemented* | |
|         | Public gatherings banned | Not implemented* | |
|         | School closure ordered | Not implemented* | |
|         | Non-essential business closure | Not implemented* | |
|         | International border closing | The border to Venezuela is closed except for cargo | 2020-03-17 | [https://www.reuters.com/article/us-health-coronavirus-brazil-venezuela-idUSKBN2143ZS](https://www.reuters.com/article/us-health-coronavirus-brazil-venezuela-idUSKBN2143ZS) |
|         | Quarantine zones established | Not implemented | |
| Italy   | Advice to self-isolate when sick | Advice to self-isolate with fever and respiratory symptoms | 2020-03-08 | [http://www.salute.gov.it/portale/nuovocoronavirus/dettaglioNotizieNuovoCoronavirus.jsp?id=4175](http://www.salute.gov.it/portale/nuovocoronavirus/dettaglioNotizieNuovoCoronavirus.jsp?id=4175) |
|         | Physical distancing encouraged | Citizens are advised to keep at least 1m distance at all times | 2020-03-04 | [http://www.salute.gov.it/portale/nuovocoronavirus/dettaglio](http://www.salute.gov.it/portale/nuovocoronavirus/dettaglio) |
| Event Type                         | Description                                                                 | Date       | Source                                                                 |
|-----------------------------------|-----------------------------------------------------------------------------|------------|------------------------------------------------------------------------|
| Public events banned              | Public events are canceled country-wide                                      | 2020-03-08 | [http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4156](http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4156) |
| Public gatherings banned          | Citizens are advised to stay at home unless for work- or health-related reasons. Gatherings are banned both outdoors and indoors | 2020-03-09 | [http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4184](http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4184) |
| School closure ordered            | Schools and universities are closed                                           | 2020-03-04 | [http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4154](http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4154) |
| Non-essential business closure    | Commercial activity with the exception of basic necessities and pharmacies is ceased | 2020-03-11 | [http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4212](http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4212) |
| International border closing      | All travel within the country and entering the country is restricted          | 2020-03-09 | [http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4184](http://www.salute.gov.it/portale/nuovo-coronavirus/dettaglio?notizia=NotizieNuovoCoronavirus.jsp?id=4184) |
| Quarantine zones established      | Local quarantine zones around 12 towns in Lombardy and Veneto are established | 2020-02-22 | [https://www.lastampa.it/milano/2020/02/23/news/coronavirus-nessun-blindato-nella-zona-rossa-del-lodigiano-mavigilanza-diffusa-dei-carabinieri-e-unita-mobile-coi-medici-dell-arma-138506501](https://www.lastampa.it/milano/2020/02/23/news/coronavirus-nessun-blindato-nella-zona-rossa-del-lodigiano-mavigilanza-diffusa-dei-carabinieri-e-unita-mobile-coi-medici-dell-arma-138506501) |
| Korea                             | Advice to self-isolate when sick; Citizens are advised to stay at home if they have respiratory symptoms | 2020-02-23 | [https://www.mohw.go.kr/eng/nw/nw0101vw.jsp?PAR_MENUM_U_ID=1007&MENUM_U_ID=100701&pageno=3&CONT_SEQ=353124](https://www.mohw.go.kr/eng/nw/nw0101vw.jsp?PAR_MENUM_U_ID=1007&MENUM_U_ID=100701&pageno=3&CONT_SEQ=353124) |
| Physical distancing encouraged | Population is advised to practice social distancing | 2020-02-29 | [https://www.cdc.go.kr/board/board.es?mid=a30402000000&bid=0030&act=view&list_no=366406](https://www.cdc.go.kr/board/board.es?mid=a30402000000&bid=0030&act=view&list_no=366406) |
|--------------------------------|-----------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------|
| Public events banned           | Not implemented*                                    |            |                                                                                                                                 |
| Public gatherings banned        | Citizens are advised to stay at home as much as possible and minimize all interpersonal contact | 2020-03-22 | [https://www.cdc.go.kr/board/board.es?mid=a30402000000&bid=0030&act=view&list_no=366627&tag=&nPage=1](https://www.cdc.go.kr/board/board.es?mid=a30402000000&bid=0030&act=view&list_no=366627&tag=&nPage=1) |
| School closure ordered         | Reopening of schools and kindergartens for the new semester is postponed | 2020-03-10 | [https://www.mohw.go.kr/eng/nw/nw0101vw.jsp?PAR_MEN_U_ID=1007&MEN_U_ID=100701&page=1&CONT_SEQ=353522](https://www.mohw.go.kr/eng/nw/nw0101vw.jsp?PAR_MEN_U_ID=1007&MEN_U_ID=100701&page=1&CONT_SEQ=353522) |
| Non-essential business closure | Not implemented*                                    |            |                                                                                                                                 |
| International border closing   | Not implemented                                     |            |                                                                                                                                 |
| Quarantine zones established    | Not implemented                                     |            |                                                                                                                                 |
| Spain                          | Advice to self-isolate when sick                    | 2020-03-09 | [https://www.mscbs.gob.es/gabinete/notasPrensa.do?id=4806](https://www.mscbs.gob.es/gabinete/notasPrensa.do?id=4806) |
|                                | Physical distancing encouraged                      | 2020-03-09 | [https://www.mscbs.gob.es/gabinete/notasPrensa.do?id=4806](https://www.mscbs.gob.es/gabinete/notasPrensa.do?id=4806) |
|                                | Public events banned                                | 2020-03-10 | [https://www.mscbs.gob.es/gabinete/notasPrensa.do?id=4807](https://www.mscbs.gob.es/gabinete/notasPrensa.do?id=4807) |
|                                | Public gatherings banned                             | 2020-03-14 | [https://www.lamonejoa.gob.es/lang/en/presidente/news/Paginas/2020/20200313](https://www.lamonejoa.gob.es/lang/en/presidente/news/Paginas/2020/20200313) |
| **Emergency Measures** | **Description** | **Date** | **Source** |
|------------------------|-----------------|---------|------------|
| School closure ordered | Nationwide closure of schools | 2020-03-12 | [https://elpais.com/sociedad/2020-03-12/suspendidas-las-clases-en-todos-los-centros-educativos-de-euskadi.html](https://elpais.com/sociedad/2020-03-12/suspendidas-las-clases-en-todos-los-centros-educativos-de-euskadi.html) |
| Non-essential business closure | Workers in non-essential sectors are ordered to stay at home | 2020-03-28 | [https://www.lamoncloa.gob.es/lang/en/presidente/news/Paginas/2020/20200328_non-essential-act.aspx](https://www.lamoncloa.gob.es/lang/en/presidente/news/Paginas/2020/20200328_non-essential-act.aspx) |
| International border closing | Borders are closed, except for residents and cargo | 2020-03-16 | [http://www.interior.gob.es/es/web/interior/noticias/detalle/-/journal_content/56_INSTANCE_1YSST3xiWuPH/10180/11634808/](http://www.interior.gob.es/es/web/interior/noticias/detalle/-/journal_content/56_INSTANCE_1YSST3xiWuPH/10180/11634808/) |
| Quarantine zones established | Not implemented | |
| Switzerland | Advice to self-isolate when sick | 2020-02-27 | [https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78273.html](https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78273.html) |
| | Advice to self-isolate at home with fever or cough. | |
| Physical distancing encouraged | The population is advised to avoid all unnecessary contact | 2020-03-16 | [https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78454.html](https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78454.html) |
| Public events banned | Public events over 1000 participants are banned. Smaller events require municipal approval. This limit was reduced to 100 participants on 2020-03-13 | 2020-02-28 | [https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78289.html](https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78289.html) |
| Public gatherings banned | Gatherings of more than 5 persons are banned | 2020-03-20 | [https://www.bag.admin.ch/bag/de/home/das-](https://www.bag.admin.ch/bag/de/home/das-/) |
| Action                                      | Description                                                                 | Date       | Reference                                                                                                                                 |
|---------------------------------------------|-----------------------------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------|
| School closure ordered                      | In-person teaching at schools and universities is suspended                   | 2020-03-13 | https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78513.html                                           |
| Non-essential business closure              | Closure of all non-essential businesses                                      | 2020-03-16 | https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78437.html                                             |
| International border closing               | Closure of borders for everyone except residents, cargo, and transitory travel | 2020-03-16 | https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/medienmitteilungen.msg-id-78454.html                                             |
| Quarantine zones established                | Not implemented                                                             |            |                                                                                                                                           |
| US                                          | Advice to self-isolate when sick                                            | 2020-03-11 | https://www.whitehouse.gov/briefings-statements/remarks-president-trump-address-nation/                                               |
|                                             | Citizens are advised to stay at home if they are sick or not feeling well    |            |                                                                                                                                           |
|                                             | Physical distancing encouraged                                              | 2020-03-18 | https://twitter.com/CDCgov/status/1240570939593                                                                                           |
|                                             | Citizens are advised to keep physical distance                              |            |                                                                                                                                           |
|                                             | Public events banned                                                       | Not implemented* |                                                                                                                     |
|                                             | Public gatherings banned                                                    | 2020-03-16 | https://www.whitehouse.gov/briefings-statements/remarks-president-trump-vice-president-pence-members-coronavirus-task-force-press-briefing-3/ |
|                                             | Citizens are advised to avoid groups of more than 10 persons                |            |                                                                                                                                           |
|                                             | School closure ordered                                                     | Not implemented* |                                                                                                                     |
| Non-essential business closure | Not implemented* |  |
|--------------------------------|------------------|---|
| International border closing  | Travel to and from Europe is suspended. | 2020-03-11 | [https://www.whitehouse.gov/briefings-statements/remarks-president-trump-address-nation/](https://www.whitehouse.gov/briefings-statements/remarks-president-trump-address-nation/) |
| Quarantine zones established  | Not implemented  |  |

* No action was announced or taken by the national (federal) government, but there were responses to this effect on a local, city, or state level
Appendix D: Facebook Advertisement

We include one possible example layout for the Facebook advertising campaign that we used to publicize the survey. Advertisements in all languages used the same image and translations of the English texts in the screenshot below. LEARN MORE redirected respondents to a survey form for their language (with a randomized spokesperson). Note that the actual layout that a respondent would have seen is one of dozens of possible options that depend on the used Facebook platform, browser, system, and window size.