**SUPPLEMENTAL DATA**

**Formula used in our multi-level regression models**

Random intercept models are defined by the following formula:

In our case, , etc. stand for the values of the independent variables. , etc. stand for the associated coefficients, as shown in Table 1 (in the article itself). is the intercept (also shown in Table 1 in the article itself). stands for the random part of the model (we allowed the intercept to vary randomly for each country to account for the fact that the scores given to the dependent variables differed slightly between countries). stands for the error term.

**TABLE 1:** Independent/control variables

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Independent / control variable** | **Question text** | **Response range** | **Mean** | **Standard error** |
| Trust in news | I think you can trust most news organizations most of the time | <1> Strongly disagree  <2> Tend to disagree  <3> Neither agree nor disagree  <4> Tend to agree  <5> Strongly agree | 3.10 | 0.99 |
| Belief in media’s political independence | The news media in my country is independent from undue political or government influence most of the time | 2.79 | 0.005 |
| Belief in media’s commercial independence | The news media in my country is independent from undue business or commercial influence most of the time | 2.75 | 0.005 |
| Frequency of social media as news source | Have you used social media such as Facebook or Twitter as a source of news in the last week? | 0=No, 1=Yes | 0.51 | 0.002 |
| Whether mobile is main news medium | Which is your main way of accessing online news?1 | 0=Not mobile, 1=Mobile | 0.55 | 0.002 |
| Interest in news | How interested, if at all, would you say you are in news? | <1> Extremely interested  <2> Very interested  <3> Somewhat interested  <4> Not very interested <5> Not at all interested | 3.82 | 0.003 |
| Paid for online news in last year | Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be digital subscription, combined digital/print subscription or one off payment for an article or app or e-edition) | 0=No, 1=Yes | 0.13 | 0.001 |
| Gender | -- | 1=Male, 2=Female | 1.51 | 0.50 |
| Education | What is your highest level of education?2 | 1=No qualifications  2=Finished high school 3=Professional Edu.  4=BA  5=MA or PhD | 3.1 | 0.005 |
| Privacy concerns about news personalization | I worry that more personalized news may mean that my privacy is placed at greater risk | <1> Strongly disagree  <2> Tend to disagree  <3> Neither agree nor disagree  <4> Tend to agree  <5> Strongly agree | 3.41 | 0.005 |
| Whether more personalization leads to missing important information | I worry that more personalized news may mean that I miss out on important information | 3.59 | 0.004 |
| Whether more personalization leads to missing challenging viewpoints | I worry that more personalized news may mean that I miss out on challenging viewpoints | 3.56 | 0.004 |
| Age | -- | -- | 45.70 | 15.55 |

1. Respondents were given the choice of three types of smartphone, laptop/desktop, two types of tablet computer, e-book reader, smartwatch, two types of connected TV, and other networked devices such as the iPod Touch. We considered mobile devices to be smartphones and smartwatches. Tablets and e-book readers were not included because we did not believe they were used to read news on the go.

2. Respondents still in school/full-time education were excluded.

**TABLE 2:** News consumers’ belief that having news stories selected either automatically (on the basis of own or friends’ past news consumption) or by editors and journalists is a good way to get news, January–February 2016 (*N=*53,314)

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Automatically by:** | |
|  | **Editors and journalists (“journalistic curation”)** | **Own past consumption (“user tracking”)** | **Friends’ past consumption (“peer filtering”)** |
| Australia | 2.70 | 2.92 | 2.57 |
| Austria | 2.95 | 3.02 | 2.70 |
| Belgium | 2.86 | 2.89 | 2.55 |
| Brazil | 3.54 | 3.53 | 3.25 |
| Canada | 2.95 | 3.02 | 2.68 |
| Czech Republic | 2.77 | 2.99 | 2.61 |
| Denmark | 2.73 | 2.72 | 2.30 |
| Finland | 2.85 | 2.93 | 2.46 |
| France | 2.84 | 2.81 | 2.57 |
| Germany | 3.04 | 3.03 | 2.72 |
| Greece | 2.48 | 2.90 | 2.52 |
| Hungary | 2.63 | 2.81 | 2.44 |
| Ireland | 2.78 | 2.93 | 2.53 |
| Italy | 3.15 | 3.19 | 2.95 |
| Japan | 2.86 | 3.09 | 2.75 |
| Netherlands | 3.12 | 2.96 | 2.64 |
| Norway | 2.71 | 2.88 | 2.25 |
| Poland | 2.98 | 3.16 | 2.86 |
| Portugal | 3.15 | 3.20 | 2.78 |
| Republic of Korea | 2.95 | 3.00 | 3.03 |
| Spain | 2.85 | 3.06 | 2.63 |
| Sweden | 2.74 | 2.78 | 2.37 |
| Switzerland | 2.87 | 2.83 | 2.52 |
| Turkey | 3.07 | 3.42 | 3.05 |
| UK | 2.52 | 2.69 | 2.18 |
| US | 2.55 | 2.89 | 2.35 |
| Average | 2.87 | 2.98 | 2.62 |

Note: Possible responses were: <1> Strongly disagree, <2> Tend to disagree, <3> Neither agree nor disagree, <4> Tend to agree, or <5> Strongly agree. The table above shows the average (mean) response per country.