**S5 Table. Alternative definitions of a neighbourhood for dyadic models of Table 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Emulation of first Covid-19 tweet  (dyadic unconditional)  Neighbor far | Emulation of first Covid-19 tweet  (dyadic unconditional)  Neighbor close | Emulation of first Covid-19 tweet  (dyadic conditional)  Neighbor far | Emulation of first Covid-19 tweet  (dyadic conditional)  Neighbor close |
| Ln(Total Enrolment)A | 1.557\*\*\* | 1.539\*\*\* | 1.534\*\*\* | 1.515\*\*\* |
|  | (0.215) | (0.214) | (0.214) | (0.212) |
| Proportion Income Tuition A | 0.207 | 0.210 | 0.230 | 0.234 |
|  | (0.200) | (0.203) | (0.226) | (0.228) |
| Ln(Total Reserves) A | 1.064 | 1.063 | 1.091 | 1.092 |
|  | (0.146) | (0.145) | (0.155) | (0.154) |
| Ln(Public Engagement) A | 0.914 | 0.920 | 0.910 | 0.917 |
|  | (0.0688) | (0.0679) | (0.0714) | (0.0705) |
| Russell Group A | 1.159 | 1.171 | 1.156 | 1.168 |
|  | (0.560) | (0.564) | (0.566) | (0.570) |
| Ln(Covid-19 Daily Cases) A | 1.496\*\* | 1.508\*\*\* | 1.367\*\* | 1.378\*\* |
|  | (0.238) | (0.240) | (0.214) | (0.216) |
| Days A | 0.828\*\*\* | 0.827\*\*\* | 0.563\*\*\* | 0.561\*\*\* |
|  | (0.0363) | (0.0363) | (0.0374) | (0.0374) |
| Days2 A | 1.005\*\*\* | 1.005\*\*\* | 1.011\*\*\* | 1.011\*\*\* |
|  | (0.00109) | (0.00110) | (0.00146) | (0.00146) |
| Days3 A | 1.000\*\*\* | 1.000\*\*\* | 1.000\*\*\* | 1.000\*\*\* |
|  | (0.00000716) | (0.00000718) | (0.00000914) | (0.00000917) |
| Ln(Total Enrolment)B | 0.968\*\*\* | 0.951\*\*\* | 0.992 | 0.974\* |
|  | (0.0107) | (0.0115) | (0.0128) | (0.0135) |
| Proportion Income Tuition B | 1.190\* | 1.262\*\*\* | 2.191\*\*\* | 2.308\*\*\* |
|  | (0.114) | (0.113) | (0.268) | (0.271) |
| Ln(Total Reserves) B | 1.013 | 1.019 | 0.958\*\* | 0.966\* |
|  | (0.0161) | (0.0167) | (0.0174) | (0.0190) |
| Ln(Public Interaction) B | 1.010\* | 1.011\* | 1.025\*\*\* | 1.024\*\*\* |
|  | (0.00595) | (0.00621) | (0.00635) | (0.00682) |
| Russell Group B | 0.994 | 1.031 | 1.209\*\*\* | 1.244\*\*\* |
|  | (0.0323) | (0.0292) | (0.0505) | (0.0462) |
| Ln(Covid-19 Daily Cases) B | 1.410\*\*\* | 1.401\*\*\* | 1.357\*\*\* | 1.352\*\*\* |
|  | (0.0771) | (0.0765) | (0.0667) | (0.0658) |
| B Twitted A(t-2) | 28.53\*\*\* | 27.55\*\*\* |  |  |
|  | (7.312) | (7.109) |  |  |
| (Neighbour far)(B Twitted A(t-2)) | 0.728\*\*\* |  |  |  |
|  | (0.0374) |  |  |  |
| (Neighbour close)(B Twitted A(t-2)) |  | 0.612\*\*\* |  |  |
|  |  | (0.0604) |  |  |
| Neighbour far |  |  | 0.769\*\*\* |  |
|  |  |  | (0.0352) |  |
| Neighbour close |  |  |  | 0.636\*\*\* |
|  |  |  |  | (0.0595) |
| Constant | 0.000115\*\*\* | 0.000130\*\*\* | 3.490 | 4.037 |
|  | (0.000110) | (0.000125) | (3.727) | (4.322) |
| Observations | 858972 | 858972 | 163670 | 163670 |
| Clusters | 141 | 141 | 140 | 140 |
| Pseudo-R2 | 0.352 | 0.352 | 0.175 | 0.175 |
| Log L | -22645.0 | -22643.2 | -20763.8 | -20754.5 |

Dependent variable: Emulation of first Covid-19 tweet. All models are discrete survival models with logit link and cubic polynomial for number of days to event. Results in odds ratios. Standard errors in parentheses clustered by university A. Oxford, Cambridge, and universities with negative total reserves are excluded from the analyses.

\* *p* < 0.1, \*\* *p* < 0.05, \*\*\* *p* < 0.01