

Supplementary Materials

Who Should Bear the Responsibility for Combating Health Misinformation on Social Media? An Analysis of Sociodemographic Factors Using HINTS 6 Data

Table S1. Derivation of the analytic sample, item nonresponse, and comparison of included and excluded respondents

(a) Item nonresponse (“Did Not Report”) by variable among all HINTS 6 respondents (N = 6,252)

Variable	n missing	% of 6,252
Responsibility (dependent variable)	258	4.1
Age	98	1.6
Sex assigned at birth	410	6.6
Race and ethnicity	687	11.0
Education	404	6.5
Marital status	415	6.6
Full-time work status	412	6.6
Household income (imputed)	17	0.3

(b) Sequential exclusions (each row counts respondents newly excluded after the rows above)

Variable	n newly excluded
Responsibility (dependent variable)	258
Age	77
Sex assigned at birth	299
Race and ethnicity	264
Education	11
Marital status	16
Full-time work status	20
Household income (imputed)	1
Analytic sample	5306

Of the 946 excluded respondents (15.1% unweighted; 14.0% weighted), 258 lacked a substantive response to the dependent variable and 688 answered it but lacked at least one predictor; 382 were missing five or more of the eight model variables.

(c) Distribution of each variable among included (n = 5,306) and excluded respondents with non-missing data on that variable: unweighted n (weighted %)

Variable	Included	Excluded	Design-adjusted Wald F test
Responsibility (dependent variable)			F(5,45)=0.92, p = 0.476
Individual social media users	994 (19.76)	108 (15.31)	
The news media	659 (13.02)	104 (13.78)	
Social media platforms	1831 (32.35)	209 (35.19)	
The government	799 (16.16)	124 (19.33)	
Medical providers and health care systems	793 (14.53)	103 (12.74)	
Other	230 (4.19)	40 (3.65)	
Age			F(3,47)=7.45, p < 0.001

Variable	Included	Excluded	Design-adjusted Wald F test
18–34	802 (25.31)	137 (29.94)	F(1,49)=0.07, p = 0.787
35–49	1091 (26.12)	149 (19.49)	
50–64	1537 (28.02)	235 (22.20)	
65+	1876 (20.55)	327 (28.38)	
Sex assigned at birth			
Male	2127 (49.35)	180 (47.85)	F(4,46)=2.20, p = 0.084
Female	3179 (50.65)	356 (52.15)	
Race and ethnicity			
Non-Hispanic White	3073 (62.01)	130 (45.54)	
Non-Hispanic Black or AA	845 (11.00)	44 (10.83)	
Hispanic	942 (16.77)	59 (22.46)	F(3,47)=6.67, p < 0.001
Non-Hispanic Asian	278 (5.78)	10 (4.41)	
Other race/ethnicity	168 (4.44)	16 (16.77)	
Education			
Less than HS	314 (6.25)	73 (14.51)	
HS Graduate	923 (21.22)	145 (26.61)	F(3,47)=8.07, p < 0.001
Some College	1524 (39.41)	148 (32.41)	
College graduate or more	2545 (33.12)	176 (26.47)	
Marital status			
Married	2434 (51.56)	190 (43.35)	
LA Married/WRP	356 (5.16)	17 (2.82)	F(1,49)=24.49, p < 0.001
Divorced/Widowed	1362 (10.58)	223 (21.64)	
Separated or single, never married	1154 (32.70)	101 (32.18)	
Full-time work status			
Yes	2602 (56.22)	176 (34.68)	
No	2704 (43.78)	358 (65.32)	F(3,47)=33.54, p < 0.001
Household income (imputed)			
\$0 to \$19,999	858 (13.73)	352 (38.15)	
\$20,000 to \$49,999	1387 (22.46)	259 (24.97)	
\$50,000 to \$99,999	1606 (31.94)	174 (19.35)	
\$100,000 or more	1455 (31.87)	144 (17.53)	

For the dependent variable, “excluded” refers to respondents who answered the item but were excluded because of missing predictor data (n = 688). Wald F tests compare the weighted distributions of included and excluded respondents using jackknife replicate variance estimates (49 df).

Table S2. Sensitivity analysis omitting household income (n = 5,306)

Variable	Social Media Platforms	The Government	Medical Providers and Health Care Systems	The News Media	Other
Age (Ref. 65+)					
18–34	0.57 (0.40–0.81)**	0.56 (0.34–0.91)*	0.30 (0.18–0.49)***	0.47 (0.25–0.86)*	0.64 (0.30–1.35)
35–49	0.55 (0.37–0.81)**	0.49 (0.32–0.75)**	0.27 (0.16–0.46)***	0.40 (0.24–0.65)***	0.88 (0.42–1.85)
50–64	0.69 (0.48–0.98)*	0.73 (0.46–1.15)	0.49 (0.31–0.78)**	0.57 (0.36–0.91)*	1.24 (0.58–2.67)
Sex Assigned at Birth (Ref. Female)					
Male	0.84 (0.63–1.13)	1.09 (0.79–1.51)	0.77 (0.54–1.10)	0.84 (0.56–1.24)	1.69 (0.86–3.31)
Race and Ethnicity (Ref. Other Race/Ethnicity)					
Non-Hispanic White	1.35 (0.63–2.88)	0.66 (0.26–1.70)	1.01 (0.41–2.45)	0.85 (0.40–1.79)	0.69 (0.23–2.08)
Non-Hispanic Black or AA	1.42 (0.63–3.17)	1.02 (0.34–3.07)	1.29 (0.48–3.42)	1.06 (0.48–2.32)	0.51 (0.16–1.60)
Hispanic	1.36 (0.56–3.31)	1.09 (0.35–3.45)	0.87 (0.32–2.39)	1.09 (0.48–2.46)	0.82 (0.24–2.83)
Non-Hispanic Asian	1.58 (0.54–4.68)	1.65 (0.47–5.75)	1.48 (0.14–15.64)	0.95 (0.36–2.48)	0.21 (0.02–2.35)
Education (Ref. College Graduate or More)					
Less than HS	2.29 (1.17–4.48)*	3.74 (1.68–8.34)**	2.01 (0.68–5.94)	4.37 (1.86–10.31)**	1.17 (0.40–3.46)
HS Graduate	1.51 (1.04–2.18)*	2.14 (1.41–3.26)***	1.91 (1.18–3.11)**	2.96 (1.77–4.97)***	1.02 (0.41–2.53)
Some College	0.84 (0.62–1.14)	1.33 (0.87–2.02)	1.34 (0.84–2.14)	1.46 (0.91–2.34)	0.63 (0.37–1.08)
Marital Status (Ref. Separated or Single, Never Been Married)					
Married	0.75 (0.56–1.00)	0.66 (0.44–1.00)	0.59 (0.42–0.84)**	0.65 (0.42–0.99)*	0.40 (0.20–0.81)*
LA Married/WRP	1.69 (0.96–2.97)	1.36 (0.70–2.66)	0.96 (0.46–2.01)	1.45 (0.72–2.90)	2.35 (0.77–7.16)
Divorced/Widowed	0.85 (0.59–1.24)	0.71 (0.44–1.12)	0.63 (0.40–1.01)	0.76 (0.48–1.21)	0.79 (0.41–1.50)
Work Full Time (Ref. No)					
Yes	0.89 (0.64–1.24)	0.97 (0.66–1.41)	0.81 (0.52–1.25)	0.91 (0.59–1.42)	0.59 (0.31–1.11)

Values are adjusted odds ratios (95% confidence intervals). Reference outcome category: individual social media users. Confidence intervals and p-values are based on jackknife replicate variance estimates (50 replicate weights, JK1, coefficient 0.98) and a t distribution with 49 degrees of freedom. The model is adjusted for all variables shown. * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$. Abbreviations: AA – African American; HS – high school; LA – living as; WRP – with romantic partner.

Same analytic sample as the primary model; household income was removed from the model to assess whether adjustment for income attenuated or masked the association between full-time work status and perceived responsibility.

Design-adjusted Wald F tests of overall association: Age: $F(15,35) = 2.32$, $p = 0.020$; Sex Assigned at Birth: $F(5,45) = 1.46$, $p = 0.222$; Race and Ethnicity: $F(20,30) = 0.97$, $p = 0.520$; Education: $F(15,35) = 4.05$, $p < 0.001$; Marital Status: $F(15,35) = 1.46$, $p = 0.176$; Work Full Time: $F(5,45) = 0.63$, $p = 0.680$.

Table S3. Sensitivity adjusted multinomial logistic regression analysis including “Did Not Report” responses (n = 6,252)

Variable	Social Media Platforms	The Government	Medical Providers and Health Care Systems	The News Media	Other	Did Not Report
Age (Ref. 65+)						
18–34	0.60 (0.42–0.87)**	0.60 (0.38–0.95)*	0.36 (0.22–0.60)***	0.48 (0.27–0.85)*	0.64 (0.31–1.32)	0.21 (0.09–0.48)***
35–49	0.60 (0.41–0.87)**	0.54 (0.36–0.80)**	0.31 (0.18–0.53)***	0.43 (0.26–0.71)**	0.86 (0.39–1.91)	0.20 (0.10–0.38)***
50–64	0.76 (0.57–1.03)	0.79 (0.54–1.16)	0.55 (0.36–0.82)**	0.61 (0.40–0.94)*	1.23 (0.58–2.63)	0.38 (0.19–0.74)**

Variable	Social Media Platforms	The Government	Medical Providers and Health Care Systems	The News Media	Other	Did Not Report
Did Not Report	0.65 (0.16–2.64)	0.49 (0.11–2.25)	0.59 (0.15–2.30)	0.94 (0.24–3.65)	0.71 (0.12–4.31)	0.48 (0.08–2.82)
Sex Assigned at Birth (Ref. Female)						
Male	0.83 (0.63–1.09)	1.07 (0.79–1.45)	0.75 (0.54–1.04)	0.89 (0.61–1.30)	1.60 (0.84–3.04)	0.53 (0.29–0.99)*
Did Not Report	11.95 (0.48–299.17)	15.71 (0.26–938.84)	32.99 (1.16–940.64)*	19.25 (0.68–542.06)	154.45 (2.10–1.14e+04)*	10.15 (0.29–355.03)
Race and Ethnicity (Ref. Other Race/Ethnicity)						
Non-Hispanic White	1.40 (0.69–2.84)	0.78 (0.30–2.02)	1.12 (0.46–2.73)	0.98 (0.48–1.99)	0.78 (0.26–2.35)	0.84 (0.31–2.27)
Non-Hispanic Black or AA	1.39 (0.64–2.99)	1.08 (0.37–3.15)	1.37 (0.52–3.59)	1.11 (0.49–2.52)	0.52 (0.16–1.74)	1.62 (0.20–12.86)
Hispanic	1.29 (0.57–2.93)	1.19 (0.38–3.77)	0.89 (0.33–2.41)	1.14 (0.53–2.46)	0.83 (0.25–2.81)	1.05 (0.34–3.20)
Non-Hispanic Asian	1.52 (0.57–4.02)	1.86 (0.55–6.25)	1.51 (0.15–14.95)	1.01 (0.42–2.43)	0.21 (0.02–2.47)	0.91 (0.06–13.79)
Did Not Report	0.89 (0.29–2.69)	1.28 (0.33–5.01)	1.05 (0.30–3.61)	1.22 (0.42–3.52)	0.67 (0.16–2.85)	1.87 (0.42–8.30)
Education (Ref. College Graduate or More)						
Less than HS	1.96 (1.00–3.85)	2.70 (1.23–5.93)*	1.66 (0.55–5.05)	2.76 (1.04–7.36)*	1.22 (0.38–3.89)	3.86 (1.78–8.34)***
HS Graduate	1.39 (0.93–2.09)	1.99 (1.27–3.13)**	1.76 (1.05–2.97)*	2.42 (1.35–4.31)**	0.92 (0.35–2.43)	1.75 (1.11–2.75)*
Some College	0.80 (0.58–1.09)	1.28 (0.82–1.98)	1.22 (0.76–1.94)	1.27 (0.78–2.05)	0.62 (0.37–1.04)	0.84 (0.45–1.59)
Did Not Report	1.07 (0.03–38.73)	0.45 (0.01–32.42)	0.37 (0.01–12.91)	0.19 (0.01–6.31)	0.14 (0.00–6.56)	0.07 (0.00–2.93)
Marital Status (Ref. Separated or Single, Never Been Married)						
Married	0.79 (0.59–1.08)	0.77 (0.48–1.21)	0.65 (0.45–0.95)*	0.79 (0.51–1.22)	0.44 (0.21–0.91)*	0.60 (0.31–1.18)
LA Married/WRP	1.75 (1.00–3.06)	1.43 (0.72–2.81)	1.05 (0.50–2.21)	1.57 (0.78–3.16)	2.39 (0.77–7.43)	1.28 (0.37–4.47)
Divorced/Widowed	0.86 (0.60–1.25)	0.84 (0.55–1.28)	0.73 (0.45–1.17)	0.81 (0.52–1.25)	0.80 (0.43–1.48)	0.53 (0.25–1.11)
Did Not Report	1.18 (0.16–8.66)	0.71 (0.09–5.92)	0.42 (0.07–2.44)	1.51 (0.18–12.46)	0.95 (0.18–4.99)	6.81 (0.82–56.48)
Work Full Time (Ref. No)						
Yes	0.90 (0.65–1.23)	1.02 (0.72–1.47)	0.79 (0.53–1.17)	1.02 (0.70–1.47)	0.64 (0.31–1.30)	0.81 (0.37–1.78)
Did Not Report	0.13 (0.02–0.90)*	0.27 (0.02–3.90)	0.21 (0.03–1.49)	0.19 (0.02–1.70)	0.04 (0.00–0.61)*	1.01 (0.08–12.52)
Income Range (Ref. \$100,000 or more)						
\$0 to \$19,999	1.27 (0.81–1.99)	1.70 (0.93–3.13)	1.36 (0.77–2.41)	2.24 (1.23–4.10)**	1.11 (0.43–2.89)	1.05 (0.47–2.35)
\$20,000 to \$49,999	1.35 (0.94–1.93)	1.48 (0.83–2.65)	1.31 (0.80–2.14)	1.48 (0.86–2.54)	1.57 (0.92–2.66)	1.03 (0.54–1.96)
\$50,000 to \$99,999	1.40 (1.03–1.89)*	1.30 (0.85–2.00)	1.60 (1.00–2.56)	1.27 (0.82–1.96)	1.05 (0.60–1.83)	1.43 (0.58–3.52)
Did Not Report	72.82 (0.00–1.72e+14)	25.65 (0.00–4.57e+13)	0.00 (0.00–4.91e+08)	11.81 (0.00–3.67e+13)	8.36 (0.00–2.42e+18)	25.68 (0.00–1.95e+14)

Values are adjusted odds ratios (95% confidence intervals). Reference outcome category: individual social media users. Confidence intervals and p-values are based on jackknife replicate variance estimates (50 replicate weights, JK1, coefficient 0.98) and a t distribution with 49 degrees of freedom. The model is adjusted for all variables shown. * p < 0.05; ** p < 0.01; *** p < 0.001. Abbreviations: AA – African American; HS – high school; LA – living as; WRP – with romantic partner.

“Did Not Report” was retained as a separate category for the dependent variable and for each predictor. Estimates involving “Did Not Report” categories are unstable (see Table S4) and should not be interpreted substantively.

Design-adjusted Wald F tests of overall association: Age: F(24,26) = 2.20, p = 0.026; Sex Assigned at Birth: F(12,38) = 1.76, p = 0.092; Race and Ethnicity: F(30,20) = 0.95, p = 0.560; Education: F(24,26) = 4.28, p < 0.001; Marital Status: F(24,26) = 2.25, p = 0.023; Work Full Time: F(12,38) = 1.84, p = 0.076; Income Range: F(24,26) = 0.56, p = 0.920.

Table S4. Model diagnostics and sparse-cell diagnostics

Model	N (unweighted)	Outcome levels	Converged	Failed replicate models	Condition number	Max β	Max AOR	Min AOR	Max CI ratio	Extreme AORs	Very wide CIs	Significant contrasts	Zero cells	Cells 1–4
Primary: Did Not Report excluded	5,306	6	Yes	0	21.14	1.59	3.24	0.204	132	0	0	18/90	0	1
S3: Did Not Report included	6,252	7	Yes	0	31.65	16.45	154.45	7.16e-08	8.4e+34	7	15	29/150	1	6
S5: “Other” outcome excluded	5,076	5	Yes	0	21.34	1.25	3.27	0.287	111	0	0	17/72	0	0
S2: Household income omitted	5,306	6	Yes	0	20.33	1.57	4.37	0.208	128	0	0	21/75	0	1
S6: HINTS AgeGrpA age categories	5,306	6	Yes	0	20.60	1.56	3.13	0.21	132	0	0	11/90	0	1
S7: Social media users only	4,315	6	Yes	0	—	2.06	4.02	0.128	6.81e+27	0	1	16/90	—	—

Criteria: extreme AOR = AOR > 20 or < 0.05; very wide CI = ratio of upper to lower 95% confidence limit > 1000; condition number = ratio of the largest to the smallest singular value of the model design matrix; significant contrasts = category-specific coefficients with $p < 0.05$ (t distribution, 49 df) out of all non-intercept coefficients. Sparse-cell counts refer to unweighted predictor-by-outcome cross-tabulations. All models converged, and none of the 50 replicate-weight models failed in any analysis. In Table S7 (social media users only), one estimate (non-Hispanic Asian, “other” outcome) was based on a sparse cell and had a very wide confidence interval.

Table S5. Sensitivity analysis excluding the “other” outcome category (n = 5,076)

Variable	Social Media Platforms	The Government	Medical Providers and Health Care Systems	The News Media
Age (Ref. 65+)				
18–34	0.59 (0.41–0.84)**	0.57 (0.35–0.93)*	0.31 (0.19–0.52)***	0.47 (0.26–0.87)*
35–49	0.58 (0.39–0.86)**	0.49 (0.31–0.76)**	0.29 (0.17–0.50)***	0.39 (0.24–0.64)***
50–64	0.72 (0.50–1.03)	0.74 (0.46–1.18)	0.52 (0.33–0.82)**	0.57 (0.36–0.91)*
Sex Assigned at Birth (Ref. Female)				
Male	0.85 (0.63–1.14)	1.12 (0.81–1.55)	0.78 (0.55–1.10)	0.87 (0.58–1.31)
Race and Ethnicity (Ref. Other Race/Ethnicity)				
Non-Hispanic White	1.34 (0.63–2.86)	0.67 (0.26–1.70)	0.99 (0.40–2.44)	0.86 (0.40–1.81)
Non-Hispanic Black or AA	1.37 (0.61–3.08)	0.97 (0.33–2.87)	1.21 (0.45–3.24)	1.00 (0.44–2.25)
Hispanic	1.31 (0.54–3.21)	1.07 (0.34–3.39)	0.82 (0.30–2.29)	1.05 (0.46–2.41)
Non-Hispanic Asian	1.55 (0.53–4.54)	1.64 (0.48–5.62)	1.42 (0.14–14.97)	0.95 (0.37–2.45)
Education (Ref. College Graduate or More)				
Less than HS	2.13 (1.03–4.39)*	3.15 (1.47–6.77)**	1.73 (0.53–5.67)	3.27 (1.15–9.31)*
HS Graduate	1.40 (0.93–2.10)	1.89 (1.19–3.00)**	1.72 (0.99–2.97)	2.49 (1.37–4.52)**
Some College	0.80 (0.58–1.10)	1.24 (0.79–1.95)	1.24 (0.76–2.01)	1.33 (0.80–2.22)
Marital Status (Ref. Separated or Single, Never Been Married)				
Married	0.78 (0.57–1.07)	0.74 (0.47–1.18)	0.65 (0.45–0.95)*	0.79 (0.50–1.25)
LA Married/WRP	1.68 (0.96–2.94)	1.40 (0.70–2.80)	0.97 (0.46–2.05)	1.53 (0.75–3.13)
Divorced/Widowed	0.86 (0.59–1.24)	0.72 (0.45–1.16)	0.64 (0.40–1.03)	0.78 (0.49–1.24)
Work Full Time (Ref. No)				

Variable	Social Media Platforms	The Government	Medical Providers and Health Care Systems	The News Media
Yes	0.89 (0.63–1.26)	1.04 (0.70–1.55)	0.83 (0.53–1.29)	1.04 (0.69–1.58)
Income Range (Ref. \$100,000 or more)				
\$0 to \$19,999	1.14 (0.64–2.04)	1.59 (0.79–3.20)	1.49 (0.78–2.86)	2.18 (1.05–4.53)*
\$20,000 to \$49,999	1.30 (0.88–1.91)	1.38 (0.72–2.64)	1.40 (0.82–2.39)	1.44 (0.81–2.54)
\$50,000 to \$99,999	1.31 (0.95–1.80)	1.14 (0.73–1.78)	1.53 (0.93–2.51)	1.15 (0.72–1.83)

Values are adjusted odds ratios (95% confidence intervals). Reference outcome category: individual social media users. Confidence intervals and p-values are based on jackknife replicate variance estimates (50 replicate weights, JK1, coefficient 0.98) and a t distribution with 49 degrees of freedom. The model is adjusted for all variables shown. * p < 0.05; ** p < 0.01; *** p < 0.001. Abbreviations: AA – African American; HS – high school; LA – living as; WRP – with romantic partner.

Respondents who selected “other” (n = 230 in the analytic sample) were excluded, and the model was re-estimated with five outcome categories to assess the stability of the relative odds among the predefined actors (independence of irrelevant alternatives).

Design-adjusted Wald F tests of overall association: Age: F(12,38) = 2.75, p = 0.009; Sex Assigned at Birth: F(4,46) = 1.08, p = 0.377; Race and Ethnicity: F(16,34) = 0.74, p = 0.736; Education: F(12,38) = 2.75, p = 0.009; Marital Status: F(12,38) = 1.12, p = 0.373; Work Full Time: F(4,46) = 0.42, p = 0.791; Income Range: F(12,38) = 0.71, p = 0.735.

Table S6. Sensitivity analysis using the HINTS AgeGrpA age categories (n = 5,306)

Variable	Social Media Platforms	The Government	Medical Providers and Health Care Systems	The News Media	Other
Age, HINTS AgeGrpA (Ref. 45+)					
18–34	0.85 (0.58–1.25)	0.92 (0.58–1.46)	0.60 (0.38–0.94)*	0.81 (0.45–1.47)	0.58 (0.31–1.09)
35–39	1.01 (0.66–1.56)	1.35 (0.73–2.49)	0.74 (0.41–1.33)	0.80 (0.38–1.71)	0.58 (0.24–1.40)
40–44	0.86 (0.61–1.23)	0.86 (0.50–1.49)	0.44 (0.24–0.81)**	0.62 (0.35–1.11)	0.87 (0.14–5.18)
Sex Assigned at Birth (Ref. Female)					
Male	0.86 (0.65–1.16)	1.14 (0.82–1.58)	0.81 (0.56–1.16)	0.89 (0.60–1.33)	1.70 (0.86–3.38)
Race and Ethnicity (Ref. Other Race/Ethnicity)					
Non-Hispanic White	1.42 (0.66–3.04)	0.75 (0.29–1.90)	1.09 (0.44–2.72)	0.92 (0.44–1.93)	0.72 (0.23–2.22)
Non-Hispanic Black or AA	1.40 (0.62–3.14)	1.03 (0.35–3.03)	1.22 (0.46–3.26)	1.00 (0.45–2.25)	0.51 (0.16–1.67)
Hispanic	1.34 (0.54–3.29)	1.11 (0.35–3.48)	0.84 (0.30–2.34)	1.07 (0.48–2.40)	0.82 (0.23–2.91)
Non-Hispanic Asian	1.55 (0.52–4.59)	1.70 (0.50–5.79)	1.40 (0.13–14.76)	0.93 (0.36–2.39)	0.21 (0.02–2.42)
Education (Ref. College Graduate or More)					
Less than HS	2.08 (1.02–4.24)*	3.13 (1.46–6.72)**	1.58 (0.51–4.89)	3.06 (1.12–8.39)*	1.09 (0.28–4.27)
HS Graduate	1.37 (0.92–2.05)	1.89 (1.18–3.02)**	1.62 (0.95–2.76)	2.39 (1.33–4.30)**	0.94 (0.32–2.73)
Some College	0.79 (0.58–1.07)	1.25 (0.80–1.95)	1.19 (0.74–1.90)	1.29 (0.78–2.14)	0.62 (0.36–1.06)
Marital Status (Ref. Separated or Single, Never Been Married)					
Married	0.80 (0.59–1.09)	0.78 (0.49–1.24)	0.68 (0.47–0.97)*	0.81 (0.51–1.29)	0.41 (0.19–0.90)*
LA Married/WRP	1.69 (0.96–2.98)	1.40 (0.70–2.80)	0.96 (0.46–2.02)	1.56 (0.76–3.19)	2.42 (0.78–7.49)
Divorced/Widowed	0.97 (0.66–1.43)	0.88 (0.53–1.45)	0.81 (0.51–1.27)	0.93 (0.57–1.49)	0.73 (0.37–1.47)
Work Full Time (Ref. No)					
Yes	0.78 (0.57–1.07)	0.87 (0.61–1.25)	0.63 (0.43–0.92)*	0.85 (0.59–1.23)	0.62 (0.33–1.18)
Income Range (Ref. \$100,000 or more)					

Variable	Social Media Platforms	The Government	Medical Providers and Health Care Systems	The News Media	Other
\$0 to \$19,999	1.12 (0.63–1.99)	1.52 (0.76–3.05)	1.43 (0.74–2.74)	2.14 (1.06–4.32)*	1.07 (0.34–3.38)
\$20,000 to \$49,999	1.35 (0.92–1.96)	1.44 (0.75–2.76)	1.52 (0.91–2.54)	1.54 (0.88–2.69)	1.49 (0.86–2.57)
\$50,000 to \$99,999	1.35 (0.99–1.85)	1.19 (0.75–1.88)	1.62 (0.99–2.67)	1.20 (0.76–1.92)	0.99 (0.56–1.76)

Values are adjusted odds ratios (95% confidence intervals). Reference outcome category: individual social media users. Confidence intervals and p-values are based on jackknife replicate variance estimates (50 replicate weights, JK1, coefficient 0.98) and a t distribution with 49 degrees of freedom. The model is adjusted for all variables shown. * p < 0.05; ** p < 0.01; *** p < 0.001. Abbreviations: AA – African American; HS – high school; LA – living as; WRP – with romantic partner.

Age was entered using the four-level HINTS 6 recode AgeGrpA (18–34, 35–39, 40–44, and 45 years or older; reference 45 years or older).

Design-adjusted Wald F tests of overall association: Age, HINTS AgeGrpA: F(15,35) = 1.19, p = 0.321; Sex Assigned at Birth: F(5,45) = 1.31, p = 0.278; Race and Ethnicity: F(20,30) = 0.91, p = 0.578; Education: F(15,35) = 2.59, p = 0.010; Marital Status: F(15,35) = 1.09, p = 0.402; Work Full Time: F(5,45) = 1.26, p = 0.298; Income Range: F(15,35) = 0.82, p = 0.651.

Table S7. Sensitivity analysis restricted to respondents who reported using social media (n = 4,315)

Variable	Social Media Platforms	The Government	Medical Providers and Health Care Systems	The News Media	Other
Age (Ref. 65+)					
18–34	0.53 (0.35–0.80)**	0.68 (0.37–1.26)	0.28 (0.16–0.50)***	0.55 (0.28–1.07)	0.75 (0.33–1.69)
35–49	0.50 (0.32–0.78)**	0.52 (0.31–0.88)*	0.25 (0.14–0.47)***	0.40 (0.23–0.72)**	1.03 (0.34–3.14)
50–64	0.62 (0.42–0.93)*	0.79 (0.44–1.42)	0.45 (0.27–0.77)**	0.62 (0.35–1.10)	1.57 (0.67–3.65)
Sex Assigned at Birth (Ref. Female)					
Male	0.82 (0.59–1.13)	1.02 (0.70–1.47)	0.73 (0.50–1.08)	0.83 (0.52–1.31)	1.57 (0.76–3.24)
Race and Ethnicity (Ref. Other Race/Ethnicity)					
Non-Hispanic White	1.26 (0.58–2.74)	0.67 (0.24–1.83)	0.91 (0.35–2.36)	0.84 (0.39–1.82)	1.00 (0.24–4.10)
Non-Hispanic Black or AA	1.27 (0.54–2.99)	1.10 (0.34–3.57)	1.24 (0.44–3.51)	1.01 (0.44–2.33)	0.57 (0.12–2.74)
Hispanic	1.29 (0.51–3.24)	1.17 (0.35–3.89)	0.77 (0.27–2.25)	1.01 (0.43–2.37)	1.02 (0.23–4.47)
Non-Hispanic Asian	1.48 (0.49–4.48)	1.58 (0.40–6.27)	1.45 (0.12–17.72)	0.87 (0.31–2.42)	0.13 (0.00–1.05e+13)
Education (Ref. College Graduate or More)					
Less than HS	2.68 (1.16–6.20)*	3.29 (1.24–8.73)*	2.17 (0.50–9.35)	4.02 (1.05–15.43)*	0.49 (0.13–1.85)
HS Graduate	1.57 (1.01–2.46)*	1.79 (1.05–3.04)*	1.82 (0.98–3.40)	2.81 (1.47–5.38)**	0.78 (0.22–2.75)
Some College	0.84 (0.60–1.17)	1.22 (0.74–2.02)	1.22 (0.68–2.17)	1.39 (0.81–2.41)	0.64 (0.35–1.16)
Marital Status (Ref. Separated or Single, Never Been Married)					
Married	0.77 (0.53–1.13)	0.74 (0.45–1.23)	0.66 (0.43–1.01)	0.82 (0.48–1.41)	0.34 (0.15–0.78)*
LA Married/WRP	1.82 (0.99–3.34)	1.52 (0.72–3.21)	1.04 (0.47–2.32)	1.70 (0.77–3.76)	2.02 (0.65–6.24)
Divorced/Widowed	0.89 (0.58–1.37)	0.72 (0.42–1.22)	0.57 (0.34–0.95)*	0.83 (0.49–1.41)	0.54 (0.23–1.29)
Work Full Time (Ref. No)					
Yes	1.01 (0.70–1.45)	1.06 (0.69–1.65)	0.85 (0.52–1.39)	1.12 (0.73–1.71)	0.53 (0.23–1.23)
Income Range (Ref. \$100,000 or more)					
\$0 to \$19,999	1.13 (0.64–2.01)	1.68 (0.76–3.72)	1.41 (0.67–2.96)	1.86 (0.81–4.28)	1.10 (0.34–3.52)
\$20,000 to \$49,999	1.21 (0.79–1.87)	1.34 (0.64–2.84)	1.24 (0.68–2.25)	1.21 (0.65–2.27)	1.63 (0.80–3.33)
\$50,000 to \$99,999	1.27 (0.89–1.81)	1.07 (0.61–1.88)	1.47 (0.85–2.55)	1.11 (0.66–1.86)	1.05 (0.58–1.89)

Values are adjusted odds ratios (95% confidence intervals). Reference outcome category: individual social media users. Confidence intervals and p-values are based on jackknife replicate variance estimates (50 replicate weights, JK1, coefficient 0.98) and a t distribution with 49 degrees of freedom. The model is adjusted for all variables shown. * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$. Abbreviations: AA – African American; HS – high school; LA – living as; WRP – with romantic partner.

Respondents who answered “I do not use social media” to item B13 (n = 991 in the analytic sample) were excluded. Estimates for sparse cells (e.g., non-Hispanic Asian, “other” outcome) are unstable.

Design-adjusted Wald F tests of overall association: Age: $F(15,35) = 1.82$, $p = 0.071$; Sex Assigned at Birth: $F(5,45) = 1.26$, $p = 0.299$; Race and Ethnicity: $F(20,30) = 0.68$, $p = 0.810$; Education: $F(15,35) = 2.00$, $p = 0.046$; Marital Status: $F(15,35) = 1.41$, $p = 0.199$; Work Full Time: $F(5,45) = 0.68$, $p = 0.641$; Income Range: $F(15,35) = 0.62$, $p = 0.834$.