

Web-only material

Table S1. Details of model fit and parameter inclusion for the full suite of eight models fitted to each response variable. Models within $\Delta\text{AICc} \leq 2$ from the ‘best model’ (rank 1) were incorporated into the final averaged model for each response variable (Table 1), following Burnham and Anderson (2002), and are depicted in bold. For simplicity, parameter estimates for each level of ‘age’ and ‘group’ are not presented. Plus (+) indicates that the focal fixed effect (age or group) was included in the model, whereas blank cells represent models excluding the fixed effect. LogLik and AICwt represent the log-likelihood and AICc weight of each model, respectively. R² and df represent the goodness of fit and residual degrees of freedom from the global model for each response variable.

Response Variable	Model Rank	(Intercept)	Age	Group	General Trust	LogLik	AICc	ΔAICc	AICwt
Social Media - TRUST R ² = 0.14, df = 272	1	-0.17	+			-402.70	834.9	0.00	0.28
	2	-0.21		+	0.66	-407.26	835.3	0.39	0.23
	3	0.17		+		-408.61	835.8	0.94	0.17
	4	-0.36	+		0.33	-402.36	836.4	1.53	0.13
	5	-0.43			0.68	-413.54	837.2	2.37	0.08
	6	-0.04				-414.95	838.0	3.11	0.06
	7	-0.04	+	+		-399.11	839.0	4.09	0.04
	8	-0.25	+	+	0.40	-398.60	840.3	5.38	0.02
Social Media - USE R ² = 0.20, df = 267	1	0.11	+			-381.72	792.9	0.00	0.47
	2	-0.11	+		0.41	-381.16	794.0	1.11	0.26
	3	0.35	+	+		-377.02	794.8	1.90	0.18
	4	0.13	+	+	0.41	-796.0	796.0	3.08	0.10

						376.45	5		
5	-0.25		+	0.77	-	809.5	16.6	0.00	
						394.40	9	2	
6	0.19		+		-	811.2	18.2	0.00	
						396.29	2	4	
7	-0.52			0.91	-	821.6	28.6	0.00	
						405.71	3	5	
8	0.00				-	824.4	31.4	0.00	
						408.15	5	7	

Response Variable	Model Rank	(Intercept)	Age	Group	General Trust	LogLik	AICc	Δ AICc	wt
Academic Journals - TRUST $R^2 = 0.19$, $df = 308$	1	-0.54			0.72	-	886.1	0.00	0.27
						436.95	7		
	2	-0.50	+		0.58	-	886.5	0.42	0.22
						426.42	9		
	3	-0.36			0.69	-	887.1	0.96	0.17
						432.15	3		
	4	-0.18	+	+		-	887.4	1.25	0.15
						427.94	2		
	5	-0.14				-	888.5	2.33	0.09
						439.16	0		
	6	0.03		+		-	889.0	2.93	0.06
						434.21	9		
	7	-0.32	+	+	0.58	-	891.1	5.02	0.02
						423.09	8		
	8	-0.01	+	+		-	891.9	5.76	0.02
						424.60	2		
Academic Journals - USE $R^2 = 0.35$, $df = 304$	1	0.52		+		-	782.9	0.00	0.57
						381.12	4		
	2	0.31		+	0.37	-	783.5	0.63	0.42
						380.36	7		
	3	0.20	+	+		-	791.5	8.64	0.00
						374.41	8		
	4	0.04	+	+	0.31	-	792.7	9.84	0.00
						373.86	7		
	5	-0.11				-	831.8	48.9	0.00
						410.85	9	5	
	6	-0.33			0.41	-	832.3	49.4	0.00
						410.05	7	3	
	7	-0.32	+			-	837.0	54.1	0.00
						402.75	5	2	
	8	-0.50	+		0.32	-	838.2	55.2	0.00
						402.22	1	7	
Personal Experience - TRUST	1	0.00				-	915.2	0.00	0.68
						453.56	5		

R² = 0.04, df = 299

2	-0.11			0.19	-	917.0	1.83	0.27
					453.44	7		
3	-0.05		+		-	921.6	6.37	0.03
					451.52	2		
4	-0.19		+	0.24	-	923.3	8.12	0.01
					451.33	7		
5	-0.16	+			-	927.9	12.7	0.00
					449.30	8	4	
6	-0.28	+		0.23	-	929.8	14.5	0.00
					449.13	4	9	
7	-0.25	+	+		-	935.0	19.8	0.00
					447.28	9	4	
8	-0.39	+	+	0.25	-	936.9	21.7	0.00
					447.07	4	0	

Response Variable	Model Rank	(Intercept)	Age	Group	General Trust	LogLik	AICc	ΔAICc	wt
Personal Experience - USE R ² = 0.16, df = 291	1	0.07	+			-	893.1	0.00	0.41
						430.74	1		
	2	0.07				-	893.9	0.87	0.27
						441.89	8		
	3	-0.07	+		0.23	-	894.8	1.75	0.17
						430.51	6		
	4	-0.09			0.30	-	895.5	2.39	0.12
						441.61	0		
5	0.22			+		-	899.9	6.87	0.01
					439.62	7			
6	0.19	+	+			-	901.0	7.93	0.00
					429.08	4		8	
7	0.05			+	0.30	-	901.5	8.43	0.00
					439.33	4		6	
8	0.04	+	+	0.29		428.80	902.7	9.68	0.00
							9		3