Sampling procedure and list of complete measures:

Are Minority Opinions Shared Less? A Conceptual Replication Using Web-Based Reviews

Sampling procedure:

Products from different categories (e.g., toys, household items, or sports equipment) were searched on Amazon.de. We looked for products (e.g., bathroom scale) that was within each category rated as very bad, neutral or very good. Products were included when we found a bad, neutral or good rated product of the same category in order to exclude the possibility that ratings vary depending on product category. Further conditions for inclusion were that the product had already been reviewed and had recently (max 6 months ago) received a review so we could assume that these products still exist and are displayed on Amazon for consumers.

Complete list of variables assessed in this study:

- Type of product e.g. necklace, bathroom scale, trampoline, model car

- corresponding link to the product on Amazon.de

- total number of ratings at each point in time (t0-t11)

- mean rating at each point in time (t0-t11)

- percentage of ratings for each of the five categories at each point in time (t0-t11)

- newly contributed and displayed German reviews from one point in time to another (e.g., t0 to t1; manually counted) for each of the five categories

- a comment section after each point in time to note peculiarities, irregularities or other conspicuous circumstances (e.g., product or website no longer available)

Table S1

Regression of Biased Sharing on Initial Mean Rating for Products Excluding Those With a

Bimodal Distribution of Ratings at t_0

	Biased sharing			
Lag (*N*)	*B (SE)*	*Z*	*p*	*95%-CI*
1 (472)	-0.36 (0.06)	-6.35	<.001	[-0.475; -0.251]
2 (476)	-0.44 (0.07)	-6.40	<.001	[-0.573; -0.305]
3 (452)	-0.48 (0.08)	-6.13	<.001	[-0.633; -0.326]
4 (418)	-0.50 (0.09)	-5.67	<.001	[-0.672; -0.327]
5 (375)	-0.51 (0.10)	-5.24	<.001	[-0.700; -0.319]
6 (326)	-0.53 (0.11)	-4.99	<.001	[-0.735; -0.320]
7 (276)	-0.54 (0.11)	-4.86	<.001	[-0.758; -0.322]
8 (222)	-0.56 (0.12)	-4.84	<.001	[-0.791; -0.335]
9 (167)	-0.59 (0.12)	-5.03	<.001	[-0.815; -0.358]
10 (112)	-0.61 (0.12)	-5.25	<.001	[-0.836; -0.381]