Appendix

1 Survey Overview

All original analyses in this study are executed on data that comes from an original web-based survey carried out in South Korea and Japan by Qualtrics. The data was collected between August 21 and September 24 2018. Quota sampling was used to obtain roughly representative samples from Japan and South Korea based on OECD population demographics. All question items were translated from English and evaluated by native Japanese and Korean speakers in order to ensure accuracy and comparability.

2 Descriptive Statistics

Table A1: Variable Means by Country

Country	N	Age (SD)	Education (SD)	Income (SD)	Ideology (SD)
Japan	1079	3.55 (1.27)	3.33 (0.99)	2.63 (0.98)	5.30 (2.02)
Korea	414	3.27 (1.40)	3.35 (1.09)	2.55 (1.09)	4.66 (1.94)

Table A2: Sex

	Korea		Japan	
Sex	N	Proportion	N	Proportion
Female	191	0.46	499	0.46
Male	222	0.54	580	0.54

Table A3: Age

	Korea		Japan	
Age	N	Proportion	N	Proportion
18-24 (1)	61	0.15	46	0.04
25-34 (2)	68	0.16	182	0.17
35-44 (3)	87	0.21	334	0.31
45-54 (4)	103	0.25	237	0.22
55-64 (5)	85	0.21	210	0.19
64 $<$	10	0.02	70	0.06

Table A4: Education

	Korea		Japan	
Highest Level Completed	N	Proportion	N	Proportion
Middle School or Below	12	0.03	15	0.01
High School	114	0.28	283	0.26
College	54	0.13	188	0.17
University	184	0.44	517	0.48
Graduate/Professional School	50	0.12	76	0.07

Table A5: Income

	Korea		Japan	
Income	N	Proportion	N	Proportion
Lower Income	82	0.20	178	0.16
Lower-middle income	124	0.30	228	0.21
middle Income	120	0.29	511	0.47
Upper-middle Income	76	0.18	136	0.13
Upper Income	12	0.03	26	0.02

Table A6: Political Ideology

	Korea		Japan	
Ideology	N	Proportion	N	Proportion
0 (Very Liberal)	10	0.02	17	0.02
1	10	0.02	35	0.03
2	36	0.09	39	0.04
3	52	0.13	80	0.07
4	57	0.14	126	0.12
5	145	0.35	344	0.32
6	41	0.10	160	0.15
7	30	0.07	138	0.13
8	19	0.05	76	0.07
9	9	0.02	32	0.03
10 (Very Conservative)	5	0.01	32	0.03

3 Balance Tables

Table A7: Variable Means for Experimental Groups

Country	Experimental Group	Age	Sex	Edu	Inc	Ideology
Japan	Control	3.67	0.52	3.31	2.52	5.28
Japan	Acquaintance	3.48	0.51	3.30	2.70	5.36
Japan	Friend	3.49	0.58	3.38	2.68	5.26
Korea	Control	3.30	0.57	3.38	2.60	4.57
Korea	Acquaintance	3.14	0.51	3.30	2.54	4.86
Korea	Friend	3.37	0.53	3.37	2.50	4.56

Table A8: Size of Treatment and Control Groups

Country	Treatment Group	N
Japan	Acquaintance	352
Japan	Control	362
Japan	Friend	365
Korea	Acquaintance	134
Korea	Control	141
Korea	Friend	139

4 Sample Social Media Post

The simulated social media posts were constructed to ensure maximum verisimilitude, while also ensuring that Korean and Japanese posts were similar in order to prevent any

features of the Tweets from acting as confounders. Figure A1 is an example of one of the Tweets used in the experiment. It calls on citizens to protest the inordinately high levels of radiation emanating from a local market.

Figure A1: Sample Simulated Tweet

5 Regression Results for Main Analysis

Table A9: OLS Test of Difference in ATE (Korea ATE less Japan ATE)

	Dependent variable: Motivation to Perform a Given Action					
	DV: Like		DV: Share		DV: Ignore	
	(1)	(2)	(3)	(4)	(5)	(6)
Treatment	−1.943	−2.274	−4.125*	−4.624**	7.384***	6.525***
	(2.273)	(2.273)	(2.246)	(2.244)	(2.449)	(2.428)
Korea	18.325***	17.940***	16.543***	15.820***	−4.676	−4.369
	(3.014)	(3.037)	(2.979)	(2.999)	(3.247)	(3.244)
Age		1.243*		0.654		−2.135***
		(0.748)		(0.738)		(0.799)
Sex		1.821		1.593		1.646
		(1.960)		(1.935)		(2.093)
Education		−1.628		−1.663*		1.055
		(1.018)		(1.005)		(1.088)
Income		3.490***		3.811***		1.772
		(1.014)		(1.001)		(1.083)
Ideology		−0.740		−0.873*		2.236***
		(0.477)		(0.471)		(0.510)
Treatment*Korea	10.560**	11.553***	5.783	6.904	−8.592*	−8.227*
	(4.311)	(4.303)	(4.260)	(4.248)	(4.645)	(4.596)
Constant	24.207***	19.198***	24.202***	21.484***	33.406***	20.614***
	(1.596)	(5.260)	(1.577)	(5.193)	(1.719)	(5.618)
Observations	989	988	989	988	989	988
R^2	0.113	0.127	0.081	0.097	0.024	0.056
Adjusted R^2	0.110	0.120	0.078	0.090	0.021	0.048
F Stat.	41.668***	17.773***	28.812***	13.130***	7.965***	7.244***
Note:						*p<0.1; **p<0.05; ***p<0.01

Table A10: Between-Country Diffeences in ATE by Age Group (Korean ATE less Japan ATE)

	Dependent variable:		
	Motivation to Endorse Protest		
	(Age 18-34)	(Age 35-54)	(Age 55+)
Treatment	2.573	−0.069	−8.478*
	(5.124)	(3.078)	(4.448)
Korea	14.725**	26.418***	9.953*
	(6.042)	(4.342)	(5.955)
Treatment:Korea	15.897*	1.067	17.403*
	(8.275)	(6.280)	(8.867)
Constant	21.275***	21.995***	30.019***
	(3.744)	(2.179)	(2.967)
Observations	240	494	255
R^2	0.145	0.131	0.078
Adjusted R^2	0.134	0.125	0.067
Residual Std. Error	31.096 (df = 236)	29.803 (df = 490)	30.547 (df = 251)
F Statistic	13.293*** (df = 3; 236)	24.583*** (df = 3; 490)	7.070*** (df = 3; 251)
Note:			*p<0.1; **p<0.05; ***p<0.01

5.1 Within-Country Results

Table A11: Within-Country Results for Japanese Respondents

	Dependent variable: Motivation to Perform Action					
	Like		Share		Ignore	
	(1)	(2)	(3)	(4)	(5)	(6)
Weak-Tie Treatment	−1.943		−4.125*		7.384***	
	(2.213)		(2.161)		(2.590)	
Strong-Tie Treatment		0.275		−3.172		5.580**
		(2.201)		(2.090)		(2.530)
Constant	24.207***	24.207***	24.202***	24.202***	33.406***	33.406***
	(1.554)	(1.560)	(1.517)	(1.481)	(1.818)	(1.793)
Observations	714	727	714	727	714	727
R^2	0.001	0.00002	0.005	0.003	0.011	0.007
Adjusted R^2	−0.0003	−0.001	0.004	0.002	0.010	0.005
Residual Std. Error	29.559	29.672	28.864	28.178	34.599	34.115
F Statistic	0.771	0.016	3.645*	2.302	8.128***	4.863**

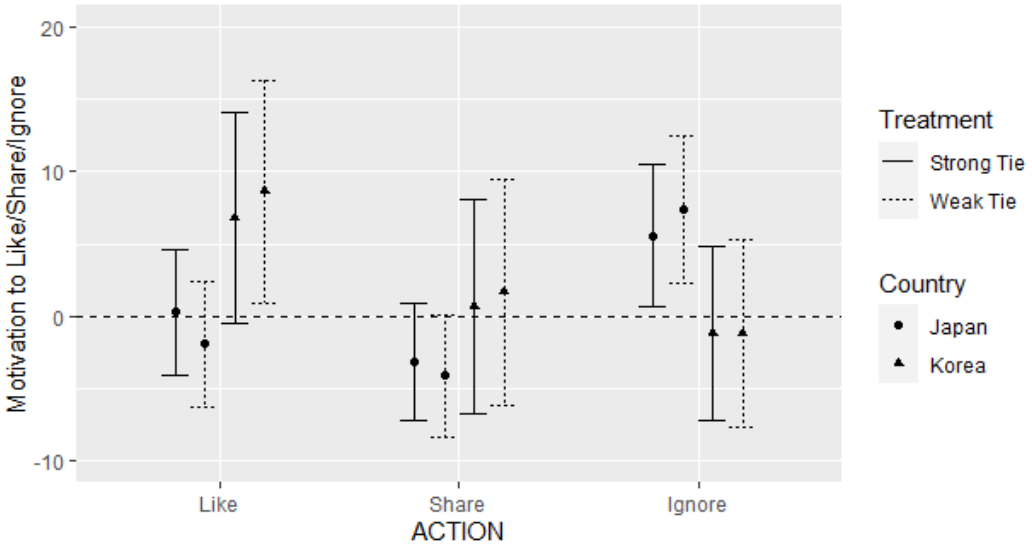
Note: *p<0.1; **p<0.05; ***p<0.01

Table A12: Within-Country Results for Korean Respondents

	Dependent variable: Motivation to Perform Action					
	Like		Share		Ignore	
	(1)	(2)	(3)	(4)	(5)	(6)
Weak-Tie Treatment	8.617**		1.658		−1.208	
	(3.905)		(3.957)		(3.280)	
Strong-Tie Treatment		6.806*		0.651		−1.184
		(3.727)		(3.755)		(3.079)
Constant	42.532***	42.532***	40.745***	40.745***	28.730***	28.730***
	(2.726)	(2.626)	(2.762)	(2.646)	(2.290)	(2.169)
Observations	275	280	275	280	275	280
R^2	0.018	0.012	0.001	0.0001	0.0005	0.001
Adjusted R^2	0.014	0.008	−0.003	−0.003	−0.003	−0.003
Residual Std. Error	32.366	31.183	32.802	31.416	27.187	25.756
F Statistic	4.870**	3.335*	0.176	0.030	0.136	0.148

Note: *p<0.1; **p<0.05; ***p<0.01

Figure A2: Within-Country Regression Results



5.2 Regression Results for Test of Heterogeneity in Effect of Weak-Tie Protest Appeals

Table A13: Weak-Tie ATE Conditional on Social Network Heterogeneity (Japanese Respondents Only)

	Dependent variable:			
	Endorse		Share	
	(1)	(2)	(3)	(4)
Network Heterogeneity	0.658**	0.574*	1.080***	0.941***
	(0.297)	(0.300)	(0.288)	(0.291)
Treatment	14.547**	14.170**	17.019***	15.506**
	(6.419)	(6.461)	(6.232)	(6.269)
Age		1.480*		0.228
		(0.880)		(0.854)
Sex		1.155		0.538
		(2.225)		(2.159)
Education		−1.124		−1.349
		(1.172)		(1.137)
Income		2.430**		3.241***
		(1.186)		(1.150)
Ideology		−0.975*		−0.929*
		(0.541)		(0.525)
Network Heterogeneity*Treatment	−1.120***	−1.099***	−1.439***	−1.368***
	(0.409)	(0.410)	(0.397)	(0.398)
Constant	14.565***	12.507	8.391*	10.512
	(4.610)	(7.663)	(4.476)	(7.435)
Observations	714	714	714	714
R^2	0.012	0.026	0.027	0.042
Adjusted R^2	0.008	0.015	0.023	0.031
Residual Std. Error	29.444	29.337	28.588	28.466
F Statistic	2.796**	2.324**	6.500***	3.845***
Note:				*p<0.1; **p<0.05; ***p<0.01