**Supplemental Appendix**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Table A1. Zero-order Correlations for Predictor Variables*** |  |  |  |
|  | **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** | **8.** | **9.** | **10.** | **11.** | **12.** |
| 1. KakaoTalk Rumor Communication (W1)  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2. KakaoTalk Rumor Reception (W1)  | .73\*\*\*  |  |  |  |  |  |  |  |  |  |  |  |
| 3. Political Interest (W1)  | .25\*\*\*  | .24\*\*\*  |  |  |  |  |  |  |  |  |  |  |
| 4. Ideological Strength (W1)  | .12\*\*\*  | .11\*\*\*  | .27\*\*\*  |  |  |  |  |  |  |  |  |  |
| 5. KakaoTalk for Political Information (W1)  | .44\*\*\*  | .45\*\*\*  | .23\*\*\*  | .08\*\*  |  |  |  |  |  |  |  |  |
| 6. Traditional News Use (W1)  | .26\*\*\*  | .30\*\*\*  | .28\*\*\*  | .05  | .24\*\*\*  |  |  |  |  |  |  |  |
| 7. Online News (W1)  | .14\*\*\*  | .18\*\*\*  | .28\*\*\*  | .09\*\*  | .19\*\*\*  | .28\*\*\*  |  |  |  |  |  |  |
| 8. Social Media Relational Use (W1)  | .17\*\*\*  | .15\*\*\*  | .07\*  | .01  | .24\*\*\*  | .05  | .12\*\*\*  |  |  |  |  |  |
| 9. Age (W1)  | -.02  | .06\*  | .01  | .01  | .04  | .32\*\*\*  | .01  | -.13\*\*\*  |  |  |  |  |
| 10. Gender (Female) (W1)  | -.09\*\*  | -.15\*\*\*  | -.21\*\*\*  | -.11\*\*\*  | -.04  | -.15\*\*\*  | -.14\*\*\*  | .07\*  | -.13\*\*\*  |  |  |  |
| 11. Education (W1)  | .06  | .09\*\*  | .11\*\*\*  | .03  | .02  | .09\*\*  | .11\*\*\*  | .08\*  | .03  | -.07\*  |  |  |
| 12. Campaign Knowledge (W2)  | .06\*  | .11\*\*\*  | .37\*\*\*  | .10\*\*\*  | .07\*  | .18\*\*\*  | .19\*\*\*  | .04  | .16\*\*\*  | -.17\*\*\*  | .15\*\*\*  |  |
| 13. Campaign Participation (W2)  | .39\*\*\*  | .31\*\*\*  | .22\*\*\*  | .16\*\*\*  | .21\*\*\*  | .30\*\*\*  | .08\*\*  | .04  | -.01  | -.07\*  | .05  | .05  |
| *Note. N* = 1,099. \* *p* <. 05; \*\* *p* < .01; \*\*\* *p* < .001 |

**Political Rumor Recall.** Rumor items asked whether one of the candidates was: 1) was a son of a North Korean military officer who became an anti-communist prisoner of war after the Korean War, 2) owns 200t of gold bars and 20 trillion KRW, 3) was a son of a pro-Japanese collaborator during the Japanese occupation of Korea, and 4) gave birth to a child in a foreign country for foreign citizenship.

*Table A2*. Path Model for Supplementary Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Regression Slope | SE | *z* | *p* |
| **Campaign Participation (W2) (DV)** |  |  |  |  |
| Campaign Participation (W1) | 0.62 | 0.02 | 27.70 | .000 |
| KakaoTalk Rumor Communication (W1) | 0.22 | 0.05 | 3.95 | .000 |
| Political Interest (W1) | 0.04 | 0.04 | 1.12 | .263 |
| Campaign Knowledge (W1) | 0.01 | 0.04 | 0.30 | .765 |
| Ideological Strength (W1) | 0.14 | 0.06 | 2.24 | .025 |
| KakaoTalk for Political Information (W1) | -0.00 | 0.03 | -0.08 | .939 |
| Traditional News Use (W1) | 0.23 | 0.06 | 3.88 | .000 |
| Online News Use (W1) | -0.01 | 0.04 | -0.24 | .813 |
| Social Media Relational Use (W1) | 0.04 | 0.03 | 1.22 | .223 |
| Age (W1) | -0.00 | 0.00 | -0.84 | .403 |
| Gender (Female) (W1) | 0.05 | 0.11 | 0.51 | .609 |
| Education (W1) | 0.02 | 0.06 | 0.33 | .741 |
| KakaoTalk Rumor Reception (W1) | -0.05 | 0.05 | -0.91 | .364 |
| **Campaign Knowledge (W2) (DV)** |  |  |  |  |
| Campaign Participation (W1) | -0.01 | 0.02 | -0.83 | .405 |
| KakaoTalk Rumor Communication (W1) | -0.03 | 0.04 | -0.67 | .502 |
| Political Interest (W1) | 0.14 | 0.03 | 5.15 | .000 |
| Campaign Knowledge (W1) | 0.44 | 0.03 | 17.55 | .000 |
| Ideological Strength (W1) | -0.03 | 0.04 | -0.75 | .453 |
| KakaoTalk for Political Information (W1) | -0.03 | 0.02 | -1.31 | .191 |
| Traditional News Use (W1) | -0.01 | 0.04 | -0.20 | .839 |
| Online News Use (W1) | 0.05 | 0.03 | 1.73 | .083 |
| Social Media Relational Use (W1) | 0.03 | 0.02 | 1.42 | .157 |
| Age (W1) | 0.01 | 0.00 | 1.80 | .072 |
| Gender (Female) (W1) | -0.02 | 0.07 | -0.25 | .799 |
| Education (W1) | 0.10 | 0.04 | 2.41 | .016 |
| KakaoTalk Rumor Reception (W1) | 0.02 | 0.04 | 0.62 | .537 |
| **KakaoTalk Rumor** **Communication (W2) (DV)** |  |  |  |  |
| Campaign Participation (W1) | 0.08 | 0.01 | 6.76 | .000 |
| KakaoTalk Rumor Communication (W1) | 0.20 | 0.03 | 7.25 | .000 |
| Political Interest (W1) | -0.01 | 0.02 | -0.57 | .569 |
| Campaign Knowledge (W1) | 0.00 | 0.02 | 0.19 | .850 |
| Ideological Strength (W1) | 0.03 | 0.03 | 0.78 | .437 |
| KakaoTalk for Political Information (W1) | 0.04 | 0.02 | 2.61 | .009 |
| Traditional News Use (W1) | 0.15 | 0.03 | 4.78 | .000 |
| Online News Use (W1) | 0.02 | 0.02 | 0.86 | .391 |
| Social Media Relational Use (W1) | 0.02 | 0.02 | 1.43 | .154 |
| Age (W1) | -0.00 | 0.00 | -1.09 | .274 |
| Gender (Female) (W1) | 0.07 | 0.05 | 1.22 | .224 |
| Education (W1) | 0.03 | 0.03 | 1.06 | .288 |
| KakaoTalk Rumor Reception (W1) | 0.10 | 0.03 | 3.70 | .000 |
| **Political Interest (W2) (DV)** |  |  |  |  |
| Campaign Participation (W1) | 0.02 | 0.01 | 1.37 | .172 |
| KakaoTalk Rumor Communication (W1) | -0.01 | 0.03 | -0.36 | .722 |
| Political Interest (W1) | 0.65 | 0.02 | 29.25 | .000 |
| Campaign Knowledge (W1) | 0.08 | 0.02 | 3.90 | .000 |
| Ideological Strength (W1) | 0.13 | 0.04 | 3.52 | .000 |
| KakaoTalk for Political Information (W1) | 0.03 | 0.02 | 1.86 | .063 |
| Traditional News Use (W1) | 0.16 | 0.03 | 4.89 | .000 |
| Online News Use (W1) | 0.01 | 0.02 | 0.37 | .709 |
| Social Media Relational Use (W1) | 0.00 | 0.02 | 0.28 | .777 |
| Age (W1) | -0.01 | 0.00 | -2.92 | .003 |
| Gender (Female) (W1) | -0.13 | 0.06 | -2.25 | .024 |
| Education (W1) | -0.05 | 0.03 | -1.49 | .135 |
| KakaoTalk Rumor Reception (W1) | -0.03 | 0.03 | -1.12 | .262 |
| **Ideological Strength (W1) (DV)** |  |  |  |  |
| Campaign Participation (W1) | 0.00 | 0.01 | 0.09 | .927 |
| KakaoTalk Rumor Communication (W1) | 0.01 | 0.02 | 0.47 | .639 |
| Political Interest (W1) | 0.00 | 0.01 | 0.09 | .927 |
| Campaign Knowledge (W1) | 0.00 | 0.01 | 0.10 | .924 |
| Ideological Strength (W1) | 0.70 | 0.02 | 31.47 | .000 |
| KakaoTalk for Political Information (W1) | -0.00 | 0.01 | -0.04 | .969 |
| Traditional News Use (W1) | 0.01 | 0.02 | 0.51 | .610 |
| Online News Use (W1) | -0.01 | 0.02 | -0.83 | .408 |
| Social Media Relational Use (W1) | 0.00 | 0.01 | 0.22 | .826 |
| Age (W1) | -0.00 | 0.00 | -1.32 | .188 |
| Gender (Female) (W1) | -0.09 | 0.04 | -2.43 | .015 |
| Education (W1) | 0.00 | 0.02 | 0.07 | .941 |
| KakaoTalk Rumor Reception (W1) | -0.02 | 0.02 | -0.90 | .369 |
|  | Fit Indices |
| χ2 | 1255.35(40) |  |  | .000 |
| CFI | 0.77 |  |  |  |
| TLI | 0.29 |  |  |  |
| RMSEA | 0.17 |  |  |  |
| *N* = 1,099 |

Figure A1.*Path Model Diagram*

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