**Supplemental Appendix**

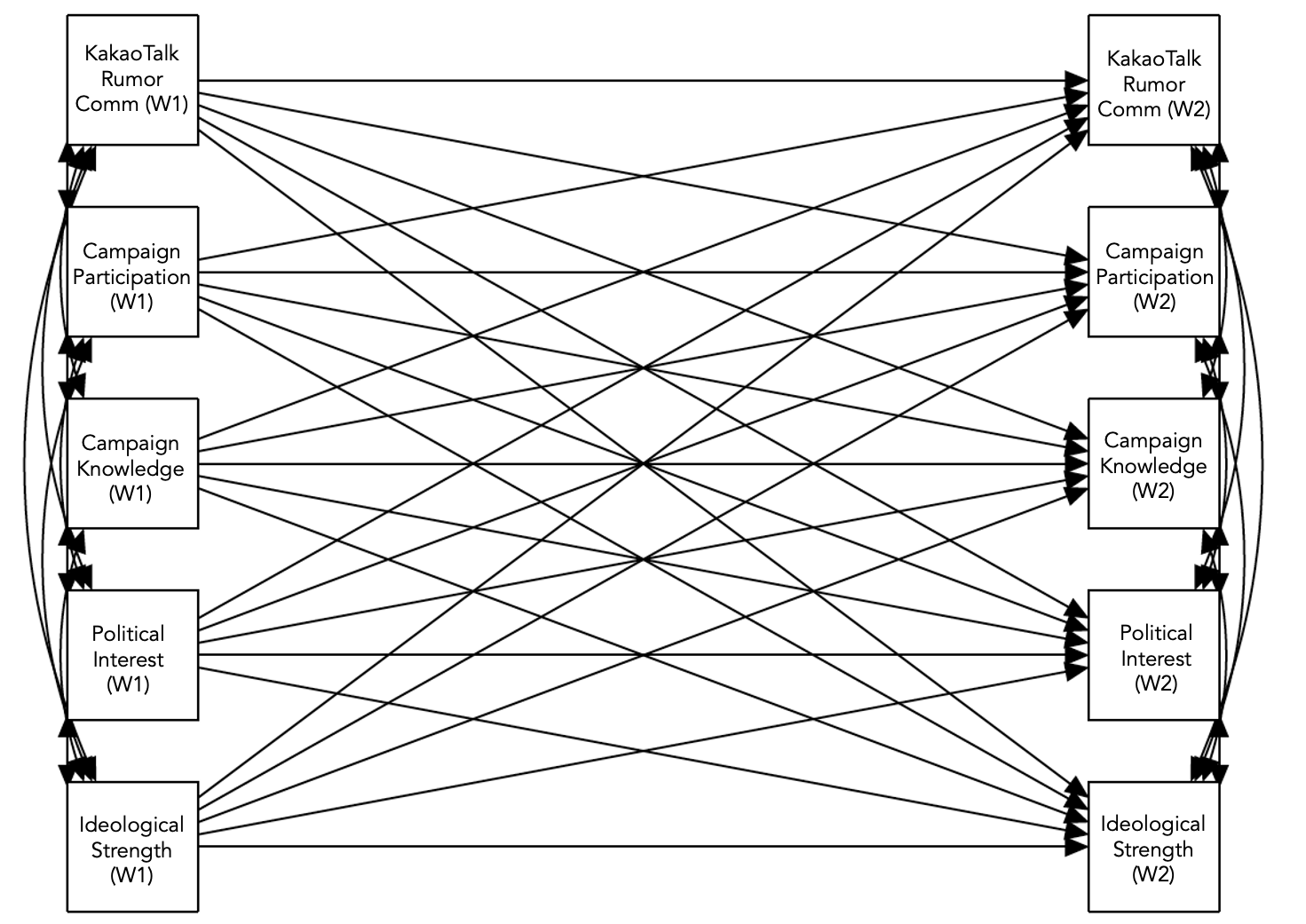
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Table A1. Zero-order Correlations for Predictor Variables*** | | | | | | | | | |  | |  | |  | |
|  | **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **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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