

## Appendix 1: Categorization of top 10 links by interaction type

### 33,600 most popular links overall (of all interactions by 1,681,400 authors)

<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway  
5,200  
<http://bit.ly/MakingStridesGivingTuesday> American Cancer Society donation page  
4,900  
<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway  
4,800  
<http://bit.ly/1rrH3k0> BlackDoctor.org info on Danielle Spencer breast cancer  
3,100  
<http://bit.ly/1a9YhMc> BlackDoctor.org info on Robin Roberts breast cancer  
3,000  
<http://bit.ly/2dT0jry> Unrelated product advertisement  
2,900  
<http://springmeadownursery.com/contact> Unrelated service announcement  
2,700  
<http://nbcnews.to/2hMnndB> Today.com Shannen Doherty breast cancer  
2,700  
<https://hopinghand.com/collections/frontpage/products/cancer-necklace> E-commerce site  
2,200  
<http://diply-smile.com/auntyacid/article/tattoos-inspirational-art> Tattoos to hide surgical scars  
2,100

### 5,300 most reshared links (of all reshares by 81,000 authors)

<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway  
1,500  
<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway  
1,300  
<http://articles.mercola.com/sites/articles/archive/2014/02/26/mammograms.aspx> Anti-screening  
500  
<http://lernervilletickets.com/products/monsters-at-lernerville> Unrelated service announcement  
400  
<http://bit.ly/MakingStridesGivingTuesday> American Cancer Society donation page  
300  
<http://trib.al/icgMyh0> Tattoos to hide surgical scars  
300

<https://hopinghand.com/collections/frontpage/products/cancer-necklace> E-commerce site

300

<http://bit.ly/1rrH3k0> BlackDoctor.org info on Danielle Spencer breast cancer

300

<http://diplly-smile.com/auntyacid/article/tattoos-inspirational-art> Tattoos to hide surgical scars 200

[http://fox5ny.com/news/\[REDACTED\]89-story](http://fox5ny.com/news/[REDACTED]89-story) Not classifiable

200

### **1,400 most commented links (of all comments by 420,600 authors)**

<http://littlethings.com/shannen-doherty-first-radiation-treatment> Online media Shannen Doherty

200

<http://nbcnews.to/2hMnndB> Today.com Shannen Doherty breast cancer

200

<http://po.st/3yJ9E4> Commercial e-commerce site with breast-cancer related items

200

<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway

200

<http://caringbridge.org/visit/daniellebyington> Online social network for health problems

200

<http://bit.ly/1a9YhMc> BlackDoctor.org info on Robin Roberts breast cancer

100

<http://plaindealer-sun.com/main.asp?>

[ArticleID=47409&SectionID=24&SubSectionID=85&TM=50375.36](http://plaindealer-sun.com/main.asp?ArticleID=47409&SectionID=24&SubSectionID=85&TM=50375.36) Unrelated news item

100

<http://brookeaturner.com/2016/12/another-divine-adventure> Personal blog re breast cancer

100

<http://sgk.mn/2eOSFUh> Advocacy and informational site of Susan G. Komen

100

### **29,000 most reacted to links (of all interactions with links by 1,125,300 authors)**

<http://bit.ly/MakingStridesGivingTuesday> American Cancer Society donation page 4,500

<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway

3,800

<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway

3,700

<http://bit.ly/1rrH3k0> BlackDoctor.org info on Danielle Spencer breast cancer

2,800

<http://bit.ly/1a9YhMc> BlackDoctor.org info on Robin Roberts breast cancer  
2,800

<http://bit.ly/2dT0jry> Unrelated product advertisement  
2,800

<http://springmeadownursery.com/contact> Unrelated service announcement  
2,600

<http://nbcnews.to/2hMnndB> Today.com Shannen Doherty breast cancer  
2,400

<https://hopinghand.com/collections/frontpage/products/cancer-necklace> E-commerce site  
1,900

<http://diplay-smile.com/auntyacid/article/tattoos-inspirational-art> Tattoos to hide surgical  
scars 1,700

## Appendix 2: Categorization of top 10 links by age category

### 1,400 most popular links shared by 18-24 year olds (of all interactions by 85,000 authors)

<http://trib.al/icgMyh0> Online media article about tattoos to hide breast cancer surgical scars

500

<http://stampedeproducts.com/Products/Sidewind-Deflectors.asp> Unrelated product advert

400

<http://eonli.ne/2gpvXiL> E-online article on Shannen Doherty

100

<http://peoplem.ag/1IBC9NG> Online article on TSA pat down of women with breast cancer

100

<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway

100

<http://nbcnews.to/2hMnndB> Today.com Shannen Doherty breast cancer

100

<http://abcn.ws/2fcPPab> News article on teacher with breast cancer

100

### 3,200 most popular links shared by 25-34 year olds (of all interactions by 216,400 authors)

<http://bit.ly/2dT0jry> Unrelated product advertisement

400

<http://nbcnews.to/2hMnndB> Today.com Shannen Doherty breast cancer

400

<http://stampedeproducts.com/Products/Sidewind-Deflectors.asp> Unrelated product advert

400

<http://makaiclothingco.com/products/limited-edition-pink-makai-brest-cancer-awareness-shirt?variant=%5BREDACTED> Unclassifiable

400

<http://bit.ly/1rrH3k0> BlackDoctor.org info on Danielle Spencer breast cancer

400

<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway

300

<http://bit.ly/1a9YhMc> BlackDoctor.org info on Robin Roberts breast cancer

300

<http://eonli.ne/2gpvXiL> E-online article on Shannen Doherty

200

<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway

200

<http://trib.al/icgMyh0> Tattoos to hide surgical scars  
200

**6,000 most popular links shared by 35-44 year olds (of all interactions by 322,500 authors)**

<https://hopinghand.com/collections/frontpage/products/cancer-necklace> E-commerce site

1,000

<http://bit.ly/1rrH3k0> BlackDoctor.org info on Danielle Spencer breast cancer

800

<http://bit.ly/1a9YhMc> BlackDoctor.org info on Robin Roberts breast cancer

800

<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway

700

<http://bit.ly/2dT0jry> Unrelated product advertisement

700

<http://nbcnews.to/2hMnndB> Today.com Shannen Doherty breast cancer

600

<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway

500

<http://sgk.mn/2eOSFUh> Advocacy and informational site of Susan G. Komen

300

<http://diply-smile.com/auntyacid/article/tattoos-inspirational-art> Tattoos to hide surgical scars

300

<http://articles.mercola.com/sites/articles/archive/2014/02/26/mammograms.aspx> Anti-screening site

300

**5,900 most popular links shared by 45-54 year olds (of all interactions by 369,400 authors)**

<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway

1,200

<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway

1,100

<http://bit.ly/1a9YhMc> BlackDoctor.org info on Robin Roberts breast cancer

1,000

<http://bit.ly/2dT0jry> Unrelated product advertisement

900

<http://bit.ly/1rrH3k0> BlackDoctor.org info on Danielle Spencer breast cancer

900

<https://hopinghand.com/collections/frontpage/products/cancer-necklace> E-commerce related to breast cancer

800

<http://bit.ly/MakingStridesGivingTuesday> American Cancer Society donation page  
600  
<http://nbcnews.to/2hMnndB> Today.com Shannen Doherty breast cancer  
600  
<http://po.st/3yJ9E4> Commercial e-commerce site with breast-cancer related clothes  
400  
<http://articles.mercola.com/sites/articles/archive/2014/02/26/mammograms.aspx> Anti-  
screening site 400

**8,600 most popular links shared by 55-64 year olds (of all interactions by 320,400 authors)**

<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway  
1,500  
<http://bit.ly/MakingStridesGivingTuesday> American Cancer Society donation page  
1,500  
<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway  
1,400  
<http://springmeadownursery.com/contact> Unrelated service announcement  
1,000  
<http://bit.ly/2dT0jry> Unrelated product advertisement  
700  
<http://bit.ly/1rrH3k0> BlackDoctor.org info on Danielle Spencer breast cancer  
600  
<http://bit.ly/1a9YhMc> BlackDoctor.org info on Robin Roberts breast cancer  
500  
<http://po.st/3yJ9E4> Commercial e-commerce site with breast-cancer related clothes  
500  
<http://diplly-smile.com/auntyacid/article/tattoos-inspirational-art> Tattoos to hide surgical  
scars 500  
<http://social.coh.org/sL2E> City of Hope hospital article on breast cancer vaccine  
400

**8,900 most popular links shared by 65+ year olds (of all interactions by 242,600 authors)**

<http://bit.ly/MakingStridesGivingTuesday> American Cancer Society donation page  
2,500  
<http://po.st/SbxOyy> TheBreastCancerSite.com giveaway  
1,400  
<http://springmeadownursery.com/contact> Unrelated service announcement  
1,100  
<http://po.st/nyq0pN> TheBreastCancerSite.com giveaway  
1,000  
<http://social.coh.org/sL2E> City of Hope hospital article on breast cancer vaccine promise  
800

<http://bit.ly/2fWxaNV> Homepage of ACS Making Strides against Breast Cancer 600  
<http://po.st/8X5ugd> Commercial e-commerce site with breast-cancer related items 400  
<http://sosharethis.com/hes-bullied-wearing-pink-school-next-day-sees-teacher-mouth-drops>  
News article related to child with breast cancer awareness shirt 400  
<http://diplay-smile.com/auntyacid/article/tattoos-inspirational-art> Tattoos to hide surgical scars 400  
<http://po.st/3yJ9E4> Commercial e-commerce site with breast-cancer related clothes 300

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