Online Table 8.3. Relationships between Social Categories and the Strength of the three Roles: Audience processor, Sender/Creator, and Consumer Roles (2021 Users Survey)

	Audience role, as processor of messages	Sender role, as creator of messages	Consumer role, of using new, online technologies for consumer needs
Age	.05 ns	-.04 ns	.04 ns
Education level	.08 ns	.34***	.17*
Household income	.05 ns	.14#	.23***
Gender (1=male; 2=female)	.01 ns	.01 ns	-.04 ns
Caucasian ethnicity (1=Caucasian; 0=not Caucasian)	-,.13#	-.16*	-.11 ns
African-American ethnicity (1=African American; 0=not African American)	.10 ns	.18*	.16*