

Supplement to:

Tyulyupo, Alex, and Kovács, Balázs. 2026. “Categorical Engagement and the Contingent Nature of Typicality Effects” *Sociological Science* 13: 884-914.

ONLINE SUPPLEMENT

Table A1: Examples of typicality scores for companies in the education industry

Company description	Typicality
mHealth Alliance, a non-profit organization, aims to advance health care technology through policy research, advocacy, and outreach.	1.4
ICRI is the Country's premier Clinical Research Institute which is exclusively focused on specialized Clinical Research Programs.	4.9
SSC NASSCOM is the skill standard setting body of the IT-ITeS Industry and it is the education and skill development initiative of NASSCOM.	16.8
Pilates Station is an international academy for aerial yoga and pilates studio, offers pilates apparatus classes and private instructions.	19.0
Icon Collective is a unique institution directed at providing educational and vocational training to artists in the music industry.	21.2
Greater Portland Sustainability Education Network is a cooperative network utilizing knowledge and resources for sustainable development.	28.2
Immersive learning solutions that move people to see the world differently, increases knowledge, productivity & drives business growth.	32.7
Just access our website, tell us what and where you want to learn. And that's it, you'll get content in your free moments on your WhatsApp.	36.2
An educational collaborative for all current Harvard students from any school to explore innovation and entrepreneurship at any stage.	40.4
Intaglio Training is the most appreciated institution for Network Security and Business Analyst. We are serving 25000+ students happily.	49.2
Get skilled by learning from professionals in a co-working environment during college time & fulfill your dreams of working at tech giants.	54.0
Beworth Finance is a personal finance education company that provides online courses in personal finance for the average money maker.	56.9
Envision Education company operates public charter schools in the San Francisco Bay Area and provides consulting and training nationwide.	62.7
Statisticshelpdesk.com, a pioneer in online education bucket of services, provides exclusive help in Home work help, Assignment help & more.	67.3
Private Tutoring at Home is a privately held company that focuses on providing the best testing & tutoring options available in your area.	75.7
pitchLove offers a learning management system that provides a modern entrepreneurship-education-in-a-box experience for universities.	76.3
eduClipper is a social web resource that enables educators and students to collect, share, organize, and discuss educational content.	84.0
Coursedes Learning Solutions is a E-Learning Platform Helping the learners learn the Skill Development Courses at the Comfort of their home.	85.2
Berea City School District serves the educational needs of the people. It provides different buildings and an online virtual academy.	92.0
Harvard Medical School is a medical education and scientific research institution focused on education, research, clinical care and service.	95.7

Table A2: Consequences of venture-industry congruence, only search results with one selected competitor

	Dependent variable:			
	Competitor Selected			
	(1)	(2)	(3)	(4)
Company Typicality	0.007 [†] (0.001)	0.007 [†] (0.001)	0.002 (0.002)	0.023 [†] (0.006)
Category-Based Search		0.702 [†] (0.180)	0.240 (0.230)	
Venture-Industry Congruence		-4.946 [†] (1.563)	-4.859 [†] (1.484)	-3.413 (3.135)
Venture Typicality	-0.015 [†] (0.004)	-0.009 [*] (0.004)	-0.009 [*] (0.004)	-0.005 (0.003)
Venture-Company Semantic Similarity	5.851 [†] (0.398)	6.090 [†] (0.396)	5.984 [†] (0.402)	7.117 [†] (0.513)
Company in USA	0.197 [*] (0.093)	0.198 [*] (0.096)	0.203 [*] (0.096)	-0.053 (0.138)
Number of Employees	0.0001 [†] (0.00002)	0.0001 [†] (0.00002)	0.0001 [†] (0.00002)	0.00004 (0.00004)
Position in Search Results	-0.060 [†] (0.007)	-0.060 [†] (0.007)	-0.060 [†] (0.007)	-0.053 [†] (0.009)
Number of Results on Page	-0.102 [†] (0.009)	-0.113 [†] (0.009)	-0.112 [†] (0.009)	-0.091 [†] (0.011)
Employee Count Filter Used		-0.159 (0.187)	-0.175 (0.180)	-0.149 (0.124)
Location Filter Used		-0.032 (0.120)	-0.042 (0.118)	-0.060 (0.126)
Company Typicality x Category-Based Search			0.008 [†] (0.003)	
Company Typicality x Venture-Industry Congruence				-0.048 [*] (0.021)
Constant	-1.450 [†] (0.370)	-1.224 [†] (0.474)	-0.849 (0.462)	-1.673 [†] (0.624)
Participant FE:	Yes	Yes	Yes	Yes
Observations	21,179	21,179	21,179	12,460
Log Likelihood	-4,539.512	-4,529.138	-4,523.575	-2,371.815
Akaike Inf. Crit.	9,963.024	9,950.276	9,941.149	5,195.629

[†] $p < 0.01$; ^{*} $p < 0.05$.

Standard errors clustered by participant

Table A3: Main models excluding keyword searches that match industry labels

	Dependent variable:		
	Competitor Selected		
	(1)	(2)	(3)
Company Typicality	0.006 [†] (0.001)	0.006 [†] (0.001)	0.0002 (0.002)
Category-Based Search		-0.058 (0.163)	-0.636 [†] (0.201)
Venture-Industry Congruence		-0.082 (1.152)	0.100 (1.137)
Venture Typicality	0.008* (0.004)	0.008* (0.004)	0.009* (0.004)
Venture-Company Semantic Similarity	5.596 [†] (0.316)	5.659 [†] (0.317)	5.527 [†] (0.323)
Company in USA	0.330 [†] (0.076)	0.260 [†] (0.079)	0.265 [†] (0.079)
Number of Employees	0.00004* (0.00002)	0.00004* (0.00002)	0.00004* (0.00002)
Position in Search Results	-0.063 [†] (0.006)	-0.063 [†] (0.006)	-0.063 [†] (0.006)
Number of Results on Page	-0.076 [†] (0.010)	-0.067 [†] (0.010)	-0.066 [†] (0.010)
Employee Count Filter Used		0.098 (0.207)	0.097 (0.205)
Location Filter Used		0.771 [†] (0.169)	0.781 [†] (0.168)
Company Typicality x Category-Based Search			0.009 [†] (0.002)
Constant	-4.590 [†] (0.504)	-5.058 [†] (0.593)	-4.693 [†] (0.584)
Participant FE:	Yes	Yes	Yes
Observations	69,741	69,741	69,741
Log Likelihood	-8,831.009	-8,807.290	-8,792.965
Akaike Inf. Crit.	18,776.020	18,736.580	18,709.930

[†] $p < 0.01$; * $p < 0.05$.

Standard errors clustered by participant

Table A4: Consequences of venture-industry congruence, controlling for company typicality $\times$ venture typicality

	Dependent variable:
	Competitor Selected
Company Typicality	0.026 [†] (0.006)
Venture-Industry Congruence	1.493 (2.597)
Industry Size	-0.00002 (0.00001)
Venture Typicality	-0.003 (0.007)
Venture-Company Semantic Similarity	5.992 [†] (0.424)
Company in USA	0.159 (0.113)
Number of Employees	0.00004 (0.00003)
Position in Search Results	-0.048 [†] (0.007)
Number of Results on Page	-0.074 [†] (0.017)
Employee Count Filter Used	0.156 (0.310)
Location Filter Used	0.846 [†] (0.254)
Company Typicality x Venture-Industry Congruence	-0.065 [†] (0.019)
Company Typicality x Venture Typicality	0.00004 (0.0001)
Constant	-4.837 [†] (0.891)
Participant FE:	Yes
Observations	41,211
Log Likelihood	-4,697.764
Akaike Inf. Crit.	10,149.530

[†] $p < 0.01$; * $p < 0.05$.

Standard errors clustered by participant

Table A5: Focal vs. secondary industry typicality effects on company selection

	Dependent variable:		
	Competitor Selected		
	(1)	(2)	(3)
Focal Industry Typicality		0.005 [†] (0.002)	0.002 (0.002)
Secondary Industry Typicality	0.003* (0.001)	0.001 (0.002)	0.0003 (0.002)
Category-Based Search			-0.775 [†] (0.254)
Venture Typicality	0.002 (0.005)	0.002 (0.005)	0.003 (0.005)
Venture-Company Semantic Similarity	5.459 [†] (0.340)	5.206 [†] (0.355)	5.036 [†] (0.377)
Company in USA	0.411 [†] (0.090)	0.410 [†] (0.091)	0.356 [†] (0.094)
Number of Employees	0.00003 (0.00002)	0.00003 (0.00002)	0.00004 (0.00002)
Position in Search Results	-0.068 [†] (0.007)	-0.068 [†] (0.007)	-0.068 [†] (0.007)
Number of Results on Page	-0.091 [†] (0.011)	-0.092 [†] (0.011)	-0.078 [†] (0.012)
Employee Count Filter Used			-0.116 (0.273)
Location Filter Used			0.563 [†] (0.188)
Focal Industry Typicality x Category-Based Search			0.007* (0.003)
Secondary Industry Typicality x Category-Based Search			0.0003 (0.003)
Constant	-3.510 [†] (0.708)	-3.613 [†] (0.676)	-3.500 [†] (0.677)
Participant FE:	Yes	Yes	Yes
Observations	39,021	39,021	39,021
Log Likelihood	-5,108.194	-5,099.232	-5,085.095
Akaike Inf. Crit.	11,360.390	11,344.460	11,326.190

[†] $p < 0.01$; * $p < 0.05$.

Standard errors clustered by participant