## Supporting information

Diffusion of Nanoparticles in Entangled Poly(vinyl alcohol) Solutions and Gels.

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**Fig. S1.** Surface plasmon resonance (SPR) absorbance spectra of R=10 nm gold particles in water (closed circles) and in PVA solution (open circles) showed no shift in the peak wavelength indicating no association between the nanoparticles and PVA.



**Fig. S2.** Elastic and viscous modulus as a function of small amplitude angular frequency. Both moduli increase as the PVA volume fraction increases. The curves are for different volume fractions. Squares: 0.078; circles: 0.112; up triangles: 0.143; diamonds: 0.17; down triangles: 0.2.



**Fig. S3.** Complex viscosity as a function of angular frequency shows shear thinning for all samples. The viscosity decreases due to the breakage of hydrogen bonding. The curves are for different volume fractions: Squares: 0.078; circles: 0.112; up triangles: 0.143; diamonds: 0.17; down triangles: 0.2. The solid lines are fitting with the power law model. The fitting parameters are listed in Table S1.



**Fig. S4.**  $G''(\omega)/\omega$  as a function of angular frequency ( $\omega$ ) for the two lowest concentration samples is shown.  $G''(\omega)/\omega$  is the viscosity at the low frequency limit. Squares: 0.078; circles: 0.112.



**Fig. S5.** Stretched exponential fittings of reduced diffusion coefficient,  $D/D_o$  vs. volume fraction. The particle sizes are as indicated. The inset shows the exponent (c) as a function of particle radius (R). Except for R=2.5 particles, the exponent for higher particle sizes is not consistent with good-solvent quality of PVA in water.



**Fig. S6.** The friction factor,  $\zeta$  associated with the additional slowing down normalized by thermal energy is plotted as a function of terminal elastic modulus for R=10 nm (filled triangles) and 15 nm (squares).



**Table S1:** Parameterization of complex viscosity graph in Fig. S3. The curves were fitted with a power law model:  $\eta = k\omega^{n-1}$ , where k is flow consistency index and n is flow behavior index. For shear thinning fluid, n < 1.

φ	k	n
0.078	0.63	0.70
0.112	6.3	0.63
0.143	34	0.58
0.17	340	0.33
0.2	1600	0.23
R <sup>2</sup> >0.8		