

## Supplementary Material of the (Content-based Categorization of Social Media Platforms :A Study of UK Users) Short Paper

### Content:

- A- The Social Media Classification survey.
- B- Extra Details on the Statistical Analysis Performed.
  - B.1- Demographic Summary for Respondents in Round 1 and 2, with Total.
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### A- The Social Media Classification survey.

#### INFORMATION SHEET FOR PARTICIPANTS

Ethical Clearance Reference Number: -

Version Number: -

**Title of study:** Social media classification.

#### **Invitation paragraph:**

I would like to invite you to participate in this research project which is a part of -. Before you decide whether you want to take part, it is important for you to understand why the research is being done and what your participation will involve. Please take the time to read the following information carefully and discuss it with others if you wish. Ask me if there is anything that is not clear or if you would like more information.

#### **What is the purpose of the study?**

The reason behind creating this survey is to create a reference for social media classification. By collecting real-time data, the researcher hopes that the results will inform future researchers in the field, social media users, and the community as a whole.

#### **What will happen if I take part?**

We are looking for participants who are social media users aged 18 years or older. If you agree to take part, you will complete a survey. The survey will ask you only five demographic questions followed by a list of the top most used social media that we would like you to classify. The survey will take you approximately about 20 minutes to complete. Your answers to the survey questions are completely anonymous.

#### **Do I have to take part?**

Participation is completely voluntary. You should only take part if you want to and choosing not to take part will not disadvantage you in any way. The submission of completed survey data implies consent. You are free to withdraw at any point during the completion of the survey, without having to give a reason by simply not submitting the survey. Withdrawing from the study will not affect you in any way. Once you submit the survey, it will no longer be possible to withdraw from the study because the data will be anonymous. Please do not include any personally identifiable information in your responses.

#### **Who should I contact for further information?**

If you have any questions or require more information about this study, please contact me using the following contact details:- What if I have further questions, or if something goes wrong?

If this study has harmed you in any way or if you wish to make a complaint about the conduct of the study you can contact - Thank you for reading this information sheet and for considering taking part in this research.

I confirm By ticking the below box I confirm that I am 18 years old or above, I have read and understood the information provided to me, and I agree to take part in this research project.

☐ I am 18 years old or above, and I consent to participate in this study.

Q1 1- Age:

☐ 18-24 years old

☐ 25-34 years old

☐ 35-44 years old

☐ 45-54 years old

☐ 55-64 years old

☐ 65-74 years old

☐ 75 years or older

Q2 2- Gender:

☐ Female

☐ Male

☐ Prefer not to say

Q3 3- The country you were born in?

▼ United Kingdom ... Other

Q4 4- The country you are currently living in?

▼ United Kingdom ... Other

Q5 5- Which of these fields' best describes your major or your field of work?

▼ Agriculture, Agriculture Operations, And Related Sciences ... None of the above

info **Social media classification instructions**

Dear participants, in the next section you will be presented with a list of social media platforms that you will have to classify.

The classification can be one of the following (mostly image based, mostly text based, both image and text based, or I am not familiar with this platform).

The classification depends on your opinion. To make sure you choose the correct classification you intended; please read the following definitions of each classification.

•**Mostly image based:** This platform is mostly based on images or videos or it is mostly used for images or videos.

•**Mostly text based:** This platform is mostly based on text or it is mostly used for text content.

•**Both image and text based:** This platform is mostly based on both (images or videos) and text or it is mostly used for (images or videos) and text content.

•**I am not familiar with this platform:** I do not use or know any information about this platform that could enable me to classify it.

Q6 1- In your opinion **Facebook** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q7 2- In your opinion **Facebook Messenger** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q8 3- In your opinion **YouTube** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q9 4- In your opinion **WhatsApp** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q10 5- In your opinion **Instagram** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q11 6- In your opinion **WeChat** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q12 7- In your opinion **QQI** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q13 8- In your opinion **TikTok** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

- ☐ I am not familiar with this platform

Q14 9- In your opinion **Sina Weibo** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q15 10- In your opinion **Reddit** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q16 11- In your opinion **Twitter** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q17 12- In your opinion **LinkedIn** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q18 13- In your opinion **Skype** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q19 14- In your opinion **Snapchat** is

☐ Mostly image based

- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q20 15- In your opinion **Viber** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

- ☐ I am not familiar with this platform

Q21 16- In your opinion **Pinterest** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

- ☐ I am not familiar with this platform

Q22 17- In your opinion **LINE** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

- ☐ I am not familiar with this platform

Q23 18- In your opinion **Tumblr** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

- ☐ I am not familiar with this platform

Q24 19- In your opinion **Google +** is

- ☐ Mostly image based
- ☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q25 20- In your opinion **Telegram** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q26 21- In your opinion **Flickr** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q27 22- In your opinion **Vine** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q28 23- In your opinion **Foursquare** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q29 24- In your opinion **VK** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform  
Q30 25- In your opinion **Taringa** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

☐ I am not familiar with this platform  
Q31 26- In your opinion **Tagged** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

☐ I am not familiar with this platform  
Q32 27- In your opinion **StumbleUpon** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

☐ I am not familiar with this platform  
Q33 28- In your opinion **Skyrock** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

☐ I am not familiar with this platform  
Q34 29- In your opinion **Snapfish** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform



Q35 30- In your opinion **ReverbNation** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q36 31- In your opinion **Flixster** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q37 32- In your opinion **ReverbNation** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q38 33- In your opinion **Nextdoor** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q39 34- In your opinion **Wayn** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

Q40 35- In your opinion **Viadeo** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q41 36- In your opinion **Xing** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q42 37- In your opinion **Vimeo** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q43 38- In your opinion **Twitch** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q44 39- In your opinion **Douyin** is

☐ Mostly image based

☐ Mostly text based

☐ Both image and text based

☐ I am not familiar with this platform

Q45 40- In your opinion **Kuaishou** is

☐ Mostly image based

- ☐ Mostly text based
- ☐ Both image and text based
- ☐ I am not familiar with this platform

Q46 41- In your opinion **Quora** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

- ☐ I am not familiar with this platform

Q47 42- In your opinion **Qzone** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

- ☐ I am not familiar with this platform

Q48 43- In your opinion **Microsoft Teams** is

- ☐ Mostly image based
- ☐ Mostly text based
- ☐ Both image and text based

- ☐ I am not familiar with this platform

Q49 44- If there is a social media platform that you use but did not find in this survey, please indicate the name of this platform and your classification of it (Mostly image-based, Mostly image-based, or both)

## B- Extra Details on the Statistical Analysis Performed.

### B.1- Demographic Summary for Respondents in Round 1 and 2, with Total.

Table 1. Demographic Summary for Respondents in Round 1 and 2, with Total

| Demographic Variables                                       | Unweighted |           |            | Weighted  |           |            |
|---|------------|-----------|------------|-----------|-----------|------------|
|   | Round 1    | Round 2   | Total      | Round 1   | Round 2   | Total      |
| <b>Age</b>  |            |           |            |           |           |            |
| 18-24 years old   | 42 (46.2)  | 30 (29.1) | 72 (37.1)  | 40 (44.9) | 27 (25.7) | 67 (34.5)  |
| 25-34 years old   | 21 (23.1)  | 35 (34.0) | 56 (28.9)  | 20 (22.5) | 36 (34.3) | 56 (28.9)  |
| 35-44 years old   | 17 (18.7)  | 24 (23.3) | 41 (21.1)  | 20 (22.5) | 24 (22.9) | 44 (22.7)  |
| 45-54 years old   | 4 (4.4)    | 6 (5.8)   | 10 (5.2)   | 4 (4.5)   | 6 (5.7)   | 10 (5.2)   |
| 55-64 years old   | 7 (7.7)    | 3 (2.9)   | 10 (5.2)   | 5 (5.6)   | 4 (3.8)   | 9 (4.6)    |
| 65-74 years old   | -          | 2 (1.9)   | 2 (1.0)    | -         | 3 (2.9)   | 3 (1.5)    |
| 75 years or older   | -          | 3 (2.9)   | 3 (1.5)    | -         | 5 (4.8)   | 5 (2.6)    |
| <b>Gender</b>   |            |           |            |           |           |            |
| Female  | 73 (80.2)  | 79 (76.7) | 152 (78.4) | 55 (61.8) | 60 (57.1) | 115 (59.3) |
| Male  | 16 (17.6)  | 21 (20.4) | 37 (19.1)  | 32 (36.0) | 42 (40.0) | 74 (38.1)  |
| Prefer not to say   | 2 (2.2)    | 3 (2.9)   | 5 (2.6)    | 2 (2.2)   | 3 (2.9)   | 5 (2.6)    |
| <b>The Country Respondents were born in</b>                 |            |           |            |           |           |            |
| United Kingdom  | 42 (46.2)  | 39 (37.9) | 81 (41.8)  | 40 (44.4) | 42 (40.4) | 82 (42.3)  |
| Saudi Arabia  | 13 (14.3)  | 17 (16.5) | 30 (15.5)  | 14 (15.6) | 15 (14.4) | 29 (14.9)  |
| Other   | 36 (39.6)  | 47 (45.6) | 83 (42.8)  | 36 (40.0) | 47 (45.2) | 83 (42.8)  |
| <b>The Country Respondents currently living in</b>          |            |           |            |           |           |            |
| United Kingdom  | 70 (76.9)  | 79 (76.7) | 149 (76.8) | 68 (76.4) | 80 (76.2) | 148 (76.3) |
| Saudi Arabia  | 12 (13.2)  | 10 (9.7)  | 22 (11.3)  | 13 (14.6) | 9 (8.6)   | 22 (11.3)  |
| Other   | 9 (9.9)    | 14 (13.6) | 23 (11.9)  | 8 (9.0)   | 16 (15.2) | 24 (12.4)  |
| <b>Major or field of work</b>                               |            |           |            |           |           |            |
| Biological & Biomedical Sciences                            | 3 (3.3)    | 9 (8.7)   | 12 (6.2)   | 2 (2.2)   | 9 (8.5)   | 11 (5.6)   |
| Business, Management, Marketing, & Related Support Services | 5 (5.5)    | 12 (11.7) | 17 (8.8)   | 6 (6.5)   | 10 (9.4)  | 16 (8.1)   |
| Communication, Journalism, & Related Programs               | 1 (1.1)    | 2 (1.9)   | 3 (1.5)    | 2 (2.2)   | 2 (1.9)   | 4 (2.0)    |
| Communications Technologies/Technicians & Support Services  | 1 (1.1)    | 1 (1.0)   | 2 (1.0)    | 1 (1.1)   | 1 (0.9)   | 2 (1.0)    |
| Computer & Information Sciences & Support Services          | 7 (7.7)    | 11 (10.7) | 18 (9.3)   | 9 (9.8)   | 12 (11.3) | 21 (10.6)  |
| Education   | 16 (17.6)  | 11 (10.7) | 27 (13.9)  | 15 (16.3) | 13 (12.3) | 28 (14.1)  |
| Engineering Technologies & Engineering-Related Fields       | 3 (3.3)    | 2 (1.9)   | 5 (2.6)    | 5 (5.4)   | 4 (3.8)   | 9 (4.5)    |
| English Language & Literature/Letters                       | 5 (5.5)    | -         | 5 (2.6)    | 4 (4.3)   | -         | 4 (2.0)    |
| Foreign Languages, Literatures, & Linguistics               | 1 (1.1)    | 2 (1.9)   | 3 (1.5)    | 1 (1.1)   | 2 (1.9)   | 3 (1.5)    |
| Health Professions & Related Programs                       | 9 (9.9)    | 9 (8.7)   | 18 (9.3)   | 7 (7.6)   | 7 (6.6)   | 14 (7.1)   |
| History   | 4 (4.4)    | 1 (1.0)   | 5 (2.6)    | 3 (3.3)   | 2 (1.9)   | 5 (2.5)    |
| Legal Professions & Studies                                 | 2 (2.2)    | 4 (3.9)   | 6 (3.1)    | 3 (3.3)   | 4 (3.8)   | 7 (3.5)    |
| Liberal Arts & Sciences, General Studies & Humanities       | 3 (3.3)    | 1 (1.0)   | 4 (2.1)    | 2 (2.2)   | 1 (0.9)   | 3 (1.5)    |
| Library Science   | -          | 1 (1.0)   | 1 (0.5)    | -         | 1 (0.9)   | 1 (0.5)    |

| Demographic Variables                              | Unweighted |           |           | Weighted |           |           |
|--|------------|-----------|-----------|----------|-----------|-----------|
|  | Round 1    | Round 2   | Total     | Round 1  | Round 2   | Total     |
| Mathematics & Statistics                           | -          | 2 (1.9)   | 2 (1.0)   | -        | 2 (1.9)   | 2 (1.0)   |
| Natural Resources & Conservation                   | 2 (2.2)    | 1 (1.0)   | 3 (1.5)   | 2 (2.2)  | 2 (1.9)   | 4 (2.0)   |
| Philosophy & Religious Studies                     | 3 (3.3)    | -         | 3 (1.5)   | 2 (2.2)  | -         | 2 (1.0)   |
| Physical Sciences                                  | 3 (3.3)    | 3 (2.9)   | 6 (3.1)   | 4 (4.3)  | 4 (3.8)   | 8 (4.0)   |
| Psychology   | 10 (11.0)  | 13 (12.6) | 23 (11.9) | 8 (8.7)  | 12 (11.3) | 20 (10.1) |
| Public Administration & Social Service Professions | 1 (1.1)    | 3 (2.9)   | 4 (2.1)   | 2 (2.2)  | 2 (1.9)   | 4 (2.0)   |
| Social Sciences                                    | 7 (7.7)    | 8 (7.8)   | 15 (7.7)  | 7 (7.6)  | 9 (8.5)   | 16 (8.1)  |
| Visual & Performing Arts                           | 1 (1.1)    | 1 (1.0)   | 2 (1.0)   | 1 (1.1)  | 1 (0.9)   | 2 (1.0)   |
| None of the above                                  | 4 (4.4)    | 6 (5.8)   | 10 (5.2)  | 6 (6.5)  | 6 (5.7)   | 12 (6.1)  |

## B.2- Frequencies and Percentages for Social Media Classification.

Table 2. Frequencies and Percentages for Social Media Classification.

| Social Media       |                                      | Round 1   | Round 2   | 95% CI           | P value |
|--------------------|--------------------------------------|-----------|-----------|------------------|---------|
| Facebook           | Mostly image based                   | 8 (9.0)   | 8 (7.6)   | -0.896 -7.0539   | 0.675   |
|                    | Mostly text based                    | 4 (4.5)   | 9 (8.6)   |                  |         |
|                    | Both image and text based            | 70 (78.7) | 81 (77.1) |                  |         |
|                    | I am not familiar with this platform | 7 (7.9)   | 7 (6.7)   |                  |         |
| Facebook Messenger | Mostly image based                   | 1 (1.1)   | 1 (1.0)   | -0.23 -7.560     | 0.823   |
|                    | Mostly text based                    | 68 (75.6) | 86 (81.9) |                  |         |
|                    | Both image and text based            | 4 (4.4)   | 4 (3.8)   |                  |         |
|                    | I am not familiar with this platform | 17 (18.9) | 14 (13.3) |                  |         |
| YouTube            | Mostly image based                   | 82 (91.1) | 95 (90.5) | -0.94-3.786      | 0.165   |
|                    | Mostly text based                    | -         | -         |                  |         |
|                    | Both image and text based            | 8 (8.9)   | 10 (9.5)  |                  |         |
|                    | I am not familiar with this platform | -         | -         |                  |         |
| WhatsApp           | Mostly image based                   | 1 (1.1)   | -         | -0.580- 1.75     | 0.798   |
|                    | Mostly text based                    | 57 (64.0) | 81 (77.9) |                  |         |
|                    | Both image and text based            | 31 (34.8) | 19 (18.3) |                  |         |
|                    | I am not familiar with this platform | -         | 4 (3.8)   |                  |         |
| Instagram          | Mostly image based                   | 72 (80.9) | 84 (80.8) | -0.7135 -8.12951 | 0.354   |
|                    | Mostly text based                    | 1 (1.1)   | -         |                  |         |
|                    | Both image and text based            | 11 (12.4) | 14 (13.5) |                  |         |
|                    | I am not familiar with this platform | 5 (5.6)   | 6 (5.8)   |                  |         |
| WeChat             | Mostly image based                   | -         | 2 (1.9)   | -0.6705- 2.396   | 0.323   |
|                    | Mostly text based                    | 12 (13.5) | 22 (21.0) |                  |         |
|                    | Both image and text based            | 4 (4.5)   | 6 (5.7)   |                  |         |
|                    | I am not familiar with this platform | 73 (82.0) | 75 (71.4) |                  |         |
| QQI                | Mostly image based                   | -         | -         | -0.8723- 1.0498  | 0.859   |
|                    | Mostly text based                    | 2 (2.2)   | 5 (4.8)   |                  |         |
|                    | Both image and text based            | 3 (3.3)   | 1 (1.0)   |                  |         |
|                    | I am not familiar with this platform | 85 (94.4) | 99 (94.3) |                  |         |
| TikTok             | Mostly image based                   | 75 (84.3) | 96 (92.3) | -0.670- 2.3967   | 0.608   |
|                    | Mostly text based                    | -         | -         |                  |         |
|                    | Both image and text based            | 5 (5.6)   | 2 (1.9)   |                  |         |
|                    | I am not familiar with this platform | 9 (10.1)  | 6 (5.8)   |                  |         |
| Sina Weibo         | Mostly image based                   | -         | -         | -0.239-6.7203    | 0.755   |
|                    | Mostly text based                    | 1 (1.1)   | 4 (3.8)   |                  |         |
|                    | Both image and text based            | 3 (3.3)   | 7 (6.6)   |                  |         |

| <b>Social Media</b> |                                      | <b>Round 1</b> | <b>Round 2</b> | <b>95% CI</b>       | <b>P value</b> |
|---------------------|--------------------------------------|----------------|----------------|---------------------|----------------|
| <b>Reddit</b>       | I am not familiar with this platform | 86 (95.6)      | 95 (89.6)      | -0.9682-4.30596     | 0.359          |
|                     | Mostly image based                   | 2 (2.2)        | 6 (5.7)        |                     |                |
|                     | Mostly text based                    | 46 (51.7)      | 51 (48.6)      |                     |                |
|                     | Both image and text based            | 12 (13.5)      | 28 (26.7)      |                     |                |
|                     | I am not familiar with this platform | 29 (32.6)      | 20 (19.0)      |                     |                |
| <b>Twitter</b>      | Mostly image based                   | 4 (4.4)        | 2 (1.9)        | -2.0439-5.6805      | 0.876          |
|                     | Mostly text based                    | 49 (54.4)      | 55 (51.9)      |                     |                |
|                     | Both image and text based            | 35 (38.9)      | 47 (44.3)      |                     |                |
|                     | I am not familiar with this platform | 2 (2.2)        | 2 (1.9)        |                     |                |
|                     |                                      |                |                |                     |                |
| <b>LinkedIn</b>     | Mostly image based                   | -              | 1 (1.0)        | -2.3670-8.23967     | 0.987          |
|                     | Mostly text based                    | 59 (66.3)      | 79 (75.2)      |                     |                |
|                     | Both image and text based            | 19 (21.3)      | 16 (15.2)      |                     |                |
|                     | I am not familiar with this platform | 11 (12.4)      | 9 (8.6)        |                     |                |
|                     |                                      |                |                |                     |                |
| <b>Skype</b>        | Mostly image based                   | 59 (66.3)      | 58 (55.2)      | -0.2308-9.6723      | 0.578          |
|                     | Mostly text based                    | 11 (12.4)      | 17 (16.2)      |                     |                |
|                     | Both image and text based            | 17 (19.1)      | 21 (20.0)      |                     |                |
|                     | I am not familiar with this platform | 2 (2.2)        | 9 (8.6)        |                     |                |
|                     |                                      |                |                |                     |                |
| <b>Snapchat</b>     | Mostly image based                   | 61 (68.5)      | 72 (68.6)      | -0.4706 - 5.897     | 0.657          |
|                     | Mostly text based                    | 4 (4.5)        | 5 (4.8)        |                     |                |
|                     | Both image and text based            | 15 (16.9)      | 10 (9.5)       |                     |                |
|                     | I am not familiar with this platform | 9 (10.1)       | 18 (17.1)      |                     |                |
|                     |                                      |                |                |                     |                |
| <b>Viber</b>        | Mostly image based                   | 6 (6.7)        | 5 (4.8)        | -0.7578 - 5.4784    | 0.891          |
|                     | Mostly text based                    | 23 (25.8)      | 18 (17.1)      |                     |                |
|                     | Both image and text based            | 5 (5.6)        | 4 (3.8)        |                     |                |
|                     | I am not familiar with this platform | 55 (61.8)      | 78 (74.3)      |                     |                |
|                     |                                      |                |                |                     |                |
| <b>Pinterest</b>    | Mostly image based                   | 73 (82.0)      | 93 (87.7)      | -0.867 - 8.6598     | 0.143          |
|                     | Mostly text based                    | 1 (1.1)        | -              |                     |                |
|                     | Both image and text based            | -              | 2 (1.9)        |                     |                |
|                     | I am not familiar with this platform | 15 (16.9)      | 11 (10.4)      |                     |                |
|                     |                                      |                |                |                     |                |
| <b>LINE</b>         | Mostly image based                   | 2 (2.2)        | 1 (1.0)        | -0.67533 – 5.42413  | 0.438          |
|                     | Mostly text based                    | 6 (6.6)        | 18 (17.1)      |                     |                |
|                     | Both image and text based            | 4 (4.4)        | 4 (3.8)        |                     |                |
|                     | I am not familiar with this platform | 79 (86.8)      | 82 (78.1)      |                     |                |
|                     |                                      |                |                |                     |                |
| <b>Tumblr</b>       | Mostly image based                   | 27 (30.3)      | 37 (35.2)      | 0.0696 – 0.9709     | 0.896          |
|                     | Mostly text based                    | 6 (6.7)        | 6 (5.7)        |                     |                |
|                     | Both image and text based            | 23 (25.8)      | 32 (30.5)      |                     |                |
|                     | I am not familiar with this platform | 33 (37.1)      | 30 (28.6)      |                     |                |
|                     |                                      |                |                |                     |                |
| <b>Google +</b>     | Mostly image based                   | 6 (6.7)        | 2 (1.9)        | -0.3854 – 9.76507   | 0.987          |
|                     | Mostly text based                    | 12 (13.3)      | 12 (11.4)      |                     |                |
|                     | Both image and text based            | 15 (16.7)      | 27 (25.7)      |                     |                |
|                     | I am not familiar with this platform | 57 (63.3)      | 64 (61.0)      |                     |                |
|                     |                                      |                |                |                     |                |
| <b>Telegram</b>     | Mostly image based                   | 2 (2.2)        | 2 (1.9)        | -0.56354 – 2.143214 | 0.578          |
|                     | Mostly text based                    | 19 (21.3)      | 50 (47.6)      |                     |                |
|                     | Both image and text based            | 11 (12.4)      | 10 (9.5)       |                     |                |
|                     | I am not familiar with this platform | 57 (64.0)      | 43 (41.0)      |                     |                |
|                     |                                      |                |                |                     |                |
| <b>Flickr</b>       | Mostly image based                   | 36 (40.0)      | 55 (52.4)      | -0.7564 – 0.0601    | 0.657          |
|                     | Mostly text based                    | -              | 1 (1.0)        |                     |                |
|                     | Both image and text based            | 1 (1.1)        | 1 (1.0)        |                     |                |

|                     | <b>Social Media</b>                  | <b>Round 1</b> | <b>Round 2</b> | <b>95% CI</b>      | <b>P value</b> |
|---------------------|--------------------------------------|----------------|----------------|--------------------|----------------|
|                     | I am not familiar with this platform | 53 (58.9)      | 48 (45.7)      |                    |                |
| <b>Vine</b>         | Mostly image based                   | 41 (46.1)      | 50 (47.2)      | -1.5432 – 14.36543 | 0.891          |
|                     | Mostly text based                    | -              | 2 (1.9)        |                    |                |
|                     | Both image and text based            | -              | 1 (0.9)        |                    |                |
|                     | I am not familiar with this platform | 48 (53.9)      | 53 (50.0)      |                    |                |
| <b>Foursquare</b>   | Mostly image based                   | 8 (9.0)        | 5 (4.8)        | -0.2134 – 0.987098 | 0.130          |
|                     | Mostly text based                    | 6 (6.7)        | 6 (5.8)        |                    |                |
|                     | Both image and text based            | 2 (2.2)        | 7 (6.7)        |                    |                |
|                     | I am not familiar with this platform | 73 (82.0)      | 86 (82.7)      |                    |                |
| <b>VK</b>           | Mostly image based                   | -              | 3 (2.9)        | -0.654 – 7.6356    | 0.541          |
|                     | Mostly text based                    | 2 (2.2)        | 1 (1.0)        |                    |                |
|                     | Both image and text based            | 3 (3.3)        | 6 (5.7)        |                    |                |
|                     | I am not familiar with this platform | 85 (94.4)      | 95 (90.5)      |                    |                |
| <b>Taringa</b>      | Mostly image based                   | -              | -              | -0.74867 – 9.07860 | 0.822          |
|                     | Mostly text based                    | -              | -              |                    |                |
|                     | Both image and text based            | -              | 2 (1.9)        |                    |                |
|                     | I am not familiar with this platform | 89 (100.0)     | 103 (98.1)     |                    |                |
| <b>Tagged</b>       | Mostly image based                   | -              | 1 (1.0)        | -0.785 – 4.65254   | 0.465          |
|                     | Mostly text based                    | -              | -              |                    |                |
|                     | Both image and text based            | -              | -              |                    |                |
|                     | I am not familiar with this platform | -              | 104 (99.0)     |                    |                |
| <b>StumbleUpon</b>  | Mostly image based                   | -              | -              | -0.6978 – 5.675874 | 0.237          |
|                     | Mostly text based                    | -              | 1 (1.0)        |                    |                |
|                     | Both image and text based            | -              | 4 (3.8)        |                    |                |
|                     | I am not familiar with this platform | 89 (100.0)     | 100 (95.2)     |                    |                |
| <b>Skyrock</b>      | Mostly image based                   | -              | 1 (1.0)        | -0.6521 – 6.7543   | 0.829          |
|                     | Mostly text based                    | -              | -              |                    |                |
|                     | Both image and text based            | 2 (2.2)        | -              |                    |                |
|                     | I am not familiar with this platform | 87 (97.8)      | 104 (99.0)     |                    |                |
| <b>Snapfish</b>     | Mostly image based                   | 1 (1.1)        | 16 (15.4)      | -0.978 - 6.985     | 0.111          |
|                     | Mostly text based                    | -              | -              |                    |                |
|                     | Both image and text based            | 2 (2.2)        | 2 (1.9)        |                    |                |
|                     | I am not familiar with this platform | 87 (96.7)      | 86 (82.7)      |                    |                |
| <b>ReverbNation</b> | Mostly image based                   | 12 (13.3)      | 5 (4.8)        | -0.4243 – 1.6543   | 0.131          |
|                     | Mostly text based                    | -              | -              |                    |                |
|                     | Both image and text based            | 1 (1.1)        | 1 (1.0)        |                    |                |
|                     | I am not familiar with this platform | 77 (85.6)      | 99 (94.3)      |                    |                |
| <b>Flixster</b>     | Mostly image based                   | -              | 5 (4.8)        | -0.3849 – 0.75698  | 0.542          |
|                     | Mostly text based                    | 1 (1.1)        | -              |                    |                |
|                     | Both image and text based            | -              | 1 (1.0)        |                    |                |
|                     | I am not familiar with this platform | 89 (89.9)      | 99 (94.3)      |                    |                |
| <b>ReverbNation</b> | Mostly image based                   | 5 (5.6)        | 5 (4.8)        | -0.784 – 8.7365    | 0.823          |
|                     | Mostly text based                    | 1 (1.1)        | 1 (1.0)        |                    |                |
|                     | Both image and text based            | -              | -              |                    |                |
|                     | I am not familiar with this platform | 84 (93.3)      | 99 (94.3)      |                    |                |
| <b>Nextdoor</b>     | Mostly image based                   | -              | -              | -0.0858 – 7.53542  | 0.466          |
|                     | Mostly text based                    | 4 (4.4)        | 27 (25.7)      |                    |                |
|                     | Both image and text based            | 2 (2.2)        | 8 (7.6)        |                    |                |

| <b>Social Media</b>    |                                      | <b>Round 1</b> | <b>Round 2</b> | <b>95% CI</b>     | <b>P value</b> |
|------------------------|--------------------------------------|----------------|----------------|-------------------|----------------|
| <b>Wayn</b>            | I am not familiar with this platform | 84 (93.3)      | 70 (66.7)      | -0.5424 – 3.1643  | 0.239          |
|                        | Mostly image based                   | -              | 1 (1.0)        |                   |                |
|                        | Mostly text based                    | 1 (1.1)        | 3 (2.9)        |                   |                |
|                        | Both image and text based            | 1 (1.1)        | -              |                   |                |
| <b>Viadeo</b>          | I am not familiar with this platform | 88 (97.8)      | 101 (96.2)     | -0.587 – 4.574    | 0.139          |
|                        | Mostly image based                   | 3 (3.3)        | 3 (2.9)        |                   |                |
|                        | Mostly text based                    | -              | 3 (2.9)        |                   |                |
|                        | Both image and text based            | -              | -              |                   |                |
| <b>Xing</b>            | I am not familiar with this platform | 87 (96.7)      | 99 (94.3)      | -0.4368 – 5.49968 | 0.842          |
|                        | Mostly image based                   | -              | -              |                   |                |
|                        | Mostly text based                    | -              | 3 (2.9)        |                   |                |
|                        | Both image and text based            | 1 (1.1)        | 2 (1.9)        |                   |                |
| <b>Vimeo</b>           | I am not familiar with this platform | 89 (98.9)      | 100 (95.2)     | -0.6726 – 4.3279  | 0.857          |
|                        | Mostly image based                   | 47 (52.2)      | 69 (66.3)      |                   |                |
|                        | Mostly text based                    | 1 (1.1)        | 1 (1.0)        |                   |                |
|                        | Both image and text based            | -              | 2 (1.9)        |                   |                |
| <b>Twitch</b>          | I am not familiar with this platform | 42 (46.7)      | 32 (30.8)      | -0.4322 – 1.1996  | 0.746          |
|                        | Mostly image based                   | 29 (32.2)      | 46 (43.8)      |                   |                |
|                        | Mostly text based                    | 1 (1.1)        | 2 (1.9)        |                   |                |
|                        | Both image and text based            | 11 (12.2)      | 11 (10.5)      |                   |                |
| <b>Douyin</b>          | I am not familiar with this platform | 49 (54.4)      | 46 (43.8)      | -0.1654 – 3.9675  | 0.052          |
|                        | Mostly image based                   | -              | 6 (5.7)        |                   |                |
|                        | Mostly text based                    | -              | 1 (1.0)        |                   |                |
|                        | Both image and text based            | -              | 1 (1.0)        |                   |                |
| <b>Kuaishou</b>        | I am not familiar with this platform | -              | 97 (92.4)      | -0.739 – 6.0887   | 0.093          |
|                        | Mostly image based                   | -              | 5 (4.8)        |                   |                |
|                        | Mostly text based                    | -              | 1 (1.0)        |                   |                |
|                        | Both image and text based            | -              | -              |                   |                |
| <b>Quora</b>           | I am not familiar with this platform | -              | 99 (94.3)      | -0.5943 – 5.42541 | 0.498          |
|                        | Mostly image based                   | -              | 1 (1.0)        |                   |                |
|                        | Mostly text based                    | -              | 65 (61.9)      |                   |                |
|                        | Both image and text based            | -              | 4 (3.8)        |                   |                |
| <b>Qzone</b>           | I am not familiar with this platform | -              | 35 (33.3)      | -0.648 – 7.486    | 0.163          |
|                        | Mostly image based                   | -              | 1 (1.0)        |                   |                |
|                        | Mostly text based                    | -              | 1 (1.0)        |                   |                |
|                        | Both image and text based            | -              | 3 (2.9)        |                   |                |
| <b>Microsoft Teams</b> | I am not familiar with this platform | -              | 100 (95.2)     | -0.528 – 9.5087   | 0.897          |
|                        | Mostly image based                   | -              | 43 (41.3)      |                   |                |
|                        | Mostly text based                    | -              | 20 (19.2)      |                   |                |
|                        | Both image and text based            | -              | 37 (35.6)      |                   |                |
| <b>Microsoft Teams</b> | I am not familiar with this platform | -              | 4 (3.8)        |                   |                |
|                        | Mostly image based                   | -              |                |                   |                |
|                        | Mostly text based                    | -              |                |                   |                |
|                        | Both image and text based            | -              |                |                   |                |