Table 1: Descriptive Statistics - TikTok Data

Metric	Value
Total Videos	389
Total Parties	11
Date Range Start	2025-03-09
Date Range End	2025-10-11

Overall Engagement Statistics

Metric	Mean	Median	Std Dev	Min	Max	Total
collect	89.81	6.00	478.26	0.00	8,813.00	34,935.00
comment	68.39	15.00	170.36	0.00	2,635.00	26,602.00
digg	1,111.12	129.00	4,586.63	2.00	79,400.00	432,226.00
play	16,110.14	2,796.00	65,512.49	148.00	1,200,000.00	6,266,846.00
share	115.30	5.00	651.17	0.00	11,900.00	44,851.00

Table 1 (continued): Statistics by Party

Party	Videos	Avg Plays	Total Plays	Avg Likes	Total Likes	Avg Comments	Total Comments	Avg Shares	Total Shares
10_JF	26	1,595	41,464	55	1,426	6	154	3	66
11_Junge_Mitte	15	2,639	39,591	69	1,029	5	80	5	73
12_Junge_Gruene	14	1,880	26,325	105	1,471	3	46	6	83
13_Junge_GLP	9	1,591	14,320	37	337	8	70	1	5
1_SVP	102	38,054	3,881,467	2,631	268,334	154	15,661	260	26,571
2_SP	62	30,043	1,862,696	2,250	139,502	113	7,025	262	16,238
3_FDP	32	1,182	37,810	40	1,276	5	157	2	55
5_Gruene	55	1,604	88,199	59	3,261	14	792	2	128
7_EVP	32	1,528	48,912	18	564	2	79	5	153
8_JSVP	17	7,115	120,951	604	10,268	92	1,563	65	1,110
9_JUSO	25	4,204	105,111	190	4,758	39	975	15	369