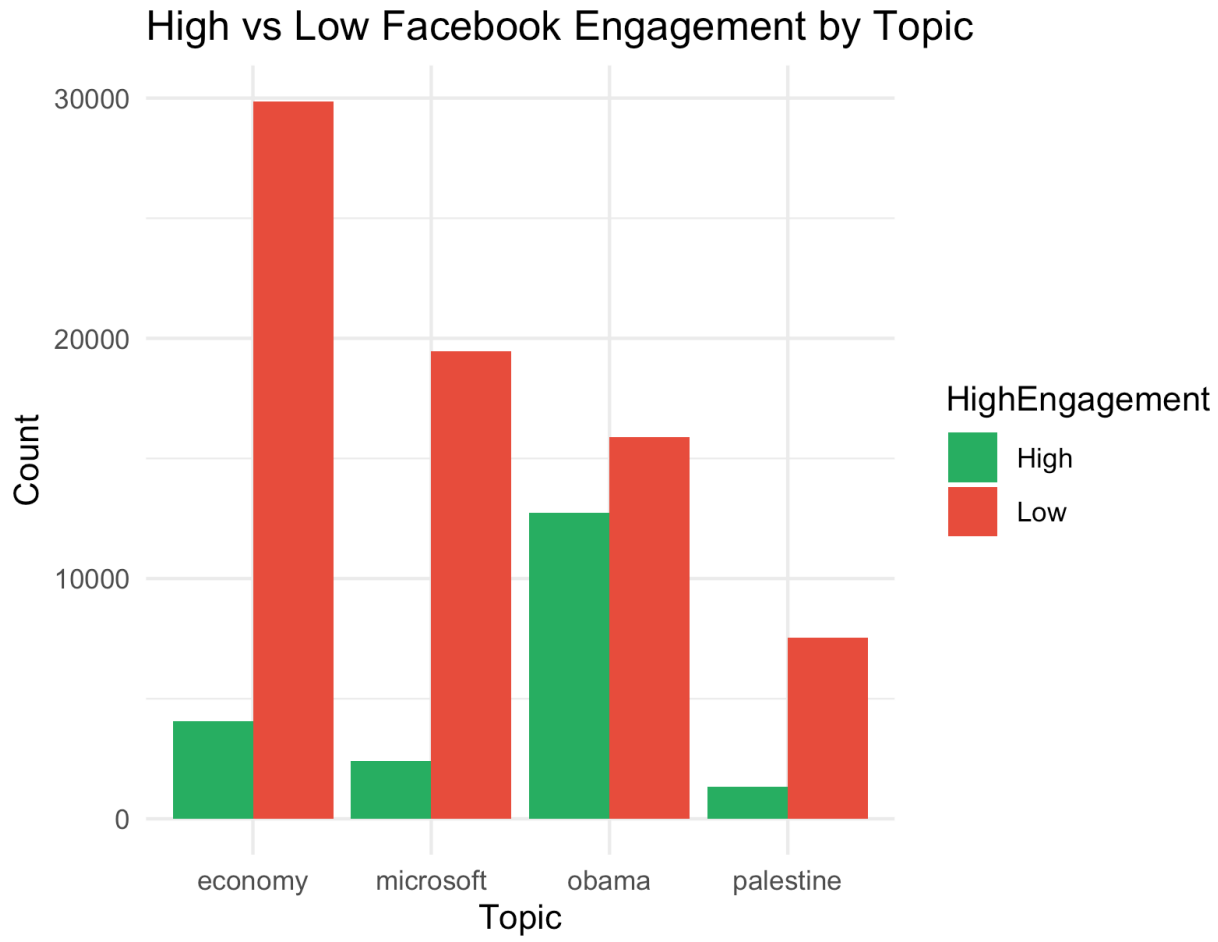
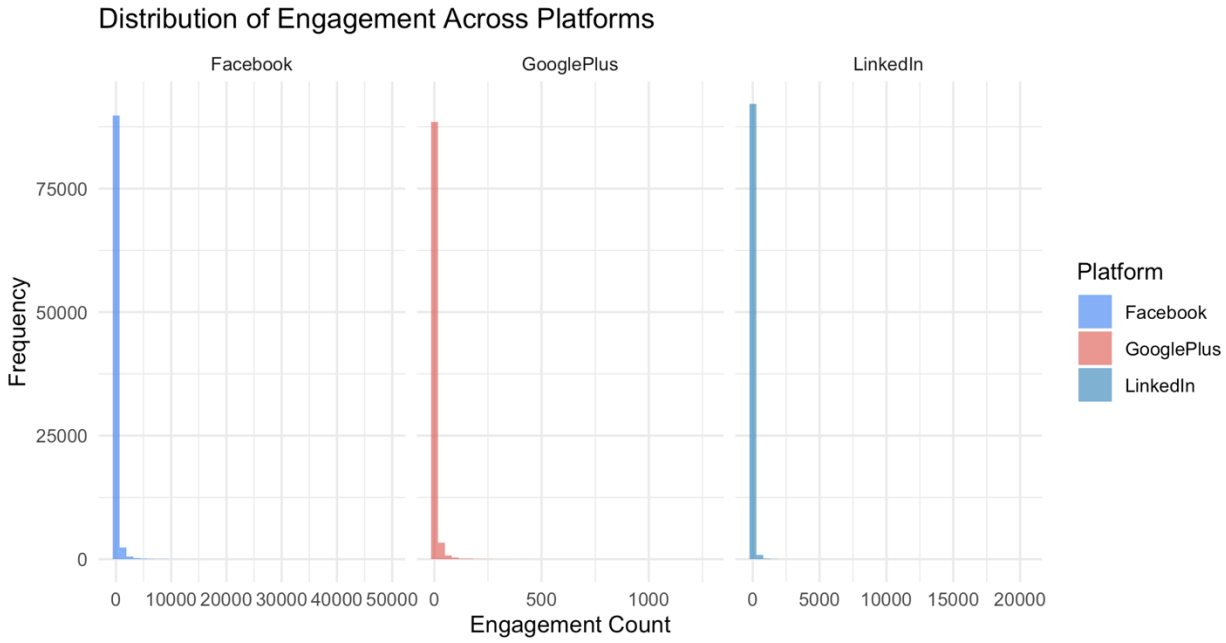
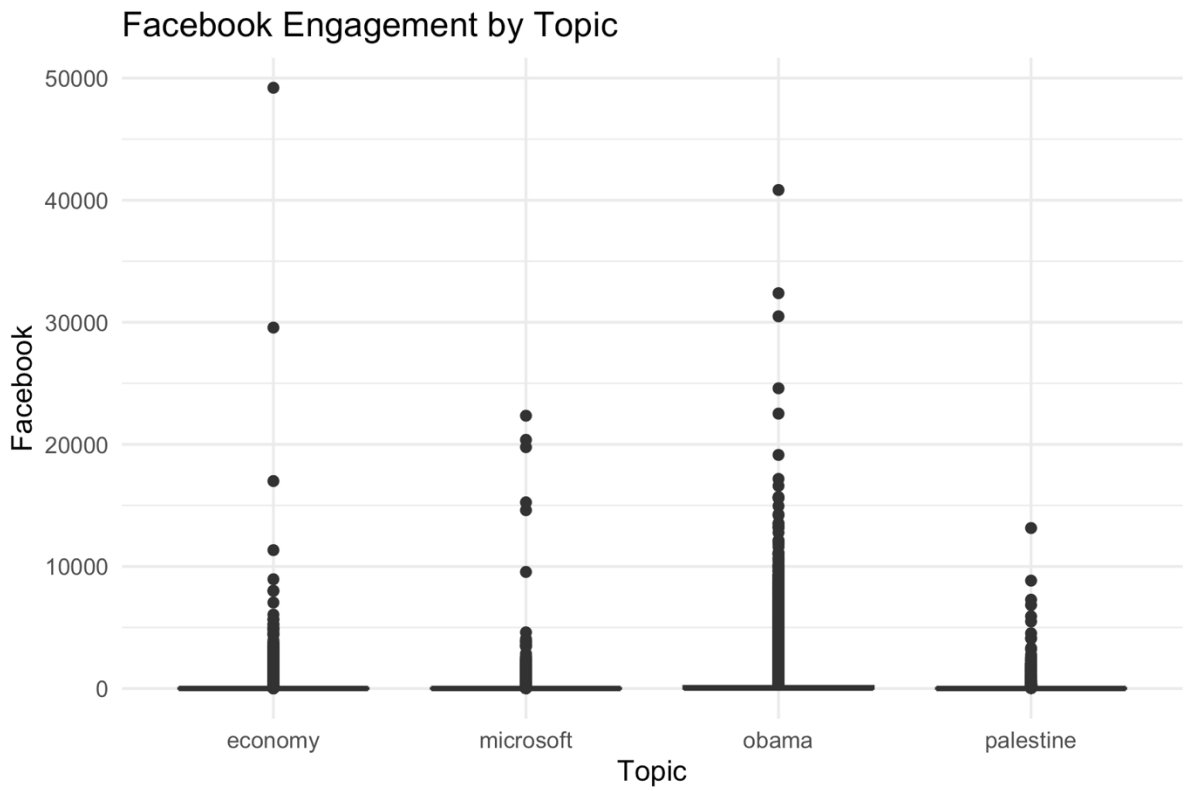
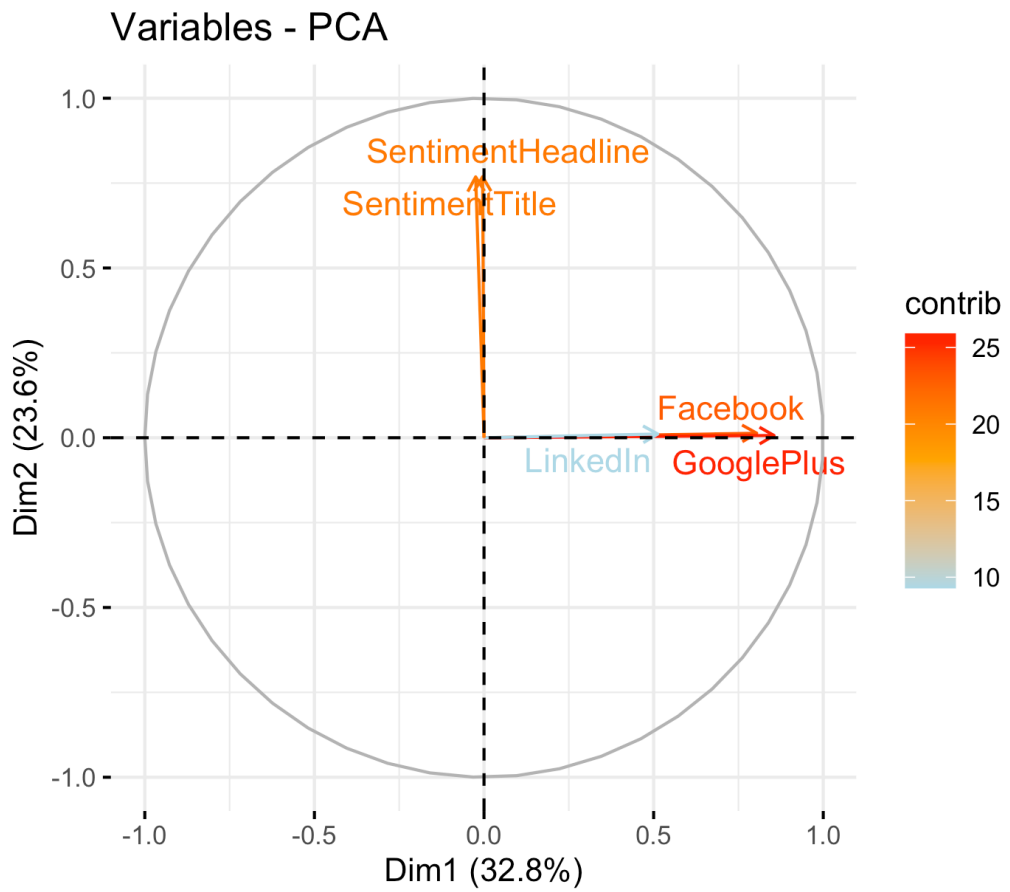
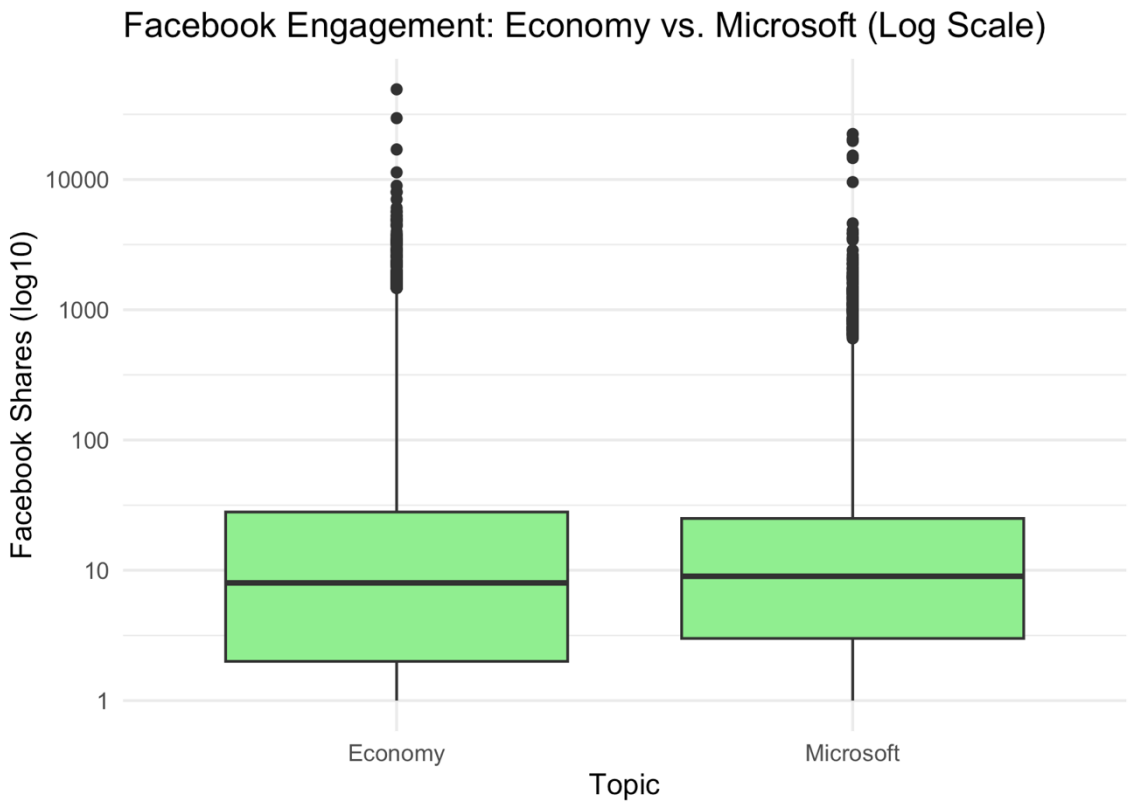
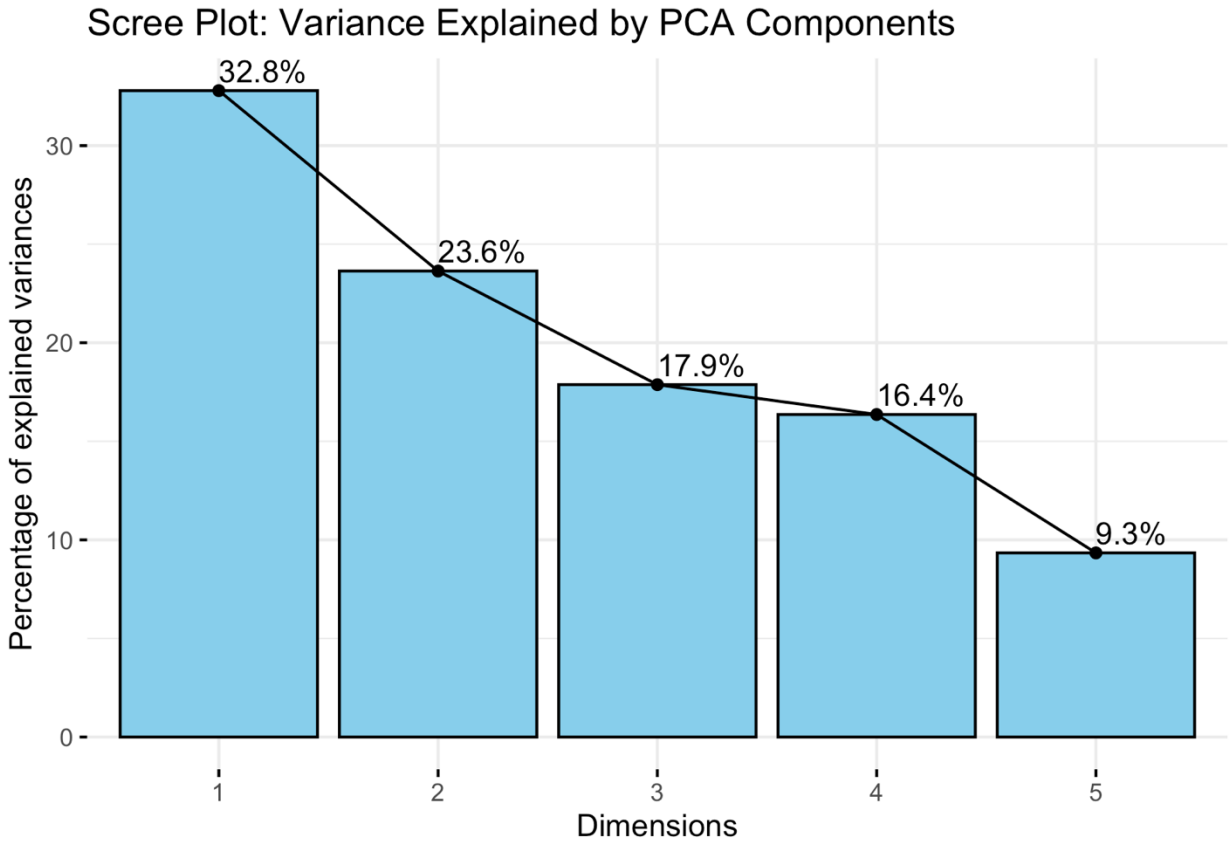

High vs Low Facebook Engagement by Topic
30000
20000
10000
0
Count
economy
microsoft
obama
palestine
Topic
HighEngagement
High
Low

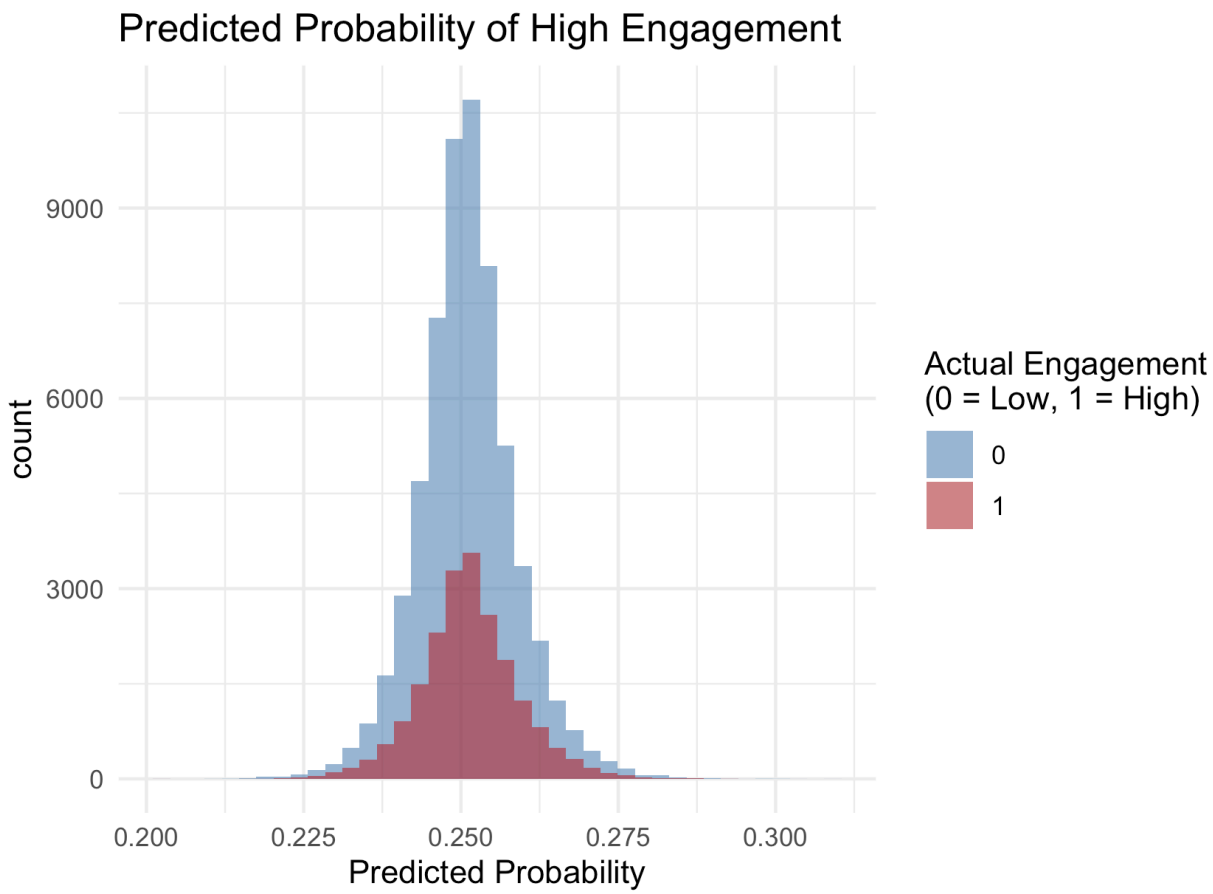

Distribution of Engagement Across Platforms
Facebook
GooglePlus
LinkedIn
75000
50000
25000
0
Frequency
0
10000
20000
30000
40000
50000
0
500
1000
0
5000
10000
15000
20000
Engagement Count
Platform
Facebook
GooglePlus
LinkedIn


Facebook Engagement by Topic
50000
40000
30000
20000
10000
0
Facebook
economy
microsoft
obama
palestine
Topic


Variables - PCA
1.0
0.5
0.0
-0.5
-1.0
Dim2 (23.6%)
SentimentHeadline
SentimentTitle
Facebook
LinkedIn
GooglePlus
-1.0
-0.5
0.0
0.5
1.0
Dim1 (32.8%)
contrib
25
20
15
10


Facebook Engagement: Economy vs. Microsoft (Log Scale)
Facebook Shares (log10)
10000
1000
100
10
1
Economy
Microsoft
Topic


Scree Plot: Variance Explained by PCA Components
Percentage of explained variances
30
20
10
0
32.8%
23.6%
17.9%
16.4%
9.3%
1
2
3
4
5
Dimensions


Predicted Probability of High Engagement
count
9000
6000
3000
0
0.200
0.225
0.250
0.275
0.300
Predicted Probability
Actual Engagement
(0 = Low, 1 = High)
0
1