How valuable do you find the following components of a tweetorial? (N = 624)

Legend: very valuable | valuable | somewhat valuable | not very valuable | not at all valuable

Categories (top to bottom): Inclusion of hashtags, Fun/funny memes, Surveys/Polls, Links to literature, Pictures/Figures/Graphics

x-axis: percentage (0%, 25%, 50%, 75%, 100%)
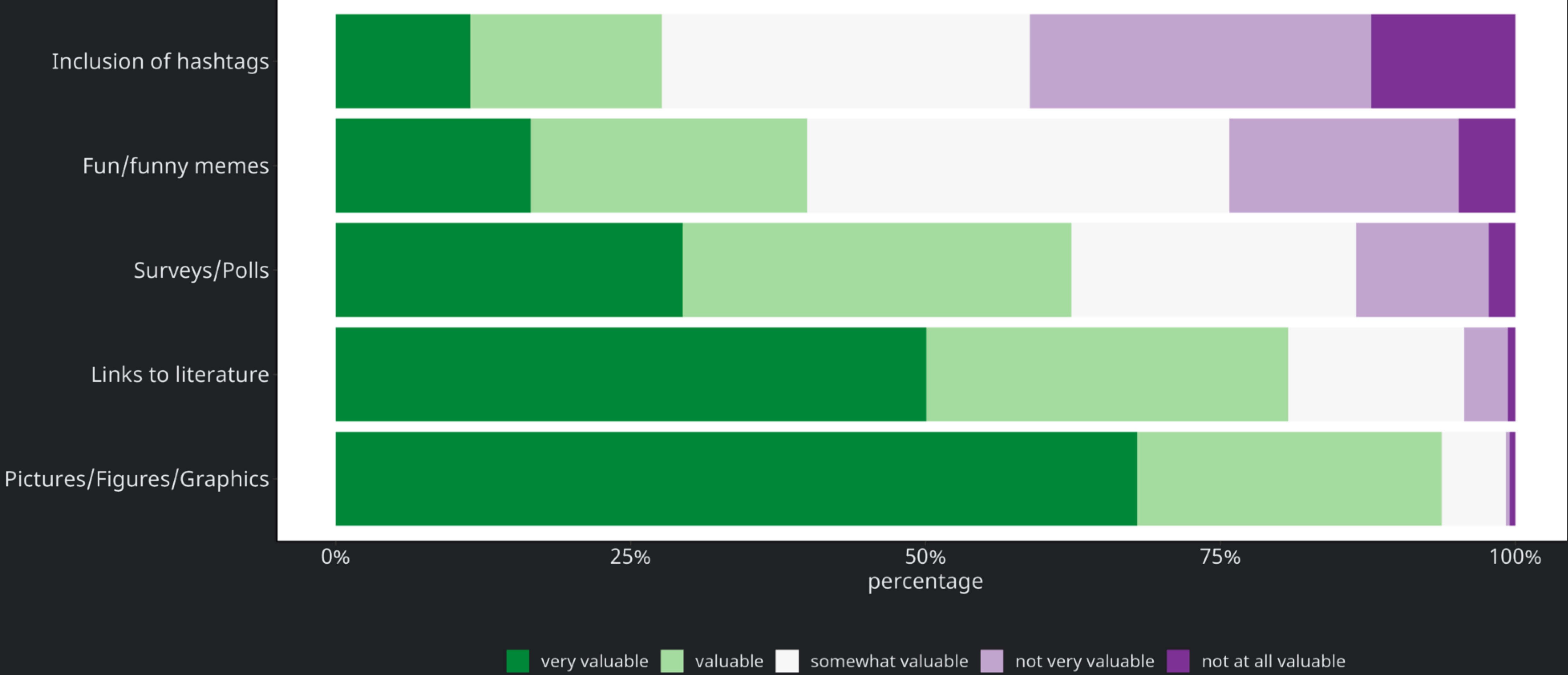
"What is the optimal tweetorial length?"

(N = 624)

Mean: 12

Median: 10

SD: 5