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The problem here is that this study was not designed to ask these questions and show these results. The first two are improved quite a bit if you add "that you are likely to see in social media," but still not great. We might get some hints as to some of this going on, but we really need more study to do so. The last two are inaccurate because we don't actually look at the causal effect (see what we did there?) of social media on studies or media.

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