

Timeliness				0.01			0	
Unexpectedness	3957					-0.01		
Geographical proximity				0.01			0	
Cultural proximity								
Personalization				-0.03			0.02	
Negativity (topic)		-53	-7	0.01	-133	0.02	0.03	-0.01
Negativity (style)	1313			-0.02	28		0.02	-0.01
Positivity (style)	-2340	198	-7	0.01	-61	-0.03	-0.01	0.04
Impact	-2544	524	6	-0.01	106		0.01	0.04
Spreadability	-4353	-59			138	-0.03	-0.01	-0.03
Hard News	-5286		19	0	134	0.09	0.02	-0.05
	Link clicks	Number of reactions	Number of shares	Prop. of mention comments	Number of comments	Prop. of reply comments	Prop. of offensive comments	Prop. of recognizing comments

Standard Deviation of Estimate

