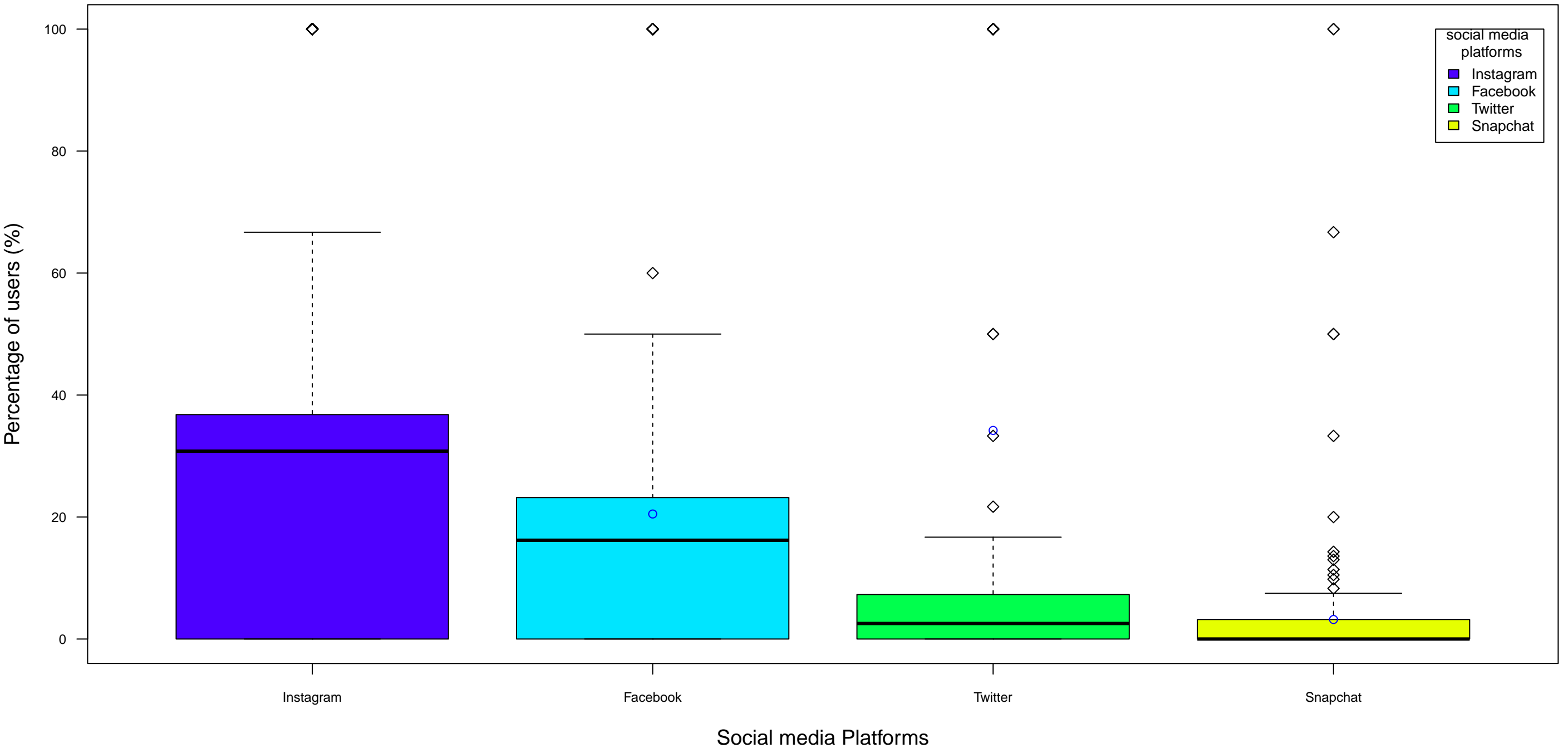**Box plot of the difference in mean of the percentage of people influenced by different social media platforms.**

Percentage of users (%)

social media platforms
- Instagram
- Facebook
- Twitter
- Snapchat

Social media Platforms

Instagram   Facebook   Twitter   Snapchat

Histogram of the percentage of people influenced by different social media platforms.