

Class 0:
Users who watched < 100% of the video duration

High

Feature value

Low

Video duration
Video ID playlist
Democrat
Video num. plays
Interest Similarity
Video num. shares
Video num. likes
How long use TikTok
Income
Video num. comments
School degree
Year born
Avg time PER DAY in the past week using TikTok
When nothing to do
White
Spanish
How often access TikTok
How many videos engage with
Hispanic or Latino
When getting up in the morning

-0.2 -0.1 0.0 0.1 0.2

SHAP value (impact on model output)

