

TikTok Data Analysis

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Descriptive Statistics (Tables 1 and 2, page 15)

% Table created by stargazer v.5.2.2 by Marek Hlavac, Harvard University. E-mail: hlavac at fas.harvard.edu
% Date and time: Thu, Feb 11, 2021 - 08:45:01

Table 1: Descriptive statistics: Disability Community Oct 1st - Dec 13th

Statistic	N	Mean	St. Dev.	Min	Pctl(25)	Pctl(75)	Max
Length of Video	8,178	29.914	19.790	0	13	53	60
# of Likes	8,178	8,185.736	53,274.150	5	74	2,442.8	1,600,000
# of Shares	8,178	210.722	2,397.029	0	1	26	128,400
# of Comments	8,178	134.684	834.208	0	5	62	31,100
# of Plays	8,178	60,229.040	352,303.300	22	429.2	18,600	11,300,000

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Table 2: Descriptive statistics: LGBTQ Community Oct 1st - Dec 13th

Statistic	N	Mean	St. Dev.	Min	Pctl(25)	Pctl(75)	Max
Length of Video	7,384	20.113	16.242	3	9	24	60
# of Likes	7,384	16,744.720	97,022.360	2	249	3,629	4,700,000
# of Shares	7,384	452.435	3,659.373	0	1	46	218,500
# of Comments	7,384	309.960	1,716.876	0	7	101	55,100
# of Plays	7,384	78,117.660	385,819.700	6	1,335.8	21,425	16,800,000

DiD Regression - VIDEO PLAYS (Table 3, Page 16)

Table 3: DiD Regression (LGBTQ): Dec 3rd Disability Awareness Day as Treatment

	<i>Dependent variable:</i>	
	Video Plays	
	(1)	(2)
Awareness Day (treatment)	2,651.630	−2,666.322
Interaction	−50,124.260***	−35,984.750
User Fixed effects?	no	yes
Time Fixed effects?	yes	yes
Observations	14,958	14,958
R ²	0.041	0.391
Adjusted R ²	0.038	0.095
Residual Std. Error	371,682.200 (df = 14920)	360,526.400 (df = 10074)
F Statistic	16.664*** (df = 38; 14920)	1.322*** (df = 4884; 10074)
<i>Note:</i>		*p<0.1; **p<0.05; ***p<0.01

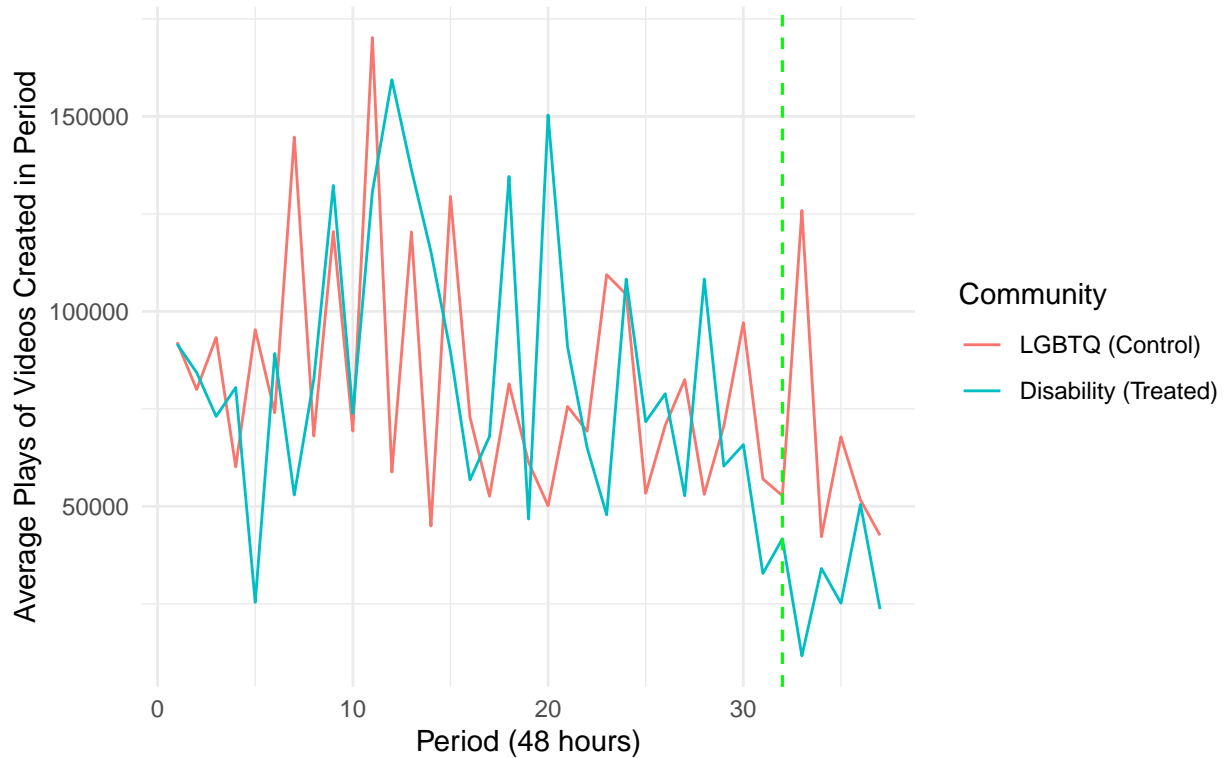
DiD Regression - VIDEO LIKES (Table 4, Page 16)

Table 4: DiD Regression (LGBTQ): Dec 3rd Disability Awareness Day as Treatment

	<i>Dependent variable:</i>	
	Video Likes	
	(1)	(2)
Awareness Day (treatment)	−6,624.552***	−768.177
Interaction	−5,420.042*	−9,373.844**
User Fixed effects?	no	yes
Time Fixed effects?	yes	yes
Observations	14,958	14,958
R ²	0.030	0.402
Adjusted R ²	0.028	0.112
Residual Std. Error	78,323.570 (df = 14920)	74,841.770 (df = 10074)
F Statistic	12.181*** (df = 38; 14920)	1.387*** (df = 4884; 10074)
<i>Note:</i>		*p<0.1; **p<0.05; ***p<0.01

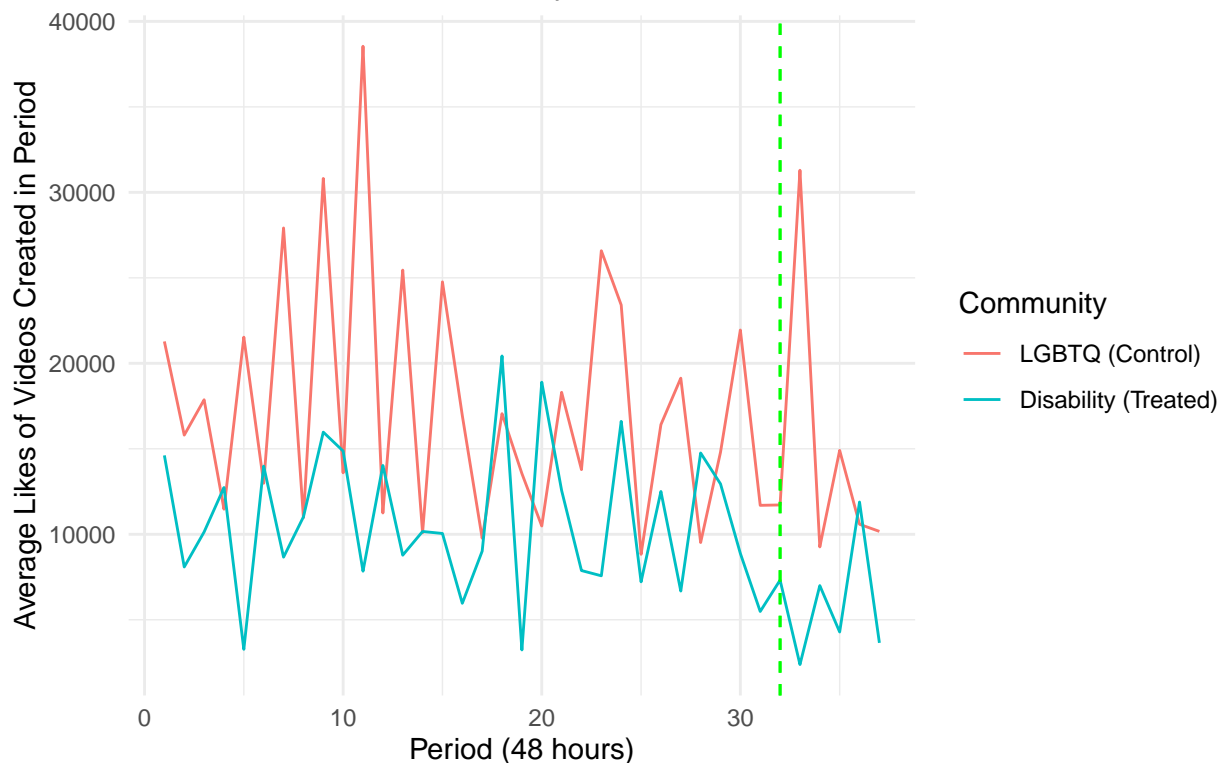
Checking Trends (Figures 1 and 2, Page 17)

Video Plays Across Disability and LGBTQ Communities



Note: Oct 1st – Oct 2nd = Period 1

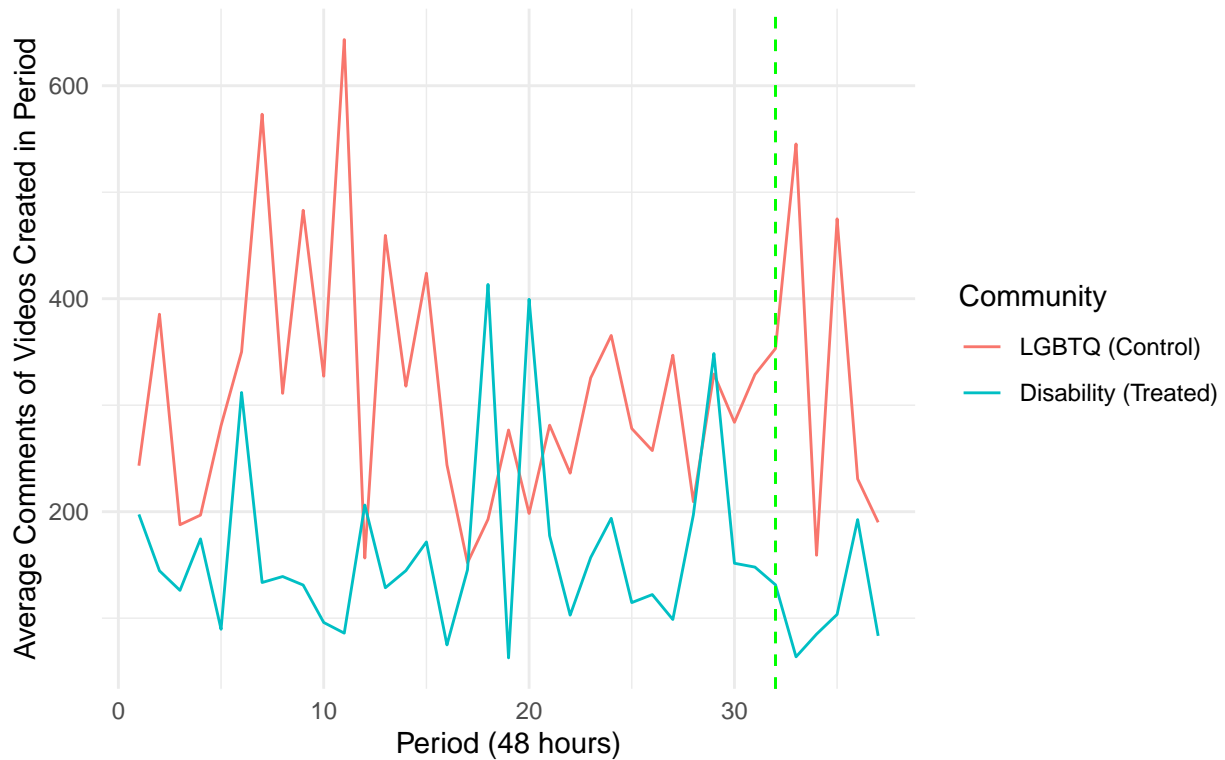
Video Likes Across Disability and LGBTQ Communities



Note: Oct 1st – Oct 2nd = Period 1

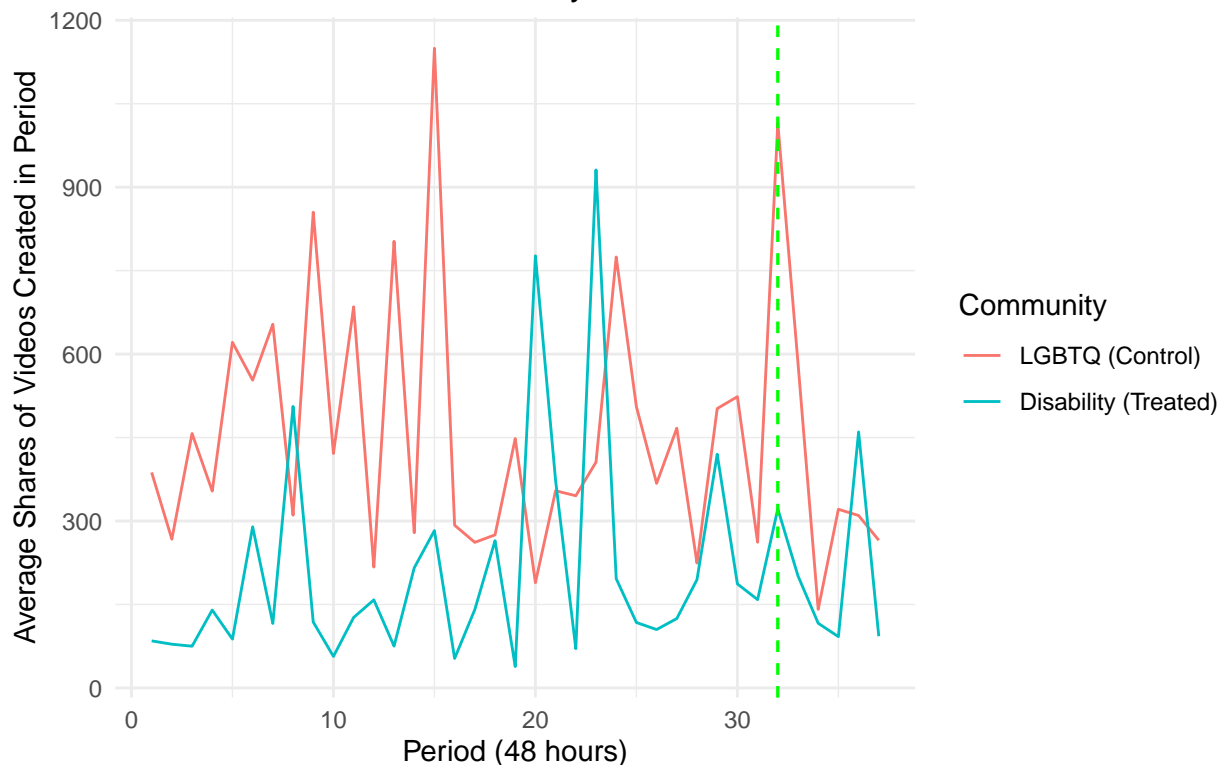
Checking Trends (Figures 3 and 4, Page 18)

Video Comments Across Disability and LGBTQ Communities



Note: Oct 1st – Oct 2nd = Period 1

Video Shares Across Disability and LGBTQ Communities



Note: Oct 1st – Oct 2nd = Period 1

Appendix (Table 5, Page 20)

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Table 5: Tag Counts In Disability and LGBTQ Communities

	Hashtag	Views	Date
1	disabledtiktok	115,100,000	12/16/20
2	disabled	816,100,000	12/16/20
3	disability	1,300,000,000	12/16/20
4	disabilitytiktok	198,200,000	12/16/20
5	queertiktok	71,600,000	12/16/20
6	gaytiktok	2,900,000,000	12/16/20
7	lgbqtiktok	79,500,000	12/16/20
8	lgbttiktok	109,700,000	12/16/20
9	lgbtiktok	43,300,000	12/16/20