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| --- | --- | --- | --- |
| Logged event type | in-feed quiz | link | Significant difference? |
| Number of answers | **116.3** | **17.4** | **Yes (t=2.42, p=0.032)** |
| Number of study sessions | **21.29** | **1.57** | **Yes (t=2.68, p=0.020)** |
| Number of days on which at least one quiz was answered | **4.43** | **0.86** | **Yes (t=4.33, p=0.001)** |
| Fraction of days Facebook was visited on which at least one quiz was answered | **0.81** | **0.18** | **Yes (t=4.87, p=0.0004)** |
| Number of days Facebook was visited | 5.71 | 6.14 | No (t=-0.43, p=0.677) |
| Number of feed insertions | 132.1 | 89.6 | No (t=0.80, p=0.442) |
| Ratio of answers to insertions | 2.32 | 1.03 | No (t=0.82, p=0.428) |
| Ratio of study sessions to insertions | 0.25 | 0.098 | No (t=1.27, p=0.227) |

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| Logged event type | in-feed quiz | link | Significant difference? |
| Number of quizzes answered | **116.3** | **17.9** | **Yes (t=2.42, p=0.032)** |
| Number of study sessions | **21.29** | **2.00** | **Yes (t=2.62, p=0.022)** |
| Number of days on which at least one quiz was answered | **4.43** | **0.86** | **Yes (t=4.33, p=0.001)** |
| Fraction of days Facebook was visited on which at least one quiz was answered | **0.81** | **0.18** | **Yes (t=4.87, p=0.0004)** |
| Number of days Facebook was visited | 5.71 | 6.14 | No (t=-0.43, p=0.677) |
| Number of feed insertions | 132.1 | 175.6 | No (t=-0.56, p=0.585) |

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| Logged event type | in-feed quiz | link | Significant difference? |
| Number of quizzes answered | **116.3** | **17.9** | **Yes (t=2.42, p=0.032)** |
| Number of study sessions | **21.29** | **2.00** | **Yes (t=2.62, p=0.022)** |
| Number of days on which at least one quiz was answered | **4.43** | **0.86** | **Yes (t=4.33, p=0.001)** |
| Fraction of days Facebook was visited on which at least one quiz was answered | **0.81** | **0.18** | **Yes (t=4.87, p=0.0004)** |
| Number of days on which Facebook was visited at least once (out of 7) | 5.71 | 6.14 | No (t=-0.43, p=0.677) |
| Average time spent on Facebook each day (in minutes) | 53.1 | 49.3 | No (t=0.19, p=0.853) |
| Number of items inserted into the feed | 132.1 | 175.6 | No (t=-0.56, p=0.585) |