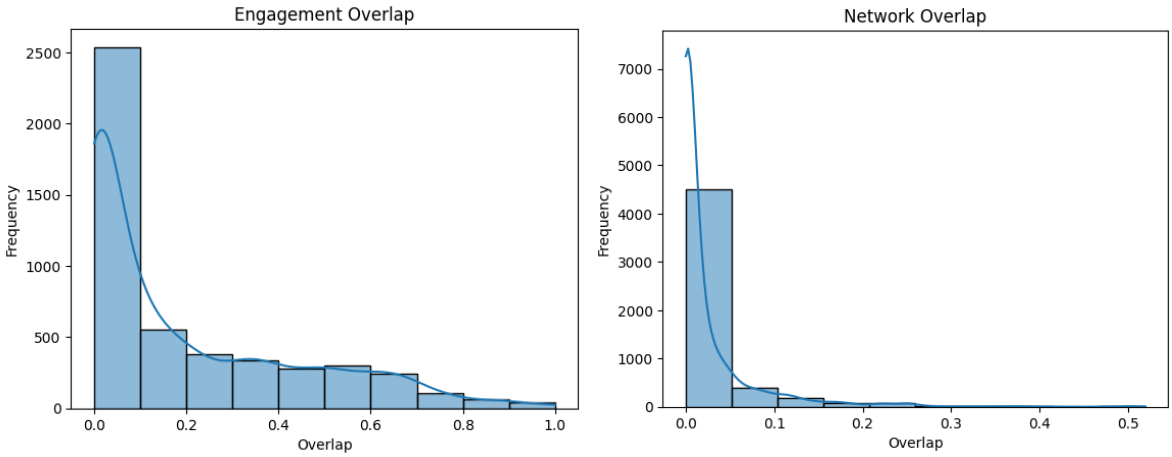
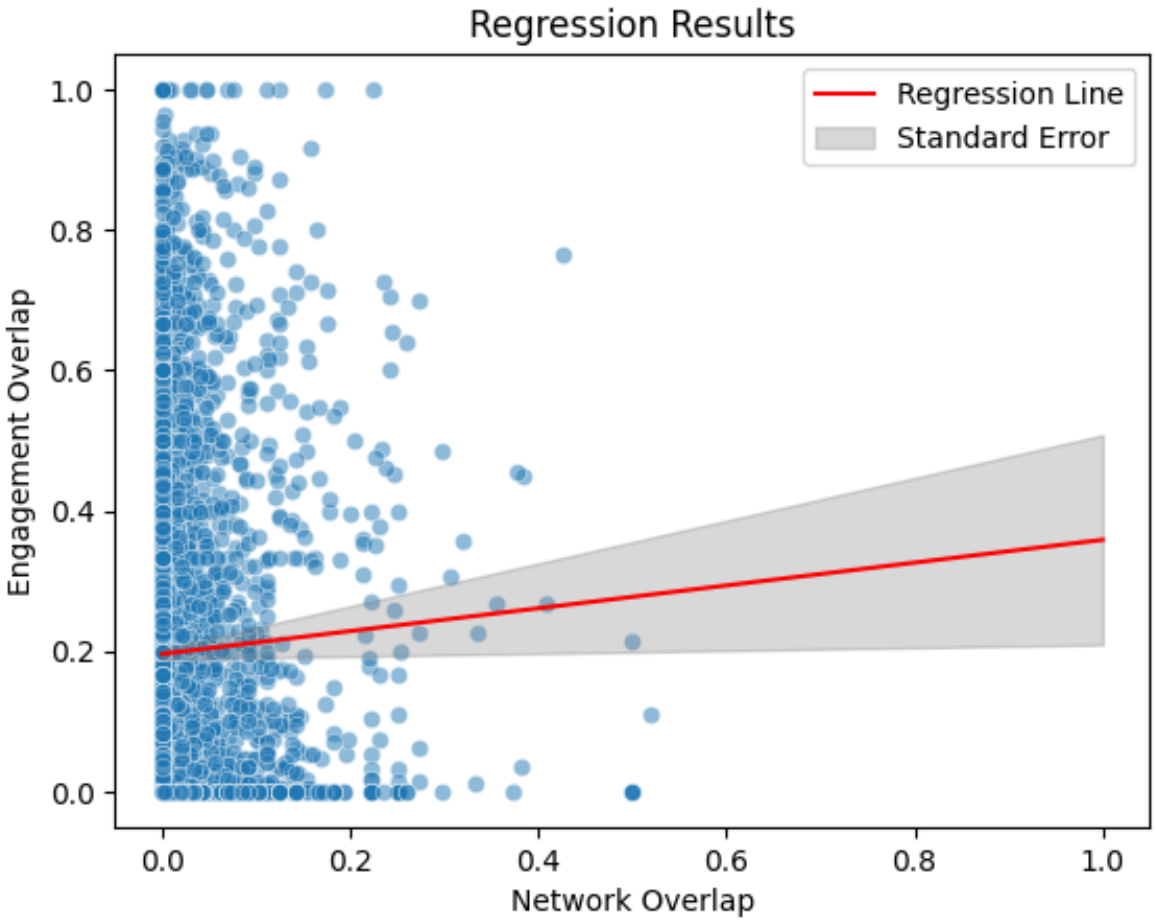
Summary of Results





Note a tighter distribution for Network Overlay and a wider distribution for Engagement Overlay. This and the regression demonstrating an absence of a statistically significant relationship suggests users are generally more likely to engage with one another than follow each other. Some hypotheses as to why include:

1. The lack of engagement overlap between influencers with high network overlap on Twitter may be due to their followers' interests in different types of content or topics. Consider a scenario where mutual friends follow one, but do not care much for the content the other is producing.
2. Influencers with high network overlap may have a larger number of followers, while influencers with high engagement overlap may have a more engaged but smaller follower base.
3. Algorithmic factors, including Twitter's personalized recommendations and timeline, may influence engagement overlap by prioritizing certain content based on user preferences and engagement patterns over network overlap. I find this anecdotally true in my ‘For You’ page.