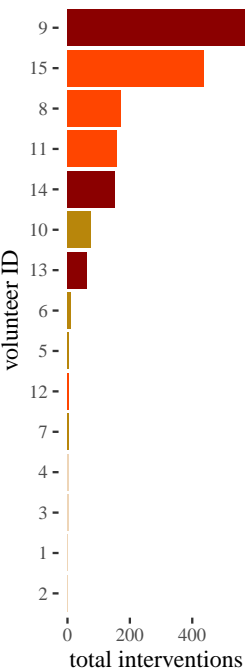


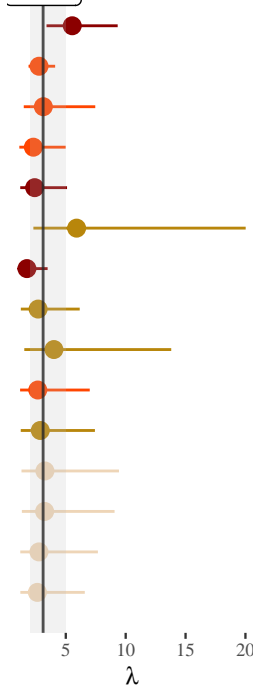
■ active, more during competitions
■ active throughout
■ active only during competitions
■ initial enthusiasm died

Total engagement



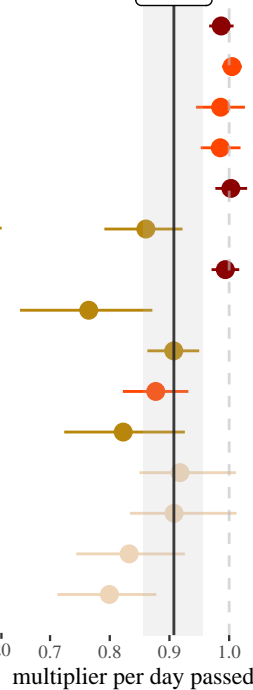
Daily baseline

3.11



Enthusiasm change per day

0.91



Impact of competitions

1.31

