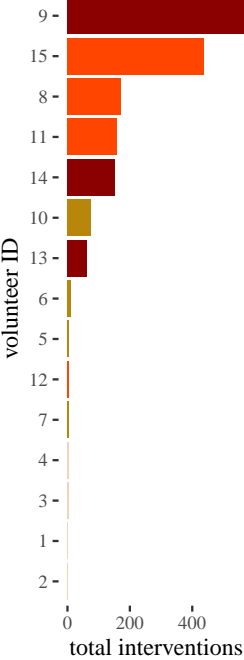


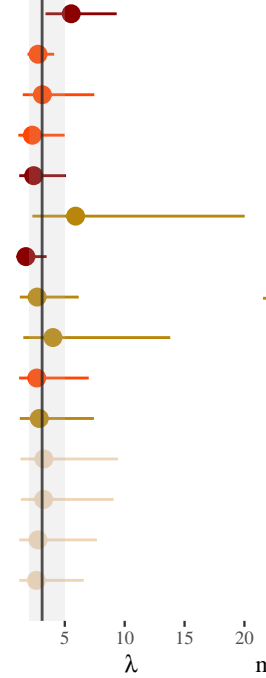
■ active, more during competitions  
 ■ active throughout  
 ■ active only during competitions  
 ■ initial enthusiasm died

## Total engagement



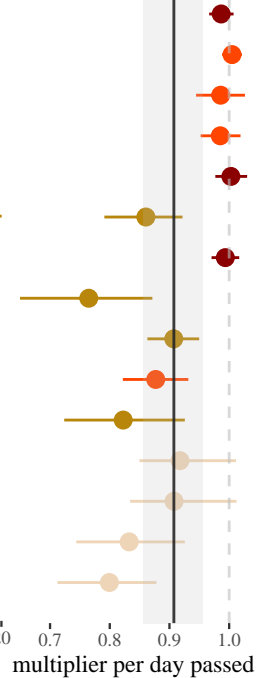
## Daily baseline

3.11



## Enthusiasm change per day

0.91



## Impact of competitions

1.31

