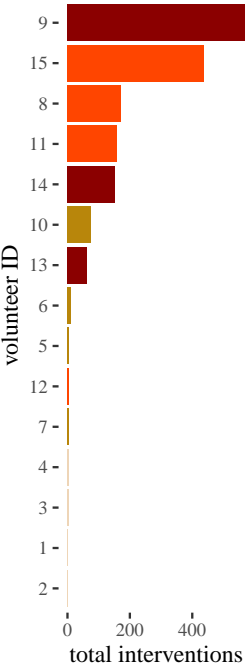
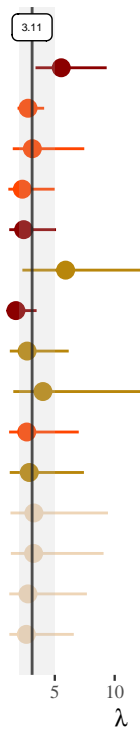


■ active, more during competitions
■ active throughout
■ active only during competitions
■ initial enthusiasm died

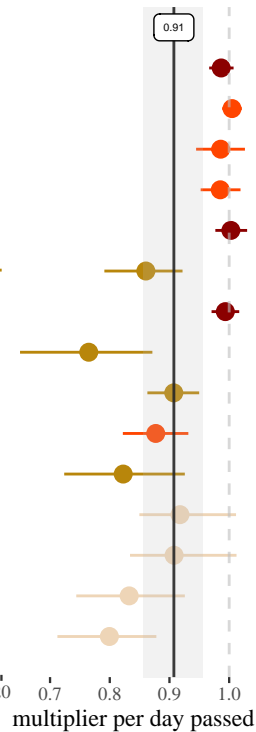
Total engagement



Daily baseline



Enthusiasm change per day



Impact of competitions

