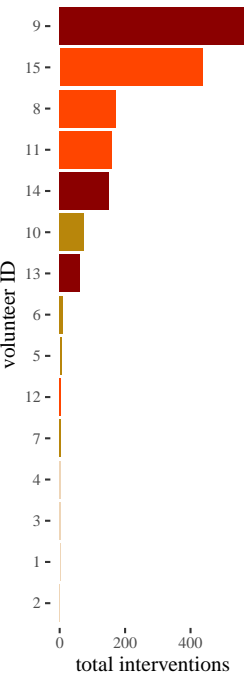
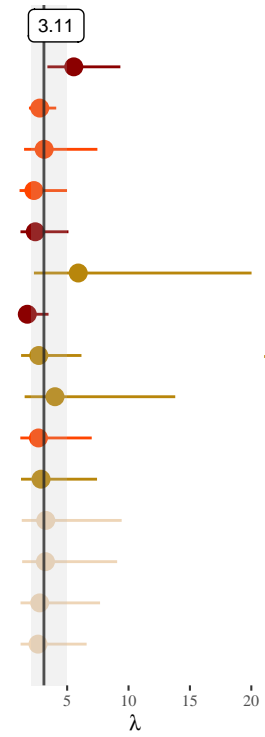


- active, more during competitions
- active throughout
- active only during competitions
- initial enthusiasm died

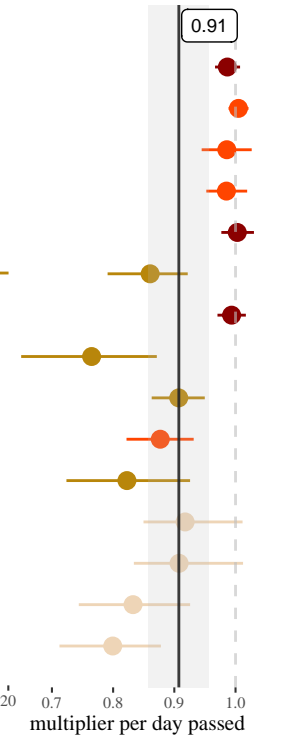
## Total engagement



## Daily baseline



## Enthusiasm change per day



## Impact of competitions

