| | ANOVA (Likes count \sim each image features) | | | |
|--------------|--|------------|--------------------------------|----------------|
| | Sum Sq | Mean Sq | F value | Pr(¿F) |
| Selfie | 4.773e + 05 | 477277 | 0.717 | 0.396998 |
| Body snap | 3.935e + 07 | 39348708 | 59.147 | 1.51e-14 ** |
| Product-only | 5.802e + 06 | 5802318 | 8.722 | 0.003147 * |
| Face | 2.743e + 06 | 2743149 | 4.123 | 0.042304 * |
| Logo | 9.643e + 06 | 9642840 | 14.495 | 0.000141 *** |
| | ANOVA (C | omments co | $\text{ount} \sim \text{each}$ | h image featur |
| | Sum Sq | MeanSq | F value | Pr(¿F) |
| Selfie | 169 | 169 | 0.949 | 0.329963 |
| Body snap | 41019 | 41019 | 230.233 | <2e-16*** |
| Product-only | 1993 | 1993 | 11.185 | 0.000826*** |
| Face | 280 | 280 | 1.572 | 0.209902 |
| Logo | 3180 | 3180 | 17.847 | 2.4e-05 |