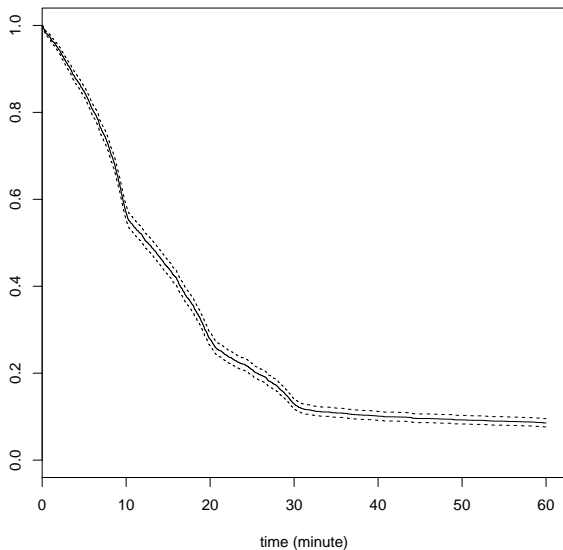
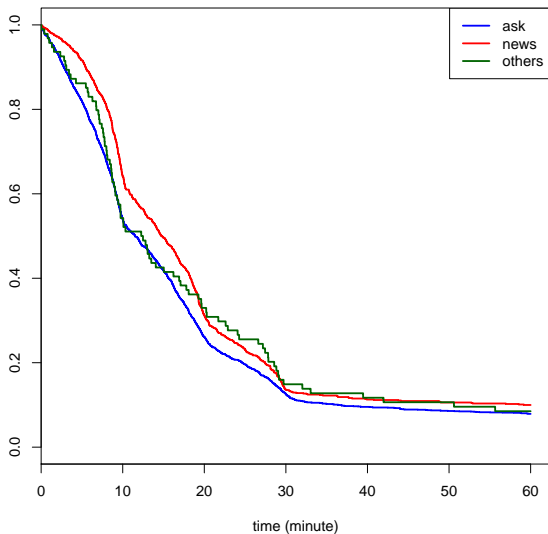


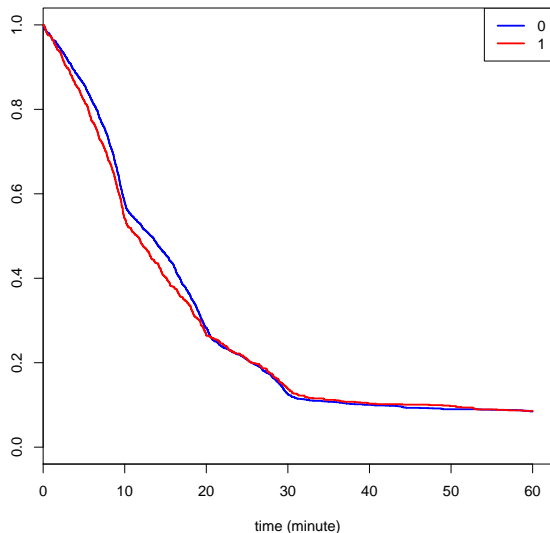
Kaplan-Meier Estimate



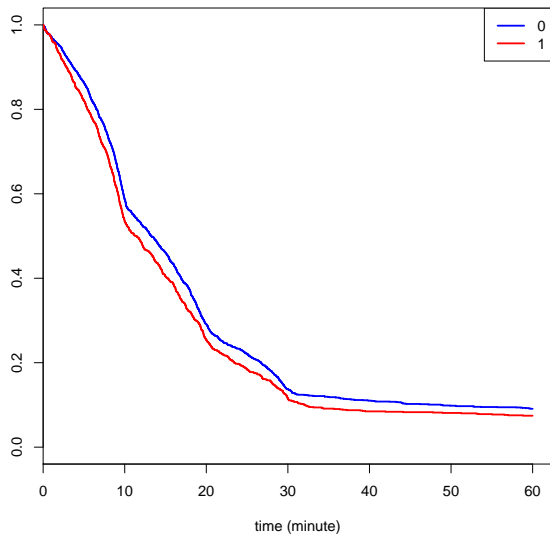
Kaplan-Meier Estimate with Different Article Class



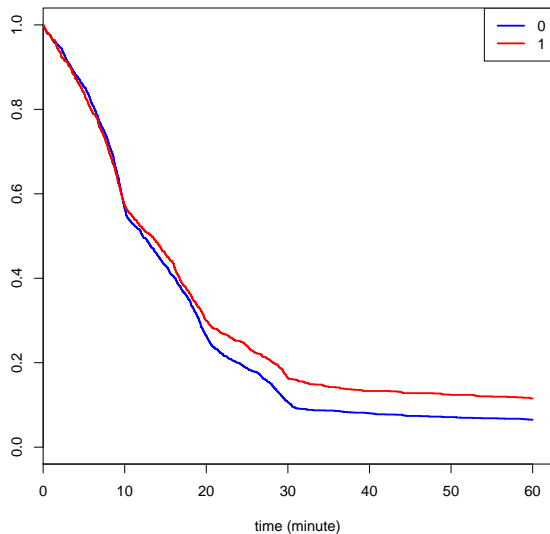
Kaplan-Meier Estimate of Original Articles and Replyings



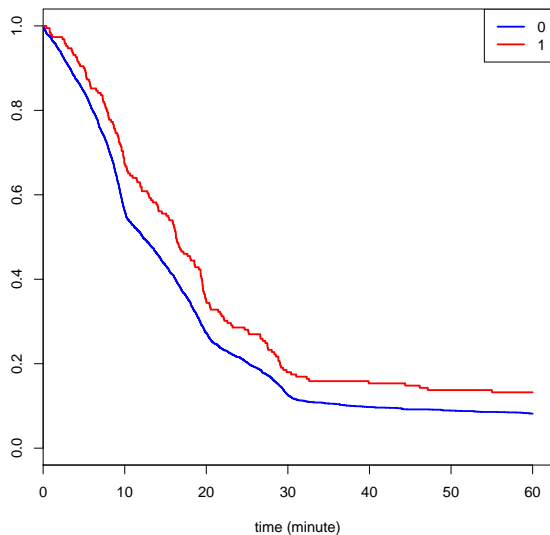
Kaplan-Meier Estimate with Evening



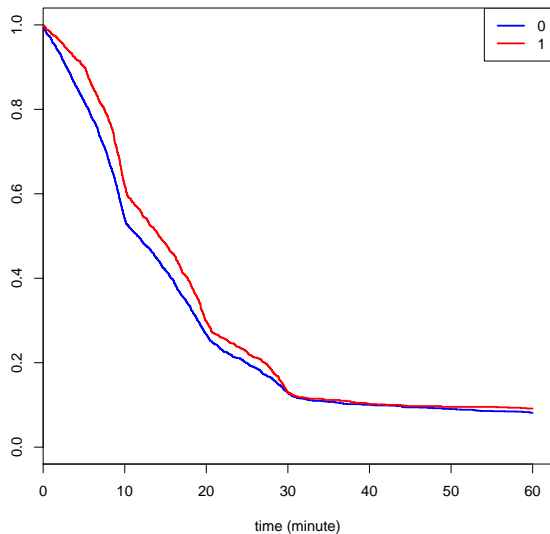
Kaplan-Meier Estimate with Weekend



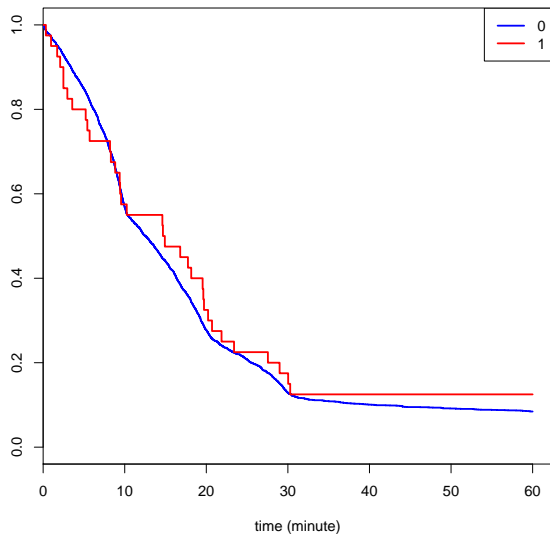
Kaplan-Meier Estimate with Graphs



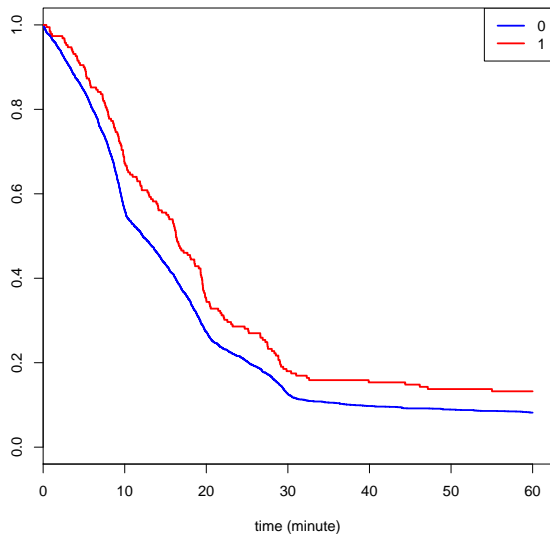
Kaplan-Meier Estimate with URL



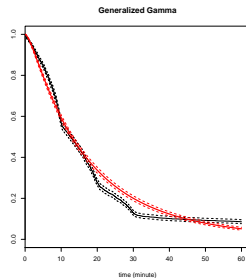
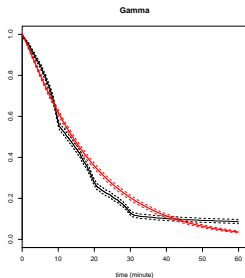
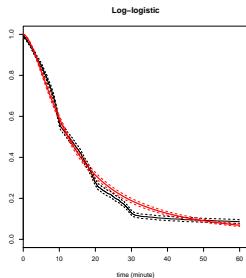
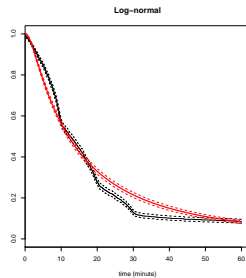
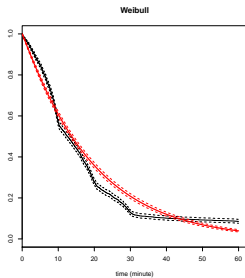
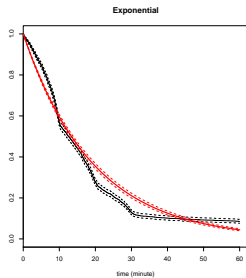
Kaplan-Meier Estimate with YouTube Link



Kaplan-Meier Estimate with Garbage



Fitting Distributions



Fitting Distributions (cont.)

Table: Distribution Fitting

| Distribution | AIC | loglikelihood |
|-------------------|----------|---------------|
| Exponential | 48934.04 | -24466.02 |
| Weibull | 48926.46 | -24461.23 |
| Log-normal | 48977.28 | -24486.64 |
| Log-logistic | 48571.03 | -24283.51 |
| Gamma | 48895.46 | -24445.73 |
| Generalized Gamma | 48770.73 | -24382.37 |

Cox PH Model

Table: Coefficients of Covariates of the Original Model

| Covariate | Coef | exp(Coef) | p-value | |
|----------------|---------|-----------|---------|-----|
| Class: News | -0.1760 | 0.8386 | 0.0038 | ** |
| Class: Others | -0.0865 | 0.9171 | 0.4444 | |
| Reply | 0.0906 | 1.0949 | 0.0481 | * |
| Evening | 0.1502 | 1.1621 | 0.0002 | *** |
| Weekend | -0.1741 | 0.8402 | 0.0000 | *** |
| With Graphs | -0.0166 | 0.9836 | 0.8329 | |
| With URL | 0.0247 | 1.0250 | 0.7243 | |
| Youtube Link | -0.0873 | 0.9164 | 0.6217 | |
| Garbage | -0.2375 | 0.7886 | 0.0033 | ** |
| Content Length | -0.0001 | 0.9999 | 0.0679 | . |
| Policy Score | 0.7804 | 2.1822 | 0.3354 | |

Cox PH Model with Mixture Stepwise Selection

Table: Coefficients of Covariates of the Original Model

| Covariate | Coef | exp(Coef) | p-value | |
|----------------|---------|-----------|---------|-----|
| Class: News | -0.1565 | 0.8551 | 0.0009 | *** |
| Class: Others | -0.0843 | 0.9192 | 0.4511 | |
| Reply | 0.0877 | 1.0916 | 0.0454 | * |
| Evening | 0.1500 | 1.1619 | 0.0002 | *** |
| Weekend | -0.1745 | 0.8399 | 0.0000 | *** |
| Garbage | -0.2412 | 0.7857 | 0.0028 | ** |
| Content Length | -0.0001 | 0.9999 | 0.0637 | . |