Descriptives

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## All posts, by university

| University | Interactions | | Pos Sentiment | | Neg Sentiment | | *N* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* |
| Tel Aviv University | 248.92 | 868.73 | 132.78 | 198.74 | 60.75 | 355.04 | 103 |
| Ben-Gurion University | 335.55 | 769.72 | 242.86 | 517.27 | 28.54 | 176.79 | 84 |
| Ariel University | 169.87 | 230.75 | 88.00 | 130.22 | 68.70 | 123.20 | 113 |
| University of Haifa | 582.79 | 1,201.01 | 380.12 | 828.13 | 67.28 | 229.93 | 107 |
| Technion | 512.50 | 580.17 | 396.41 | 400.28 | 64.81 | 273.23 | 111 |
| Reichman University | 141.71 | 263.16 | 94.22 | 139.13 | 30.65 | 117.70 | 126 |
| Bar-Ilan University | 131.36 | 203.31 | 73.46 | 94.84 | 47.23 | 129.08 | 128 |
| The Hebrew University | 296.97 | 700.46 | 204.63 | 534.87 | 40.17 | 150.56 | 87 |
| The Open University | 135.11 | 314.07 | 94.07 | 232.83 | 16.28 | 94.52 | 74 |
| Weizmann Institute of Science | 182.08 | 506.57 | 144.09 | 422.64 | 11.13 | 57.99 | 77 |

## All posts, by category

| Category | Interactions | | Pos Sentiment | | Neg Sentiment | | *N* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* |
| Marketing of Academic Programs | 124.71 | 225.28 | 105.18 | 192.78 | 1.69 | 13.45 | 308 |
| Community Support | 263.35 | 599.46 | 204.82 | 487.87 | 8.39 | 61.06 | 272 |
| Supporting Our Troops and Hostages | 453.45 | 922.39 | 258.72 | 525.27 | 125.34 | 312.33 | 346 |
| Updates and Instructions | 116.12 | 196.86 | 96.33 | 171.70 | 1.35 | 7.07 | 57 |
| Academic Adjustments | 119.74 | 209.25 | 100.59 | 183.93 | 1.04 | 1.99 | 27 |

## One table per category, by university

| *Descriptives for Community Support posts, by University* | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| University | Interactions | | Page Followers | | Pos Sentiment | | Neg Sentiment | | *N* |
| *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* |
| Ben-Gurion University | 238.09 | 217.36 | 62,509.41 | 110.40 | 195.94 | 186.56 | 2.72 | 10.45 | 32 |
| The Hebrew University | 265.58 | 630.89 | 75,774.54 | 119.60 | 216.88 | 541.34 | 1.62 | 3.74 | 26 |
| Tel Aviv University | 106.32 | 119.83 | 109,262.50 | 120.47 | 87.73 | 92.23 | 0.95 | 1.89 | 22 |
| Ariel University | 117.06 | 254.44 | 43,853.00 | 45.30 | 102.12 | 223.18 | 0.00 | 0.00 | 17 |
| Reichman University | 73.85 | 120.08 | 51,171.85 | 139.60 | 62.22 | 101.44 | 0.67 | 2.72 | 40 |
| Bar-Ilan University | 46.75 | 54.17 | 61,876.46 | 113.00 | 37.88 | 47.70 | 0.29 | 0.91 | 24 |
| The Open University | 155.95 | 288.64 | 85,220.05 | 90.65 | 115.59 | 220.00 | 7.00 | 13.91 | 22 |
| University of Haifa | 699.62 | 1,156.98 | 80,173.38 | 261.37 | 476.59 | 943.81 | 46.87 | 156.34 | 39 |
| Technion | 341.97 | 257.18 | 104,732.76 | 16.26 | 301.79 | 224.99 | 0.52 | 1.72 | 33 |
| Weizmann Institute of Science | 394.24 | 1,049.02 | 35,491.71 | 23.57 | 332.24 | 886.34 | 5.88 | 17.42 | 17 |

| *Descriptives for Updates and Instructions posts, by University* | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| University | Interactions | | Page Followers | | Pos Sentiment | | Neg Sentiment | | *N* |
| *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* |
| Technion | 448.83 | 382.45 | 104,743.50 | 25.00 | 369.33 | 344.45 | 8.83 | 21.15 | 6 |
| University of Haifa | 173.33 | 242.21 | 80,177.00 | 153.01 | 144.33 | 204.14 | 0.67 | 0.58 | 3 |
| Tel Aviv University | 108.25 | 99.72 | 109,438.00 | 73.06 | 96.75 | 95.79 | 0.25 | 0.50 | 4 |
| The Hebrew University | 141.55 | 157.71 | 75,799.91 | 93.45 | 118.64 | 152.28 | 1.36 | 3.88 | 11 |
| Ariel University | 23.20 | 23.55 | 43,866.60 | 39.09 | 18.40 | 17.63 | 0.50 | 1.58 | 10 |
| Bar-Ilan University | 20.83 | 20.45 | 61,930.50 | 69.83 | 17.00 | 16.99 | 0.00 | 0.00 | 6 |
| Ben-Gurion University | 126.75 | 200.79 | 62,473.25 | 81.94 | 105.00 | 169.83 | 0.00 | 0.00 | 4 |
| The Open University | 48.50 | 46.04 | 85,243.90 | 87.98 | 38.30 | 39.27 | 0.10 | 0.32 | 10 |
| Reichman University | 24.00 | 33.94 | 51,142.50 | 185.97 | 21.50 | 30.41 | 0.00 | 0.00 | 2 |
| Weizmann Institute of Science | 19.00 |  | 35,489.00 |  | 18.00 |  | 0.00 |  | 1 |

| *Descriptives for Academic Adjustments posts, by University* | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| University | Interactions | | Page Followers | | Pos Sentiment | | Neg Sentiment | | *N* |
| *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* |
| The Open University | 75.50 | 49.21 | 85,248.25 | 55.54 | 64.25 | 41.64 | 2.25 | 4.50 | 4 |
| The Hebrew University | 138.00 | 122.23 | 75,718.00 | 119.82 | 106.00 | 95.39 | 1.67 | 1.15 | 3 |
| Ben-Gurion University | 141.00 | 114.55 | 62,516.50 | 23.33 | 114.00 | 117.38 | 1.50 | 2.12 | 2 |
| Bar-Ilan University | 19.50 | 13.44 | 61,991.50 | 54.45 | 19.00 | 12.73 | 0.00 | 0.00 | 2 |
| Ariel University | 6.50 | 6.36 | 43,856.50 | 9.19 | 5.50 | 4.95 | 0.00 | 0.00 | 2 |
| University of Haifa | 46.75 | 31.06 | 80,118.50 | 240.75 | 37.50 | 25.65 | 0.00 | 0.00 | 4 |
| Tel Aviv University | 107.33 | 91.27 | 109,299.83 | 64.06 | 91.67 | 87.13 | 1.00 | 1.55 | 6 |
| Technion | 434.33 | 576.11 | 104,710.33 | 9.24 | 374.67 | 509.78 | 1.00 | 1.73 | 3 |
| Weizmann Institute of Science | 49.00 |  | 35,485.00 |  | 40.00 |  | 2.00 |  | 1 |

| *Descriptives for Supporting Our Troops and Hostages posts, by University* | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| University | Interactions | | Page Followers | | Pos Sentiment | | Neg Sentiment | | *N* |
| *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* |
| University of Haifa | 656.11 | 1,437.99 | 80,225.91 | 222.98 | 402.65 | 868.01 | 115.09 | 314.87 | 46 |
| Tel Aviv University | 550.48 | 1,550.54 | 109,372.68 | 154.19 | 206.00 | 329.15 | 200.10 | 632.36 | 31 |
| Ariel University | 288.78 | 241.29 | 43,862.65 | 48.39 | 129.98 | 116.35 | 139.76 | 146.30 | 54 |
| Bar-Ilan University | 268.43 | 277.05 | 61,995.14 | 89.54 | 110.83 | 84.52 | 142.48 | 194.33 | 42 |
| Reichman University | 293.35 | 392.61 | 51,234.05 | 94.81 | 174.12 | 191.57 | 87.02 | 190.03 | 43 |
| The Open University | 223.87 | 475.97 | 85,227.61 | 98.42 | 142.26 | 353.30 | 45.17 | 167.82 | 23 |
| Ben-Gurion University | 570.61 | 1,272.24 | 62,544.96 | 122.73 | 376.43 | 847.17 | 80.75 | 302.78 | 28 |
| Technion | 826.00 | 792.10 | 104,712.32 | 33.53 | 561.21 | 504.24 | 187.24 | 445.50 | 38 |
| The Hebrew University | 502.52 | 990.42 | 75,770.19 | 84.63 | 301.97 | 735.59 | 110.55 | 238.78 | 31 |
| Weizmann Institute of Science | 207.40 | 253.97 | 35,445.50 | 69.60 | 94.80 | 77.51 | 75.40 | 150.10 | 10 |

| *Descriptives for Marketing of Academic Programs posts, by University* | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| University | Interactions | | Page Followers | | Pos Sentiment | | Neg Sentiment | | *N* |
| *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* | *Mean* | *SD* |
| Tel Aviv University | 128.95 | 106.04 | 109,433.52 | 121.00 | 110.58 | 86.04 | 0.65 | 2.53 | 40 |
| Ariel University | 45.53 | 100.62 | 43,880.47 | 40.39 | 33.13 | 67.21 | 7.03 | 38.33 | 30 |
| Ben-Gurion University | 211.17 | 296.48 | 62,511.50 | 113.72 | 163.44 | 224.70 | 2.56 | 7.08 | 18 |
| Technion | 329.65 | 388.37 | 104,718.65 | 27.24 | 302.48 | 359.51 | 0.19 | 0.54 | 31 |
| Reichman University | 54.61 | 51.80 | 51,250.27 | 92.18 | 45.20 | 35.90 | 2.27 | 13.42 | 41 |
| Bar-Ilan University | 78.78 | 124.71 | 62,011.54 | 106.37 | 68.50 | 113.28 | 1.00 | 3.23 | 54 |
| University of Haifa | 279.07 | 600.14 | 80,257.07 | 220.36 | 198.73 | 488.41 | 5.00 | 13.86 | 15 |
| The Hebrew University | 86.38 | 100.77 | 75,797.25 | 92.27 | 73.75 | 86.45 | 0.38 | 0.81 | 16 |
| The Open University | 42.07 | 47.18 | 85,240.67 | 71.01 | 33.73 | 40.38 | 0.13 | 0.35 | 15 |
| Weizmann Institute of Science | 107.83 | 70.61 | 35,464.31 | 32.82 | 92.52 | 60.37 | 0.02 | 0.14 | 48 |

# Plots

## One plot per University, by category



















