Descriptives

| **Characteristic** | **Ariel University**, N = 1131 | **Bar-Ilan University**, N = 1281 | **Ben-Gurion University**, N = 841 | **Reichman University**, N = 1261 | **Technion**, N = 1111 | **Tel Aviv University**, N = 1031 | **The Hebrew University**, N = 871 | **The Open University**, N = 741 | **University of Haifa**, N = 1071 | **Weizmann Institute of Science**, N = 771 |
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| Total Interactions | 169.87 (230.75) | 131.36 (203.31) | 335.55 (769.72) | 141.71 (263.16) | 512.50 (580.17) | 248.92 (868.73) | 296.97 (700.46) | 135.11 (314.07) | 582.79 (1,201.01) | 182.08 (506.57) |
| Page Followers | 43,866.17 (45.12) | 61,976.72 (111.67) | 62,520.15 (112.81) | 51,218.13 (115.32) | 104,721.79 (28.05) | 109,371.07 (143.12) | 75,778.43 (98.85) | 85,231.32 (86.19) | 80,205.75 (235.24) | 35,468.51 (39.59) |
| Positive Sentiment | 88.00 (130.22) | 73.46 (94.84) | 242.86 (517.27) | 94.22 (139.13) | 396.41 (400.28) | 132.78 (198.74) | 204.63 (534.87) | 94.07 (232.83) | 380.12 (828.13) | 144.09 (422.64) |
| Negative Sentiment | 68.70 (123.20) | 47.23 (129.08) | 28.54 (176.79) | 30.65 (117.70) | 64.81 (273.23) | 60.75 (355.04) | 40.17 (150.56) | 16.28 (94.52) | 67.28 (229.93) | 11.13 (57.99) |
| 1Mean (SD) | | | | | | | | | | |