Descriptives

# All posts, by university

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

# All posts, by category

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

# One table per category, by university

| *Descriptives for Community Support posts, by University* | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| University | Interactions | | Page Followers | | Pos Sentiment | | Neg Sentiment | |
| *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 |
| Ariel University | 45.53 | 100.62 | 43,880.47 | 40.39 | 33.13 | 67.21 | 7.03 | 38.33 |
| Ben-Gurion University | 211.17 | 296.48 | 62,511.50 | 113.72 | 163.44 | 224.70 | 2.56 | 7.08 |
| Technion | 329.65 | 388.37 | 104,718.65 | 27.24 | 302.48 | 359.51 | 0.19 | 0.54 |
| Reichman University | 54.61 | 51.80 | 51,250.27 | 92.18 | 45.20 | 35.90 | 2.27 | 13.42 |
| Bar-Ilan University | 78.78 | 124.71 | 62,011.54 | 106.37 | 68.50 | 113.28 | 1.00 | 3.23 |
| University of Haifa | 279.07 | 600.14 | 80,257.07 | 220.36 | 198.73 | 488.41 | 5.00 | 13.86 |
| The Hebrew University | 86.38 | 100.77 | 75,797.25 | 92.27 | 73.75 | 86.45 | 0.38 | 0.81 |
| The Open University | 42.07 | 47.18 | 85,240.67 | 71.01 | 33.73 | 40.38 | 0.13 | 0.35 |
| Weizmann Institute of Science | 107.83 | 70.61 | 35,464.31 | 32.82 | 92.52 | 60.37 | 0.02 | 0.14 |