Inferential report

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# Total interactions

## By university

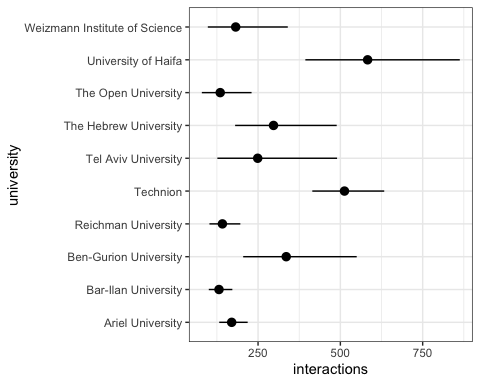
To compare the amount of post interactions across the different universities, we ran a quasi-poisson regression[[1]](#footnote-20) using university as the sole predictor. The following table presents the regression results and indicates that several universities show significantly more interactions as compared to Ariel University.

| **Characteristic** | **IRR**1 | **95% CI**1 | **p-value** |
| --- | --- | --- | --- |
| (Intercept) | 170 | 132, 219 | <0.001 |
| university |  |  |  |
| Ariel University | — | — |  |
| Bar-Ilan University | 0.77 | 0.53, 1.12 | 0.2 |
| Ben-Gurion University | 1.98 | 1.13, 3.44 | 0.016 |
| Reichman University | 0.83 | 0.55, 1.26 | 0.4 |
| Technion | 3.02 | 2.17, 4.19 | <0.001 |
| Tel Aviv University | 1.47 | 0.71, 3.02 | 0.3 |
| The Hebrew University | 1.75 | 1.00, 3.06 | 0.050 |
| The Open University | 0.80 | 0.44, 1.44 | 0.4 |
| University of Haifa | 3.43 | 2.15, 5.47 | <0.001 |
| Weizmann Institute of Science | 1.07 | 0.55, 2.11 | 0.8 |
| 1IRR = Incidence Rate Ratio, CI = Confidence Interval | | | |

To view the differences more clearly, we make and summarize predictions for post interactions according to university, and can clearly see that the University of Haifa gets the most engagement with their posts, while Bar-Ilan University gets the least.

university Estimate Pr(>|z|) S 2.5 % 97.5 %  
 Ariel University 170 <0.001 Inf 132.1 218  
 Bar-Ilan University 131 <0.001 915.4 100.4 172  
 Ben-Gurion University 336 <0.001 389.7 204.8 550  
 Reichman University 142 <0.001 646.8 102.3 196  
 Technion 513 <0.001 Inf 414.8 633  
 Tel Aviv University 249 <0.001 188.2 126.5 490  
 The Hebrew University 297 <0.001 366.3 180.4 489  
 The Open University 135 <0.001 239.1 79.3 230  
 University of Haifa 583 <0.001 735.4 393.7 863  
 Weizmann Institute of Science 182 <0.001 196.2 97.4 340  
  
Columns: rowid, university, estimate, p.value, s.value, conf.low, conf.high, rowid\_dedup   
Type: invlink(link)

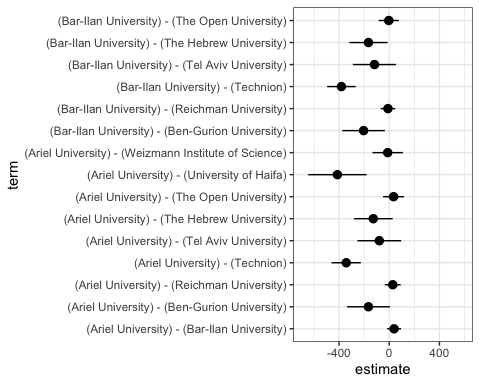
The graph makes these stark differences even more clear:

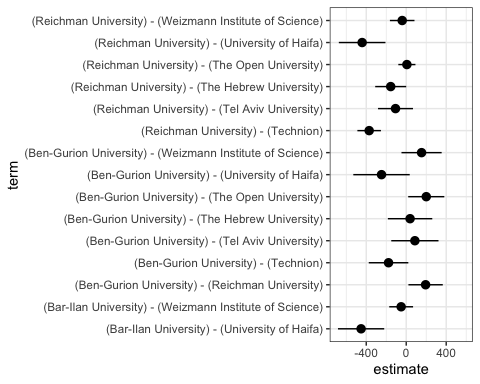


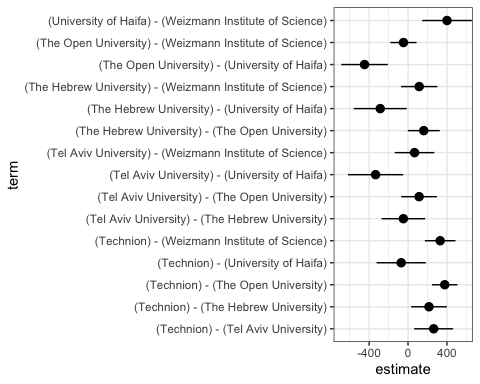
And for inference, we calculate pairwise comparisons of the predicted total interactions for all categories:

Term Estimate Std. Error  
 (Ariel University) - (Bar-Ilan University) 38.51 28.3  
 (Ariel University) - (Ben-Gurion University) -165.68 87.3  
 (Ariel University) - (Reichman University) 28.16 32.1  
 (Ariel University) - (Technion) -342.64 59.5  
 (Ariel University) - (Tel Aviv University) -79.06 88.7  
 (Ariel University) - (The Hebrew University) -127.10 78.6  
 (Ariel University) - (The Open University) 34.76 42.7  
 (Ariel University) - (University of Haifa) -412.93 118.7  
 (Ariel University) - (Weizmann Institute of Science) -12.21 62.1  
 (Bar-Ilan University) - (Ben-Gurion University) -204.19 86.4  
 (Bar-Ilan University) - (Reichman University) -10.35 29.7  
 (Bar-Ilan University) - (Technion) -381.15 58.2  
 (Bar-Ilan University) - (Tel Aviv University) -117.56 87.9  
 (Bar-Ilan University) - (The Hebrew University) -165.61 77.7  
 (Bar-Ilan University) - (The Open University) -3.75 40.9  
 (Bar-Ilan University) - (University of Haifa) -451.44 118.0  
 (Bar-Ilan University) - (Weizmann Institute of Science) -50.72 60.8  
 (Ben-Gurion University) - (Reichman University) 193.84 87.7  
 (Ben-Gurion University) - (Technion) -176.96 101.0  
 (Ben-Gurion University) - (Tel Aviv University) 86.63 120.6  
 (Ben-Gurion University) - (The Hebrew University) 38.58 113.3  
 (Ben-Gurion University) - (The Open University) 200.44 92.1  
 (Ben-Gurion University) - (University of Haifa) -247.25 144.0  
 (Ben-Gurion University) - (Weizmann Institute of Science) 153.47 102.5  
 (Reichman University) - (Technion) -370.80 60.1  
 (Reichman University) - (Tel Aviv University) -107.22 89.2  
 (Reichman University) - (The Hebrew University) -155.26 79.1  
 (Reichman University) - (The Open University) 6.60 43.6  
 (Reichman University) - (University of Haifa) -441.09 119.0  
 (Reichman University) - (Weizmann Institute of Science) -40.37 62.7  
 (Technion) - (Tel Aviv University) 263.58 102.3  
 (Technion) - (The Hebrew University) 215.54 93.6  
 (Technion) - (The Open University) 377.40 66.4  
 (Technion) - (University of Haifa) -70.29 129.1  
 (Technion) - (Weizmann Institute of Science) 330.43 80.2  
 (Tel Aviv University) - (The Hebrew University) -48.04 114.5  
 (Tel Aviv University) - (The Open University) 113.81 93.5  
 (Tel Aviv University) - (University of Haifa) -333.87 144.9  
 (Tel Aviv University) - (Weizmann Institute of Science) 66.84 103.8  
 (The Hebrew University) - (The Open University) 161.86 84.0  
 (The Hebrew University) - (University of Haifa) -285.83 139.0  
 (The Hebrew University) - (Weizmann Institute of Science) 114.89 95.3  
 (The Open University) - (University of Haifa) -447.69 122.3  
 (The Open University) - (Weizmann Institute of Science) -46.97 68.8  
 (University of Haifa) - (Weizmann Institute of Science) 400.72 130.3  
 z Pr(>|z|) S 2.5 % 97.5 %  
 1.3607 0.17360 2.5 -16.96 93.974  
 -1.8988 0.05759 4.1 -336.70 5.337  
 0.8777 0.38010 1.4 -34.72 91.046  
 -5.7626 < 0.001 26.8 -459.17 -226.100  
 -0.8909 0.37299 1.4 -252.98 94.867  
 -1.6167 0.10595 3.2 -281.18 26.988  
 0.8133 0.41606 1.3 -49.01 118.527  
 -3.4795 < 0.001 11.0 -645.52 -180.333  
 -0.1967 0.84403 0.2 -133.85 109.431  
 -2.3635 0.01810 5.8 -373.51 -34.863  
 -0.3489 0.72717 0.5 -68.47 47.778  
 -6.5507 < 0.001 34.0 -495.18 -267.106  
 -1.3376 0.18101 2.5 -289.82 54.695  
 -2.1325 0.03296 4.9 -317.81 -13.400  
 -0.0915 0.92706 0.1 -84.01 76.508  
 -3.8244 < 0.001 12.9 -682.79 -220.082  
 -0.8336 0.40451 1.3 -169.97 68.533  
 2.2102 0.02709 5.2 21.94 365.739  
 -1.7523 0.07972 3.6 -374.88 20.971  
 0.7185 0.47247 1.1 -149.69 322.937  
 0.3404 0.73352 0.4 -183.54 260.701  
 2.1754 0.02960 5.1 19.85 381.026  
 -1.7166 0.08606 3.5 -529.55 35.055  
 1.4967 0.13448 2.9 -47.51 354.445  
 -6.1680 < 0.001 30.4 -488.62 -252.973  
 -1.2023 0.22927 2.1 -282.00 67.572  
 -1.9624 0.04971 4.3 -310.32 -0.196  
 0.1512 0.87985 0.2 -78.95 92.150  
 -3.7065 < 0.001 12.2 -674.33 -207.846  
 -0.6440 0.51961 0.9 -163.25 82.506  
 2.5774 0.00996 6.7 63.14 464.025  
 2.3022 0.02132 5.6 32.04 399.035  
 5.6822 < 0.001 26.2 247.22 507.571  
 -0.5444 0.58613 0.8 -323.33 182.748  
 4.1186 < 0.001 14.7 173.18 487.669  
 -0.4197 0.67471 0.6 -272.41 176.320  
 1.2167 0.22371 2.2 -69.53 297.154  
 -2.3036 0.02125 5.6 -617.94 -49.801  
 0.6439 0.51961 0.9 -136.61 270.298  
 1.9268 0.05400 4.2 -2.79 326.500  
 -2.0567 0.03971 4.7 -558.21 -13.450  
 1.2056 0.22799 2.1 -71.89 301.668  
 -3.6603 < 0.001 12.0 -687.40 -207.968  
 -0.6831 0.49454 1.0 -181.73 87.794  
 3.0748 0.00211 8.9 145.29 656.146  
  
Columns: term, estimate, std.error, statistic, p.value, s.value, conf.low, conf.high   
Type: response

And we plot so we can see better. From the plot, it is easy to see that the only differences that arenot significant are between the categories “Updates and Instructions”, “Marketing of Academic Programs”, and “Academic Adjustments”. We can also conclude that post in the category “Supporting our Troops and Hostages” received more interactions than posts in any other category.



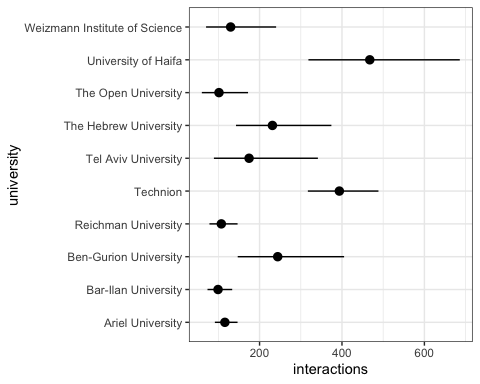




### With an offset

When we run the same model but adding an offset for the number of days a post has been up, recognizing that posts that have been up longer have had more of an opportunity to accrue likes, results are similar but the differences become less stark.

| **Characteristic** | **IRR**1 | **95% CI**1 | **p-value** |
| --- | --- | --- | --- |
| (Intercept) | 2.52 | 1.99, 3.19 | <0.001 |
| university |  |  |  |
| Ariel University | — | — |  |
| Bar-Ilan University | 1.05 | 0.72, 1.53 | 0.8 |
| Ben-Gurion University | 2.03 | 1.16, 3.56 | 0.013 |
| Reichman University | 0.82 | 0.56, 1.22 | 0.3 |
| Technion | 3.17 | 2.30, 4.36 | <0.001 |
| Tel Aviv University | 2.12 | 1.04, 4.32 | 0.039 |
| The Hebrew University | 1.68 | 0.98, 2.87 | 0.059 |
| The Open University | 0.71 | 0.40, 1.27 | 0.2 |
| University of Haifa | 3.79 | 2.42, 5.95 | <0.001 |
| Weizmann Institute of Science | 1.26 | 0.65, 2.44 | 0.5 |
| 1IRR = Incidence Rate Ratio, CI = Confidence Interval | | | |



## By category

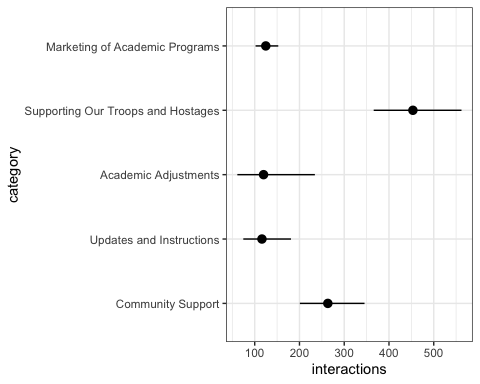
To compare the amount of post interactions across the different post categories, we ran a quasi-poisson regression using category as the sole predictor. The following table presents the regression results and shows that the category “Supporting our Troops and Hostages” receives more interactions that the rest.

| **Characteristic** | **IRR**1 | **95% CI**1 | **p-value** |
| --- | --- | --- | --- |
| (Intercept) | 263 | 201, 345 | <0.001 |
| category |  |  |  |
| Community Support | — | — |  |
| Updates and Instructions | 0.44 | 0.26, 0.74 | 0.002 |
| Academic Adjustments | 0.45 | 0.22, 0.94 | 0.033 |
| Supporting Our Troops and Hostages | 1.72 | 1.22, 2.43 | 0.002 |
| Marketing of Academic Programs | 0.47 | 0.34, 0.66 | <0.001 |
| 1IRR = Incidence Rate Ratio, CI = Confidence Interval | | | |

To view the differences more clearly, we make and summarize predictions for post interactions according to post category.

category Estimate Pr(>|z|) S 2.5 % 97.5 %  
 Community Support 263 <0.001 Inf 200.8 345  
 Updates and Instructions 116 <0.001 322.5 74.5 181  
 Academic Adjustments 120 <0.001 144.8 61.2 234  
 Supporting Our Troops and Hostages 453 <0.001 Inf 365.9 562  
 Marketing of Academic Programs 125 <0.001 Inf 101.9 153  
  
Columns: rowid, category, estimate, p.value, s.value, conf.low, conf.high, rowid\_dedup   
Type: invlink(link)

This information in graph form:

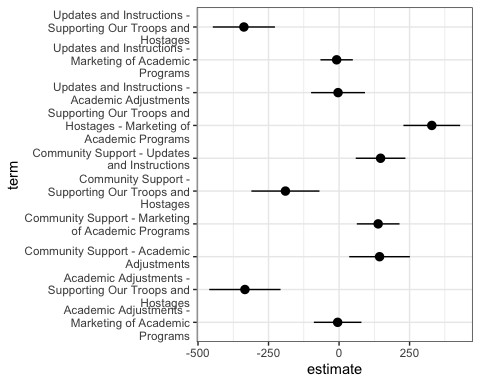


And for inference, we calculate pairwise comparisons of the predicted total interactions for all categories:

Warning: The `type="invlink"` argument is not available unless `hypothesis` is  
 `NULL` or a single number. The value of the `type` argument was changed  
 to "response" automatically. To suppress this warning, use  
 `type="response"` explicitly in your function call.

Term Estimate  
 Community Support - Updates and Instructions 147.23  
 Community Support - Academic Adjustments 143.61  
 Community Support - Supporting Our Troops and Hostages -190.10  
 Community Support - Marketing of Academic Programs 138.64  
 Updates and Instructions - Academic Adjustments -3.62  
 Updates and Instructions - Supporting Our Troops and Hostages -337.33  
 Updates and Instructions - Marketing of Academic Programs -8.59  
 Academic Adjustments - Supporting Our Troops and Hostages -333.71  
 Academic Adjustments - Marketing of Academic Programs -4.97  
 Supporting Our Troops and Hostages - Marketing of Academic Programs 328.74  
 Std. Error z Pr(>|z|) S 2.5 % 97.5 %  
 44.9 3.2774 0.00105 9.9 59.2 235.3  
 54.9 2.6176 0.00886 6.8 36.1 251.1  
 61.6 -3.0870 0.00202 9.0 -310.8 -69.4  
 38.6 3.5900 < 0.001 11.6 62.9 214.3  
 48.7 -0.0742 0.94083 0.1 -99.2 91.9  
 56.2 -6.0025 < 0.001 28.9 -447.5 -227.2  
 29.3 -0.2934 0.76920 0.4 -66.0 48.8  
 64.4 -5.1801 < 0.001 22.1 -460.0 -207.4  
 43.0 -0.1157 0.90793 0.1 -89.3 79.3  
 51.3 6.4084 < 0.001 32.7 228.2 429.3  
  
Columns: term, estimate, std.error, statistic, p.value, s.value, conf.low, conf.high   
Type: response

And we plot so we can see better. From the plot, it is easy to see that the only differences that arenot significant are between the categories “Updates and Instructions”, “Marketing of Academic Programs”, and “Academic Adjustments”. We can also conclude that post in the category “Supporting our Troops and Hostages” received more interactions than posts in any other category.



### Controlling for University

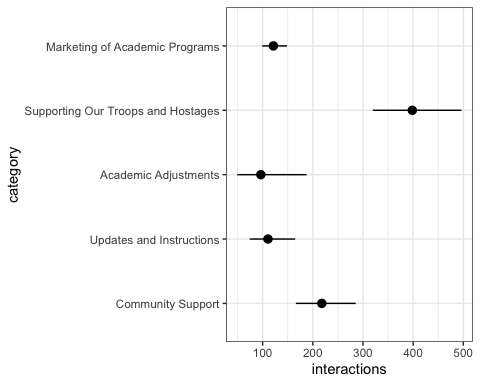
As we have established that there are differences in total interactions when comparing different universities, it is possible that the differences we observe across post categories are due to an imbalance in how many posts of each category are posted by each university. Using a quasi-poisson model that predicts total interactions and includes both category and university as predictors is one way to account for this potential imbalance. Model results are presented in the following table:

| **Characteristic** | **IRR**1 | **95% CI**1 | **p-value** |
| --- | --- | --- | --- |
| (Intercept) | 139 | 96.7, 199 | <0.001 |
| university |  |  |  |
| Ariel University | — | — |  |
| Bar-Ilan University | 0.90 | 0.64, 1.25 | 0.5 |
| Ben-Gurion University | 2.11 | 1.21, 3.68 | 0.008 |
| Reichman University | 0.90 | 0.62, 1.33 | 0.6 |
| Technion | 3.30 | 2.43, 4.49 | <0.001 |
| Tel Aviv University | 1.75 | 0.84, 3.63 | 0.13 |
| The Hebrew University | 1.89 | 1.10, 3.25 | 0.021 |
| The Open University | 0.91 | 0.51, 1.62 | 0.7 |
| University of Haifa | 3.34 | 2.12, 5.24 | <0.001 |
| Weizmann Institute of Science | 1.61 | 0.81, 3.19 | 0.2 |
| category |  |  |  |
| Community Support | — | — |  |
| Updates and Instructions | 0.51 | 0.32, 0.81 | 0.005 |
| Academic Adjustments | 0.44 | 0.22, 0.91 | 0.026 |
| Supporting Our Troops and Hostages | 1.83 | 1.30, 2.57 | <0.001 |
| Marketing of Academic Programs | 0.56 | 0.39, 0.79 | 0.001 |
| 1IRR = Incidence Rate Ratio, CI = Confidence Interval | | | |

Most usefully, we can use the model to make predictions for all combinations of category and university, and summarise the predictions by category, averaging across all universities. Doing this, we see that the effect is slightly less pronounced, but the conclusion remains the same: posts in the category “Supporting Our Troops and Hostages” clearly receive more interactions.

category Estimate Pr(>|z|) S 2.5 % 97.5 %  
 Community Support 217.9 <0.001 Inf 166.2 286  
 Updates and Instructions 110.6 <0.001 391.2 74.3 165  
 Academic Adjustments 96.4 <0.001 134.6 49.5 188  
 Supporting Our Troops and Hostages 398.3 <0.001 Inf 319.7 496  
 Marketing of Academic Programs 121.4 <0.001 Inf 99.2 149  
  
Columns: category, estimate, p.value, s.value, conf.low, conf.high   
Type: invlink(link)

As a graph:



# Positive interactions

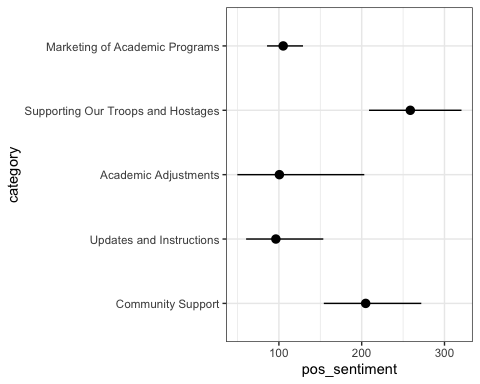
## By category

To compare the amount of positive interactions across the different post categories, we ran a quasi-poisson regression using category as the sole predictor. The following table presents the regression results and shows that the category “Supporting our Troops and Hostages” receives more positive interactions that the rest, but not significantly more than the baseline category “Community Support”.

| **Characteristic** | **IRR**1 | **95% CI**1 | **p-value** |
| --- | --- | --- | --- |
| (Intercept) | 205 | 154, 272 | <0.001 |
| category |  |  |  |
| Community Support | — | — |  |
| Updates and Instructions | 0.47 | 0.27, 0.81 | 0.007 |
| Academic Adjustments | 0.49 | 0.23, 1.05 | 0.066 |
| Supporting Our Troops and Hostages | 1.26 | 0.88, 1.80 | 0.2 |
| Marketing of Academic Programs | 0.51 | 0.36, 0.73 | <0.001 |
| 1IRR = Incidence Rate Ratio, CI = Confidence Interval | | | |

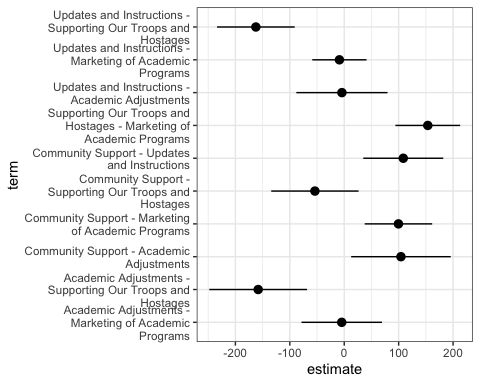
To view the differences more clearly, we make and summarize predictions for post interactions according to post category.

category Estimate Pr(>|z|) S 2.5 % 97.5 %  
 Community Support 204.8 <0.001 981.4 154.2 272  
 Updates and Instructions 96.3 <0.001 269.9 60.4 154  
 Academic Adjustments 100.6 <0.001 123.3 49.8 203  
 Supporting Our Troops and Hostages 258.7 <0.001 Inf 208.8 321  
 Marketing of Academic Programs 105.2 <0.001 Inf 85.7 129  
  
Columns: rowid, category, estimate, p.value, s.value, conf.low, conf.high, rowid\_dedup   
Type: invlink(link)



For inference, as above, we calculate and then plot pairwise comparisons. We can see that “Supporting Our Troops and Hostages”-type posts receive significantly more positive interactions than any other kind of post except for those in the category “Community Support”, where the difference is not significant. Similarly, “Community Support”-type posts receive more positive interactions than all other posts, except for “Supporting Our Troops and Hostages”-type posts.

Term Estimate  
 Community Support - Updates and Instructions 108.48  
 Community Support - Academic Adjustments 104.22  
 Community Support - Supporting Our Troops and Hostages -53.90  
 Community Support - Marketing of Academic Programs 99.63  
 Updates and Instructions - Academic Adjustments -4.26  
 Updates and Instructions - Supporting Our Troops and Hostages -162.38  
 Updates and Instructions - Marketing of Academic Programs -8.85  
 Academic Adjustments - Supporting Our Troops and Hostages -158.12  
 Academic Adjustments - Marketing of Academic Programs -4.59  
 Supporting Our Troops and Hostages - Marketing of Academic Programs 153.53  
 Std. Error z Pr(>|z|) S 2.5 % 97.5 %  
 37.5 2.8944 0.00380 8.0 35.0 181.9  
 46.7 2.2325 0.02558 5.3 12.7 195.7  
 41.0 -1.3158 0.18824 2.4 -134.2 26.4  
 31.6 3.1518 0.00162 9.3 37.7 161.6  
 42.8 -0.0996 0.92064 0.1 -88.0 79.5  
 36.4 -4.4590 < 0.001 16.9 -233.8 -91.0  
 25.4 -0.3477 0.72804 0.5 -58.7 41.0  
 45.8 -3.4498 < 0.001 10.8 -248.0 -68.3  
 37.7 -0.1217 0.90314 0.1 -78.5 69.3  
 30.3 5.0597 < 0.001 21.2 94.1 213.0  
  
Columns: term, estimate, std.error, statistic, p.value, s.value, conf.low, conf.high   
Type: response

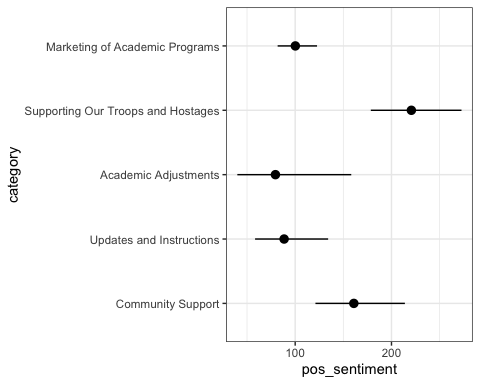


### Controlling for university

As above, we also run a model with university as an additional predictor and summarise predictions averaging over the different universities:

| **Characteristic** | **IRR**1 | **95% CI**1 | **p-value** |
| --- | --- | --- | --- |
| (Intercept) | 85.6 | 57.7, 127 | <0.001 |
| university |  |  |  |
| Ariel University | — | — |  |
| Bar-Ilan University | 0.92 | 0.65, 1.29 | 0.6 |
| Ben-Gurion University | 2.81 | 1.63, 4.86 | <0.001 |
| Reichman University | 1.10 | 0.77, 1.59 | 0.6 |
| Technion | 4.71 | 3.39, 6.55 | <0.001 |
| Tel Aviv University | 1.69 | 1.14, 2.51 | 0.010 |
| The Hebrew University | 2.42 | 1.31, 4.47 | 0.005 |
| The Open University | 1.16 | 0.62, 2.17 | 0.7 |
| University of Haifa | 4.13 | 2.54, 6.72 | <0.001 |
| Weizmann Institute of Science | 2.10 | 1.01, 4.40 | 0.048 |
| category |  |  |  |
| Community Support | — | — |  |
| Updates and Instructions | 0.55 | 0.33, 0.90 | 0.018 |
| Academic Adjustments | 0.49 | 0.24, 1.04 | 0.063 |
| Supporting Our Troops and Hostages | 1.37 | 0.97, 1.95 | 0.078 |
| Marketing of Academic Programs | 0.62 | 0.43, 0.90 | 0.012 |
| 1IRR = Incidence Rate Ratio, CI = Confidence Interval | | | |

category Estimate Pr(>|z|) S 2.5 % 97.5 %  
 Community Support 160.9 <0.001 887.6 121.0 214  
 Updates and Instructions 88.5 <0.001 325.9 58.4 134  
 Academic Adjustments 79.5 <0.001 116.0 39.9 158  
 Supporting Our Troops and Hostages 220.6 <0.001 Inf 178.5 273  
 Marketing of Academic Programs 100.2 <0.001 Inf 81.8 123  
  
Columns: category, estimate, p.value, s.value, conf.low, conf.high   
Type: invlink(link)



# Negative interactions

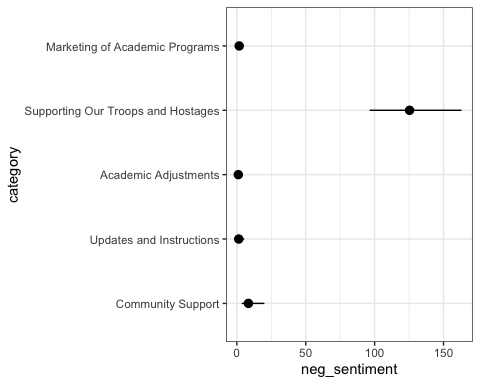
## By category

To compare the amount of negative interactions across the different post categories, we ran a quasi-poisson regression using category as the sole predictor. The following table presents the regression results and shows that the category “Supporting our Troops and Hostages” receives more negative interactions that the rest.

| **Characteristic** | **IRR**1 | **95% CI**1 | **p-value** |
| --- | --- | --- | --- |
| (Intercept) | 8.39 | 3.53, 20.0 | <0.001 |
| category |  |  |  |
| Community Support | — | — |  |
| Updates and Instructions | 0.16 | 0.03, 0.82 | 0.028 |
| Academic Adjustments | 0.12 | 0.04, 0.39 | <0.001 |
| Supporting Our Troops and Hostages | 14.9 | 6.03, 37.0 | <0.001 |
| Marketing of Academic Programs | 0.20 | 0.06, 0.70 | 0.012 |
| 1IRR = Incidence Rate Ratio, CI = Confidence Interval | | | |

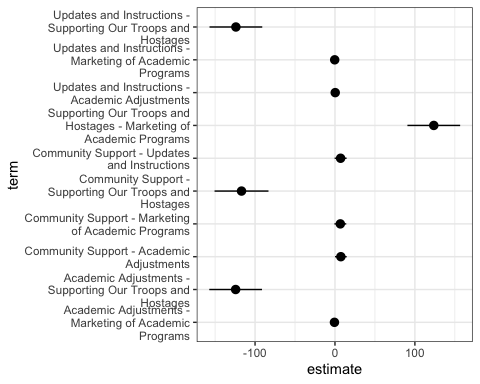
To view the differences more clearly, we make and summarize predictions for negative interactions according to post category.

category Estimate Pr(>|z|) S 2.5 % 97.5 %  
 Community Support 8.39 <0.001 19.4 3.530 19.96  
 Updates and Instructions 1.35 0.667 0.6 0.343 5.32  
 Academic Adjustments 1.04 0.923 0.1 0.496 2.17  
 Supporting Our Troops and Hostages 125.34 <0.001 940.8 96.355 163.03  
 Marketing of Academic Programs 1.69 0.249 2.0 0.692 4.12  
  
Columns: rowid, category, estimate, p.value, s.value, conf.low, conf.high, rowid\_dedup   
Type: invlink(link)



For inference, as above, we calculate and then plot pairwise comparisons. It is clear that posts in the category “Supporing our Troops and Hostages” receive more negative interactions than any other category, and that pairwise difference between all the other categories are comparatively negligible.

Term Estimate  
 Community Support - Updates and Instructions 7.043  
 Community Support - Academic Adjustments 7.356  
 Community Support - Supporting Our Troops and Hostages -116.942  
 Community Support - Marketing of Academic Programs 6.705  
 Updates and Instructions - Academic Adjustments 0.314  
 Updates and Instructions - Supporting Our Troops and Hostages -123.984  
 Updates and Instructions - Marketing of Academic Programs -0.337  
 Academic Adjustments - Supporting Our Troops and Hostages -124.298  
 Academic Adjustments - Marketing of Academic Programs -0.651  
 Supporting Our Troops and Hostages - Marketing of Academic Programs 123.647  
 Std. Error z Pr(>|z|) S 2.5 % 97.5 %  
 3.828 1.840 0.0658 3.9 -0.4601 14.55  
 3.730 1.972 0.0486 4.4 0.0459 14.67  
 17.219 -6.791 <0.001 36.4 -150.6913 -83.19  
 3.788 1.770 0.0767 3.7 -0.7193 14.13  
 1.022 0.307 0.7589 0.4 -1.6902 2.32  
 16.842 -7.362 <0.001 42.3 -156.9935 -90.98  
 1.218 -0.277 0.7817 0.4 -2.7240 2.05  
 16.820 -7.390 <0.001 42.6 -157.2642 -91.33  
 0.861 -0.756 0.4496 1.2 -2.3394 1.04  
 16.833 7.346 <0.001 42.2 90.6555 156.64  
  
Columns: term, estimate, std.error, statistic, p.value, s.value, conf.low, conf.high   
Type: response

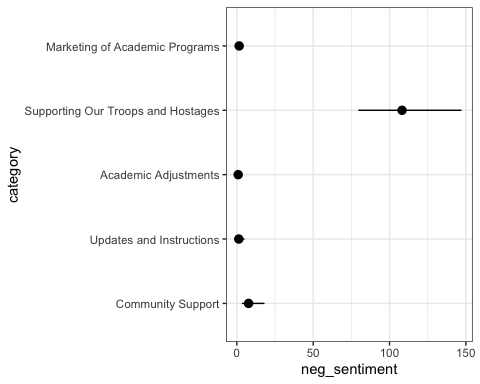


### Controlling for university

As above, we also run a model with university as an additional predictor and summarise predictions averaging over the different universities:

| **Characteristic** | **IRR**1 | **95% CI**1 | **p-value** |
| --- | --- | --- | --- |
| (Intercept) | 9.88 | 3.89, 25.1 | <0.001 |
| university |  |  |  |
| Ariel University | — | — |  |
| Bar-Ilan University | 0.97 | 0.59, 1.61 | >0.9 |
| Ben-Gurion University | 0.56 | 0.14, 2.21 | 0.4 |
| Reichman University | 0.60 | 0.30, 1.21 | 0.2 |
| Technion | 1.26 | 0.56, 2.85 | 0.6 |
| Tel Aviv University | 1.35 | 0.42, 4.32 | 0.6 |
| The Hebrew University | 0.76 | 0.34, 1.70 | 0.5 |
| The Open University | 0.35 | 0.09, 1.37 | 0.13 |
| University of Haifa | 1.05 | 0.52, 2.12 | 0.9 |
| Weizmann Institute of Science | 0.52 | 0.16, 1.69 | 0.3 |
| category |  |  |  |
| Community Support | — | — |  |
| Updates and Instructions | 0.16 | 0.03, 0.82 | 0.028 |
| Academic Adjustments | 0.11 | 0.03, 0.37 | <0.001 |
| Supporting Our Troops and Hostages | 14.1 | 5.64, 35.2 | <0.001 |
| Marketing of Academic Programs | 0.20 | 0.06, 0.67 | 0.010 |
| 1IRR = Incidence Rate Ratio, CI = Confidence Interval | | | |

category Estimate Pr(>|z|) S 2.5 % 97.5 %  
 Community Support 7.680 <0.001 18.3 3.260 18.10  
 Updates and Instructions 1.253 0.748 0.4 0.316 4.97  
 Academic Adjustments 0.857 0.717 0.5 0.373 1.97  
 Supporting Our Troops and Hostages 108.196 <0.001 648.8 79.566 147.13  
 Marketing of Academic Programs 1.505 0.381 1.4 0.603 3.75  
  
Columns: category, estimate, p.value, s.value, conf.low, conf.high   
Type: invlink(link)



1. One of the standard ways to analyze count outcomes (such as the number of interactions with a post). [↑](#footnote-ref-20)