This study is guided by the following research questions (RQs):

**RQ 1.** What user engagement metrics (i.e., likes, views, comments, and shares) are associated with the ephemerality of nonsuicidal self-injury content on TikTok?

**RQ 2.** What content characteristics (i.e., a video’s audio, visual, and linguistic elements) are associated with the ephemerality of nonsuicidal self-injury content on TikTok?

**RQ 3.** What user profile characteristics (i.e., number of videos posted, number of followers, number of accounts followed, number of likes across videos, and verified status) are associated with the ephemerality of nonsuicidal self-injury content on TikTok?

**Methods**

**Data Collection**

After removing duplicates and videos that did not meet our inclusion criteria, we were left with 1,654 videos, of which 431 could not be downloaded as the creators had disabled download permissions and thus could not be analyzed. During data cleaning, we removed videos from the dataset missing any values using listwise deletion to preserve the validity of the regression models and avoid potential bias introduced by partial data. This data cleaning resulted in a final dataset of 973 videos for analysis.

**Data Analysis**

Before conducting inferential statistical analyses, we performed descriptive analysis to gain an initial understanding of the dataset and ensure data quality (Table 1). This step allowed us to summarize the distributions and relationships among key variables, as well as to inform subsequent regression modeling. Descriptive statistics revealed that 160 out of the 973 videos in the sample became ephemeral following the three-week observation period (Table 2), resulting in an ephemerality rate of 16.4%.

|  |  |
| --- | --- |
| **Variable** | **Mean** ± **Standard Dev.** |
| **User Engagement Metrics** | |
| Likes | 335.698869 ± 2847.99036 |
| Views | 1075.733813 ± 10128.74425 |
| Shares | 1.829394 ± 15.26062 |
| Comments | 71.337102 ± 1036.35649 |
| **Profile Characteristics** | |
| Profile likes | 140625.0329 ± 611919.0463 |
| Video count | 171.7842 ± 359.0728 |
| Follower count | 2266.1244 ± 12045.5496 |
| Following count | 643.3248 ± 1475.5416 |

**Table 1. Descriptive analysis of user engagement metrics and profile characteristics**

|  |  |  |
| --- | --- | --- |
| **Status** | **n** | **Frequency** |
| Non-ephemeral | 813 | 83.6% |
| Ephemeral | 160 | 16.4% |

**Table 2. Descriptive analysis of ephemerality status of videos**

To address RQ 1, we first conducted a Manns-Whitney U test to measure the association between user engagement metrics and ephemerality. We selected this nonparametric test as the user engagement metrics were not normally distributed. We evaluated differences between ephemeral and non-ephemeral content using raw *p*-values before applying a Bonferroni correction to adjust for multiple comparisons. We also calculated descriptive statistics for each user engagement metric to contextualize the comparisons.

Following the Manns-Whitney U analysis, we conducted a stepwise logistic regression analysis. This multivariate approach allowed us to assess the independent contribution of each engagement metric while accounting for potential confounding among variables. The initial model included views, likes, comments, and shares. Using Akaike Information Criterion (AIC) for model selection, shares was removed as it did not improve model fit. The final model retained views, likes, and comments to measure association with ephemerality.

To address RQ 2, we conducted a content analysis of both ephemeral and non-ephemeral videos to characterize the content characteristics (i.e., a video’s audio, visual, and linguistic elements) of each. We developed a preliminary codebook based on prior research on NSSI content on social media (Himelein-Wachowiak et al., 2022; Lookingbill, 2023; Lookingbill & Le, 2024) and moderation of mental health content on social media (Steen et al., 2023), as well as open coding. We then discussed and refined these codes further based on criteria such as data classification, coding category saturation, and coding regularities to establish a final codebook. We tested intercoder reliability with this final codebook using Cohen’s kappa (κ = 0.76). Our analysis resulted in six high-level categories: addiction language, algospeak, signaling, visible scars, explicit NSSI language, and trigger warnings. We organized 24 child codes under these categories: three for addiction language, six for algospeak, four for explicit language, four for visible scars, and seven for signaling. We coded each characteristic as present (1) or absent (0) in Excel. If any child code within a category was present, we assigned a 1 to the corresponding parent code, regardless of how many child codes were present within that category. Some videos contained multiple codes.

Next, to examine the relationship between specific content characteristics and ephemerality, we conducted a series of chi-square tests of independence. For each variable, we constructed 2x2 contingency tables comparing the frequency of the characteristic across ephemeral and non-ephemeral content. We calculated Chi-square statistics and associated p-values to assess whether observed distributions differed significantly from what would be expected by chance. We also computed descriptive frequencies (i.e., counts and percentages) of each characteristic within both groups to contextualize the results.

Following the Chi-square tests, we conducted a stepwise logistic regression analysis to identify which content characteristics were most strongly associated with ephemerality. The dependent variable was ephemerality, while independent variables included binary indicators of specific content characteristics derived from our codebook. We used a bidirectional stepwise selection procedure based on AIC to iteratively add or remove variables, optimizing model fit. The final model included only those variables that contributed significantly to explaining variation in ephemerality.

To evaluate whether user engagement confounded the relationship between content characteristics and ephemerality, we conducted a stepwise logistic regression that included both sets of variables. We included content characteristics that we found to be significantly associated with ephemerality in previous analyses into the stepwise logistic regression model alongside four user engagement metrics (i.e., views, likes, comments, and shares). Using AIC, the stepwise procedure iteratively selected the combination of variables that best explained the outcome while minimizing model complexity. This approach allowed us to assess whether the associations between content characteristics and ephemerality persisted after adjusting for user engagement.

Then, to assess whether content characteristics operated independently or synergistically in their association with ephemerality, we conducted a stepwise logistic regression that included all two-way interactions between five key content characteristics identified in earlier models. The model began with all main effects and interaction terms and used AIC to iteratively remove non-contributing variables. This approach allowed us to identify not only direct associations but also whether specific combinations of content features increased or decreased the association with ephemerality.

Finally, to address RQ 3, we conducted a stepwise logistic regression based on 778 unique user profiles. User profile characteristics included total likes, total video count, follower count, and following count. Due to the right-skewed distribution of the variables, we applied a log transformation to improve model fit and interpretability. Specifically, log-transformed variables included total likes, video count, follower count, and following count. All predictors were entered into an initial logistic regression model, and stepwise selection based on AIC was used to iteratively retain only those variables that improved model fit. The final model allowed us to assess the independent association of each user profile characteristic with ephemerality.

**Results**

**Association between User Engagement and Ephemerality**

In response to RQ 1, the results of the Mann-Whitney U analysis (Table 3) revealed that none of the user engagement metrics (i.e., likes, views, comments, and shares) showed statistically significant differences between ephemeral and non-ephemeral content. Non-ephemeral content averaged higher engagement across likes (342.2 vs. 302.4), views (1,108.6 vs. 908.9), and comments (77.5 vs. 39.8) than ephemeral content, while ephemeral content averaged slightly higher share counts (2.1 vs. 1.8). However, after Bonferroni correction, the adjusted *p*-values for likes (0.166), views (0.208), comments (0.140), and shares (1.000) all exceeded the significance threshold. These results suggest that user engagement alone may not meaningfully differentiate between ephemeral and non-ephemeral NSSI content, indicating that other content characteristics, such as the content itself, may have a greater association with ephemerality.

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| --- | --- | --- | --- | --- |
| **User Engagement Metric** | **Ephemeral (Mean ± Standard Dev.)** | **Non-Ephemeral (Mean ± Standard Dev.)** | **Raw *p*-value** | **Bonferroni adjusted *p*-value** |
| Likes | 302.4 ± 1988.4 | 342.2 ± 2989.1 | 0.04160 | 0.16640 |
| Views | 908.9 ± 7241.7 | 1108.6 ± 10608.1 | 0.05188 | 0.20751 |
| Comments | 39.8 ± 243.2 | 77.5 ± 1128.7 | 0.03505 | 0.14020 |
| Shares | 2.1 ± 12.2 | 1.8 ± 15.8 | 0.89733 | 1.00000 |

**Table 3. Mann-Whitney U Test Measuring the Association between User Engagement Metrics and Ephemerality**

The final stepwise logistic regression model confirmed that none of the user engagement metrics were significantly associated with ephemerality. Specifically, the odds ratios for views (OR = 0.99995), likes (OR = 1.00027), and comments (OR = 0.99913) were not statistically significant. These results similarly suggest that variation in user engagement is not meaningfully associated with NSSI content ephemerality, reinforcing the need to examine other content characteristics.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **User Engagement Metric** | **Estimate** | **Std. Error** | ***p*-value** | **Odds Ratio** | **95% CI (Lower)** | **95% CI (Upper)** |
| (Intercept) | -1.62 | 0.0878 | < .001 | 0.197947 | 0.166127 | 0.234453 |
| Views | -4.7e-05 | 3.9e-05 | 0.231 | 0.999953 | 0.999836 | 1.000014 |
| Likes | 0.000268 | 0.000216 | 0.215 | 1.000268 | 0.999923 | 1.000826 |
| Comments | -0.000871 | 0.000943 | 0.355 | 0.999129 | 0.996608 | 1.000135 |

**Table 4. Final Stepwise Logistic Regression Model Measuring Association between User Engagement and Ephemerality**

**Observed Content Characteristics**

As observed through the content analysis (Table 5), approximately a third (33.7%) of all videos in the sample included explicit NSSI language, with explicit terms referencing NSSI scars (17.5%), methods of engaging in NSSI, such as cutting or burning (4.1%), or the act of self-harm itself (11.0%). The analysis also revealed that 31.7% of videos contained some form of addiction language. This language framed NSSI in terms commonly associated with substance use disorders. For instance, 19.5% of videos referenced recovering from or being “clean” from NSSI. These videos often shared milestones related to NSSI sobriety*.* A commonly observed trend included photos of users with text celebrating their sobriety (e.g., “I’m four months sober!!”) followed by photos of their younger selves (e.g., “Wait, we stayed clean for longer than a day?”). Alternatively, a smaller subset of videos discussed relapsing (9.1%), reflecting the challenges users face in “quitting” NSSI. Videos with relapsing language commonly included screenshots of the “I Am Sober” app, a sobriety tracking app designed to track and log recovery milestones.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Total Count** | **Total Frequency** | **Ephemeral Count** | **Ephemeral Percent** | **Non-Ephemeral Count** | **Non-Ephemeral Frequency** |
| **Addiction Language** | 308 | 31.7% | 53 | 33.1% | 255 | 31.4% |
| NSSI as an addiction | 41 | 4.2% | 13 | 8.1% | 28 | 3.4% |
| Relapsing | 89 | 9.1% | 15 | 9.4% | 74 | 9.1% |
| Sobriety | 190 | 19.5% | 26 | 16.2% | 164 | 20.2% |
| **Algospeak** | 264 | 27.1% | 48 | 30.0% | 216 | 26.6% |
| Abbreviation | 127 | 13.1% | 28 | 17.5% | 99 | 12.2% |
| Symbol | 79 | 8.1% | 14 | 8.8 | 65 | 8.0% |
| Coverup | 53 | 5.4% | 12 | 7.5% | 41 | 5.0% |
| Misspelling | 13 | 1.3% | 2 | 1.2% | 11 | 1.4% |
| Character | 11 | 1.1% | 2 | 1.2% | 9 | 1.1% |
| Term | 23 | 2.4% | 3 | 1.9% | 20 | 2.5% |
| **Explicit NSSI Language** | 328 | 33.7% | 50 | 31.2% | 278 | 34.2% |
| Method | 40 | 4.1% | 10 | 6.2% | 30 | 3.7% |
| Instrument | 31 | 3.2% | 7 | 4.4% | 24 | 3.0% |
| Scars | 170 | 17.5% | 23 | 14.4% | 147 | 18.1% |
| Self-harm | 107 | 11.0% | 14 | 8.8% | 93 | 11.4% |
| **Visible Scars** | 105 | 10.8% | 15 | 9.4% | 90 | 11.1% |
| Bandaged | 13 | 1.3% | 1 | 0.6% | 12 | 1.5% |
| Drawn | 35 | 3.6% | 11 | 6.9% | 24 | 3.0% |
| Fresh | 6 | 0.6% | 1 | 0.6% | 5 | 0.6% |
| Healed | 52 | 5.3% | 2 | 1.2% | 50 | 6.2% |
| **Signaling** | 314 | 32.3% | 54 | 33.8% | 260 | 32.0% |
| Insider reference | 93 | 9.6% | 23 | 14.4% | 70 | 8.6% |
| Blood | 27 | 2.8% | 6 | 3.8% | 21 | 2.6% |
| Body | 69 | 7.1% | 7 | 4.4% | 62 | 7.6% |
| Clothing | 59 | 6.1% | 9 | 5.6% | 50 | 6.2% |
| Imagery | 44 | 4.5% | 6 | 3.8% | 38 | 4.7% |
| Lyric | 29 | 3.0% | 5 | 3.1% | 24 | 3.0% |
| Summer | 36 | 3.7% | 7 | 4.4% | 29 | 3.6% |
| **Trigger Warnings** | 32 | 3.3% | 10 | 6.2% | 22 | 2.7% |

**Table 5. Observed content characteristics**

Signaling was another common characteristic, observed in 32.3% of videos in the total sample. These videos often relied on insider references (9.6%) understood primarily by those with lived experiences with NSSI, such as referencing feelings of “showers stinging,” “locking the door and get[ting] supplies,” and wearing rubber bands, a common harm reduction strategy to mitigate NSSI urges. Other instances of signaling referenced parts of users’ bodies with NSSI wounds (7.1%), such as “Don’t let them see you like this. Wash your face and hide your wrists” or “I hate ‘what happened to your arms?’ season so much.” Similarly, signaling also referenced clothing (6.1%) as a means to conceal (or reveal) NSSI wounds (e.g., “POV your parents got confused and chose thought daughter and now I can’t wear short sleeves its 81 degrees tmw”).

Approximately 27.1% of videos employed algospeak. Common forms of algospeak included abbreviations of NSSI terms (13.1%), most notably “sh” in place of self-harm. Other videos (8.1%) replaced letters in NSSI terms with numbers or symbols: “My controversial opinion. $H healed scars are not ‘inappropriate’ for young people to see…we don’t need censorship. We need awareness.” Algospeak was observed in references to instruments used to engage in NSSI (e.g., b1ade), methods of engaging in NSSI (e.g., c\*t), and addiction language (e.g., cle@n).

**Content Characteristics Associated with Ephemerality**

The series of chi-square tests showed that among the 24 child codes examined, five content characteristics were significantly associated with ephemerality (Table 6). Videos containing language framing NSSI as an addiction were more common in ephemeral content than non-ephemeral content (χ² = 6.144, p = .0132). Similarly, content including visible drawn scars (χ² = 4.856, *p* = 0.0276) and visible healed scars (χ² = 0.02) showed a significant difference in frequency between the two statuses, with visible drawn scars appearing more frequently in ephemeral content. Content including insider references, a form of signaling to other users with similar lived experiences, also appeared more often in ephemeral content (χ² = 4.495, *p* = .034). Additionally, the presence of trigger warnings was significantly more common in ephemeral content (χ² = 4.224, *p* = 0.0399).

While several other content characteristics, such as abbreviations as a form of algospeak (χ² = 2.885, *p* = .0894) and explicit mentions of NSSI methods (χ² = 2.411, *p* = .2996) showed modest differences between statuses, these characteristics did not reach statistical significance after correction for multiple comparisons. Overall, these results highlight that specific linguistic and visual markers are disproportionately represented in ephemeral content.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Ephemeral** | **Non-Ephemeral** | **Chi-Square** | ***p*-value** |
| Addiction Language: NSSI as an addiction | 13 (8.1%) | 28 (3.4%) | 6.144 | **0.0132** |
| Addiction Language: Relapsing | 15 (9.4%) | 74 (9.1%) | 0.0 | 1.0 |
| Addiction Language: Sobriety | 26 (16.2%) | 164 (20.2%) | 1.071 | 0.3007 |
| Algospeak: Abbreviation | 28 (17.5%) | 99 (12.2%) | 2.885 | 0.0894 |
| Algospeak: Symbol | 14 (8.8%) | 65 (8%) | 0.026 | 0.8719 |
| Algospeak: Coverup | 12 (7.5%) | 41 (5%) | 1.126 | 0.2886 |
| Algospeak: Misspelling | 2 (1.2%) | 11 (1.4%) | 0.0 | 1.0 |
| Algospeak: Character | 2 (1.2%) | 9 (1.1%) | 0.0 | 1.0 |
| Algospeak: Term | 3 (1.9%) | 20 (2.5%) | 0.026 | 0.8724 |
| Explicit Language: Method | 10 (6.2%) | 30 (3.7%) | 2.411 | 0.2996 |
| Explicit Language: Instrument | 7 (4.4%) | 24 (3%) | 1.07 | 0.5857 |
| Explicit Language: Scars | 23 (14.4%) | 147 (18.1%) | 1.029 | 0.3103 |
| Explicit Language: Self-harm | 14 (8.8%) | 93 (11.4%) | 0.732 | 0.3922 |
| Visible Scars: Bandaged | 1 (0.6%) | 12 (1.5%) | 0.231 | 0.631 |
| Visible Scars: Drawn | 11 (6.9%) | 24 (3%) | 4.856 | **0.0276** |
| Visible Scars: Fresh | 1 (0.6%) | 5 (0.6%) | 0.0 | 1.0 |
| Visible Scars: Healed | 2 (1.2%) | 50 (6.2%) | 5.414 | **0.02** |
| Signaling: Insider reference | 23 (14.4%) | 70 (8.6%) | 4.495 | **0.034** |
| Signaling: Blood | 6 (3.8%) | 21 (2.6%) | 0.312 | 0.5767 |
| Signaling: Body | 7 (4.4%) | 62 (7.6%) | 1.68 | 0.195 |
| Signaling: Clothing | 9 (5.6%) | 50 (6.2%) | 0.005 | 0.9417 |
| Signaling: Imagery | 6 (3.8%) | 38 (4.7%) | 0.094 | 0.7595 |
| Signaling: Lyric | 5 (3.1%) | 24 (3%) | 0.0 | 1.0 |
| Signaling: Summer | 7 (4.4%) | 29 (3.6%) | 0.071 | 0.7904 |
| Trigger Warnings | 10 (6.2%) | 22 (2.7%) | 4.224 | **0.0399** |

**Table 6. Chi-Square Analysis of Child Content Characteristics (Significant Values Bolded)**

To further examine which content characteristics had the greatest association with ephemerality, we conducted a stepwise logistic regression analysis, in which the final model retained five significant associations (Table 7). Content that framed NSSI as an addiction was significantly more associated with ephemerality (OR = 2.64, *p* = .006). Likewise, content that included visuals of drawn scars were associated with more than twice the odds of becoming ephemeral (OR = 2.59, *p* = .012), reinforcing the visual sensitivity of such imagery. The use of signaling (OR = 1.94, *p* = .011) and trigger warnings (OR = 2.63, *p* = .016) were also significantly associated with ephemerality.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Estimate** | **Std. Error** | **z value** | ***p*-value** | **Odds Ratio** | **CI 2.5%** | **CI 97.5%** |
| (Intercept) | -1.7925 | 0.1049 | -17.094 | < 2e-16 | 0.1666 | 0.1349 | 0.2036 |
| Addiction Language: NSSI as an addiction | 0.971 | 0.3522 | 2.757 | 0.00583 | 2.6406 | 1.2856 | 5.171 |
| Visible Scars: Drawn | 0.9505 | 0.3805 | 2.498 | 0.01249 | 2.587 | 1.1829 | 5.3337 |
| Visible Scars: Healed | -1.5441 | 0.7287 | -2.119 | 0.03409 | 0.2135 | 0.0346 | 0.7023 |
| Signaling: Insider reference | 0.6627 | 0.2622 | 2.528 | 0.01148 | 1.94 | 1.1406 | 3.2013 |
| Trigger Warning | 0.9679 | 0.4008 | 2.415 | 0.01573 | 2.6323 | 1.1527 | 5.6403 |

**Table 7. Final Stepwise Logistic Regression Model Retaining Significant Child Content Characteristics Associated with Ephemerality**

**Association between Interactions of Content Characteristics and Ephemerality**

To assess whether previously observed associations between content characteristics and ephemerality were independent of user engagement, we conducted a stepwise logistic regression with both variables included. The final model (Table 8) retained seven child content characteristics and excluded all user engagement metrics. These results suggest that content, rather than user engagement, are more robust associations of ephemerality.

Content that framed NSSI as an addiction remained significantly associated with ephemerality (OR = 2.87, *p* = .004), reinforcing earlier findings. In contrast, content including sobriety language continued to have lower odds of ephemerality (OR = 0.34, *p* = .008), potentially signaling a platform or user preference for recovery-oriented narratives. The presence of visible healed scars was again associated with reduced odds of ephemerality (OR = 0.13, *p* = .009), while signaling insider references remained significantly associated with ephemerality (OR = 1.90, *p* = 0.17). Finally, the inclusion of trigger warnings continued to be significantly associated with ephemerality.

Taken together, these findings suggest that key content characteristics, particularly those reflecting addiction language and signaling, are associated with ephemerality even when accounting for user engagement. Engagement metrics, such as views, likes, shares, and comments, did not remain in the final model, indicating that they did not found these content associations.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Estimate** | **Std. Error** | **z value** | **Pr(>|z|)** | **Odds Ratio** | **CI 2.5%** | **CI 97.5%** |
| (Intercept) | -1.7909 | 0.127 | -14.103 | < 2e-16 | 0.1668 | 0.1291 | 0.2126 |
| Addiction Language | 1.0527 | 0.3626 | 2.903 | 0.00370 | 2.8653 | 1.3786 | 5.7658 |
| Addiction Language: Relapsing | -0.848 | 0.4389 | -1.932 | 0.05334 | 0.4283 | 0.1791 | 1.0083 |
| Addiction Language: Sobriety | -1.0684 | 0.3997 | -2.673 | 0.00752 | 0.3435 | 0.1572 | 0.7588 |
| Visible Scars | 0.5479 | 0.3403 | 1.61 | 0.10732 | 1.7297 | 0.8578 | 3.289 |
| Visible Scars: Healed | -2.0646 | 0.7918 | -2.607 | 0.00912 | 0.1269 | 0.019 | 0.4979 |
| Signaling: Insider reference | 0.6422 | 0.2682 | 2.395 | 0.01663 | 1.9006 | 1.1058 | 3.177 |
| Trigger Warning | 0.9546 | 0.4007 | 2.382 | 0.01721 | 2.5977 | 1.1379 | 5.5672 |

**Table 8. Final Stepwise Logistic Regression Model Measuring Associations between Content Characteristics and Ephemerality Independent of User Engagement**

Finally, to evaluate whether content characteristics operated independently or synergistically, we conducted a stepwise logistic regression analysis with all two-way interactions between the five key content characteristics identified in earlier models. The final model retained three main effects and one significant interaction term (Table 9).

Content containing visible healed scars was negatively associated with ephemerality (OR = 0.10, *p* 0.025). In contrast, content including signaling insider references were more greatly associated with ephemerality (OR = 1.70, 0.043), as was content including trigger warnings (OR = 2.63, *p* = 0.015). Notably, an interaction between visible healed scars and signaling insider references approached significance (*p* = 0.052), with a large estimated odds ratio (OR = 30.58). This interaction suggests that when both visible healed scars and insider references occurred, the association with ephemerality substantially increased. This potential synergistic effect indicates that certain content combinations may be more associated with ephemerality than single characteristics alone, even if one characteristic is otherwise associated with reduced ephemerality.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Estimate** | **Std. Error** | **z value** | **Pr(>|z|)** | **Odds Ratio** | **CI 2.5%** | **CI 97.5%** |
| (Intercept) | -1.67604 | 0.09699 | -17.281 | <2e-16 | 0.1871 | 0.1541 | 0.2254 |
| Visible Scars: Healed | -2.27732 | 1.0154 | -2.243 | 0.0249 | 0.1026 | 0.0058 | 0.4755 |
| Signaling: Insider reference | 0.53298 | 0.26335 | 2.024 | 0.0430 | 1.704 | 0.9978 | 2.8143 |
| Trigger Warning | 0.96843 | 0.39755 | 2.436 | 0.0149 | 2.6338 | 1.1609 | 5.6125 |
| Visible scars: Healed x Signaling: Insider reference | 3.42039 | 1.75812 | 1.945 | 0.0517 | 30.5812 | 0.8112 | 1596.8927 |

**Table 9. Final Stepwise Logistic Regression Model Measuring Associations between Interactions of Key Child Content Characteristics and Ephemerality.**

**Association between User Profile Characteristics and Ephemerality**

In response to RQ 2, the results of the final stepwise logistic regression model indicated that total video count was significantly and negatively associated with ephemerality. Specifically, content from users with a higher number of posted videos were less likely to become ephemeral (OR = 0.46, *p* < .001), potentially pointing to the use of a non-throwaway account. Similarly, the number of followers showed a marginally significant negative association (OR = 0.83, *p* = .076), although this effect did not reach conventional significance. In contrast, both total likes across all content (OR = 1.33, *p* < .001) and total accounts followed (OR = 1.33, *p* < .001) were positively associated with ephemerality.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Estimate** | **Std. Error** | **z value** | **Pr(>|z|)** | **Odds Ratio** | **CI 2.5%** | **CI 97.5%** |
| (Intercept) | -1.99676 | 0.46434 | -4.3 | 1.71e-05 | 0.1358 | 0.0538 | 0.3326 |
| log\_likes | 0.28846 | 0.08664 | 3.33 | 0.00087 | 1.3344 | 1.1287 | 1.5858 |
| log\_videos | -0.7791 | 0.06712 | -11.607 | < 2e-16 | 0.4588 | 0.4007 | 0.5215 |
| log\_followers | -0.18577 | 0.10481 | -1.772 | 0.07633 | 0.8305 | 0.6744 | 1.0176 |
| log\_following | 0.28856 | 0.06542 | 4.411 | 1.03e-05 | 1.3345 | 1.1772 | 1.5216 |

**Table 10. Final Stepwise Logistic Regression Model Measuring Association between User Profile Characteristics and Ephemerality**