**Step 2: Compare User Engagement between Ephemeral and Non-Ephemeral Content**

*Script: step2.01.Rmd*

**Summary:**

To compare user engagement levels between ephemeral and non-ephemeral NSSI content, I conducted a Mann-Whitney U tests for four engagement metrics: view count, like count, comment count, and share count. I selected this nonparametric test due to the skewed distribution of engagement variables. To account for multiple comparisons, I applied a Bonferroni correction to adjust the significance threshold.

Results indicated that none of the user engagement metrics differed significantly between ephemeral and non-ephemeral content after correction. Although the raw *p*-value for like count was below 0.05, it did not remain significant following adjustment (adjusted *p* = 0.1589). These findings suggest that user engagement metrics were not systematically associated with whether content remained available on the platform.

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| --- | --- | --- | --- |
| **Variable** | **Raw *p*-value** | **Bonferroni-Adjusted *p*** | **Significant (p < .05)** |
| View count | 0.21115 | 0.84459 | FALSE |
| Like count | 0.03973 | 0.15892 | FALSE |
| Comment count | 0.37265 | 1.00000 | FALSE |
| Share count | 0.64424 | 1.00000 | FALSE |