**Step4.02: Association between Content Characteristics and Probability of Ephemerality**

*Stepwise logistic regression analysis (24 child codes)*

*Script: step4.02.Rmd*

**Summary:**

To determine whether specific content elements were associated with the probability NSSI content becoming ephemeral, I conducted a stepwise logistic regression using 24 binary-coded child content characteristics as predictors. The dependent variable was ephemerality. The model selection process used Akaike Information Criterion (AIC) to iteratively retain predictors that improved model fit. The final model included seven content characteristics that were most predictive of non-ephemerality.

**Results:**

The final logistic regression model revealed several significant associations between specific content features and ephemerality. Videos containing addiction-related language were significantly more likely to become ephemeral (OR = 2.68, *p* < .001), as were those featuring drawn scars (OR = 2.02, *p* = .021), suggesting that these symbolic or metaphorical references may be flagged more frequently. Conversely, videos with explicit scars language (OR = 0.54, *p* = .008) and healed scars (OR = 0.24, *p* = .017) were significantly less likely to be removed, indicating that overt imagery may not trigger moderation as strongly as abstract cues. The presence of trigger warnings was marginally associated with increased likelihood of ephemerality (OR = 1.86, *p* = .085), suggesting these safety signals may unintentionally flag videos for moderation. Other variables such as explicit self-harm language and abstract signaling were included in the final model but did not reach statistical significance. Overall, these findings suggest that moderation systems may be more sensitive to metaphorical and community-specific language than to overt depictions of NSSI, raising questions about the consistency and interpretability of automated content moderation processes.

**Final Model**

| **Predictor** | **Estimate** | **Std. Error** | ***p*-value** | **Significance** | **Odds Ratio** | **95% CI (OR)** |
| --- | --- | --- | --- | --- | --- | --- |
| (Intercept) | –1.385 | 0.098 | < .001 | \*\*\* | 0.25 | [0.21, 0.30] |
| Addiction language: NSSI as an addiction | 0.986 | 0.294 | .0008 | \*\*\* | 2.68 | [1.49, 4.73] |
| Explicit language: Scars | –0.622 | 0.233 | .0075 | \*\* | 0.54 | [0.33, 0.83] |
| Explicit language: NSSI | –0.421 | 0.265 | .1128 |  | 0.66 | [0.38, 1.08] |
| Visible scars: Drawn | 0.705 | 0.306 | .0210 | \* | 2.02 | [1.09, 3.64] |
| Visible scars: Healed | –1.437 | 0.601 | .0168 | \* | 0.24 | [0.06, 0.66] |
| Signaling: Abstract | 0.350 | 0.234 | .1339 |  | 1.42 | [0.89, 2.22] |
| Trigger warning | 0.620 | 0.360 | .0847 | † | 1.86 | [0.89, 3.68] |
| **Signif. codes:** \*\*\* p < .001, \*\* p < .01, \* p < .05, † p < .10 | | | | | | |