**Step5.01: Association between Key Content Characteristics and Probability of Ephemerality while Factoring in User Engagement**

*Using key child content characteristics*

*Script:* step5.01.Rmd

**Summary:**

To assess whether user engagement confounded the relationship between content characteristics and video ephemerality, I conducted a stepwise logistic regression using seven content-related predictors alongside four user engagement metrics (i.e., view count, like count, comment count, and share count). The outcome variable was ephemerality, defined as whether a video was unavailable (1) or available (0) at the time of data collection. The model selection process used Akaike Information Criterion (AIC) to iteratively retain only the predictors that improved model fit, allowing for an assessment of whether the previously observed content-based associations with ephemerality remained significant when user engagement was taken into account.

**Results:**

After adjusting for user engagement, six content characteristics remained in the final model, several of which continued to significantly predict video ephemerality. Videos referencing NSSI as an addiction were significantly more likely to become ephemeral (OR = 2.62, *p* = .001), as were those depicting drawn scars (OR = 1.93, *p* = .030). In contrast, the presence of explicit scars language (OR = 0.52, *p* = .004) and visible healed scars (OR = 0.23, *p* = .015) were both associated with lower odds of removal, suggesting that overt NSSI imagery was less likely to trigger moderation. Explicit self-harm language showed a marginally significant negative association with ephemerality (*p* = .075), while the presence of trigger warnings remained a nonsignificant positive predictor (*p* = .103). These results indicate that even when accounting for user engagement, specific symbolic and linguistic content features continued to influence ephemerality outcomes.

**Final Model**

| **Predictor** | **Estimate** | **Std. Error** | ***p*-value** | **Significance** | **Odds Ratio** | **95% CI (OR)** |
| --- | --- | --- | --- | --- | --- | --- |
| (Intercept) | –1.335 | 0.090 | < .001 | \*\*\* | 0.26 | [0.22, 0.31] |
| Addiction language: NSSI as an addiction | 0.962 | 0.293 | .001 | \*\* | 2.62 | [1.45, 4.61] |
| Explicit language: Scars | –0.657 | 0.230 | .004 | \*\* | 0.52 | [0.32, 0.80] |
| Explicit language: NSSI | –0.467 | 0.263 | .075 | † | 0.63 | [0.36, 1.03] |
| Visible scars: Drawn | 0.658 | 0.303 | .030 | \* | 1.93 | [1.05, 3.46] |
| Visible scars: Healed | –1.463 | 0.600 | .015 | \* | 0.23 | [0.06, 0.64] |
| Trigger warning | 0.585 | 0.359 | .103 |  | 1.79 | [0.86, 3.55] |
| **Signif. codes:** \*\*\* p < .001, \*\* p < .01, \* p < .05, † p < .10 | | | | | | |