**Step7.01: Association between User Profile Characteristics and Probability of Ephemerality**

*Script: step7.01.Rmd*

**Summary:**

To determine whether user profile characteristics were associated with the probability of ephemerality, I conducted a stepwise logistic regression. Predictor variables included total likes, total video count, follower count, following count, and verification status. Due to skewed distributions, all count-based variables were log-transformed prior to modeling. The stepwise procedure used Akaike Information Criterion (AIC) to identify the most efficient model. Verification status was excluded during model selection, and the final model retained four log-transformed user profile predictors.

**Results:**

The final model revealed several significant associations between user profile characteristics and ephemerality. A higher total number of likes was associated with increased odds of a video becoming ephemeral (OR = 1.33, *p* < .001), as was a higher number of followed accounts (OR = 1.33, *p* < .001). In contrast, a greater number of posted videos was strongly associated with decreased odds of ephemerality (OR = 0.46, *p* < .001), suggesting that more active creators may experience fewer content removals. Follower count showed a marginal negative association with ephemerality (OR = 0.83, *p* = .076), indicating a possible protective effect of reach or perceived credibility. These findings suggest that both visibility and platform engagement metrics may influence the probability of content being moderated.

| **Predictor** | **Estimate** | **Std. Error** | ***p*-value** | **Significance** | **Odds Ratio** | **95% CI (OR)** |
| --- | --- | --- | --- | --- | --- | --- |
| (Intercept) | –1.997 | 0.464 | < .001 | \*\*\* | 0.14 | [0.054, 0.333] |
| log\_likes | 0.288 | 0.087 | .00087 | \*\*\* | 1.33 | [1.13, 1.59] |
| log\_videos | –0.779 | 0.067 | < .001 | \*\*\* | 0.46 | [0.40, 0.52] |
| log\_followers | –0.186 | 0.105 | .076 | † | 0.83 | [0.67, 1.02] |
| log\_following | 0.289 | 0.065 | < .001 | \*\*\* | 1.33 | [1.18, 1.52] |
| **Signif. codes:** \*\*\* p < .001, † p < .10 | | | | | | |