```
--------------------------------------------------------------------------------
--------------------
      name:  <unnamed>
       log:  /Users/pro/Desktop/Lumnus/Big/shall.log
  log type:  text
 opened on:  21 May 2022, 19:16:38

.       import excel "Stata reg.xlsx", firstrow clear
(10 vars, 93,563 obs)

.          describe

Contains data
  obs:        93,563
 vars:            10
--------------------------------------------------------------------------------
--------------------
            storage  display   value
variable name  type   format    label     variable label
--------------------------------------------------------------------------------
--------------------
Weekday        str9    %9s                 Weekday
IsReshare      byte    %10.0g              IsReshare
Reach          long    %10.0g              Reach
RetweetCount   int     %10.0g              RetweetCount
Likes          int     %10.0g              Likes
Klout          byte    %10.0g              Klout
Sentiment      double  %10.0g              Sentiment
Gender         str7    %9s                 Gender
timeinteval    str13   %13s                time inteval
length         int     %10.0g              length
--------------------------------------------------------------------------------
--------------------
Sorted by:
     Note: Dataset has changed since last saved.

.          tab Weekday, gen(Weekdaydummy)

    Weekday |      Freq.     Percent        Cum.
------------+-----------------------------------
     Friday |     13,966       14.93       14.93
     Monday |     14,371       15.36       30.29
   Saturday |      6,889        7.36       37.65
     Sunday |      6,486        6.93       44.58
   Thursday |     17,203       18.39       62.97
    Tuesday |     17,538       18.74       81.71
  Wednesday |     17,110       18.29      100.00
------------+-----------------------------------
      Total |     93,563      100.00

.          tab timeinteval, gen(timedummy)

 time inteval |      Freq.     Percent        Cum.
--------------+-----------------------------------
    Afternoon |     13,602       14.54       14.54
Early morning |     13,353       14.27       28.81
  Early night |      7,567        8.09       36.90
      Evening |      9,261        9.90       46.80
 Late morning |     17,354       18.55       65.34
```

```
    Late night |    16,690         17.84           83.18
          Noon |    15,736         16.82          100.00
---------------+---------------------------------
         Total |    93,563        100.00


.
.
.            tab Gender, gen(Genderdummy)

      Gender |      Freq.       Percent        Cum.
-------------+---------------------------------
      Female |      8,417          9.00         9.00
        Male |     49,314         52.71        61.70
      Unisex |      8,774          9.38        71.08
     Unknown |     27,058         28.92       100.00
-------------+---------------------------------
       Total |     93,563        100.00


.
.            gen log_reach = log(Reach)

.            reg log_reach length Sentiment Weekdaydummy* timedummy* Genderdummy*
note: Weekdaydummy3 omitted because of collinearity
note: timedummy3 omitted because of collinearity
note: Genderdummy1 omitted because of collinearity

      Source |       SS           df       MS      Number of obs   =      93,563
-------------+---------------------------------   F(17, 93545)    =      103.69
       Model |  6519.40013         17  383.494125   Prob > F        =      0.0000
    Residual |  345958.134      93,545  3.69830707   R-squared       =      0.0185
-------------+---------------------------------   Adj R-squared   =      0.0183
       Total |  352477.535      93,562  3.76731509   Root MSE        =      1.9231


------------------------------------------------------------------------------
   log_reach |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
      length | -.0004562   .0000725    -6.29   0.000    -.0005982   -.0003141
    Sentiment | -.0077301   .0058256    -1.33   0.185    -.0191482    .0036879
Weekdaydummy1 |  .0669945   .0283402     2.36   0.018      .011448    .1225411
Weekdaydummy2 |  .1061568   .0282276     3.76   0.000      .050831    .1614826
Weekdaydummy3 |         0  (omitted)
Weekdaydummy4 |  .0362841   .0332887     1.09   0.276    -.0289614    .1015295
Weekdaydummy5 |  .0989616   .0274642     3.60   0.000      .045132    .1527912
Weekdaydummy6 |  .0351169    .027374     1.28   0.200    -.0185358    .0887695
Weekdaydummy7 |  .0557698   .0274723     2.03   0.042     .0019244    .1096152
   timedummy1 |  .4276594   .0276008    15.49   0.000     .3735621    .4817567
   timedummy2 |  .3353851   .0277443    12.09   0.000     .2810066    .3897635
   timedummy3 |         0  (omitted)
   timedummy4 |  .2038704   .0298181     6.84   0.000     .1454273    .2623135
   timedummy5 |  .4243126   .0265423    15.99   0.000     .3722899    .4763352
   timedummy6 |  .0670229   .0267032     2.51   0.012     .0146849    .1193609
   timedummy7 |  .4220933   .0269308    15.67   0.000     .3693092    .4748774
 Genderdummy1 |         0  (omitted)
 Genderdummy2 |  .2278892   .0226941    10.04   0.000      .183409    .2723694
 Genderdummy3 |  .3500502   .0293565    11.92   0.000     .2925118    .4075887
 Genderdummy4 |  .6201152   .0240712    25.76   0.000     .5729358    .6672945
        _cons |  5.631075   .0398294   141.38   0.000      5.55301     5.70914
------------------------------------------------------------------------------
```

```
.
.             *** might be wrong in the future
.
.
.             *reg Likes Sentiment Weekdaydummy* timedummy* Genderdummy*
.             *avplot timedummy1
.             rename timedummy1 Afternoon

.             rename timedummy7 Noon

.             rename (timedummy2) (Early_morning)

.             rename (timedummy3) (Early_night)

.             rename timedummy4 Evening

.             rename (timedummy5) (Late_morning)

.             rename (timedummy6) (Late_night)

.
.
end of do-file

. do "/var/folders/38/bcx9z7z945s379nmdtks67740000gn/T//SD03866.000000"

. *Stata file starte 26 December 2021
. cd
/Users/pro

. capture log close
```