

Table 6: Aggregate characteristics of all coded videos.

	Mean (SD)	Median (IQR)
Views	2,131,818 (2,737,340)	1,288,288 (1,640,895)
Likes	32,039 (63,288)	12,705 (26,380)
Dislikes	2,686 (7,759)	1,326 (1,957)
Comments	6,360 (7,251)	4,504 (6,156)
Length (seconds)	639 (1,921)	430 (528)
Days	122 (62)	125 (105)
VPI	19,206 (27,296)	11,428 (13,640)