

Control Variables	β	Control Variables	β
Graphic Design	1.35	Video Present	0.60
Theater	0.57	Food	0.48
Games	0.33	Documentary	0.32
Updates Count	0.25	Art	0.13
FB* Connected	0.13	Board & Card Games	0.12
Webseries	0.11	Fashion	0.05
Pledge levels	0.05	Periodical	0.04
Animation	0.01		