

Online Table 4.1. Relationships between Social Categories and Video Sharing/Producing Activities (2015 Users Survey)

Social categories	I often share videos via Facebook	I often share videos on Instagram	I like to make short videos that I can share with others.
Education	-.13*		-.17**
Gender (0=male, 1=female)	.14*	-.15**	-.14**
White (0=white; 1=not white)		.13*	
Black (1=Black, 0=not black)	.11*	.13*	
Age	-.13*	-.17**	-.14*
Household income	-.17**		

Note: Only statistically significant correlations are included in the table.