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FRAMING COLLEGE STUDENTS' EMPLOYMENT INFORMATION IN CHINA: A QUALITATIVE CONTENT ANALYSIS OF WECHAT OFFICIAL ACCOUNTS


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Abstract:

This study is grounded in an integrated framework that combines attribute agenda-setting with framing theory. It examines four typical cases: the government account “大学生就业资讯” (College Student Employment Information), the university account “西安文理学院就业中心” (Xi'an University of Arts and Sciences Employment Center), the enterprise account “实习僧” (Shixiseng), and the individual account “今日实习” (Today's Internship). The findings show that the four types of accounts differ markedly in their selection of issue attributes, textual presentation, framing strategies, and subject positioning. For the government account, the framing strategy centres on authoritative service and risk prevention, with clear emphasis on policy norms, public services, and information security. The university account, in contrast, operates with a campus service and process-support frame: it not only disseminates job information but also offers guidance, reminders, and value orientation. The enterprise account, meanwhile, adopts an opportunity conversion and urgent action frame, which boosts user conversion through prominent salary figures, reputable company names, benefit labels, and direct calls to action. Finally, the individual account deploys an efficient filtering and peer companionship frame, helping users lower their information-screening costs by means of industry classification and a clean, low-ornament organisational style. This study argues that the four types of actors jointly constitute a new media ecology of college students' employment information in China, while different frames may also create tensions among information authority, commercialization, generalized reposting, and emotional

mobilization. These tensions can lead to negative consequences for students' career decisions: for example, overpackaged commercial information may induce unrealistic salary expectations and hasty applications, while fragmented and emotionally charged frames may increase anxiety and make it harder to systematically evaluate job fit. The conclusions provide reference for university employment accounts seeking to optimize content production and improve the quality of employment information services and also offer suggestions for government regulators.

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Attribute Agenda-Setting; College Students' Employment; Framing Theory; Qualitative Content Analysis; WeChat Official Accounts



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Introduction

College graduate employment is an important issue in China's higher education governance and youth development. According to relevant policy information from the State Council, the number of college graduates in China in 2025 was expected to reach 12.22 million, an increase of 430,000 compared with the previous year (State Council of the People's Republic of China, 2025). Against the background of simultaneous pressure from the overall scale of employment and changes in job structure, whether college students can obtain employment policies, recruitment information, job-seeking skills, and risk warnings in a timely, accurate, and effective manner directly affects the quality of their career exploration and employment preparation. Existing research also indicates a close relationship between career exploration, labor-market knowledge, and college students' employability (Ma et al., 2024).

As social media and mobile internet platforms have become deeply embedded in college students' everyday lives, WeChat Official Accounts have gradually become an important channel for employment information dissemination. Yu et al. (2025), in their study of satisfaction with employment services on WeChat Official Accounts, note that these accounts play an important role in connecting employment policies, recruitment information, and employment services. Guo and Zhu (2023), using a university employment official account as an example, also argue that university new media platforms have become important tools for promoting employment work in higher education institutions. Meanwhile, international studies further show that social media is not only a channel for information acquisition but may also serve as a digital field for career learning, resource connection, and employability development (Habets et al., 2021; Jian et al., 2025).

This study no longer regards employment information on WeChat Official Accounts as a simple collection of information. Instead, it understands such information as a new media frame-construction process jointly participated in by different actors. This study selects typical cases from four types of accounts—government, university, enterprise, and individual—and uses qualitative content analysis to examine how different accounts select employment issue attributes, organize information, invoke frames, and reflect different subject positions. It should be noted that this study adopts a typical case comparison rather than a statistical sampling design. Its purpose is not to infer the overall characteristics of all accounts of the same type, but to reveal the differentiated logic through which different communicators construct employment information through four representative accounts.

This study seeks to answer the following three research questions: RQ1: What issue attributes are highlighted by different types of WeChat Official Accounts in the dissemination of college students' employment information? RQ2: What textual presentation methods and framing strategies are adopted by government, university, enterprise, and individual accounts? RQ3: How do different frames reflect the subject positions, value orientations, and information-service logics of different communicators?

Literature Review

Attribute Agenda-Setting and Framing Theory

Agenda-setting theory holds that mass media influence the public's perception of the importance of public issues through issue selection and salience ordering. In their classic study of the U.S. presidential election, McCombs and Shaw (1972) proposed that the media, by selecting and presenting news, can influence which issues the public considers important. Subsequently, agenda-setting theory developed from the first level of "issue salience" to the second level of "attribute salience." McCombs and Evatt (1995) note that media not only influence what issues audiences pay attention to but also shape how audiences understand these issues by emphasizing particular attributes. For employment information on WeChat Official Accounts, this theory directs researchers to examine which attributes of the employment issue are emphasized by the accounts: policies, jobs, skills, risks, emotions, or success experiences.

Framing theory further focuses on the process of meaning construction. Entman (1993) defines framing as selecting certain aspects of perceived reality and making them more salient in a communicating text. Its functions include defining problems, diagnosing causes, making evaluations, and suggesting treatments. Scheufele (1999) further distinguishes among frame building, frame setting, and individual level framing effects, emphasizing that media frames arise from the process of news production and may also influence audience cognition. Compared with traditional media, WeChat Official Accounts involve more diverse content producers. Government, university, enterprise, and individual accounts may all become frame constructors of employment issues.

Therefore, this study adopts an "integrated perspective of attribute agenda-setting and framing theory" rather than simply treating it as a single theory of "issue-attribute framing." Specifically, this study focuses on which attributes of college students' employment issues are highlighted by different accounts and how these attributes are organized into textual frames with specific value orientations and action directions.

WeChat Official Accounts and College Students' Employment Information Dissemination

Existing research on employment services provided through WeChat Official Accounts has mainly focused on university employment work, employment-service satisfaction, and new media operation strategies. Drawing on triple helix theory, Yu et al. (2025) examine students' satisfaction with employment services provided by government, university, and enterprise WeChat Official Accounts, and point out that these accounts have become important channels through which students obtain employment policies and recruitment information. Guo and Zhu (2023), using the employment account of Xi'an University of Finance and Economics as an example, discuss the opportunities and challenges of university new media platforms in employment work and emphasize the role of university employment accounts in employment information release, employment guidance, and student services.

From the broader perspective of social media and employability research, social media has been regarded as an important tool for career learning and employability development. Through an intervention study, Habets et al. (2021) found that a learning intervention centered on LinkedIn could promote individuals' use of social media for career development and was associated with self-perceived employability. Jian et al. (2025), based on a mixed-methods study of Chinese university students, point out that structured and purposeful use of social media is related to students' digital literacy and career competence development. Ma et al. (2024), from the perspectives of career construction theory and self-determination theory, show that career exploration and labor-market knowledge influence college students' employability. These studies provide an important background for the present research: employment information platforms not only affect "information availability" but may also participate in the formation of college students' career cognition and employment preparation.

Nevertheless, existing research still has three limitations. First, studies of WeChat Official Accounts and employment have often focused on a single type of account or on service satisfaction, with relatively little comparison of content-frame differences among government, university, enterprise, and individual actors. Second, existing studies have more often examined functional construction, reading volume, or service satisfaction, while paying insufficient attention to how employment information is textualized, narrativized, and framed. Third, individual employment accounts, as a form of grassroots information organization, have received limited attention. This study is developed in response to these gaps.

Research Design

Research Objects and Case Selection

In this study we adopted a typical case comparison design, focusing on four WeChat Official Accounts that correspond, respectively, to government, university, enterprise, and individual communicators. These are the government-run "大学生就业资讯" (College Student Employment Information), the university-based "西安文理学院就业中心" (Xi'an University of Arts and Sciences Employment Center), the commercial platform "实习僧" (Shixiseng), and the personal account "今日实习" (Today's Internship). The selection was guided by two considerations: first, each account is reasonably illustrative of its type; second, and perhaps more importantly, these accounts are among the most frequently updated and widely followed

within their respective categories in China’s WeChat ecosystem, which makes them particularly visible and influential. Compared with other potential candidates (e.g., government account “国聘” or enterprise account “刺猬实习”), the chosen accounts exhibit more stable content formats, clearer subject positioning, and higher frequency of employment-specific posts, making them suitable for a controlled qualitative comparison. The main criteria for selecting these accounts include clear subject type, relatively high frequency of employment information release, relatively stable content format, and the ability to reflect typical pathways through which different actors participate in the dissemination of college students’ employment information.

Table 1. Research Objects and Sample Composition

Account Type	Account Name	Subject Positioning	Sample Size	Reason for Selection
Government	College Student Employment Information (大学生就业资讯)	Official employment policy and recruitment information release	58	The account has an official status and mainly releases policy information, public services, and official recruitment information.
University	Xi’an University of Arts and Sciences Employment Center (西安文理学院就业中心)	Employment service platform of a local undergraduate university	176	It represents the information-release role of university employment departments in campus employment services, job fair notices, and employment guidance.
Enterprise	Shixiseng (实习僧)	Commercial recruitment and internship information platform	173	It represents the operation mode of commercial platforms centered on job information, well-known companies, and action conversion.
Individual	Today’s Internship (今日实习)	Individual/grassroots employment information organization account	66	It represents the pathway through which individual accounts provide employment information services through industry classification, internship information aggregation, and peer-oriented expression.

Data Collection and Sample Scope

Data were collected from March 10 to April 10, 2026, covering the posts published by the four accounts during the one-month period and also including their pinned content. A total of 473 valid texts were obtained for analysis, including 58 posts from “College Student Employment Information,” 176 posts from “Xi’an University of Arts and Sciences Employment Center,” 173 posts from “Shixiseng,” and 66 posts from “Today’s Internship.” To ensure clarity in defining our sample boundary, we treated ordinary posts and pinned content separately during the sampling period. Pinned posts were included on the grounds that they typically reflect an account’s core messages, identity positioning, or longer-term operational priorities.

For each post we collected a standard set of metadata: publication date, title, read count, like count, full body text, image or cover visuals, column labels, and primary issue attributes. It is worth stressing, however, that read and like figures serve here merely as auxiliary indicators of interaction performance; we do not interpret them as direct evidence of framing effects. Given that accounts differ considerably in follower numbers, push notification settings, platform recommendation algorithms, and external sharing conditions, variations in reading volume cannot be attributed to any single framing strategy with confidence.

Analytical Method and Coding Procedure

This study uses qualitative content analysis. Qualitative content analysis emphasizes the interpretation of textual meaning on the basis of systematic coding and is suitable for both deductive theory testing and inductive category generation (Elo & Kyngäs, 2008; Hsieh & Shannon, 2005). Schreier (2012) notes that the key to qualitative content analysis lies in establishing a clear coding framework and improving analytical transparency through pilot coding, revision, and formal coding. Mayring (2014) also emphasizes that qualitative content analysis should maintain a balance between rule-guided procedures and contextual sensitivity. This study adopts a deductive approach. First, based on attribute agenda-setting and framing theory, four analytical dimensions were preset: issue attribute selection, information presentation, framing strategy, and subject positioning. Second, after an initial reading of the sample, the categories were revised to form a coding framework consisting of four main categories and twelve subcategories. Finally, the researchers coded each post and recorded representative titles, textual segments, and visual-presentation features.

Table 2. Coding Framework

Main Category	Subcategory	Operational Definition	Typical Indicators
Issue attribute selection	Policy and public service	Information related to employment policies, public services, official campaigns, and institutional arrangements.	References to “policy,” “Hundred-Day Campaign,” “employment public service,” “public institution recruitment,” and similar terms.
Issue attribute selection	Jobs and opportunities	Specific companies, positions, internships, campus recruitment,	The title or body text contains company names, job titles,

		and application opportunities.	salary, application channels, and similar information.
Issue attribute selection	Skills and risks	Job-seeking skills, interview tips, resume improvement, labor rights, and risk prevention.	References to “resume,” “interview,” “job-seeking traps,” “labor contract,” “probation period,” and similar terms.
Issue attribute selection	Experience and emotion	Employment experiences, alumni stories, job-seeking mentality, and emotional mobilization.	References to “employment models,” “anxiety,” “confusion,” “grassroots stories,” and similar themes.
Information presentation	Formal and standardized	Serious language, clear structure, and weak emotional coloring.	Common in government policies, notices, and recruitment announcements.
Information presentation	Service reminders	Reminders, guidelines, process explanations, and campus services.	Common in university columns such as “employment guidance,” “notices,” and “job fairs.”
Information presentation	Marketing stimulation	Use of salary, benefits, brand names, and symbols to create attraction.	Terms such as “high salary,” “apply quickly,” “X-month salary,” “paid star chasing,” and “no overtime.”
Information presentation	Minimalist classification	Fixed title format, organized by industry or company list.	For example, “Internet*2 NetEase, SHEIN Internship Posts.”
Framing strategy	Authoritative service frame	Use of official identity and public services to highlight information reliability.	Policy release, official recruitment, and risk reminders.
Framing strategy	Campus support frame	Provision of services, guidance, and value orientation through the organizational role of the university.	Job fair notices, employment guidance, and employment model stories.
Framing strategy	Opportunity conversion frame	Attracting users through job opportunities and guiding them to click,	High-salary titles, company brands, and calls to action.

		apply, or use the platform.
Framing strategy	Efficiency and empathy frame	Reducing information-screening costs through peer-oriented identity and classified aggregation. Industry classification, internship aggregation, and low-ornament expression.

Quality Control

To improve the credibility of the analysis, this study adopted three quality-control measures. First, before formal coding, the researchers conducted pilot coding and revised the coding framework according to the characteristics of the sample. Second, two coders independently coded part of the sample and discussed inconsistent results. The intercoder agreement reported in this study is a percentage agreement of 89.6%, which reflects the degree of consistency in coding judgments. Third, analytical memos were retained throughout the research process to record typical cases, deviant cases, and category adjustments, thereby enhancing research transparency.

Findings

Issue Attribute Selection: Differential Highlighting of Policies, Services, Opportunities, and Classified Information

There are clear differences among the four types of accounts in issue attribute selection. The government account “College Student Employment Information” mainly highlights attributes such as policies, public services, official recruitment, and risk prevention. The account profile itself emphasizes its position as the information account of the national college student employment service platform. Its content frequently includes titles such as “Highlights of the Employment Public Service into Campus Hundred-Day Campaign,” “Two Departments Launch the Hundred-Day Campaign to Promote Employment of College Graduates,” “Summary of Recent Recruitment by Public Institutions Affiliated with Central and State Organs,” and “During the Golden March and Silver April Job-Hunting Season, These Traps Must Be Avoided.” This type of government content effectively embeds employment issues within a discursive framework centred on national policy, public service, and job-search safety. The university account, “Xi’an University of Arts and Sciences Employment Center,” adopts a hybrid format that combines campus recruitment announcements with employment guidance, policy briefs, model-story columns, and notices. Its postings frequently feature “campus recruitment” headlines, yet they also regularly include sections on guidance, policies, models, and notices. Illustrative titles—such as “Employment Guidance | From Confused Job Seeking to Precise Positioning” and “Employment Policies | College Graduates Can Enjoy These Employment and Entrepreneurship Subsidies”—suggest that university accounts do more than merely disseminate job information; they also provide process explanations, policy transmission, reminder functions, and value orientation.

The enterprise account “Shixiseng,” in contrast, focuses its content heavily on job opportunities, salary and benefit packages, and concrete application steps. Its headlines typically leverage brand names, explicit salary figures, benefit promises, and action-oriented language as primary attention-grabbers. Examples include “Miwei Media 2026 Spring Recruitment! RMB 8K–15K/Month, 16-Month Salary, Internship Applications Accepted + Paid Star Chasing!” “Schneider 2026 Latest Recruitment! RMB 10,000–13,000/Month!” “Tesla 2026 Spring Recruitment! 14-Month Salary!” and “Li Auto Is Recruiting Interns! RMB 400/Day!” This attribute selection clearly serves recruitment-information traffic attraction and user action conversion.

The individual account “Today’s Internship” adopts a highly stable industry-classification logic. Its titles are usually composed of “industry + number + company list + internship posts,” such as “Finance 12 | Guosheng Securities, Guohai Securities, and Other Internship Posts,” “Internet 2 | NetEase, SHEIN Internship Posts,” “Consulting 2 | IQVIA Internship Posts,” and “multi-industry 1 | Xiaomi Internship Posts.” Compared with government, university, and enterprise accounts, individual accounts are less likely to engage in policy explanation, emotional mobilization, or marketing packaging. Instead, they improve information-screening efficiency through industry-based and list-based information structures.

Information Presentation: From Institutionalized Expression and Campus Service to Marketing and Minimalism

The government account exhibits a clearly institutionalised presentation style. Its headlines tend to be declarative, notice-like, or cautionary, while the main text typically revolves around policy interpretations, recruitment notices, or risk alerts. Visuals are often official posters with blue-toned covers and standardised icons. Such a presentation enhances the perceived authority and reliability of the information, though the language remains relatively reserved, with little internet slang or overt emotional appeal.

The university account strikes a balance between formal announcements and approachable service. Its column labels, such as “campus recruitment,” “employment guidance,” “policies,” and “model stories” are clearly defined, and images are functionally categorised. Compared with the government account, it pays more attention to practical process details that students can easily grasp, like fair times and venues, interview tips, rights protection, and subsidy policies. Yet, relative to the enterprise account, it still adheres to the formal tone expected of an educational institution.

The enterprise account is markedly more marketing-oriented, with strong emotional and visual cues. Its headlines frequently feature salary figures, benefit labels, and exclamation marks, for instance, “14-month salary,” “RMB 400/day,” or “milk tea freedom.” Such phrasing reframes job opportunities as consumer-ready information, appealing directly to desire and encouraging clicks and conversions.

In contrast, the individual account adopts a minimalist approach. Its title format is highly consistent, and the body text usually consists of job listings, with little emotional language or elaborate visual design. For college students situated in an environment of information overload, such low-ornament expression may instead create a “noise-reduction” information-service experience.

Framing Strategies: Core Frame Differences among the Four Types of Accounts

Table 3. Comparison of Core Frames across Four Types of Accounts

Account Type	Core Frame	Main Issue Attributes	Discourse Features	Textual Trust Appeal
Government	Authoritative service and risk-prevention frame	Policies, official recruitment, public services, job-seeking safety	Formal, standardized, and strongly public-oriented	Reliability is established through official identity, policy sources, and risk reminders.
University	Campus service and process-support frame	Campus recruitment, guidance, policies, model stories	Service-oriented, reminder-oriented, and organizational	Closeness is established through university identity, campus services, and student care.
Enterprise	Opportunity conversion and urgent action frame	Jobs, salary, benefits, well-known companies	Marketing-oriented, emotional, and action-oriented	Utility is established through job quantity, salary and benefits, and platform efficiency.
Individual	Efficient filtering and peer companionship frame	Industry classification, internship lists, experience organization	Minimalist, practical, and low-ornament	Dependability is established through peer-oriented identity, stable updates, and classified organization.

The core frame of the government account can be summarized as an “authoritative service and risk-prevention frame.” It does not emphasize the salary appeal of individual jobs. Instead, it highlights policy norms, official recruitment, public services, and job-seeking safety. This frame constructs college students’ employment as a social issue requiring institutional support, public services, and risk governance.

The core frame of the university account can be summarized as a “campus service and process-support frame.” University employment official accounts are not only intermediaries for recruitment information but also providers of employment guidance, policy transmission, job fair organization, and value orientation. In particular, “employment model” content reflects the university’s role in shaping role models and guiding students’ understanding of grassroots employment and career choice.

The core frame of the enterprise account can be summarized as an “opportunity conversion and urgent action frame.” Its content transforms employment information into marketable “opportunity packages” and uses brands, salaries, benefits, and calls to action to encourage users to click, apply, or enter the platform. Although this type of frame may have high information efficiency, it may also intensify the commercialization and emotionalization of employment information.

The core frame of the individual account can be summarized as an “efficient filtering and peer companionship frame.” It does not rely primarily on official authority or commercial marketing. Rather, it reduces users’ information-screening costs through continuous updates, industry classification, and concise lists. Its value lies in providing college students with a lightweight and quickly browsable index of employment information.

Subject Positioning: From Informer and Service Provider to Converter and Organizer

The divergences in framing across the four account types are underpinned by distinct communicator positions. The government account operates primarily as an authoritative informer and public-service provider. Its credibility rests on reliable policy sources and robust information security, yet its formal, restrained language tends to hinder the formation of a more interactive, day-to-day rapport with readers.

The university account, by contrast, functions as a campus service provider and process companion. It is well placed to bridge institutional resources with students’ individual needs. However, it often falls into the trap of reposting generic recruitment materials that may not align closely with students’ specific preferences or circumstances.

The enterprise account, for its part, assumes the role of opportunity converter. By centring on job listings and platform services, it enhances the circulation of employment information through commercial mechanisms. Yet this process can also lead to over-packaging—emphasising high salaries, attractive benefits, and brand prestige—while downplaying more nuanced details such as job authenticity, working conditions, or long-term career fit.

The individual account, meanwhile, is closer to an information organiser and peer companion. Its strengths lie in flexibility, simplicity, and responsiveness to user preferences. Nevertheless, its capacity for information verification, long-term sustainability, and accountability remains comparatively limited.

Discussion

Reading and Like Figures Provide Supplementary Context Rather Than Causal Evidence

In terms of the reading and like data in the sample, the enterprise account often obtains relatively high visibility through salary figures, well-known companies, and entertainment-style titles. Some risk reminders, policy explanations, and official recruitment information from the government account also receive relatively high reading volumes. For the university account, job fair notices and campus-related service information are generally more likely to attract student attention than ordinary reposted campus recruitment information. Although the individual account produces fewer viral posts, its reading performance is relatively stable.

However, this study treats reading volume and like count only as supplementary clues of interaction performance rather than as direct evidence of framing effects. Framing effects need to be further examined through user interviews, questionnaires, experiments, or platform behavioral data. The focus of this study remains on frame construction at the textual level rather than on the causal impact of different frames on students’ employment behavior.

Multiple Actors Jointly Constitute the Employment Information Ecology for College Students

The findings show that government, university, enterprise, and individual accounts are not simply substitutes for one another. Instead, they jointly constitute a multi-level ecology of college students' employment information. Government accounts provide policy authority and risk prevention; university accounts provide campus services and organizational support; enterprise accounts provide high-density job opportunities; and individual accounts provide lightweight information filtering. In actual use, college students may switch among these accounts according to different needs: they may turn to government accounts when seeking policy confirmation, university accounts when looking for campus job fairs and school services, enterprise accounts when searching for large numbers of internship positions, and individual accounts when quickly screening industry-specific positions.

Employment Information Frames Reflect the Value Orientations of Different Actors

The frame differences among the four types of accounts reflect the value orientations of different actors. Government accounts emphasize employment as a public policy issue; university accounts emphasize employment as an educational service and student development issue; enterprise accounts emphasize employment as a market opportunity and user conversion issue; and individual accounts emphasize employment as an issue of information filtering and experiential mutual assistance. For this reason, the same category of "college students' employment information" is presented in different accounts as policy service, campus support, commercial opportunity, or peer resource.

This finding shows that the employment information encountered by college students is not naturally neutral. Which content information publishers select, how they name titles, whether they highlight salary, whether they emphasize risks, and whether they include emotional expression all affect the textual meaning structure of employment issues. For college students, improving employment information literacy means not only being able to search for positions but also being able to identify the framing logic behind different communicators.

Implications for Optimizing University Employment Official Accounts

This study offers three main implications for university employment official accounts. First, university employment accounts should reduce inefficient generalized reposting and focus on job fairs, alumni resources, major-matched positions, and policy explanations that are directly related to their own students. Second, university accounts can learn from the industry-classification logic of individual accounts by tagging campus recruitment information according to major, industry, educational requirements, and geographic location, thereby reducing students' screening costs. Third, university accounts should strengthen risk reminders and labor-rights education beyond service information, including content on probation periods, labor contracts, job-seeking fraud, and internship rights, so as to compensate for possible deficiencies in risk reminders on commercial recruitment platforms.

In addition, university accounts may improve the narrative style of "employment model" content. Rather than simply promoting successful cases, they can present more specific job-seeking pathways, experiences of failure, information channels, skill preparation, and psychological adjustment. This approach can retain the value-guidance function of university

employment publicity while improving the practical reference value of the content for ordinary students.

Policy Recommendations for Government Regulators

Enterprise and individual accounts sometimes inflate salaries, post unverified internships, or use emotive headlines that may mislead students. Regulators could therefore require commercial accounts to label sponsored posts and verify employer basics, establish a fast-track complaint system for misleading content with escalating penalties, and issue non-binding guidelines that encourage transparent sourcing and discourage clickbait. These steps would not eliminate all problems but could help reconcile information diversity with reliability.

Conclusion

This study reveals that the four types of accounts frame employment information in distinct, goal-driven ways. Theoretically, this underscores the active role of communicators in shaping seemingly neutral information. Practically, it suggests that university accounts should prioritise relevance and risk communication over volume. These findings are constrained by the limited sample and timeframe, and causal effects remain to be tested through user-centric methods.

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