

**Subject:** Errors in 'Public perceptions of digital mental health awareness campaign in the Arab Gulf states: a qualitative thematic analysis'  
**Date:** Wednesday, December 18, 2024 at 2:42:53 AM Pacific Standard Time  
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Noura Alomair,

I'm honored that 'Public perceptions of digital mental health awareness campaign in the Arab Gulf states: a qualitative thematic analysis' (at <https://www.frontiersin.org/journals/public-health/articles/10.3389/fpubh.2024.1477315/full>) referenced and used my research on the lifespan (half-life) of social media posts. I'm writing to report a factual error and a citation error.

### 1. Factual error.

The data collection section on page 03 includes this: "The lifespan of social media posts on most platforms is, at most, 9 days (19)."

However, the metric is half-life. I defined it in my research (which you cited): "The lifespan of posts is of interest, and a helpful metric is half-life. It's the amount of time it takes for a post to receive half of its total engagement (such as likes, shares, and comments)."

Additional information — for background and context only:

- When content is published online, relevance and engagement have a limited lifespan.
- Engagement is typically not distributed as a normal bell curve. Rather, it's generally a unimodal distribution-based, positively skewed curve.
- Here's a description of the prototypical distribution of data (engagement): On average, most posts receive half of their total engagement relatively soon, with the remainder spread out over a comparatively long(er) period.
- For those reasons, an advantageous respective objective metric for posts on social media platforms is half-life. It's the time it takes for a post to receive half of its total engagement (such as likes, shares, and comments).
- Built on a large dataset from multiple sources, Graffius' research reveals the average lifespan (half-life) for posts on different social media platforms.
- Note: Findings from others — including anecdotal experience from select posts or otherwise the experience of one person, one organization, or a limited dataset — may vary from the average half-life data in Graffius' research.

Accordingly, I suggest that this:

"The lifespan of social media posts on most platforms is, at most, 9 days (19)."

is corrected to this (or similar):

"Posts on top social media platforms typically receive half of their total engagement (such as likes, shares, and comments) quickly, ranging from seconds to under nine days. After that half-life point, posts start to get buried in the news feed."

## 2. Citation error.

Except for my work, items in the references section reflect the following template/example: “Braun V, Clarke V. Reflecting on reflexive thematic analysis. *Qual Res Sport, Exerc Health*. (2019) 11:589–97. doi: 10.1080/2159676X.2019.1628806”. The reference for my work is shown as: “GRAFFIUS SM. Half-life for posts on different social media platforms. (2024).” My last name is in all caps, which is not consistent with other entries. Additionally, the title is wrong, and the DOI (or, alternatively, link) is missing.

I suggest that it is corrected to this:

“Graffius SM. Lifespan (half-life) of social media posts: update for 2024. (2024). doi: 10.13140/RG.2.2.21043.60965.”

Sincerely,

Scott M. Graffius