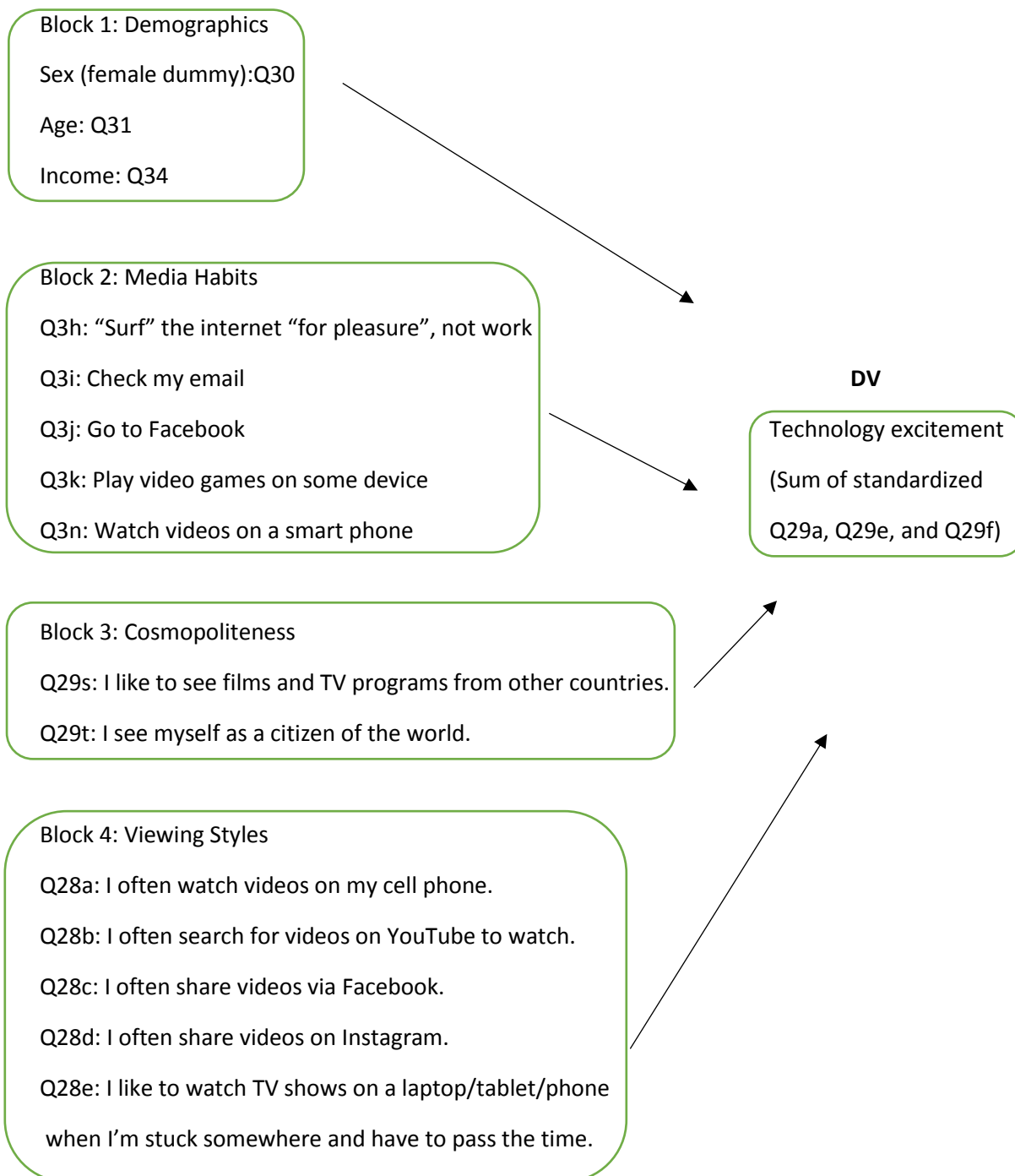


Multiple Regression-FORCED-ENTRY HIERARCHICAL MODEL**DORIS ACHEME****COM 631/731, Spring 2017**

Data: Film & TV Usage 2015

I. MODEL**IV**

DV

Technology Excitement

Q29a: I love the options at my fingertips today, watching videos on my phone, texting, streaming films.

Q29e: I can hardly wait to see what technology comes next.

Q29f: I think I'm getting less patient and am glad I have a smart phone or other digital options to fill the time.

Newtech= ZQ29a+ ZQ29e+ ZQ29f

Cronbach's alpha = .70

II. RUNNING SPSS

1) Analysis -> Regression -> Linear

The screenshot shows the IBM SPSS Statistics Data Editor interface. The 'Analyze' menu is open, and the 'Regression' submenu is selected, with 'Linear...' highlighted. The background data table is as follows:

	Name	Type	Values	Missing	Columns	Align	Measure	Role
35	Q11	Numeric						
36	Q12a	String						
37	Q12b	String						
38	Q12c	String						
39	Q13a	Numeric						
40	Q13b	Numeric						
41	Q13c	Numeric						
42	Q13d	Numeric						
43	Q13e	Numeric						
44	Q13f	Numeric						
45	Q13g	Numeric						
46	Q13h	Numeric						
47	Q13i	Numeric						
48	Q13j	Numeric						
49	Q14a	String						
50	Q14b	String						
51	Q14c	String						
52	Q14d	String						
53	Q14e	String	267	0	Q14e. Expect e...			
54	Q14f	String	369	0	Q14f. Expect f...			
55	Q14g	String	420	0	Q14g. Expect g...			
56	Q14h	String	381	0	Q14h. Expect h...			
57	Q14i	String	450	0	Q14i. Expect i...			
58	Q14j	String	384	0	Q14j. Expect j...			
59	Q14k	String	266	0	Q14k. Expect k...			

The bottom of the screen shows the Windows taskbar with the time 5:50 PM on 3/21/2017.

2) Select dependent variable

Click variable name -> arrow

The screenshot shows the IBM SPSS Statistics Data Editor interface. A dialog box titled "Linear Regression" is open, allowing the user to select a dependent variable and independent variables. The dependent variable is set to "Zscore(NewTechnology) Ne...". The independent variables list is currently empty. The dialog box includes buttons for "Statistics...", "Plots...", "Save...", "Options...", and "Style...". The "Method" is set to "Enter". The "Selection Variable" and "Case Labels" fields are empty. The "WLS Weight" field is also empty. The dialog box is overlaid on a data table with columns for Name, Type, Width, Decimals, Label, Values, Missing, Columns, Align, Measure, and Role.

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
35	Q11	Numeric	11	0	Q11. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
36	Q12a	String	162	0	Q12a. Favorite f...	None	None	50	Left	Nominal	Input
37	Q12b	String							Left	Nominal	Input
38	Q12c	String							Left	Nominal	Input
39	Q13a	Numeric							Right	Nominal	Input
40	Q13b	Numeric							Right	Nominal	Input
41	Q13c	Numeric							Right	Nominal	Input
42	Q13d	Numeric							Right	Nominal	Input
43	Q13e	Numeric							Right	Nominal	Input
44	Q13f	Numeric							Right	Nominal	Input
45	Q13g	Numeric							Right	Nominal	Input
46	Q13h	Numeric							Right	Nominal	Input
47	Q13i	Numeric							Right	Nominal	Input
48	Q13j	Numeric							Right	Nominal	Input
49	Q14a	String							Left	Nominal	Input
50	Q14b	String							Left	Nominal	Input
51	Q14c	String							Left	Nominal	Input
52	Q14d	String							Left	Nominal	Input
53	Q14e	String							Left	Nominal	Input
54	Q14f	String							Left	Nominal	Input
55	Q14g	String							Left	Nominal	Input
56	Q14h	String	361	0	Q14h. Expect n...	None	None	50	Left	Nominal	Input
57	Q14i	String	450	0	Q14i. Expect i...	None	None	50	Left	Nominal	Input
58	Q14j	String	384	0	Q14j. Expect j...	None	None	50	Left	Nominal	Input
59	Q14k	String	266	0	Q14k. Expect k...	None	None	50	Left	Nominal	Input

3) Select independent variable for block 1

Click independent variable name -> arrow

The screenshot shows the IBM SPSS Statistics Data Editor interface. The main window displays the Variable View of a dataset with columns for Name, Type, Width, Decimals, Label, Values, Missing, Columns, Align, Measure, and Role. A dialog box titled "Linear Regression" is open, showing the "Block 1 of 1" configuration. The "Dependent" variable is "Zscore(NewTechnology) Ne...". The "Independent(s):" list contains "Age [Age]", "Femaleness", and "Income [Income]". The "Method" is set to "Enter". The "Selection Variable:", "Case Labels:", and "WLS Weight:" fields are empty. The "OK" button is highlighted.

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role	
35	Q11	Numeric	11	0	Q11. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
36	Q12a	String	162	0	Q12a. Favorite f...	None	None	50	Left	Nominal	Input
37	Q12b	String							Left	Nominal	Input
38	Q12c	String							Left	Nominal	Input
39	Q13a	Numeric							Right	Nominal	Input
40	Q13b	Numeric							Right	Nominal	Input
41	Q13c	Numeric							Right	Nominal	Input
42	Q13d	Numeric							Right	Nominal	Input
43	Q13e	Numeric							Right	Nominal	Input
44	Q13f	Numeric							Right	Nominal	Input
45	Q13g	Numeric							Right	Nominal	Input
46	Q13h	Numeric							Right	Nominal	Input
47	Q13i	Numeric							Right	Nominal	Input
48	Q13j	Numeric							Right	Nominal	Input
49	Q14a	String							Left	Nominal	Input
50	Q14b	String							Left	Nominal	Input
51	Q14c	String							Left	Nominal	Input
52	Q14d	String							Left	Nominal	Input
53	Q14e	String							Left	Nominal	Input
54	Q14f	String							Left	Nominal	Input
55	Q14g	String							Left	Nominal	Input
56	Q14h	String	361	0	Q14h. Expect n...	None	None	50	Left	Nominal	Input
57	Q14i	String	450	0	Q14i. Expect i...	None	None	50	Left	Nominal	Input
58	Q14j	String	384	0	Q14j. Expect j...	None	None	50	Left	Nominal	Input
59	Q14k	String	266	0	Q14k. Expect k...	None	None	50	Left	Nominal	Input

4) Move to the next block

Click next

The screenshot shows the IBM SPSS Statistics Data Editor interface. A dialog box titled "Linear Regression" is open, allowing the user to configure a regression model. The dependent variable is "Zscore(NewTechnology) Ne...". The independent variables are "Age [Age]", "Femaleness", and "Income [Income]". The method is set to "Enter". The "Next" button is highlighted with a green circle, indicating the next step in the process.

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
Q11	Numeric	11	0	Q11. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
Q12a	String	162	0	Q12a. Favorite f...	None	None	50	Left	Nominal	Input
Q12b	String							Left	Nominal	Input
Q12c	String							Left	Nominal	Input
Q13a	Numeric							Right	Nominal	Input
Q13b	Numeric							Right	Nominal	Input
Q13c	Numeric							Right	Nominal	Input
Q13d	Numeric							Right	Nominal	Input
Q13e	Numeric							Right	Nominal	Input
Q13f	Numeric							Right	Nominal	Input
Q13g	Numeric							Right	Nominal	Input
Q13h	Numeric							Right	Nominal	Input
Q13i	Numeric							Right	Nominal	Input
Q13j	Numeric							Right	Nominal	Input
Q14a	String							Left	Nominal	Input
Q14b	String							Left	Nominal	Input
Q14c	String							Left	Nominal	Input
Q14d	String							Left	Nominal	Input
Q14e	String							Left	Nominal	Input
Q14f	String							Left	Nominal	Input
Q14g	String							Left	Nominal	Input
Q14h	String	361	0	Q14h. Expect n...	None	None	50	Left	Nominal	Input
Q14i	String	450	0	Q14i. Expect i...	None	None	50	Left	Nominal	Input
Q14j	String	384	0	Q14j. Expect j...	None	None	50	Left	Nominal	Input
Q14k	String	266	0	Q14k. Expect k...	None	None	50	Left	Nominal	Input

5) Select independent variables for block 2

Click variable name -> arrow

[NOTE: Screenshots for blocks 3 and 4 are not shown]

The screenshot displays the IBM SPSS Statistics Data Editor interface. The main window shows a list of variables with columns: Name, Type, Width, Decimals, Label, Values, Missing, Columns, Align, Measure, and Role. A 'Linear Regression' dialog box is open, showing 'Block 2 of 2'. The 'Dependent:' variable is 'Zscore(NewTechnology) Ne...'. The 'Independent(s):' list contains 'SurfInternetFun', 'CheckEmail', and 'Facebook'. The 'Method:' is set to 'Enter'. The 'FilmOnDevice' variable is highlighted in the list on the left, with a green circle around it and an arrow pointing to the 'Independent(s):' list. The 'Data View' and 'Variable View' tabs are visible at the bottom. The system tray at the bottom shows the time as 6:06 PM on 3/21/2017.

6) Statistics setting

6. a. Click statistics

6. b. Click Estimates, Model fit, R square change, Descriptive, Part and part correlations, collinearity diagnostics.

The screenshot displays the IBM SPSS Statistics Data Editor interface. A dialog box titled "Linear Regression: Statistics" is open, showing the following settings:

- Regression Coefficients:**
 - Estimates
 - Confidence intervals (Level(%): 95)
 - Covariance matrix
- Residuals:**
 - Durbin-Watson
 - Casewise diagnostics (Outliers outside: 3 standard deviations)
 - All cases
- Other options (checked):**
 - Model fit
 - R squared change
 - Descriptives
 - Part and partial correlations
 - Collinearity diagnostics

The background data editor shows a table with columns: Name, Type, Width, Decimals, Label, Values, Missing, Columns, Align, Measure, and Role. The table contains variables Q11 through Q14k.

7) Plots setting

7. a. Click Plots

7. b. Click *ZERSID to Y and *ZPRED to X

7. c. Check Histogram and Normal probability plot

*filmtv15data (2).sav [DataSet1] - IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Graphs Utilities Add-ons Window Help

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role	
35	Q11	Numeric	11	0	Q11. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
36	Q12a	String	462	0	Q12a. Favorite f...	None	None	50	Left	Nominal	Input
37	Q12b	String	462	0	Q12b. Favorite f...	None	None	50	Left	Nominal	Input
38	Q12c	String	462	0	Q12c. Favorite f...	None	None	50	Left	Nominal	Input
39	Q13a	Numeric	11	0	Q13a. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
40	Q13b	Numeric	11	0	Q13b. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
41	Q13c	Numeric	11	0	Q13c. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
42	Q13d	Numeric	11	0	Q13d. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
43	Q13e	Numeric	11	0	Q13e. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
44	Q13f	Numeric	11	0	Q13f. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
45	Q13g	Numeric	11	0	Q13g. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
46	Q13h	Numeric	11	0	Q13h. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
47	Q13i	Numeric	11	0	Q13i. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
48	Q13j	Numeric	11	0	Q13j. How did y...	{1, 1-In thea...	None	11	Right	Nominal	Input
49	Q14a	String	462	0	Q14a. Expect i...	None	None	50	Left	Nominal	Input
50	Q14b	String	462	0	Q14b. Expect i...	None	None	50	Left	Nominal	Input
51	Q14c	String	462	0	Q14c. Expect i...	None	None	50	Left	Nominal	Input
52	Q14d	String	462	0	Q14d. Expect i...	None	None	50	Left	Nominal	Input
53	Q14e	String	462	0	Q14e. Expect i...	None	None	50	Left	Nominal	Input
54	Q14f	String	462	0	Q14f. Expect i...	None	None	50	Left	Nominal	Input
55	Q14g	String	462	0	Q14g. Expect i...	None	None	50	Left	Nominal	Input
56	Q14h	String	361	0	Q14h. Expect i...	None	None	50	Left	Nominal	Input
57	Q14i	String	450	0	Q14i. Expect i...	None	None	50	Left	Nominal	Input
58	Q14j	String	384	0	Q14j. Expect j...	None	None	50	Left	Nominal	Input
59	Q14k	String	366	0	Q14k. Expect j...	None	None	50	Left	Nominal	Input

Linear Regression

Dependent

Linear Regression: Plots

DEPENDENT

- *ZPRED
- *ZRESID
- *DRESID
- *ADJPRED
- *SRESID
- *SDRESID

Scatter 1 of 1

Y: *ZRESID

X: *ZPRED

Standardized Residual Plots

- Histogram
- Normal probability plot

Produce all partial plots

Continue Cancel Help

Paste Reset Cancel Help

IBM SPSS Statistics Processor is ready Unicode:ON

6:11 PM 3/21/2017

III. SPSS Output

1. Syntax

```
COMPUTE newtech = Q29a + Q29e + Q29f .
EXECUTE .
DESCRIPTIVES
  VARIABLES=newtech /SAVE
  /STATISTICS=MEAN STDDEV MIN MAX KURTOSIS SKEWNESS .
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Znewtech
  /METHOD=ENTER femaleness Age Income /METHOD=ENTER Q3h Q3i Q3j Q3k Q3n
  /METHOD=ENTER Q29s Q29t /METHOD=ENTER Q28a Q28b
  Q28c Q28d Q28e
  /SCATTERPLOT=( *ZRESID , *ZPRED )
  /RESIDUALS HIST(ZRESID) NORM(ZRESID) .
```

2. Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Zscore(newtech)	.0546212	.95583818	325
Femaleness	.6185	.48651	325
Age	34.70	11.363	325
Income	4.81	2.322	325
Q3h. "Surf" the Internet "for pleasure," not work	1.61	1.093	325
Q3i. Check my email	1.34	.783	325
Q3j. Go on Facebook	2.58	2.297	325
Q3k. Play video games on some device	3.68	2.422	325
Q3n. Watch videos on a smart phone	4.36	2.404	325
Q29s. I like to see films and TV programs from other countries.	4.13	1.956	325
Q29t. I see myself as a citizen of the world.	4.72	1.810	325
Q28a. I often watch videos on my cell phone.	3.04	2.148	325
Q28b. I often search for videos on YouTube to watch.	4.34	2.082	325
Q28c. I often share videos via Facebook.	2.85	1.996	325
Q28d. I often share videos on Instagram.	1.77	1.505	325
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	3.74	2.201	325

		Zscore(newtech)	Femaleness	Age	Income
Pearson Correlation	Zscore(newtech)	1.000	.042	-.094	
	Femaleness	.042	1.000	.140	
	Age	-.094	.140	1.000	
	Income	.006	.024	.167	1
	Q3h. "Surf" the Internet "for pleasure," not work	-.181	-.006	.086	-
	Q3i. Check my email	-.071	-.114	-.088	-
	Q3j. Go on Facebook	-.141	-.270	.080	-
	Q3k. Play video games on some device	-.277	.044	.113	-
	Q3n. Watch videos on a smart phone	-.409	-.007	.303	-
	Q29s. I like to see films and TV programs from other countries.	.084	-.096	-.083	-
	Q29t. I see myself as a citizen of the world.	.207	-.038	-.150	-
	Q28a. I often watch videos on my cell phone.	.338	-.005	-.181	-
	Q28b. I often search for videos on YouTube to watch.	.250	-.013	-.189	-
	Q28c. I often share videos via Facebook.	.134	.136	-.126	-
	Q28d. I often share videos on Instagram.	.158	-.150	-.166	-
	Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	.426	-.002	-.157	-
Sig. (1-tailed)	Zscore(newtech)	.	.227	.045	
	Femaleness	.227	.	.006	
	Age	.045	.006	.	
	Income	.456	.334	.001	
	Q3h. "Surf" the Internet "for pleasure," not work	.001	.455	.061	
	Q3i. Check my email	.102	.020	.056	
	Q3j. Go on Facebook	.005	.000	.076	
	Q3k. Play video games on some device	.000	.213	.021	
	Q3n. Watch videos on a smart phone	.000	.448	.000	
	Q29s. I like to see films and TV programs from other countries.	.066	.042	.068	
	Q29t. I see myself as a citizen of the world.	.000	.250	.003	

	Q28a. I often watch videos on my cell phone.	.000	.465	.001
	Q28b. I often search for videos on YouTube to watch.	.000	.405	.000
	Q28c. I often share videos via Facebook.	.008	.007	.011
	Q28d. I often share videos on Instagram.	.002	.003	.001
	Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	.000	.483	.002
N	Zscore(newtech)	325	325	325
	Femaleness	325	325	325
	Age	325	325	325
	Income	325	325	325
	Q3h. "Surf" the Internet "for pleasure," not work	325	325	325
	Q3i. Check my email	325	325	325
	Q3j. Go on Facebook	325	325	325
	Q3k. Play video games on some device	325	325	325
	Q3n. Watch videos on a smart phone	325	325	325
	Q29s. I like to see films and TV programs from other countries.	325	325	325
	Q29t. I see myself as a citizen of the world.	325	325	325
	Q28a. I often watch videos on my cell phone.	325	325	325
	Q28b. I often search for videos on YouTube to watch.	325	325	325
	Q28c. I often share videos via Facebook.	325	325	325
	Q28d. I often share videos on Instagram.	325	325	325
	Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	325	325	325

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Income, Femaleness, Age ^b		Enter
2	Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone ^b		Enter
3	Q29t. I see myself as a citizen of the world., Q29s. I like to see films and TV programs from other countries. ^b		Enter
4	Q28b. I often search for videos on YouTube to watch., Q28d. I often share videos on Instagram., Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., Q28a. I often watch videos on my cell phone., Q28c. I often share videos via Facebook. ^b		Enter

a. Dependent Variable: Zscore(newtech)

b. All requested variables entered.

Model Summary^e

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.111 ^a	.012	.003	.95432668	.012	1.342	3	321	.261
2	.447 ^b	.200	.180	.86568090	.188	14.821	5	316	.000
3	.484 ^c	.234	.210	.84973441	.034	6.986	2	314	.001
4	.569 ^d	.323	.291	.80507551	.089	8.160	5	309	.000

a. Predictors: (Constant), Income, Femaleness, Age

b. Predictors: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone

c. Predictors: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone, Q29t. I see myself as a citizen of the world., Q29s. I like to see films and TV programs from other countries.

d. Predictors: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone, Q29t. I see myself as a citizen of the world., Q29s. I like to see films and TV programs from other countries., Q28b. I often search for videos on YouTube to watch., Q28d. I often share videos on Instagram., Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., Q28a. I often watch videos on my cell phone., Q28c. I often share videos via Facebook.

e. Dependent Variable: Zscore(newtech)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.668	3	1.223	1.342	.261 ^b
	Residual	292.347	321	.911		
	Total	296.015	324			
2	Regression	59.204	8	7.400	9.875	.000 ^c
	Residual	236.811	316	.749		
	Total	296.015	324			
3	Regression	69.292	10	6.929	9.597	.000 ^d
	Residual	226.723	314	.722		
	Total	296.015	324			
4	Regression	95.738	15	6.383	9.847	.000 ^e
	Residual	200.277	309	.648		
	Total	296.015	324			

a. Dependent Variable: Zscore(newtech)

b. Predictors: (Constant), Income, Femaleness, Age

c. Predictors: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone

d. Predictors: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone, Q29t. I see myself as a citizen of the world., Q29s. I like to see films and TV programs from other countries.

e. Predictors: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone, Q29t. I see myself as a citizen of the world., Q29s. I like to see films and TV programs from other countries., Q28b. I often search for videos on YouTube to watch., Q28d. I often share videos on Instagram., Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., Q28a. I often watch videos on my cell phone., Q28c. I often share videos via Facebook.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.250	.195		1.282	.201					
	Femaleness	.110	.110	.056	.999	.319	.042	.056	.055	.981	1.020
	Age	-.009	.005	-.106	-1.858	.064	-.094	-.103	-.103	.954	1.048
	Income	.009	.023	.022	.398	.691	.006	.022	.022	.972	1.029
2	(Constant)	.806	.215		3.745	.000					
	Femaleness	.086	.105	.044	.817	.415	.042	.046	.041	.890	1.124
	Age	.003	.005	.035	.640	.523	-.094	.036	.032	.845	1.184
	Income	.001	.021	.003	.062	.951	.006	.003	.003	.945	1.058
	Q3h. "Surf" the Internet "for pleasure," not work	-.091	.050	-.104	-1.835	.067	-.181	-.103	-.092	.786	1.272
	Q3i. Check my email	.042	.070	.035	.607	.544	-.071	.034	.031	.774	1.292
	Q3j. Go on Facebook	.000	.023	-.001	-.019	.985	-.141	-.001	-.001	.800	1.251
	Q3k. Play video games on some device	-.056	.022	-.143	-2.600	.010	-.277	-.145	-.131	.841	1.189
Q3n. Watch videos on a smart phone	-.141	.023	-.355	-6.106	.000	-.409	-.325	-.307	.749	1.335	
3	(Constant)	.219	.268		.818	.414					
	Femaleness	.084	.103	.043	.815	.415	.042	.046	.040	.889	1.124
	Age	.005	.005	.059	1.097	.273	-.094	.062	.054	.832	1.202
	Income	.009	.021	.022	.422	.673	.006	.024	.021	.924	1.083
	Q3h. "Surf" the Internet "for pleasure," not work	-.084	.049	-.097	-1.725	.085	-.181	-.097	-.085	.778	1.286
	Q3i. Check my email	.043	.069	.035	.621	.535	-.071	.035	.031	.766	1.306
	Q3j. Go on Facebook	-.006	.024	-.013	-.237	.813	-.141	-.013	-.012	.755	1.325
	Q3k. Play video games on some device	-.052	.021	-.131	-2.424	.016	-.277	-.136	-.120	.835	1.197
	Q3n. Watch videos on a smart phone	-.141	.023	-.355	-6.208	.000	-.409	-.331	-.307	.745	1.342
	Q29s. I like to see films and TV programs from other countries.	-.002	.029	-.004	-.068	.946	.084	-.004	-.003	.690	1.448
Q29t. I see myself as a citizen of the world.	.100	.030	.190	3.308	.001	.207	.184	.163	.738	1.356	
4	(Constant)	-.461	.296		-1.559	.120					
	Femaleness	.111	.100	.056	1.105	.270	.042	.063	.052	.839	1.191
	Age	.006	.004	.077	1.488	.138	-.094	.084	.070	.824	1.214
	Income	.002	.020	.005	.106	.916	.006	.006	.005	.894	1.119
	Q3h. "Surf" the Internet "for pleasure," not work	-.094	.047	-.107	-1.978	.049	-.181	-.112	-.093	.748	1.337
	Q3i. Check my email	.060	.066	.050	.911	.363	-.071	.052	.043	.740	1.351
	Q3j. Go on Facebook	-.020	.024	-.049	-.843	.400	-.141	-.048	-.039	.650	1.539
	Q3k. Play video games on some device	-.043	.020	-.110	-2.130	.034	-.277	-.120	-.100	.822	1.217
	Q3n. Watch videos on a smart phone	-.090	.025	-.227	-3.574	.000	-.409	-.199	-.167	.544	1.839
	Q29s. I like to see films and TV programs from other countries.	-.009	.028	-.019	-.332	.740	.084	-.019	-.016	.664	1.506
	Q29t. I see myself as a citizen of the world.	.081	.029	.154	2.792	.006	.207	.157	.131	.719	1.390
	Q28a. I often watch videos on my cell phone.	.035	.028	.079	1.251	.212	.338	.071	.059	.547	1.828
	Q28b. I often search for videos on YouTube to watch.	.023	.028	.051	.845	.399	.250	.048	.040	.601	1.665
	Q28c. I often share videos via Facebook.	-.065	.032	-.136	-2.070	.039	.134	-.117	-.097	.504	1.984
Q28d. I often share videos on Instagram.	.027	.038	.042	.712	.477	.158	.040	.033	.626	1.597	
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	.127	.024	.291	5.315	.000	.426	.289	.249	.729	1.372	

a. Dependent Variable: Zscore(newtech)

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics			
					Tolerance	VIF	Minimum Tolerance	
1	Q3h. "Surf" the Internet "for pleasure," not work	-.173 ^b	-3.147	.002	-.173	.990	1.010	.946
	Q3i. Check my email	-.073 ^b	-1.304	.193	-.073	.972	1.029	.951
	Q3j. Go on Facebook	-.133 ^b	-2.288	.023	-.127	.904	1.106	.900
	Q3k. Play video games on some device	-.272 ^b	-5.050	.000	-.272	.986	1.014	.943
	Q3n. Watch videos on a smart phone	-.418 ^b	-7.790	.000	-.399	.903	1.107	.862
	Q29s. I like to see films and TV programs from other countries.	.086 ^b	1.531	.127	.085	.971	1.030	.951
	Q29t. I see myself as a citizen of the world.	.202 ^b	3.655	.000	.200	.969	1.032	.938
	Q28a. I often watch videos on my cell phone.	.330 ^b	6.175	.000	.326	.963	1.038	.920
	Q28b. I often search for videos on YouTube to watch.	.244 ^b	4.427	.000	.240	.956	1.046	.925
	Q28c. I often share videos via Facebook.	.125 ^b	2.200	.028	.122	.936	1.068	.936
	Q28d. I often share videos on Instagram.	.156 ^b	2.780	.006	.154	.956	1.046	.934
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	.420 ^b	8.224	.000	.418	.975	1.026	.930	
2	Q29s. I like to see films and TV programs from other countries.	.091 ^c	1.713	.088	.096	.899	1.112	.746
	Q29t. I see myself as a citizen of the world.	.188 ^c	3.743	.000	.206	.960	1.041	.749
	Q28a. I often watch videos on my cell phone.	.190 ^c	3.244	.001	.180	.713	1.402	.570
	Q28b. I often search for videos on YouTube to watch.	.145 ^c	2.748	.006	.153	.893	1.120	.724
	Q28c. I often share videos via Facebook.	.028 ^c	.495	.621	.028	.778	1.285	.719
	Q28d. I often share videos on Instagram.	.077 ^c	1.389	.166	.078	.820	1.219	.697
	Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	.318 ^c	6.214	.000	.330	.865	1.156	.689
3	Q28a. I often watch videos on my cell phone.	.161 ^d	2.751	.006	.154	.696	1.437	.563
	Q28b. I often search for videos on YouTube to watch.	.119 ^d	2.239	.026	.126	.859	1.164	.682
	Q28c. I often share videos via Facebook.	.005 ^d	.093	.926	.005	.755	1.325	.666
	Q28d. I often share videos on Instagram.	.058 ^d	1.061	.290	.060	.804	1.243	.684
	Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	.300 ^d	5.868	.000	.315	.846	1.182	.686

a. Dependent Variable: Zscore(newtech)

b. Predictors in the Model: (Constant), Income, Femaleness, Age

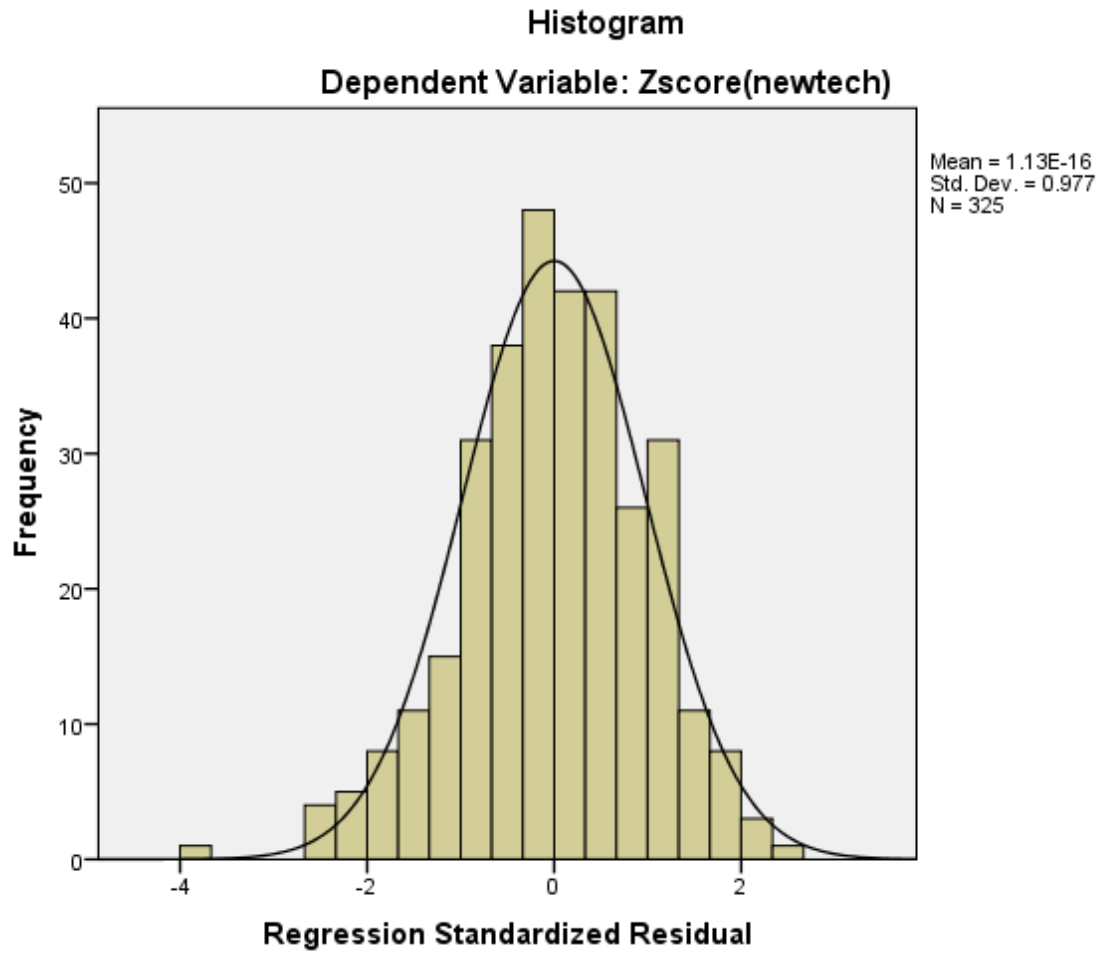
c. Predictors in the Model: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone

d. Predictors in the Model: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n. Watch videos on a smart phone, Q29t. I see myself as a citizen of the world., Q29s. I like to see films and TV programs from other countries.

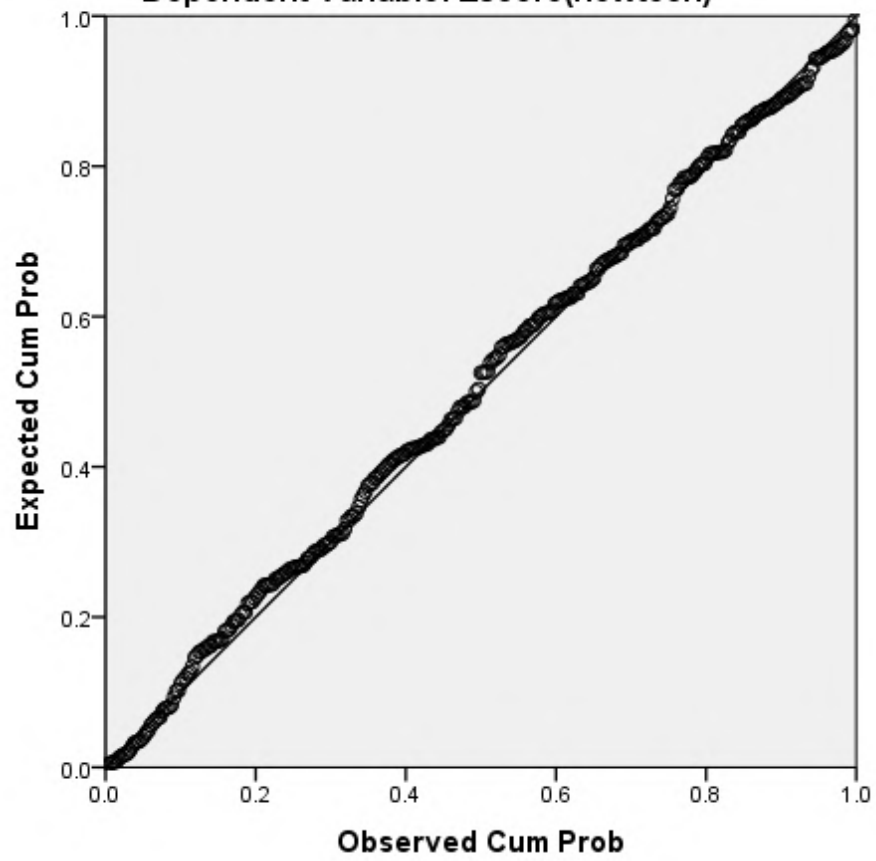
Residuals Statistics^a

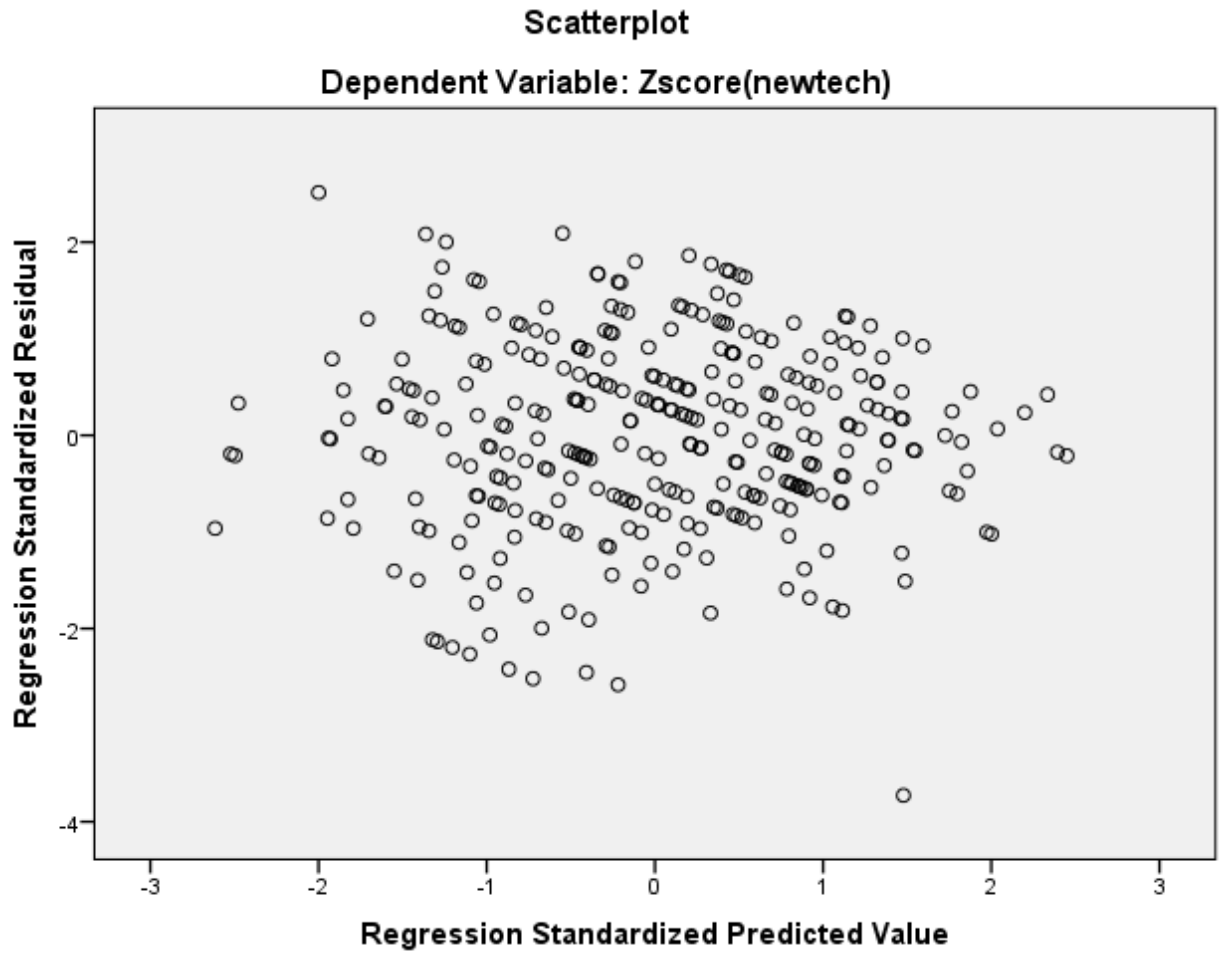
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-1.3668007	1.3862305	.0546212	.54358699	325
Residual	-3.00068235	2.02369022	.00000000	.78621867	325
Std. Predicted Value	-2.615	2.450	.000	1.000	325
Std. Residual	-3.727	2.514	.000	.977	325

a. Dependent Variable: Zscore(newtech)



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Zscore(newtech)





IV. Tabling

Table 1

Hierarchical Multiple Regression Predicting Technology Excitement

	PREDICTED VARIABLE	<i>r</i>	FINAL BETA	<i>R</i> ² CHANGE
	Demographics			
1.	Age	-.094*	.077	.012
	Sex(female)	.042	.056	
	Income	.006	.005	
	Media Habits			
2.	Q3h: Surf the 'net for pleasure	.181**	.107*	.188***
	Q3i: Check email	.071	-.050	
	Q3j: Facebook	.141**	.049	
	Q3k: Play video games on device	.277***	.110*	
	Q3n: Watch videos on smart phone	.409***	.227***	
	Cosmopolitaness			
3.	Q29s: Films & TV from other countries	.084	-.019	.034**
	Q29t: Citizen of the world	.207***	.154**	
	Viewing Styles			
4.	Q28a: Watch videos on cell phone	.338***	.079	.089***
	Q28b: Search for videos on YouTube	.250***	.051	
	Q28c: Share videos via Facebook	.134**	-.136*	
	Q28d: Share videos on Instagram	.158**	.042	
	Q28e: Watch TV shows on device to pass time	.426***	.291***	

$R^2 = .323$

Adjusted $R^2 = .291$

$F = 9.847$, $df = 15, 309$, $p < .001$

Note: *- $p < .05$; **- $p < .01$; ***- $p < .001$

V. The Write up

Write up of results

In the prediction of technology excitement, a four-block hierarchical multiple regression analysis was conducted. Multicollinearity tests using condition index and regression coefficient variance-decomposition matrix, tolerances and VIFs indicated that the analysis has no multicollinearity problem (all tolerances $\geq .50$, VIFs ≤ 2.00), and the analysis result indicates that 15 predictors explain 32.2% of the total variance of technology excitement ($F(15,309) = 9.847$, $p < .001$).

First, block 1 including age, sex (female) and income, explains only 1.2 % of the total variance of technology excitement ($F(3, 321) = 1.342$, ns). Age is not a significant (final $\beta = .077$, ns) unique predictor of technology excitement and neither are income ($\beta = .005$, ns) or sex ($\beta = .056$, ns). As a result, we conclude that demographics do not play a significant role in technology excitement, including when controlling for all of the other independent variables.

Second, block 2, media habits (with items such as surf the internet for pleasure not work, check my email, go to Facebook), explains an additional 18.8% of the total variance of technology excitement ($F(5, 316) = 14.821$, $p < .001$). Play video games on some device (final $\beta = .110$, $p < .05$) is a significant positive unique predictor of technology excitement and so is watching video games on a smart phone ($\beta = .227$, $p < .001$). As a result, as use of video games on devices increases, technology excitement increases, when all other predictors are controlled for. Likewise, surfing the internet for fun and not work is a significant positive unique predictor of technology excitement ($\beta = .107$, $p < .05$).

The third block, cosmopolitaness, explains an additional 3.4% of total variance of technology excitement ($F(2, 314) = 6.986$, $p = .001$). I see myself as a citizen of the world (β

=.154, $p < .01$) is a significant positive unique predictor of technology excitement. As a result, as cosmopolitanism increases, technology excitement increases, when all other predictors are controlled for.

Fourth, viewing styles, including I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time, explains an additional 8.9% of total variance of technology excitement ($F(5, 309) = 8.160, p < .001$). However, I often share videos via Facebook has a negative significant unique contribution to technology excitement ($\beta = -.136, p < .05$). As a result, as sharing videos on Facebook increases technology excitement decreases when all other predictors are controlled for. Further, I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time is a significant unique predictor of technology excitement ($\beta = .291, p < .001$).

Overall, this analysis included four separate blocks of predictor variables that as a whole contributed a significant amount of variance to the prediction of technology excitement, as indicated by the significant R^2 for the total equation. Block 1 (demographics) did not contribute a significant amount of variance to the prediction of technology excitement. However, block 2 (media habits), block 3 (cosmopolitanism), and block 4 (viewing styles) each contributed a significant amount of variance to technology excitement, as indicated by significant R^2 s for each block. Also, the beta coefficients indicate that when controlling for the impact of all other variables in the final equation, there are six independent variables that maintained significant unique contributions toward technology excitement. This is indicated by the six significant ($p < .05$) final betas.