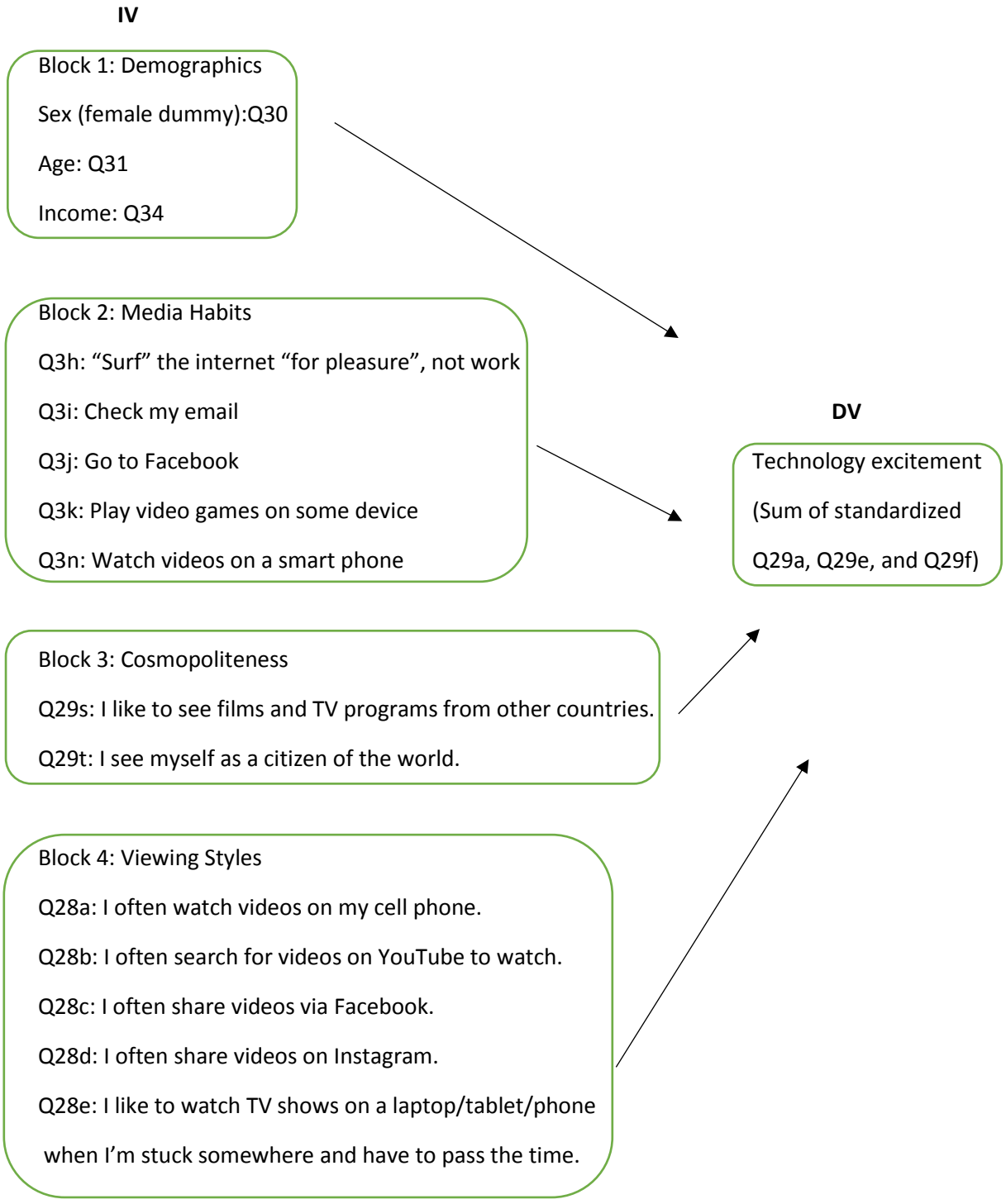
Multiple Regression-FORCED-ENTRY HIERARCHICAL MODEL

DORIS ACHEME

COM 631/731, Spring 2017

Data: Film & TV Usage 2015

I. MODEL



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.

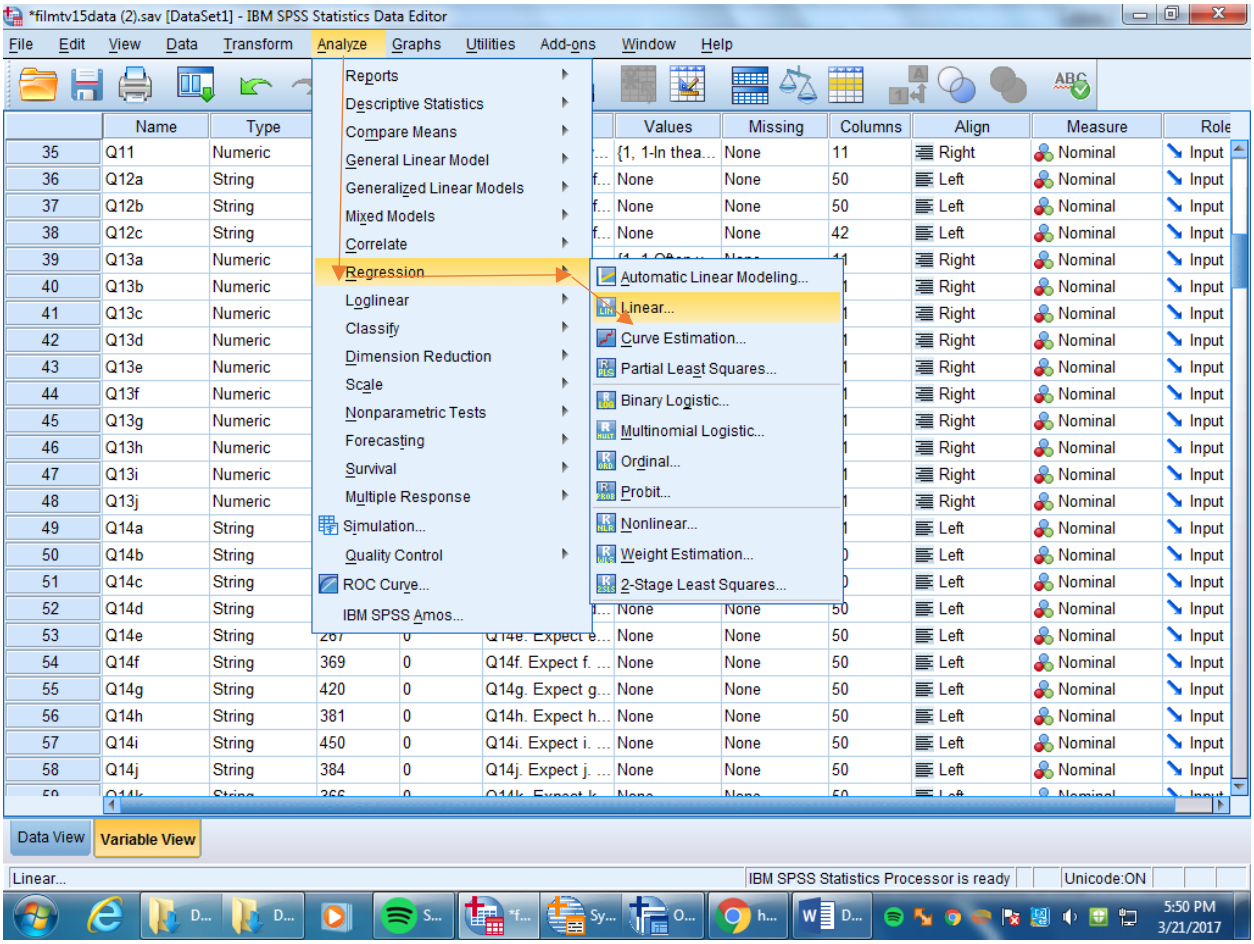
Q29f: I think I'm getting less patient and am glad I have a smart phone or other digital options to fill the time.

Newtech= ZQ29a+ ZQ29e+ ZQ29f

Cronbach's alpha = .70

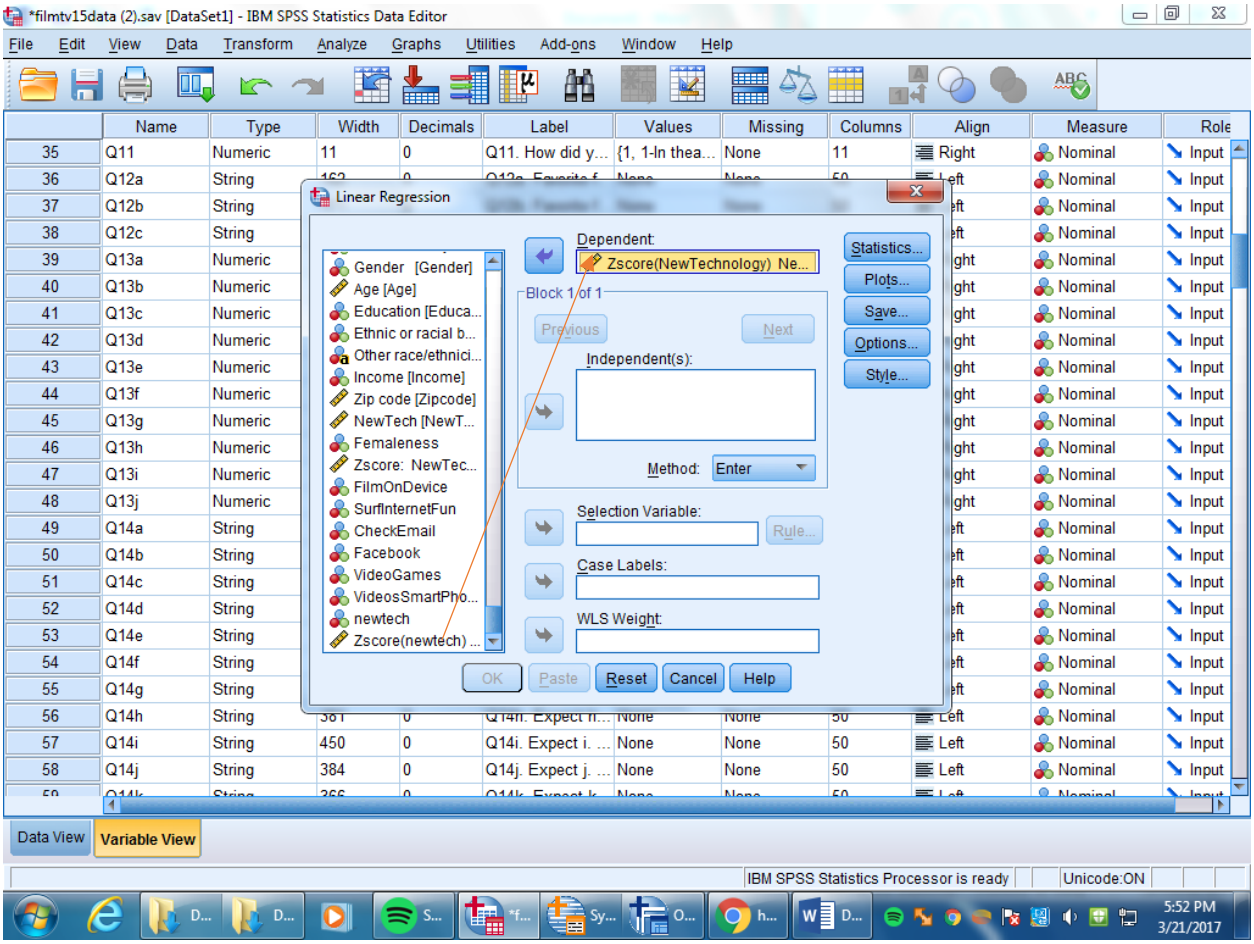
II.RUNNING SPSS

1) Analysis -> Regression -> Linear



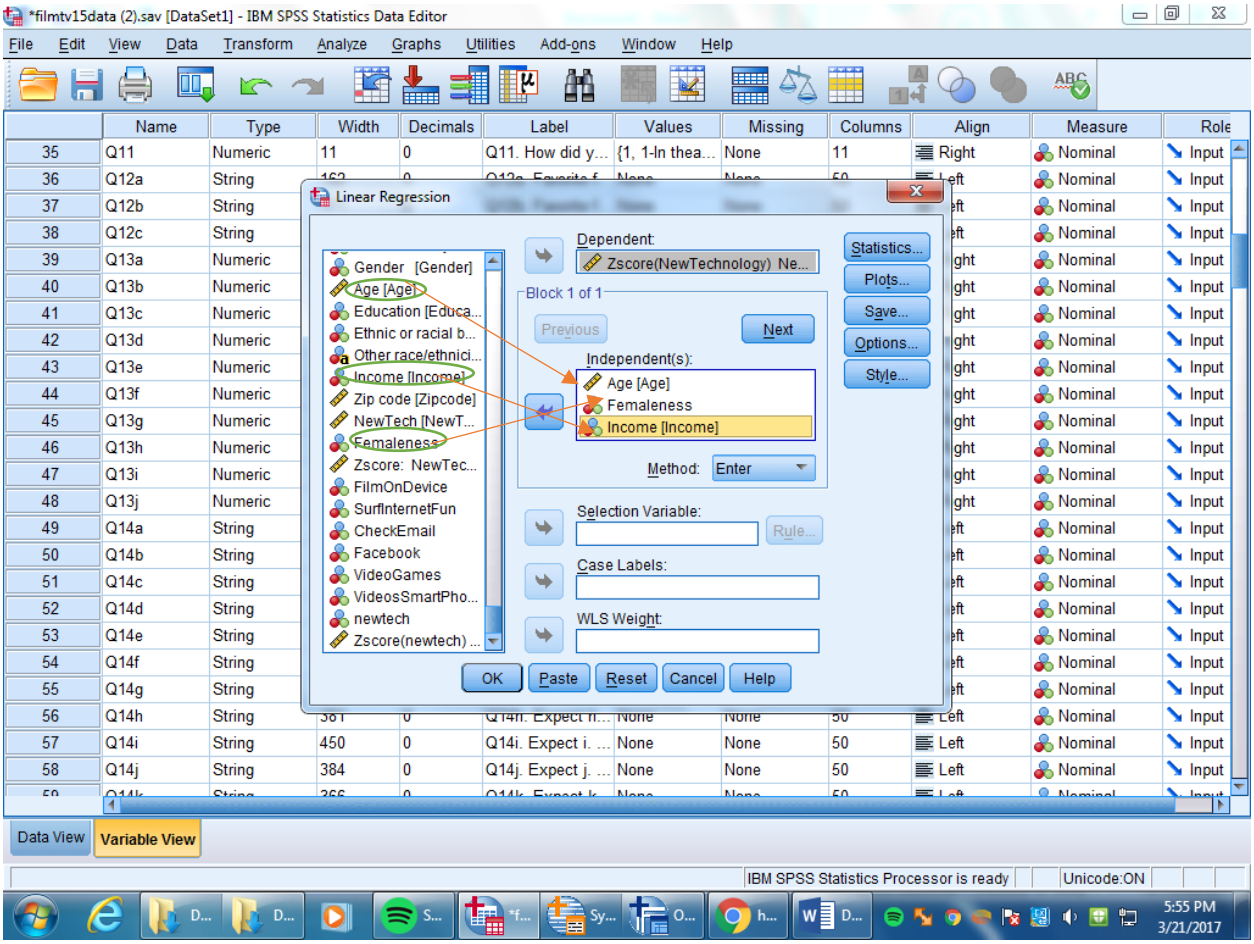
2) Select dependent variable

Click variable name -> arrow



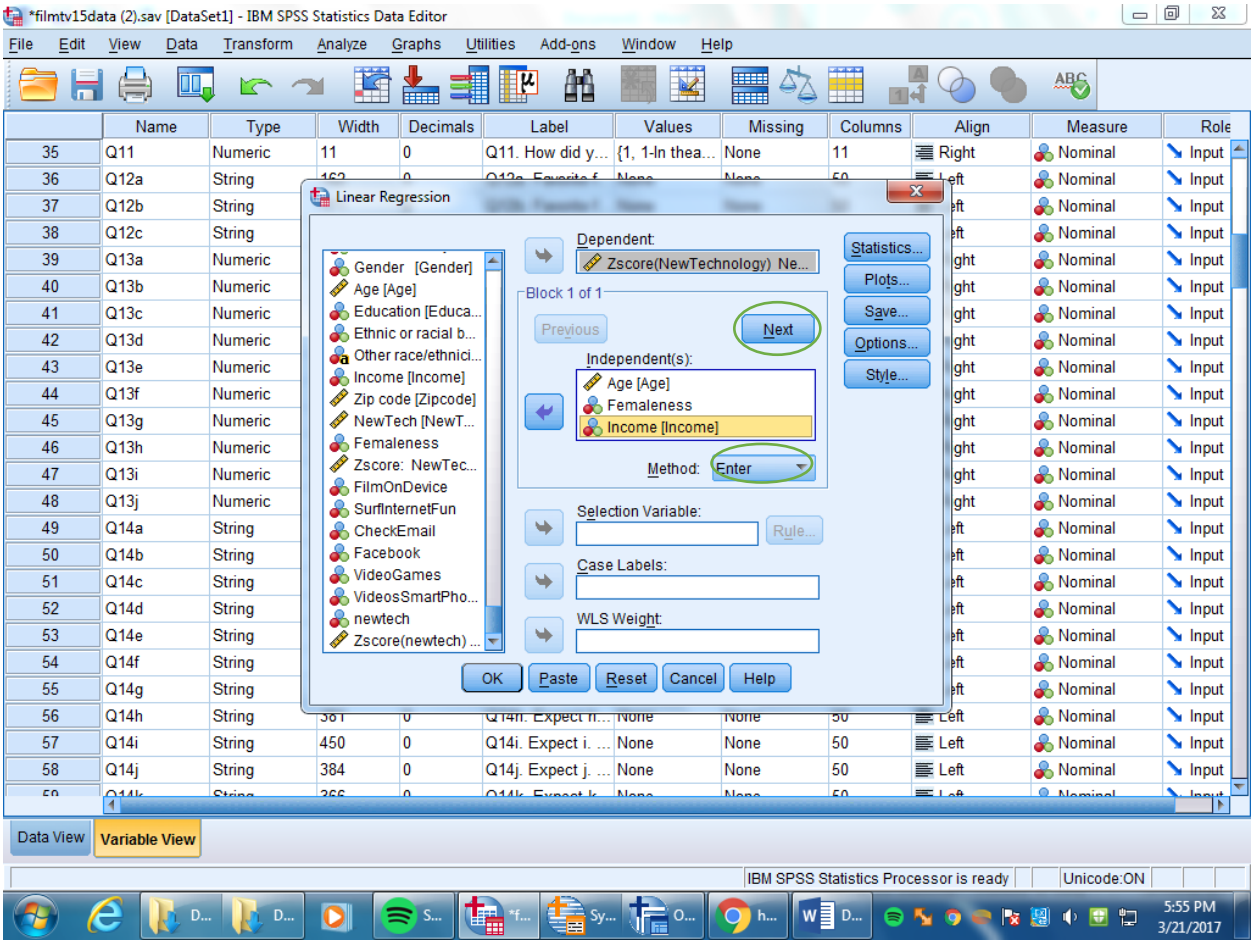
3) Select independent variable for block 1

Click independent variable name -> arrow



4) Move to the next block

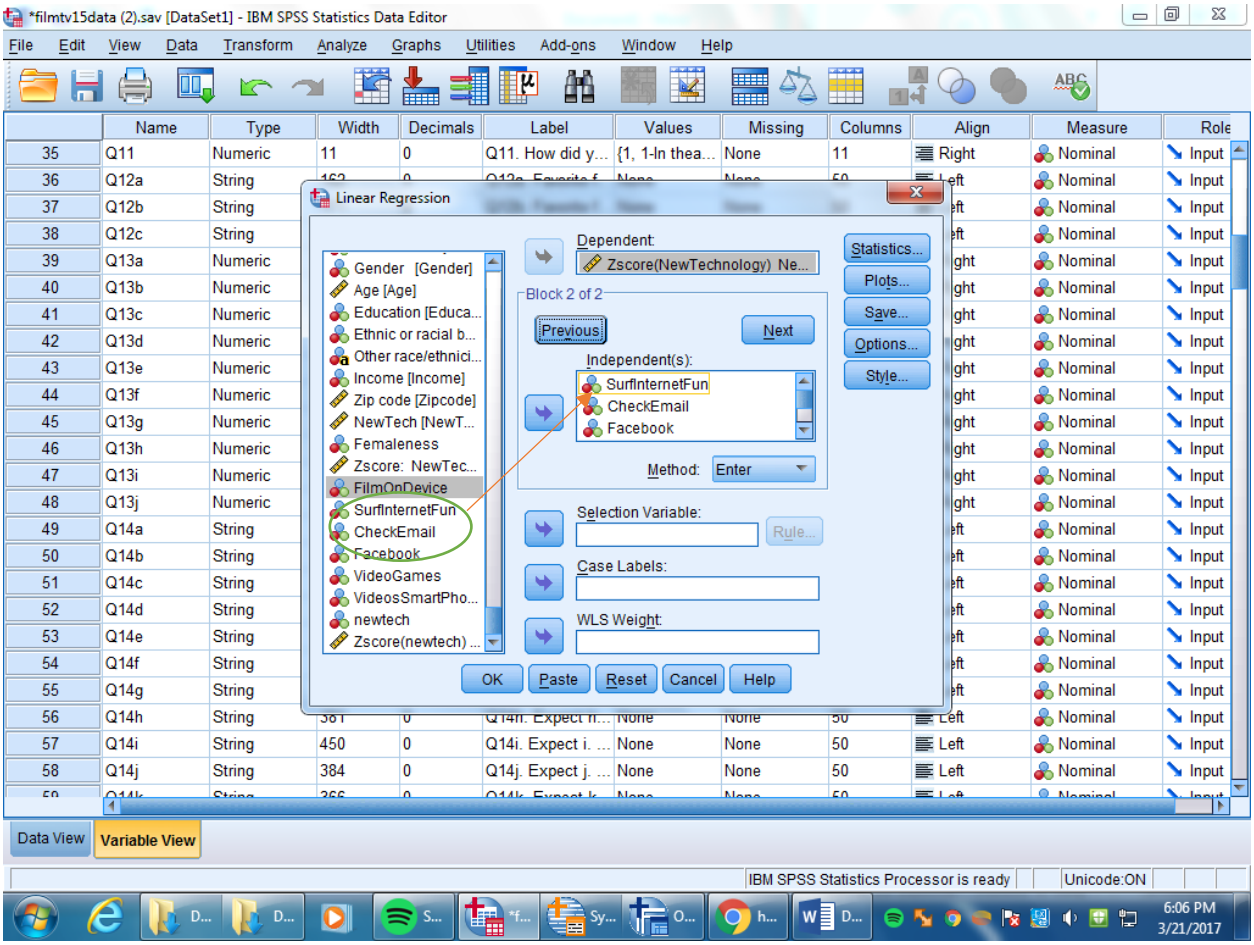
Click next



5) Select independent variables for block 2

Click variable name -> arrow

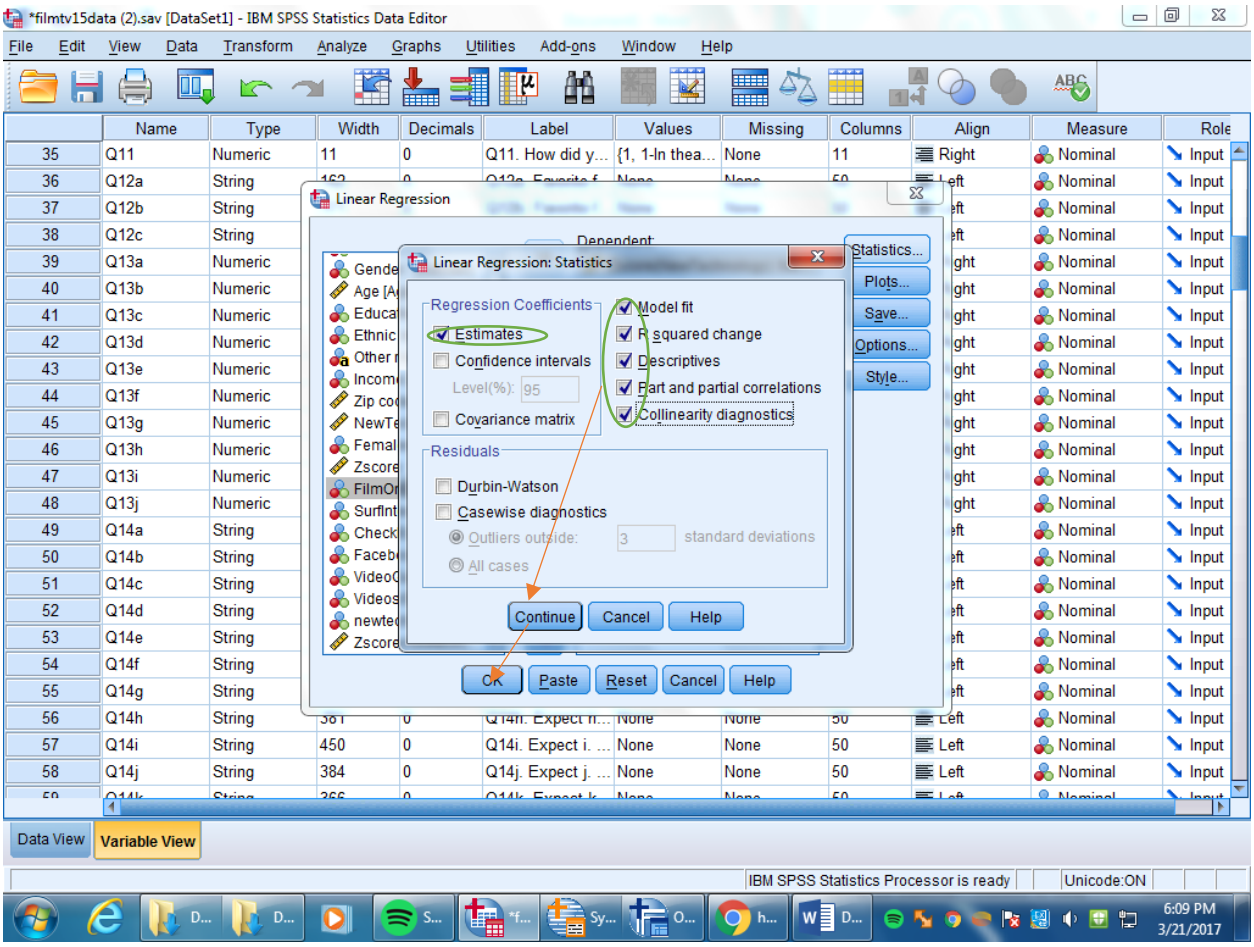
[NOTE: Screenshots for blocks 3 and 4 are not shown]



6) Statistics setting

6. a. Click statistics

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

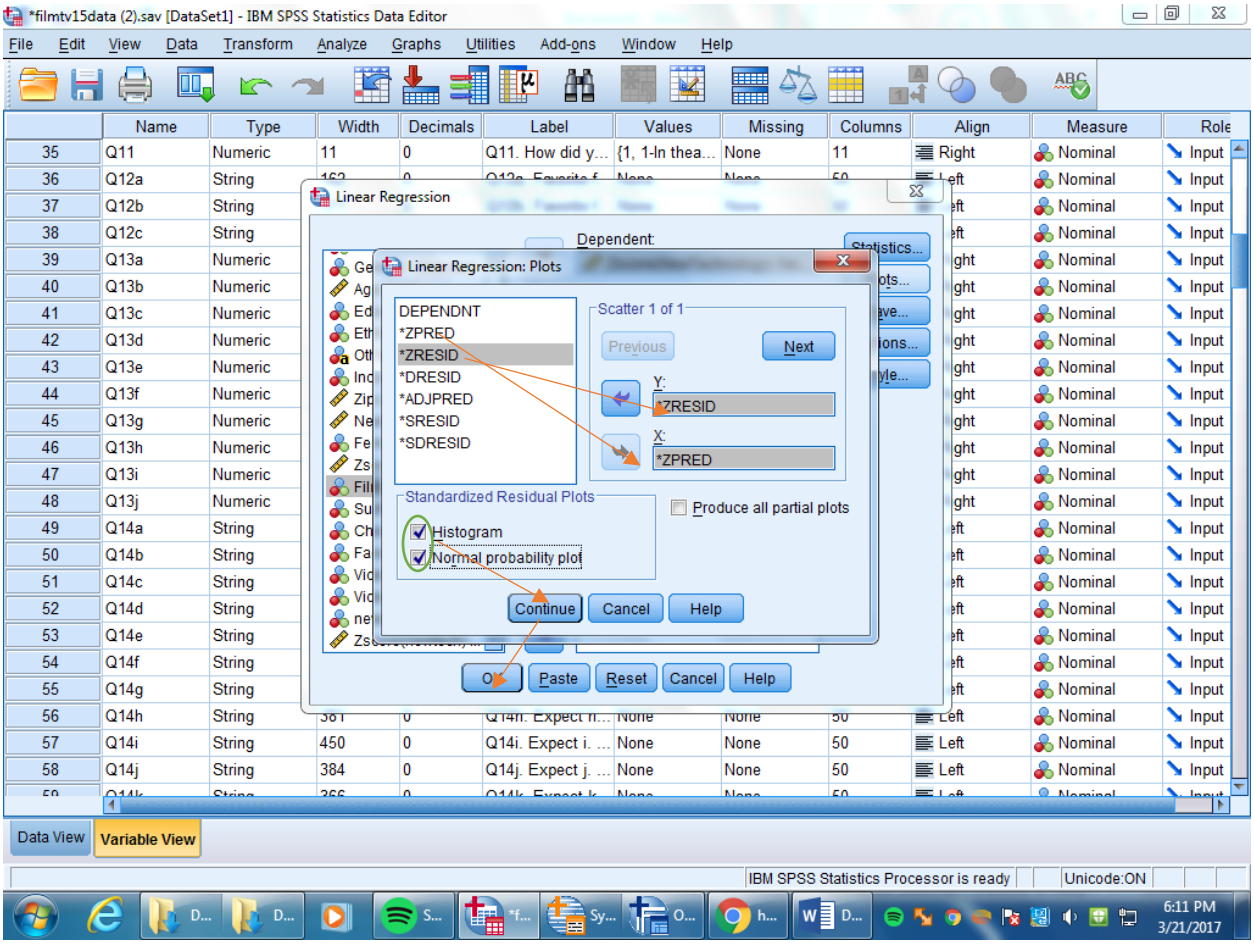


7) Plots setting

7. a. Click Plots

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

7. c. Check Histogram and Normal probability plot



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			Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	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]

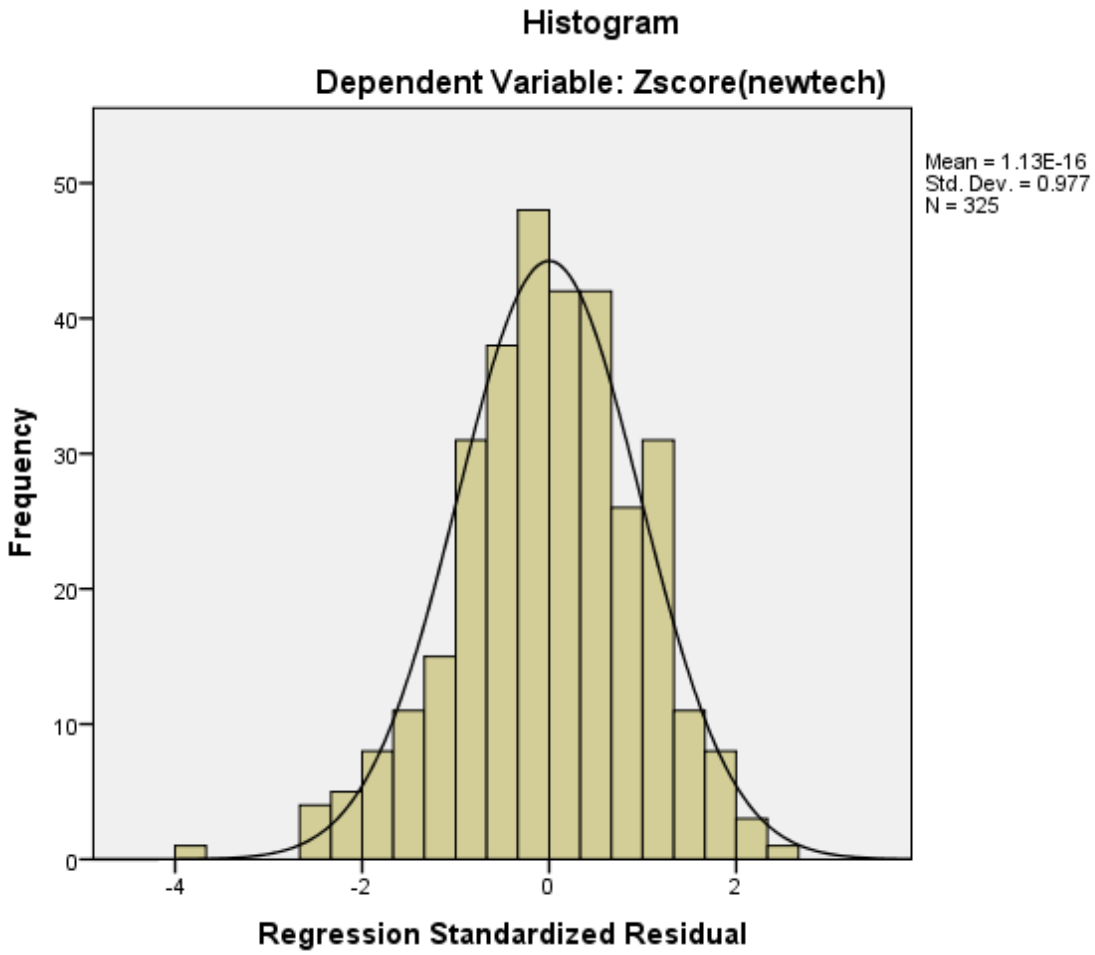
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Q3h. "Surf" the Internet "for pleasure," not work	-.173[b]	-3.147	.002	-.173	.990	1.010	.946
	Q3i. Check my email	-.073[b]	-1.304	.193	-.073	.972	1.029	.951
	Q3j. Go on Facebook	-.133[b]	-2.288	.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

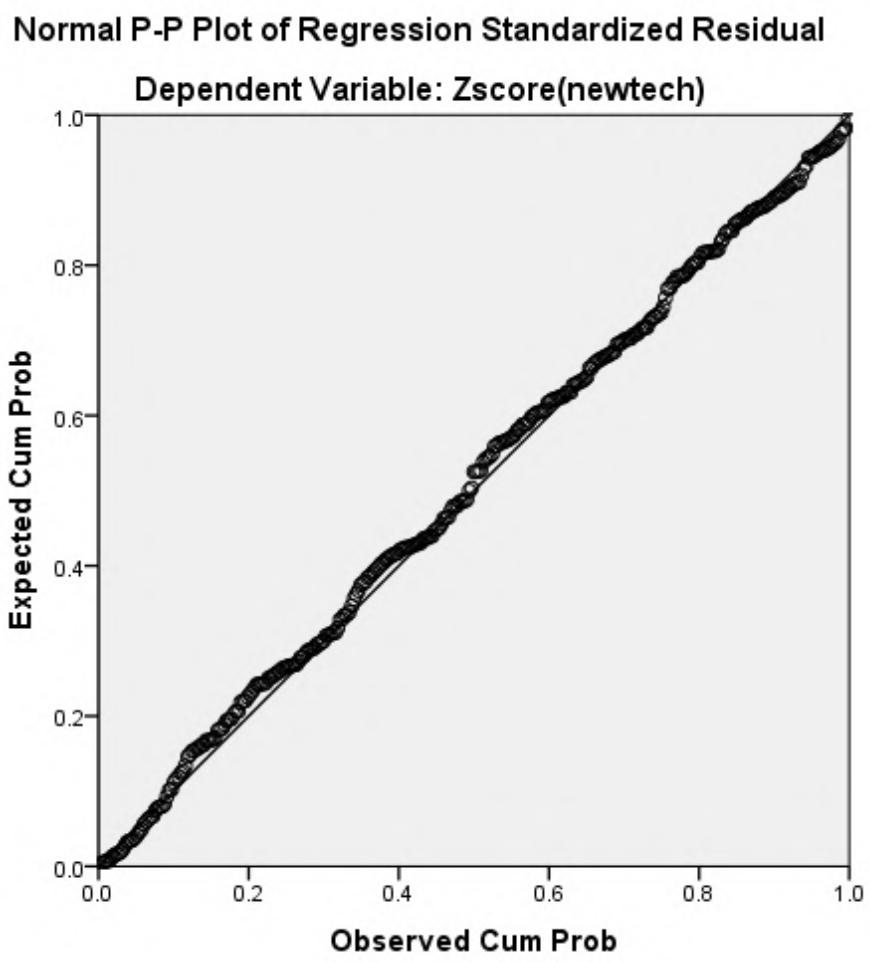
a. Dependent Variable: Zscore(newtech)
b. Predictors in the Model: (Constant), Income, Femaleness, Age
c. Predictors in the Model: (Constant), Income, Femaleness, Age, Q3h. "Surf" the Internet "for pleasure," not work, Q3k. Play video games on some device, Q3j. Go on Facebook, Q3i. Check my email, Q3n.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

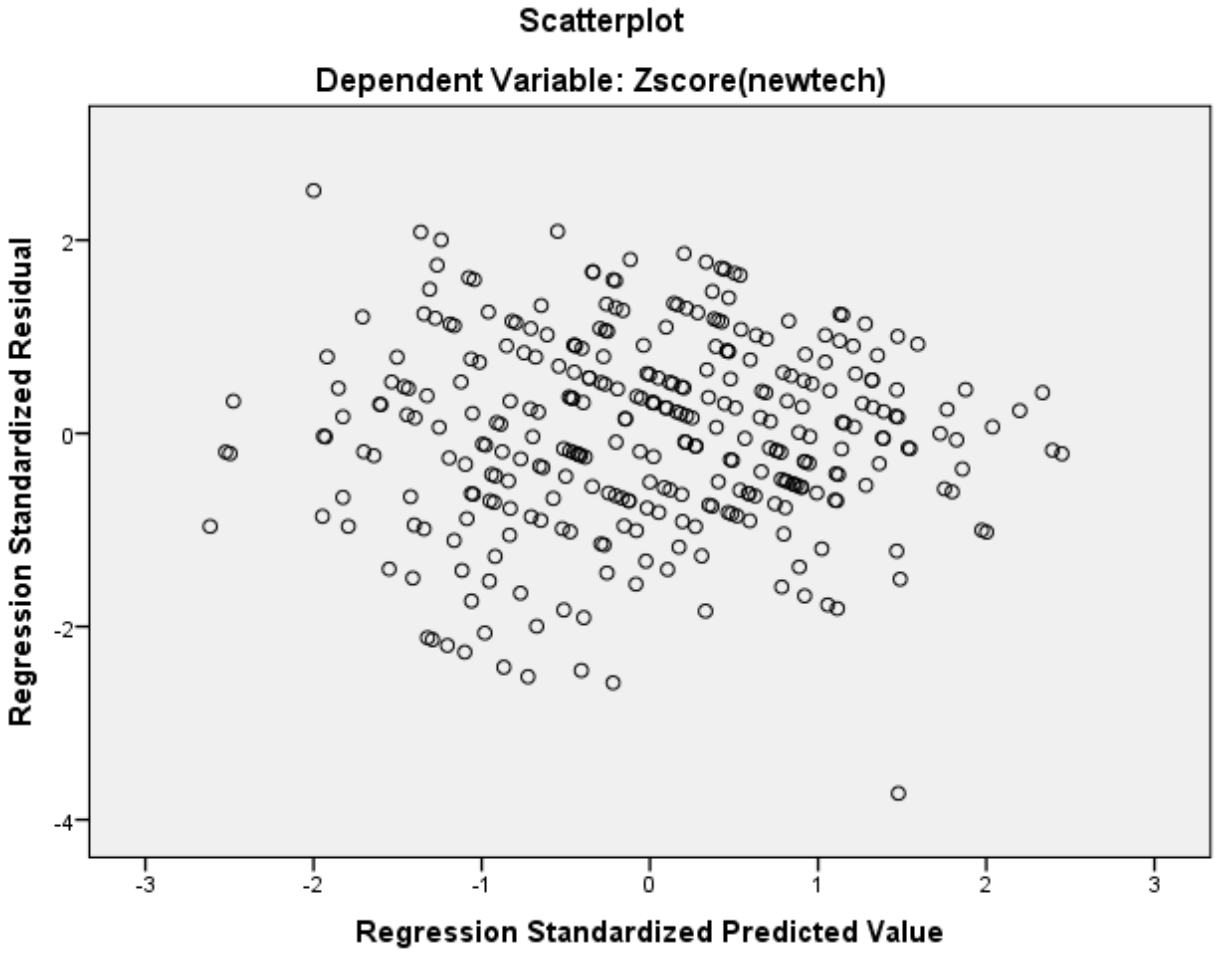
Residuals Statistics[a]

	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)


Histogram
Dependent Variable: Zscore(newtech)
Mean = 1.13E-16
Std. Dev. = 0.977
N = 325
Frequency
50
40
30
20
10
0
-4
-2
0
2
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Zscore(newtech)
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: Zscore(newtech)
Regression Standardized Residual
Regression Standardized Predicted Value
2
0
-2
-4
-3
-2
-1
0
1
2
3

IV. Tabling

Table 1

Hierarchical Multiple Regression Predicting Technology Excitement

	PREDICTED VARIABLE	*r*	FINAL BETA	R^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***	
	Cosmopoliteness			
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, cosmopoliteness, 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 cosmopoliteness 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 (β = -.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 (β = .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 (cosmopoliteness), and block 4 (viewing styles) each contributed a significant amount of variance to technology excitement, as indicated by significant R^2s 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.