Hopewell, Sonoyta & Walker, Krista COM 631/731 Multivariate Statistical Methods Dr. Kim Neuendorf Film & TV National Survey dataset (2014) by Jeffres & Neuendorf MANOVA Class Presentation

I. Model

INDEPENDENT VARIABLES (NOMINAL) DEPENDENT VARIABLES (INTERVAL/RATIO) Main Effect X1: Gender Main Effect X2: Q20H (How you prefer watch documentary films) Interaction between X1 and X2 Interaction between X1 and X2 Q29s. I like to see films and TV programs from other countries. Q29t. I see myself as a citizen of the world.

Independent Variables:

Q20H. How you prefer watch documentary films)? – Nominal (5 Categories)
1 = In a theater, 2 = At home on TV/cable, 3= On a mobile device, 4 = Makes no difference where, 5= Don't care to watch Gender - Nominal (2 Categories)
1= Male, 2= Female
Dependent Variables:
(all measured on a 1-7 response scale, where 1=completely disagree and 7=completely agree)
Q29a. I love the options at my fingertips today, watching videos on my phone, texting, streaming films.
Q29s. I like to see films and TV programs from other countries.
Q29t. I see myself as a citizen of the world.

II. Running SPSS

Go to Analyze, General Linear Model, and then Multivariate.

filmtv1	5data (2) - SPSS Data Editor											-	0	×
File Edit	View Data Transform	Analyze	Graphs Utiliti	es Add-ons	Window Help									
	Reports	>	it site	5 S Q										
	Descriptive Statistics	>												
1 : Hespond	- Tables	>												-
	Compare Means	Υ.,	EndDate			Q2				q	20			-
1	General Linear Medel		1 30. IAN. 2015	watch TV as	den knit, play with my	dog								
2	General Linear Model	J 🔌	Univariate.		vatch television,	play video g								+
3	Mixed Models	,	Multivariat	e	d watch movies o	or play video								+
4	Correlate	>	Repeated N	Aeasures	s, camp									+
5	Regression	>	Variance Co	omponents	ch tv and movies	workout v								+
6	Loglinear	>	20 1411 2045		watch tv, spend	time with fri								+
/	Classify	>	30-JAN-2015	d	and Estar to much									+
0	Data Reduction	>	30-JAN-2015	watch nethix,	read, listen to music	notfliv								+
10	Scale	>	30-JAN-2015	Walk my dog	browse the internet re	ad play on th								+
11	Nonnaramatric Tests		30-JAN-2015	watch ty	, browse the internet, re	au, play on ta								+
12	Service L		30-JAN-2015	Go for a hike	ride with my kid. Chat w	v mv wife ca								+
13	Survival	,	30-JAN-2015	Watch sports	nue mariny nue enue n	riny mic, cu								+
14	Multiple Response	>	30-JAN-2015	work on mtur	k watch sports on to si	porting events								+
15	3728129876 30-JA	N-2015	30-JAN-2015	I love to read	and scrapbook when I h	ave free time								+
16	3728130438 30-JA	N-2015	30-JAN-2015	Play on my c	omputer. Play with my o	dog. Watch tv.								+
17	3728130408 30-JA	N-2015	30-JAN-2015	Play video ga	mes, watch movies, wat	tch tv shows								+
18	3728131559 30-JA	N-2015	30-JAN-2015	Watch movies	s. Read & learn this and	that. Craft ho								+
19	3728131032 30-JA	N-2015	30-JAN-2015	I mostly play	mmo's and single playe	r games on my								+
20	3728133228 30-JA	N-2015	30-JAN-2015	Relax.										+
21	3728133541 30-JA	N-2015	30-JAN-2015	MTurk, listen	to music, watch TV, su	rf the interne								+
22	3728134593 30-JA	N-2015	30-JAN-2015	hang out with	friends, watch (non-con	nmercial) film								Ť
23	3728135935 30-JA	N-2015	30-JAN-2015	reading, writin	ng, hiking, jogging, thrill-	seeker,								Ť
24	3728135282 30-JA	N-2015	30-JAN-2015	read watch a	nime study Japan									T
25	3728135731 30-JA	N-2015	30-JAN-2015	Read, play vio	deo games, exercise, wa	atch movies.								T
26	3728135807 30-JA	N-2015	30-JAN-2015	play video ga	mes, sleep, travel.									Т
27	3728135918 30-JA	N-2015	30-JAN-2015	watch movies	, read									T
1 + Da	ta View Variable View	N 2016	30 JAN 2015	Llike to go fic	hing watch tolovicion or	nd curf th	1							•
General Mu	ultivariate						SPSS Processor	is ready					-	-
	~				_			-	8755			10:45	PM -	
	Type here to search						Z N	K 9	s di	wii 🚯	∧ □ 4	4/22/	2018	19

Add the dependent and independent (fixed factor) variables by clicking the appropriate arrows.

filmtv1	5data (2) - SPSS Da View Data Tr	ata Editor ansform Analyze	Graphs Utiliti	es Add-ons	Window Help							- 0	×
		1 0 M		S									
1 : Respon	dentID	3728125045											
	RespondentID	StartDate	EndDate		Q2					q20			1.
1	3728125045	30-JAN-2015	30-JAN-2015	watch TV, gai	Multivariate			×	_				
2	3728124952	30-JAN-2015	30-JAN-2015	Read, use int		C	_						_
3	3728125013	30-JAN-2015	30-JAN-2015	relax with frier	Q20g. How prefer v ∧	Dependent Variab	es:	Model					
4	3728125304	30-JAN-2015	30-JAN-2015	Read, sharpe	@ Q20i. How prefer w	Q25a. Hove t	ne op A	ل <u>ب</u>					
5	3728125883	30-JAN-2015	30-JAN-2015	surf the intern	Q20. How prefer w	Q298. Tike to	see tims and	v programs from o	ther countries. [Q2	36]			
6	3728126026	30-JAN-2015	30-JAN-2015	relax, watch r	© Q20k. How prefer v	Q23t. I see m	iser a v	Plots					
7	3728126204	30-JAN-2015	30-JAN-2015	d	© Q201. How prefer w	Fixed Factor(s):	-	Part Has					
8	3728126730	30-JAN-2015	30-JAN-2015	watch netflix,	© Q20n How prefer v	Gender [Ger	der]	FOSL HOC					T
9	3728127302	30-JAN-2015	30-JAN-2015	I normally like	Q200. How prefer y	Q20h. How p	efer wato	Save					-
10	3728127385	30-JAN-2015	30-JAN-2015	Walk my dog	Q20p. How prefer v								-
11	3728127661	30-JAN-2015	30-JAN-2015	watch tv	@ Q20q. How prefer v	Covariate(s):		Options					-
12	3728127697	30-JAN-2015	30-JAN-2015	Go for a bike	@ Q20r. How prefer w								-
13	3728127808	30-JAN-2015	30-JAN-2015	Watch sports	Q20s. How prefer v	>							+
14	3728128961	30-JAN-2015	30-JAN-2015	work on mturk	Q20t. How prefer w								-
15	3728129876	30-JAN-2015	30-JAN-2015	I love to read	Q20porn. How pref								+
16	3728130438	30-JAN-2015	30-JAN-2015	Play on my c	Q20u. How prefer v	WLS Weight:							+
17	3728130408	30-JAN-2015	30-JAN-2015	Play video ga	Q20v. How prefer v								+
18	3728131559	30-JAN-2015	30-JAN-2015	Watch movies									+
19	3728131032	30-JAN-2015	30-JAN-2015	I mostly play	OK Paste	Reset Cance	Help						+
20	3728133228	30-JAN-2015	30-JAN-2015	Relax			_	1	_				+
21	3728133541	30-JAN-2015	30-JAN-2015	MTurk, listen t	to music, watch TV, surf the	interne							+
22	3728134593	30-JAN-2015	30-JAN-2015	hang out with	friends, watch (non-commer	cial) film							+
23	3728135935	30-JAN-2015	30-JAN-2015	reading writin	a hikina joggina thrill-seek	er							+
24	3728135282	30-JAN-2015	30-JAN-2015	read watch ar	nime_study_Japan								+
25	3728135731	30-JAN-2015	30-JAN-2015	Read play vid	en games exercise watch	movies							+
26	3728135807	30-JAN-2015	30-JAN-2015	play video gan	nes sleen travel								+
27	3728135918	30-JAN-2015	30- JAN-2015	watch movies	read								+
28	3728136359	30 JAN 2015	30 JAN 2015	Like to go fick	ving watch tolovicion and cu	uf th							
	ata View 🖌 Variable	e View /				4							•
							SPSS Processo	r is ready					
-	O Type here to			0	🚍 🖬 😫	III 🧿 (<u>k</u> 🔶		1 🕜 ^	🗖 4 <mark>8</mark> 🔚	10:48 PM 4/22/2018	19

	ਡਾਯ ⊻ਾਾ ⊏ਯ ਆ ≇⊫ ⊡•••• ≫ਾ⊘		
1 : Respon	dentID 3728125045		
	Re Multivariate	Multivariate: Model ×	
1	Dependent Variables:	Model Specify Model	
2	Q29h. I am a perso Q29a. I love the op	levision, Full factorial Custom	
3	Q29i. I think the qu 🔹 🔹 Q29s. I like to see f	Contrasts Model	
4	Q29j. Prime time T\ Q29t. I see myself a	Plots d movies Gender(F)	
6	Fixed Factor(s):	Post Hag V spend	
7	Q29m. I think the fit Gender [Gender]	Post noc	-
8	Q29n. I rate the qui	Save music	
9	Q29o. I generally th	Options Chitvion Interaction 👻	
10	Q29p. I feel strongt: Covariate(s):	iernet, re	
11	Q29r I think the co		
12	Age [Age]	d. Chat w	
13	Education [Educati		
14	WLS Weight:	yoho a lb Sum of squares: Type III V Include intercept in model	
16			
101		Continue Concel Help	
17	OK Parts Parts Canad Hala	vies, wat	
17	OK Paste Reset Cancel Help	this and that. Craft ho	_
17 17 18 19	OK Paste Reset Cancel Help 3728131032 30-JAN-2015 30-JAN-2015 I mostly pl	wies, wat cance nep this and that. Craft ho kay mmo's and single player games on my	_
17 18 19 20	OK Paste Reset Cancel Help 3728131032 30-JAN-2015 30-JAN-2015 I mostly pl 3728133228 30-JAN-2015 30-JAN-2015 Relax.	I wies, wat Cance Cance mep	
17 18 19 20 21	OK Paste Reset Cancel Help 3728131032 30,JAN-2015 30,JAN-2015 I mostly pi 3728133228 30,JAN-2015 30,JAN-2015 Relax. 3728133541 30,JAN-2015 30,JAN-2015 MTurk, list	wies, wat Control this and that. Craft ho sand single player games on my eten to music, watch TV, surf the interne	
10 17 18 19 20 21 22	OK Paste Reset Cancel Hep 3728131032 30-JAN-2015 30-JAN-2015 I mostly pl 3728133228 30-JAN-2015 30-JAN-2015 Relax. 3728133541 30-JAN-2015 30-JAN-2015 Murrk, list 3728134541 30-JAN-2015 30-JAN-2015 hang out w	wies, wat Control this and that. Craft ho skay mmo's and single player games on my eten to music, watch TV, surf the interne with friends, watch (non-commercial) film	
10 17 18 19 20 21 22 23 23	OK Paste Reset Cancel Help 3728131032 30-JAN-2015 30-JAN-2015 1mostly pli 3728133228 30-JAN-2015 30-JAN-2015 Relax. 3728133541 30-JAN-2015 30-JAN-2015 MTurk, list 3728134593 30-JAN-2015 30-JAN-2015 mag out w 3728135935 30-JAN-2015 30-JAN-2015 reading, with	Let no music, watch (non-commercial) film writing, hiking, jogging, thril-seeker,	
10 17 18 19 20 21 22 23 23 24	OK Paste Reset Cancel Heip 3728131032 30-JAN-2015 30-JAN-2015 Imostly pi 3728133228 30-JAN-2015 30-JAN-2015 Imostly pi 3728133541 30-JAN-2015 30-JAN-2015 MTurk, list 3728134593 30-JAN-2015 30-JAN-2015 MTurk, list 3728135593 30-JAN-2015 30-JAN-2015 Hang out w 3728135282 30-JAN-2015 30-JAN-2015 reading, w 3728135282 30-JAN-2015 30-JAN-2015 reading, w	keis, wat this and that. Craft ho blay mmo's and single player games on my ten to music, watch TV, surf the interne with friends, watch (non-commercial) film ming, hiking, jogging, thrill-seeker, ch anime study Japan	
16 17 18 19 20 21 22 23 24 24 25 26	OK Paste Reset Cancel Help 3728131032 30-JAN-2015 30-JAN-2015 Imostly pi 3728133228 30-JAN-2015 30-JAN-2015 Imostly pi 3728133541 30-JAN-2015 30-JAN-2015 MTurk, list 3728134593 30-JAN-2015 30-JAN-2015 harg out, w 3728135936 30-JAN-2015 30-JAN-2015 reading, with 37281356382 30-JAN-2015 30-JAN-2015 reading, with 3728135731 30-JAN-2015 30-JAN-2015 Read, play 3728135772 20-JAN-2015 30-JAN-2015 Read, play	kies, wat this and that. Craft ho skay mmo's and single player games on my iten to music, watch TV, surf the interne with finds, watch (non-commercial) film withing, hiking, jogging, thrill-seeker, ch anime study Japan y video games, exercise, watch movies.	
16 17 18 19 20 21 22 23 24 25 26 27	OK Paste Reset Cancel Help 372813028 30-JAN-2015 30-JAN-2015 Imostly pl 3728133228 30-JAN-2015 30-JAN-2015 Relax. 3728133228 30-JAN-2015 30-JAN-2015 Relax. 37281332541 30-JAN-2015 30-JAN-2015 Marrier, list 3728134593 30-JAN-2015 30-JAN-2015 hang out w 3728135828 30-JAN-2015 30-JAN-2015 reading work 3728135829 30-JAN-2015 30-JAN-2015 Read, which 3728135807 30-JAN-2015 30-JAN-2015 Read, play 3728135807 30-JAN-2015 30-JAN-2015 Play-tehemo 3728135807 30-JAN-2015 30-JAN-2015 Play-tehemo 3728135807 30-JAN-2015 30-JAN-2015 Play-tehemo 3728135807 30-JAN-2015 30-JAN-2015 Play-tehemo	wies, wat Collable rep this and that. Craft ho sand single player games on my with finds, watch func-commercial) film withing, hiking, jogging, thrill-seeker, chaime study Japan y video games, exercise, watch movies. games, sleep, travel.	
10 17 18 19 20 21 22 23 24 25 26 27 27 28	OK Paste Reset Cancel Help 372813022 30-JAN-2015 30-JAN-2015 Image: Solid	wies, wat Collabe mep It is and that. Craft ho blay mmo's and single player games on my aten to music, watch TV, surf the interne with friends, watch (non-commercial) film with friends, watch (non-commercial) film y video games, exercise, watch movies. g games, sleep, travel. wies, read o fabring, watch blaising and suff the	

Click Model, check to make sure Full Factorial is chosen. Click continue.

Click Plots, Move the IVs into the right boxes using the arrow keys into Horizontal axis and Separate lines. Click continue.

ilimitv1Sdata (2) - SPSS Data Editor File Edit View Data Transform Analyze Graphs Utilities Add-ons Window Help	- 0 ×
1 : RespondentID 3728125045	
Re Multivariate X Q2	a20
R Multivariate 1 Q23 2 Q23 3 Q23 4 Q23 Q23 Iter the que Q23 Q33 Iter the que Q34 Iter the que Q35 Iter the que <	q20 × tal Avis: Continue Cancel Heip te Unes: Heip
21 3728135935 30-JAN-2015 30-JAN-2015 reading writing hiking logging thillseeker.	
24 3728135282 30-JAN-2015 30-JAN-2015 read watch anime study Japan	
25 3728135731 30-JAN-2015 30-JAN-2015 Read, play video games, exercise, watch movies.	
26 3728135807 30-JAN-2015 30-JAN-2015 play video games, sleep, travel.	
27 3728135918 30-JAN-2015 30-JAN-2015 watch movies, read	
28 3729136368 30 IAN 2016 30 IAN 2016 I like to go fiching, watch tolovicion and cuff th	•
SPSS Processor	is ready
📲 🔿 Type here to search 🔱 🗊 🚍 📮 📮 🥥 💈 📑	🔣 🍳 🎇 💵 🚱 ^ 📼 🔩 📼 10:51 PM

Image: Second ent ID Image: S	<u>* 11 = 45 %@</u>				
Ref Multivariate 1 0.239, 1 di sili rather ∧ 3 0.239, 1 an a perso 4 0.239, 1 an a perso 0.239, 1 an a perso 0.239, 1 an a perso 0.239, 1 and perso 0.239, 1 and perso 0.239, 1 and perso 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the fs 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and the qu 0.239, 1 and	Dependent Vailables:	O2 Model Contrasts Plots Plott V, speni Gender Save music Options ch tv or errent, r J. Chat Plots: J. Chat Plots:	Hotzortal Avis:	q20 Continue Cancel Help	
19 3728131032 30_JAN-20 20 3728133228 30_JAN-20 21 3728133244 30_JAN-20 22 3728133544 30_JAN-20 23 372813528 30_JAN-20 24 3728135282 30_JAN-20 25 3728135282 30_JAN-20 25 37281355807 30_JAN-20 26 37281355807 30_JAN-20 27 37281355807 30_JAN-20 29 3728135281 30_JAN-20 26 3728135918 30_JAN-20 26 3728135918 30_JAN-20 27 3728135918 30_JAN-20 28 30_JAN-20 30_JAN-20 29 3728135918 30_JAN-20 20 3728135918 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 30_JAN-20 <	53 30-JAN-2015 I mostly play 15 30-JAN-2015 Relax. 15 30-JAN-2015 Relax. 15 30-JAN-2015 MTurk. listen 15 30-JAN-2015 Inag out with 15 30-JAN-2015 reading. writin 15 30-JAN-2015 reading. writin 15 30-JAN-2015 Read, play vide 15 30-JAN-2015 Read, play vide 15 30-JAN-2015 Read, play vide 15 30-JAN-2015 watch and 15 30-JAN-2015 kead, play vide 15 30-JAN-2015 watch charding 15 30-JAN-2015 watch charding	mmo's and single player games on my to music, watch TV, suff the interne friends, watch (non-commercial) film ng, hiking, jogging, thrill-seeker, nime study Japan deo games, exercise, watch movies. mes, sleep, travel. s, read hing watch tologicion and curf the			

Once the IVs are in the boxes, check Add to create a graph showing the interaction of the IVs. Click continue.

Click Post Hoc and move any variable that has more than two groups into Post Hoc tests section. Check the boxes for Scheffe, Tukey's B and any other post hoc tests you wish. Click continue.

∰ filmtv15data (2) - SPSS Data Editor File Edit View Data Transform Analyze Graphs Utilities Add-ons Window Help	- 0 ×
1: RespondentID 3728125045	
Re Multivariate X Q2	g20
1 023g. Id still rather ^ Dependent Variables: Model with mv dod 3 023h. I am a perso 022g. I think the qu 022g. I think the qu Post Hoc Trass 4 023g. I think the qu 023g. I think the qu 023g. I think the qu Post Hoc Trass 5 023g. I think the file 023g. I think the file 023g. I think the file Post Hoc Trass 9 023g. I think the file 023g. I think the file Post Hoc. Post Hoc. 9 023g. I think the qu Post Hoc. Post Hoc. Post Hoc. 9 023g. I think the qu Post Hoc. Post Hoc. Post Hoc. 10 023g. I think the qu Post Hoc. Post Hoc. Post Hoc. 11 023g. I think the qu Post Hoc. Post Hoc. Post Hoc. 11 023g. I think the qu Post Hoc. Post Hoc. Post Hoc. 12 Post Hoc. Post Hoc. Post Hoc. Post Hoc. 13 Education [Education] Post Hoc. Post Hoc. Post Hoc. 14 Post Hoc race/ethnicty Post Hoc. Post Hoc. Post Hoc.	Duscan Type II Error Ratio: 100 t Cancel Help Duncan Type II Error Ratio: 100 t Cancel Help
19 3728131032 30-JAN-2015 30-JAN-2015 I mostly play mmo's and single player games on my	
20 3720133220 30-JAN-2015 30-JAN-2015 Kelax. 21 3728133541 30-JAN-2015 30-JAN-2015 MTurk listen to music watch TV surf the interne	
21 3728135341 300JAN-2015 300JAN-2015 hang out with friends, watch (non-comprecial) film	
23 3728135935 30-JAN-2015 30-JAN-2015 reading, writing, hiking, jogging, thrill-seeker,	
24 3728135282 30-JAN-2015 30-JAN-2015 read watch anime study Japan	
25 3728135731 30-JAN-2015 30-JAN-2015 Read, play video games, exercise, watch movies.	
26 3728135807 30-JAN-2015 30-JAN-2015 play video games, sleep, travel.	
27 3728135918 30-JAN-2015 30-JAN-2015 watch movies, read	
>98 2729126262 20. IAN 2016 20. IAN 2016 1 like to go fiching, which tolevicing and curl th	ady
📲 🔿 Type here to search 🛛 📮 🖾 📮 🖪 🥥 🔕 🛝	😧 🍦 🌌 💀 🖓 ^ 📼 🔩 📼 10:54 PM 🍓

Click Options, highlight all the IVs and the interaction. Use the arrow to move the IVs from the left box to the right. Then look at the Display section and check:

- Descriptive statistics
- Estimates of effect size
- Observed power
- Homogeneity tests

Then click continue.

al 😂 🖳 🖂 🖂	
Respondenti	Srzerzowa
1 372812504	J Multivariate
2 372812495	Opendent Vatables: Model By Vid Schold Statesting: Dependent Vatables: Model By Vid Schold Statesting: Display Mone for
3 372812501	© 420. How prefer w © 429a. I love the op A Xay / Power and the count is the addition. Listing and rector interactions.
4 372812530	Q20. How prefer w W Q29s. Ilike to see f Contrasts Contrasts Q20n Q20n
5 372812588	Q20k. How prefer A Q29k. I see myself z Plots vorkol Cand Q20h Gend Q20h
6 372812602	Q20. How prefer w Fixed Factor(s):
7 372812620	© Q20m. How prefer Post Hoc
8 372812673	© Q2Dn. How prefer v Confidence interval adjustment:
9 372812730	Clobe how prefer v v v v v v v v v v v v v v v v v v v
10 372812738	© 020n how prefer V Options I, play
11 372812766	© 020: How prefer w
12 372812769	Q20s. How prefer v Poscriptive statistics Transformation matrix
13 372812780	Q20. How prefer w
14 372812896	Q20pom. How pref Coserved power Spread vs. ever plots
15 372812987	Q20u. How prefer V VLS Weight: E free CSCP antices F leaded and the first second
16 372813043	Q20v. How prefer v P Generative Server Generative Server Generative Server Se
17 372813040	t ty st
18 372813155	OK Paste Reset Cancel Help tat. C Significance level: 0.5 Confidence intervals are 95%
19 372813103 _c	
20 3728133228	30JAN-2015 30JAN-2015 Relax.
3728133541	30-JAN-2015 30-JAN-2015 MTurk, listen to music, watch TV, surf the interne
22 3728134593	30-JAN-2015 30-JAN-2015 hang out with friends, watch (non-commercial) film
3728135935	30-JAN-2015 30-JAN-2015 reading, writing, hiking, jogging, thrill-seeker,
3728135282	30-JAN-2015 30-JAN-2015 read watch anime study Japan
3728135731	30-JAN-2015 30-JAN-2015 Read, play video games, exercise, watch movies.
26 3728135807	30-JAN-2015 30-JAN-2015 play video games, sleep, travel.
27 3728135918	30-JAN-2015 30-JAN-2015 watch movies, read

Now click Paste or OK to run your SPSS data!!!

Note StartDate Q20 1 3728122645 30_AN-2015 30_AN-2015 Watch Q20 2 3728124952 30_AN-2015 30_AN-2015 Successful and succesful and successful and successful and successful and s				<u>\$</u>			
RespondentID StartDate EndDate EndDate EndDate Q20 1 3728125045 30.JAN-2015 30.JAN-2015 Read, utpleter Q23, Id all rather of Q23, Id all rather o	pondentID	3728125045					
1 3728125045 30-JAN-2015 30-JAN-2015 watch 1 2 3728125821 30-JAN-2015 30-JAN-2015 Read, w 0.239, If all rather in 0.229, If we he on 0.228, If we he o	RespondentID	StartDate	EndDate	Multivariate	· ×	q20	
2 37/28124952 30-JAN-2015 30-JAN-2015 Read, status of the second	1 3728125045	30-JAN-2015	30-JAN-2015	tch T	~		
3 37/28125013 30-JAN-2015 30-JAN-2015 80-ZBA-1 km a pero	2 3728124952	30-JAN-2015	30-JAN-2015	ad, u 📀 Q29g. I'd still rather \land Dependent Variables:	Model		
4 37/28125304 30_JAN-2015 30_JAN-2015 Read, s 0/23 Park to seef Pots 5 37/28125808 30_JAN-2015 30_JAN-2015 surf the 0/23 Park to seef Pots 7 37/28125026 30_JAN-2015 30_JAN-2015 30_JAN-2015 glank Pots Pots 8 37/28125026 30_JAN-2015 30_JAN-2015 Jonard Naccons Pots Pots 9 3728125702 30_JAN-2015 30_JAN-2015 Jonard Naccons Pots Pots 10 3728125703 30_JAN-2015 30_JAN-2015 Watch in Q23 Itekinon p Q23 Lise mays in Q24 Q25 Itekinon p Q25 Itekinon p <t< td=""><td>3 3728125013</td><td>30-JAN-2015</td><td>30-JAN-2015</td><td>ax wi 🔹 Q29h. I am a perso 💦 🔹 Q29a. I love the op \land</td><td>Contracto</td><td></td><td></td></t<>	3 3728125013	30-JAN-2015	30-JAN-2015	ax wi 🔹 Q29h. I am a perso 💦 🔹 Q29a. I love the op \land	Contracto		
6 3728125883 30_AAN-2015 30_AAN-2015 such AN-2015 ac23, Pime time Time Time Ac23, Pime time Ac24, Pime time Ac24, Pime time Ac24, Pime time	4 3728125304	30-JAN-2015	30-JAN-2015	ad, s 📀 Q29i. I think the qu 🚺 🔷 Q29s. I like to see f	Contrasts		
6 37/281260/26 30_AAN-2015 30_AAN-2015 addression p Fied Sector(p): Post Hoc. 7 37281262730 30_AAN-2015 30_AAN-2015 30_AAN-2015 addression p Q23n. Iterivison ref Q23n	5 3728125883	30-JAN-2015	30-JAN-2015	f the Q29. Prime time T\ Q29. I see myself a	Plots		
7 37/28126204 30_JAN-2015 Withink the output or racial bac WLS Weight: 023b, 116et strong 023b, 116et strong </td <td>6 3728126026</td> <td>30-JAN-2015</td> <td>30-JAN-2015</td> <td>ax, W Q29k. Television p Fixed Factor(s):</td> <td>D</td> <td></td> <td></td>	6 3728126026	30-JAN-2015	30-JAN-2015	ax, W Q29k. Television p Fixed Factor(s):	D		
8 3728125730 30-JAN-2015 30-JAN-2015 watch in	7 3728126204	30-JAN-2015	30-JAN-2015	G231. Television rer Gender [Gender]	Post Hoc		
9 3728127302 30-JAN-2015 30-JAN-2015 Inormal 023b. I generally the Covariate(b): Options 10 3728127661 30-JAN-2015 30-JAN-2015 Walk mithing 022b. I feet atomption Options 11 3728127667 30-JAN-2015 30-JAN-2015 Walk mithing 022b. I feet atomption Options 12 3728127697 30-JAN-2015 30-JAN-2015 Walk mithing OQ2b. I feet atomption OQ2b. I feet atomption 14 3728127697 30-JAN-2015 30-JAN-2015 Walk mithing OQ2b. I feet atomption Options 15 3728127807 30-JAN-2015 30-JAN-2015 Nath-2015 S0-JAN-2015 Nath-2015 16 3728130408 30-JAN-2015 30-JAN-2015 Nath-2015 Nath-2015 Nath-2015 17 3728130408 30-JAN-2015 30-JAN-2015 Nath-2015 Nath-2015 Nath-2015 18 3728130203 30-JAN-2015 30-JAN-2015 Nath-2015 Nath-2015 Nath-2015 19 3728133228 30-JAN-2015 30-JAN-2015 Nath-2015 Nath-2015 Nath-2015	8 3728126730	30-JAN-2015	30-JAN-2015	tch n @ Q29n I rate the que	Save		
10 3728127385 30-JAN-2015 30-JAN-2015 Walk m Octavalate(s): Options 11 3728127385 30-JAN-2015 30-JAN-2015 Walk m Octavalate(s): Options 12 37281272687 30-JAN-2015 30-JAN-2015 Walk m Octavalate(s): Options 13 3728127808 30-JAN-2015 30-JAN-2015 Watch time of Case (and the particle) Octavalate(s): Options 14 37281289876 30-JAN-2015 Watch time of Case (attribute) Options Options 15 3728129876 30-JAN-2015 Watch time of Case (attribute) WLS Weight: Options 16 372813048 30-JAN-2015 30-JAN-2015 Play wide OK Paste Reset Cancel Help 19 372813028 30-JAN-2015 30-JAN-2015 Immode attract watch mode att	9 3728127302	30-JAN-2015	30-JAN-2015	ormal 🕢 Q29o. I generally th			
11 3728127661 30-JAN-2015 30-JAN-2015 watch is an average of the second	0 3728127385	30-JAN-2015	30-JAN-2015	Ik m 📀 Q29p. I feel strong Covariate(s):	Options		
2 3728127697 30-JAN-2015 30-JAN-2015 Go for a	1 3728127661	30-JAN-2015	30-JAN-2015	tch ti 🔹 Q29q. I rate the qui			
13 3728127008 30-JAN-2015 30-JAN-2015 Watch i A pee face 14 3728127808 100-JAN-2015 30-JAN-2015 Watch i Education [Elucation] 15 3728127807 30-JAN-2015 30-JAN-2015 Watch i Education [Elucation] 16 3728130438 30-JAN-2015 30-JAN-2015 Play vid 17 3728130408 30-JAN-2015 30-JAN-2015 Play vid 18 3728131559 30-JAN-2015 30-JAN-2015 Witch i 19 3728131322 30-JAN-2015 30-JAN-2015 Immode and ender watch in the interme 19 372813328 30-JAN-2015 30-JAN-2015 Relax. 20 372813328 30-JAN-2015 30-JAN-2015 Relax. 21 3728134533 30-JAN-2015 S0-JAN-2015 Relax. 22 3728134593 30-JAN-2015 S0-JAN-2015 Hangout with friends, watch (non-commercial) film 23 3728135282 30-JAN-2015 30-JAN-2015 S0-JAN-2015 S0-JAN-2015 24 3728135282 30-JAN-2015 30-JAN-2015 Ready Japan	2 3728127697	30-JAN-2015	30-JAN-2015	for a 📀 Q29r. I think the co 🕨			
14 37/28/129961 30-JAN-2015 30-JAN-2015 work on Education [Education 15 37/28/129961 30-JAN-2015 30-JAN-2015 10 we to Education Education <td>3 3728127808</td> <td>30-JAN-2015</td> <td>30-JAN-2015</td> <td>itch : 🕐 Age [Age]</td> <td></td> <td></td> <td></td>	3 3728127808	30-JAN-2015	30-JAN-2015	itch : 🕐 Age [Age]			
15 3728129876 30-JAN-2015 30-JAN-2015 Ilove to Chene area/ethnick	4 3728128961	30-JAN-2015	30-JAN-2015	rk on Seducation [Educati			
16 372R130438 30_JAN-2015 30_JAN-2015 Play vide 17 372R130438 30_JAN-2015 30_JAN-2015 Play vide 18 372R131529 30_JAN-2015 30_JAN-2015 30_JAN-2015 19 372R131022 30_JAN-2015 30_JAN-2015 Imostly pay million on the payer games on my 20 372R13122 30_JAN-2015 30_JAN-2015 Million on the payer games on my 21 372R13125 30_JAN-2015 30_JAN-2015 Million on the payer games on my 22 372R134531 30_JAN-2015 30_JAN-2015 Million on the payer games on my 22 372R134533 30_JAN-2015 30_JAN-2015 hang out with friends, watch I(non-commercial) film 23 372R13522 30_JAN-2015 30_JAN-2015 hang out with friends, is study Japan 25 372R13522 30_JAN-2015 30_JAN-2015 Read, play video games, seercise, watch movies. 26 372R135807 30_JAN-2015 30_JAN-2015 Read, play video games, seercise, watch movies. 27 372R135807 30_JAN-2015 30_JAN-2015 Play-Naho 10 27 372R135807 30_JAN-2015	5 3728129876	30-JAN-2015	30-JAN-2015	ve to			
17 3728130408 30-JAN-2015 30-JAN-2015 Play vid Image: Concelement of the play vide 18 3728130408 30-JAN-2015 30-JAN-2015 Watch in the play vide Image: Concelement of the play vide 19 372813028 30-JAN-2015 30-JAN-2015 Watch in the play vide Image: Concelement of the play vide 19 372813328 30-JAN-2015 30-JAN-2015 Relax. 10 372813328 30-JAN-2015 30-JAN-2015 Relax. 12 372813328 30-JAN-2015 Mirk, listen to music, watch fill on-commercial) film Image: Concelement of the play vide play vide play vide of the play vide play v	6 3728130438	30-JAN-2015	30-JAN-2015	y on			
III 3728131559 30_JAN-2015 30_JAN-2015 Watch isolation in the provide state s	7 3728130408	30-JAN-2015	30-JAN-2015	y vid	-		
19 3728131032 30-JAN-2015 30-JAN-2015 Image number and one page games on my 20 3728133228 30-JAN-2015 30-JAN-2015 Relax. 21 3728133241 30-JAN-2015 Jolan-2015 Relax. 21 3728134593 30-JAN-2015 Jolan-2015 Hard, watch (non-commercial) film 22 3728134593 30-JAN-2015 Jolan-2015 hang out with friends, watch (non-commercial) film 23 3728135935 30-JAN-2015 Jolan-2015 reading, writing, hiking, jogging, htrill-seeker, 24 37281358282 30-JAN-2015 Jolan-2015 Read, play video games, exercise, watch movies. 25 37281358731 30-JAN-2015 30-JAN-2015 Read, play video games, exercise, watch movies. 26 3728135807 30-JAN-2015 JolAN-2015 Read, play video games, sleep, travel. 27 3728135818 30-JAN-2015 JolAN-2015 JolAN-2015	8 3728131559	30-JAN-2015	30-JAN-2015	itch i OK Paste Reset Cancel He	p		
01 372813328 30-JAN-2015 30-JAN-2015 Relax. 11 372813328 30-JAN-2015 Relax. Second Seco	9 3728131032	30-JAN-2015	30-JAN-2015	ostly play mind o and omgle player games on my			
21 3728133641 30_JAN-2015 30_JAN-2015 30_JAN-2015 MTurk, listen to music, watch TV, suff the interne 22 3728134593 30_JAN-2015 30_JAN-2015 Manguetter, listen to music, watch (non-commercial) film 23 3728135393 30_JAN-2015 30_JAN-2015 30_JAN-2015 add_nn= 24 3728135282 30_JAN-2015 30_JAN-2015 reading, writing, liking, jogging, thrill-seker, 25 3728135871 30_JAN-2015 30_JAN-2015 Read, play video games, sercise, watch movies. 26 3728135871 30_JAN-2015 30_JAN-2015 Read, play video games, sleep, travel. 27 3781358718 30_JAN-2015 JAN-2015 play video games, sleep, travel. 27 3781358718 30_JAN-2015 JAN-2015 play video games, sleep, travel.	0 3728133228	30-JAN-2015	30-JAN-2015	ax.			
22 3728134593 30_JAN-2015 30_JAN-2015 angut with friends, watch (non-commercial) film 23 3728134593 30_JAN-2015 angut with friends, watch (non-commercial) film 24 372813593 30_JAN-2015 angut with friends, watch (non-commercial) film 24 372813593 30_JAN-2015 angut with friends, watch (non-commercial) film 25 3728135731 30_JAN-2015 angut with friends, watch anime study Japan 26 3728135731 30_JAN-2015 Read, play video games, sercise, watch movies. 26 3728135807 30_JAN-2015 galante, sileep, travel. 27 3728135918 30_JAN-2015 play video games, seed	1 3728133541	30-JAN-2015	30-JAN-2015	urk, listen to music, watch TV, surf the interne			
33 3728135935 30-JAN-2015 30-JAN-2015 reading, writing, hiking, jogging, thrill-seeker, 44 3728135282 30-JAN-2015 30-JAN-2015 read watch anime study Japan 55 3728135731 30-JAN-2015 30-JAN-2015 Read, play video games, exercise, watch movies. 76 3728135807 30-JAN-2015 30-JAN-2015 Japan 76 3728135808 30-JAN-2015 Japan/seeker, reading, writing, hiking, jogging, thrill-seeker, reading, writing, hiking, jogging, thrille-seeker, reading, writing,	2 3728134593	30-JAN-2015	30-JAN-2015	ng out with friends, watch (non-commercial) film			
24 3728135282 30-JAN-2015 30-JAN-2015 read watch anime study Japan 25 3728135731 30-JAN-2015 30-JAN-2015 Read, play video games, exercise, watch movies. 26 3728135807 30-JAN-2015 30-JAN-2015 Japan 728135807 30-JAN-2015 30-JAN-2015 Japan 728135807 30-JAN-2015 Japan 728135918 30-JAN-2015 Japan	3 3728135935	30-JAN-2015	30-JAN-2015	ding, writing, hiking, jogging, thrill-seeker,			
3728135731 30-JAN-2015 30-JAN-2015 Read, play video games, exercise, watch movies. 86 3728135807 30-JAN-2015 30-JAN-2015 play video games, sleep, travel. 77 3728135918 30-JAN-2015 JAN-2015 movies, sleep, travel.	4 3728135282	30-JAN-2015	30-JAN-2015	d watch anime study Japan			
3728135807 30.JAN-2015 30.JAN-2015 play video games, sleep, travel. 27 3728135918 30.JAN-2015 30.JAN-2015 video more, sleep, travel.	5 3728135731	30-JAN-2015	30-JAN-2015	ad, play video games, exercise, watch movies.			
27 3728135918 30-JAN-2015 30-JAN-2015 watch movies, read	6 3728135807	30-JAN-2015	30-JAN-2015	y video games, sleep, travel.			
	7 3728135918	30-JAN-2015	30-JAN-2015	tch movies, read			

III. SPSS OUTPUT

GET

FILE='E:\Cleveland State University (Graduate School)\COM 631 Multivariate Statistical Methods, Dr. Kim Neuendorf\filmtv15data.sav'. DATASET NAME DataSet1 WINDOW=FRONT. DATASET ACTIVATE DataSet1. CORRELATIONS /VARIABLES=Q29a Q29s Q29t /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.

Correlations

		Q29a. I love the options at my finger tips today, watching videos on my phone,	Q29s. I like to see films and TV programs from other countries.	Q29t. I see myself as a citizen of the world.
Q29a. I love the options at my finger tips today, watching videos on my phone,	Pearson Correlation	1	.105*	.190**
texting, streaming films.	Sig. (2-tailed)		.045	. 000
	N	364	364	364
Q29s. I like to see films and TV programs from other countries.	Pearson Correlation	.105*	1	. 486**
	Sig. (2-tailed)	.045		.000
	Ν	364	364	364
Q29t. I see myself as a citizen of the world.	Pearson Correlation	.190**	.486**	1
	Sig. (2-tailed)	.000	.000	
	Ν	364	364	364

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

GLM Q29a Q29a Q39t BY Gender Q20h /MCTHOD-SSTTPF(1) /INFERCHPT=INCLIDE /POSTHOC-Q20h(BTUKEY SCHEFFE) /PLOT-EROSTHLG(ender) /EMERINS-TALLES(Q0h) /EMERINS-TALLES(Q0h) /PENIT-DESCRIFTIVE STASQ GOMER HOMOGENEITY /CRITERLA-LPENI.05) /DESIGN= Gender Q20h Gender*Q20h.

General Linear Model

	Between	-Subjects Factors	N		
Gender	1	1-Male	141		
Q20h. How	2	2-Female 1-Prefer to watch in a	222		
prefer watch Documentary	2	theater 2-Prefer to watch at	194		
films	3	home on a TV 3-Prefer to watch on a	15		
	4	mobile device 4-Makes no difference, will watch anywhere	88		
	5	5-Don't care to watch	49		
		Descriptive Statistics		L	
Gender			Mean	Std. Deviat ion	N
Q29a. I love	1-Male	1-Prefer to watch in a	5.50	2.236	12
at my finger		2-Prefer to watch at	4.32	2.107	65
watching		3-Prefer to watch on a	5.38	1.506	8
phone, texting.		mobile device 4-Makes no difference,	5.73	1.661	37
streaming films.		will watch anywhere			
		5-Don't care to watch anywhere	4.84	2.062	19
	2-	1-Prefer to watch in a	5.20	2.387	5
	Female	2-Prefer to watch at	5.03	1.841	129
		home on a TV 3-Prefer to watch on a	5.86	1.574	7
		mobile device 4-Makes no difference,	5.75	1.611	51
		5-Don't care to watch	5 50	1 815	30
		anywhere	E 20	1 804	222
	Total	1-Prefer to watch in a	5.41	2.210	17
		2-Prefer to watch at	4.79	1.958	194
		Anome on a TV 3-Prefer to watch on a	5.60	1.502	15
		mobile device 4-Makes no difference,	5.74	1.622	88
		will watch anywhere			
		5-Don't care to watch anywhere	5.24	1.921	49
Q29s. I like	1-Male	Total 1-Prefer to watch in a	5.15	1.906	363
and TV		2-Prefer to watch at	4.17	1.884	65
programs from other countries		home on a TV 3-Prefer to watch on a	5.63	1.408	8
		Makes no difference,	4.65	1.736	37
		will watch anywhere			
		5-Don't care to watch anywhere	3.53	1.837	19
	2-	Total 1-Prefer to watch in a	4.30	1.882	141
	remaie	2-Prefer to watch at	3.74	2.025	129
		3-Prefer to watch on a	4.57	1.512	7
		4-Makes no difference, will watch anywhere	4.67	1.925	51
		5-Don't care to watch	3.63	2.189	30
		anywhere Total	3.98	2.039	222
	Total	1-Prefer to watch in a theater	4.35	2.120	17
		2-Prefer to watch at home on a TV	3.88	1.985	194
		3-Prefer to watch on a mobile device	5.13	1.506	15
		4-Makes no difference, will watch anywhere	4.66	1.838	88
		5-Don't care to watch anywhere	3.59	2.040	49
029t T 266	1-Mele	Total	4.10	1.983	363
myself as a	1 1410	theater	4 66	1 796	
the world.		home on a TV	E E0	1 510	
		mobile device 4-Makes no difference.	5.11	1.629	37
		will watch anywhere			
		5-Don't care to watch anywhere	4.00	2.082	19
	2-	Total 1-Prefer to watch in a	4.72	1.880	141
	Female	2-Prefer to watch at	4.45	1.900	129
		3-Prefer to watch on a	5.14	.900	7
		4-Makes no difference, will watch anywhere	5.08	1.719	51
		5-Don't care to watch	4.37	1.629	30
		anywhere Total	4.65	1.818	222
	Total	1-Prefer to watch in a theater	5.47	2.348	17
		2-Prefer to watch at home on a TV	4.48	1.858	194
		3-Prefer to watch on a mobile device	5.33	1.234	15
		4-Makes no difference, will watch anywhere	5.09	1.672	88
		5-Don't care to watch anywhere	4.22	1.806	49
		Total	4.68	1.840	363

Box's Test of Equality of Covariance Matrices^a

Box's M	62.923
F	1.036
dfl	54
df2	4113.945
Sig.	.402

Sig. ... Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Gender + Q20h + Gender * Q20h

				Multivari	ate Tests ^a				
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Intercept	Pillai's Trace	.853	677.568 ^b	3.000	351.000	.000	.853	2032.705	1.000
	Wilks' Lambda	.147	677.568 ^b	3.000	351.000	.000	.853	2032.705	1.000
	Hotelling's Trace	5.791	677.568 ^b	3.000	351.000	.000	.853	2032.705	1.000
	Roy's Largest Root	5.791	677.568 ^b	3.000	351.000	.000	.853	2032.705	1.000
Gender	Pillai's Trace	.010	1.212 ^b	3.000	351.000	. 305	.010	3.637	. 325
	Wilks' Lambda	.990	1.212 ^b	3.000	351.000	.305	.010	3.637	.325
	Hotelling's Trace	.010	1.212 ^b	3.000	351.000	.305	.010	3.637	.325
	Roy's Largest Root	.010	1.212 ^b	3.000	351.000	.305	.010	3.637	. 325
Q20h	Pillai's Trace	.109	3.322	12.000	1059.000	.000	.036	39.868	.997
	Wilks' Lambda	.894	3.363	12.000	928.950	.000	.037	35.504	.992
	Hotelling's Trace	.116	3.392	12.000	1049.000	.000	.037	40.701	.997
	Roy's Largest Root	.088	7.758°	4.000	353.000	.000	.081	31.033	.998
Gender * Q20h	Pillai's Trace	.024	.706	12.000	1059.000	.747	. 008	8.473	. 422
	Wilks' Lambda	.976	.704	12.000	928.950	.749	.008	7.445	.368
	Hotelling's Trace	.024	.702	12.000	1049.000	.751	.008	8.421	.419
	Roy's Largest Root	.015	1.330°	4.000	353.000	. 258	.015	5.320	.415

9

a. Design: Intercept + Gender + Q20h + Gender * Q20h

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Computed using alpha = .05

Levene's Test of Equality of Error Variances*

	F	dfl	df2	Sig.
Q29a. I love the options at my finger tips today, watching videos on my phone, texting, streaming films.	1.294	9	353	. 238
Q29s. I like to see films and TV programs from other countries.	1.233	9	353	. 273
Q29t. I see myself as a citizen of the world.	2.978	9	353	.002

Tests the null hypothesis that the error variance of the dependent variable is equal across groups. a. Design: Intercept + Gender + Q20h + Gender * Q20h

			Tes	ts of Between-	Subjects Effec	ts			
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ⁴
Corrected Nodel	Q29a. I love the options at my finger tips today, watching videos on my phone, texting, streaming	87.628*	9	9.736	2.800	. 003	.067	25.197	.959
	Clims. Q29s. I like to see films and TV programs from other countries.	78.920 ^b	9	8.769	2.301	.016	. 055	20.711	.907
	Q29t. I see myself as a citizen of the world.	61.028°	9	6.781	2.056	.033	.050	18.503	.865
Intercept	Q29a. I love the options at my finger tips today, watching videos on my phone, texting, streaming films.	3989.021	1	3989.021	1147.023	. 000	.765	1147.023	1.000
	Q29s. I like to see films and TV programs from other countries.	2653.443	1	2653.443	696.352	.000	.664	696.352	1.000
	Q29t. I see myself as a citizen of the world	3508.132	1	3508.132	1063.653	.000	.751	1063.653	1.000
Gender	Q29a. I love the options at my finger tips today, watching videos on my phone, texting, streaming films.	3.457	1	3.457	.994	. 319	. 003	.994	.169
	Q29s. I like to see films and TV programs from other countries.	2.371	1	2.371	. 622	.431	.002	.622	.123
020h	Q29t. I see myself as a citizen of the world. Q29a. I love	3.080	4	3.080	.934	.335	.003	.934 20.366	.161
	the options at my finger tips today, watching videos on my phone, texting, streaming films.								
	Q29s. I like to see films and TV programs from other countries.	58.043	4	14.511	3.808	.005	.041	15.232	.892
Genden & O20	Q29t. I see myself as a citizen of the world.	55.332	4	13.833	4.194	.002	.045	16.777	. 922
Gender • 020	In Q293. 1 love the options at my finger tips today, watching videos on my phone, texting, streaming films	9.383	4	2.346	.674	.610	.008	2.638	. 219
	Q29s. I like to see films and TV programs from other countries.	7.232	4	1.808	. 474	.754	.005	1.898	.163
	Q29t. I see myself as a citizen of the world.	11.422	4	2.856	.866	.485	.010	3.463	. 276
Error	Q29a. I love the options at my finger tips today, watching videos on my phone, texting, streaming films.	1227.633	353	3.478					
	Q29s. I like to see films and TV programs from other countries	1345.102	353	3.810					
	Q29t. I see myself as a citizen of the world.	1164.262	353	3.298					
Total	Q29a. I love the options at my finger tips today, watching videos on my phone, texting, streaming films.	10928.000	363						
	Q29s. I like to see films and TV programs from other countries.	7540.000	363						
	Q29t. I see myself as a citizen of the world.	9168.000	363						
Corrected Total	Q29a. I love the options at my finger tips today, watching videos on my phone, texting, streaming films.	1315.262	362						
	Q29s. I like to see films and TV programs from other countries. Q29t. T see	1424.022	362						
	wyself as a citizen of the world.	1225.289	362						

a. R Squared = .067 (Adjusted R Squared = .043) b. R Squared = .055 (Adjusted R Squared = .031) c. R Squared = .054 (Adjusted R Squared = .026) d. Computed using alpha = .05

Estimated Marginal Means

1. Gender									
Dependent Variable		Mean	Std. Error	95% Confider	nce Interval				
				Lower Bound	Upper Bound				
Q29a. I love the	1-Male	5.154	.205	4.750	5.55				
options at my finger	2-Female	5.467	.237	5.001	5.93				
Q29s. I like to see	1-Male	4.461	.215	4.038	4.88				
films and TV	2-Female	4.202	.248	3.714	4.68				
Q29t. I see myself	1-Male	4.832	.200	4.439	5.22				
as a citizen of the	2-Female	5.128	.231	4.674	5.58				

		2. Q20h. How prefer w	atch Documentary film	s	
Dependent Variable		Mean	Std. Error	95% Confide	nce Interval
				Lower Bound	Upper Bound
Q29a. I love the options at my finger	1-Prefer to watch in a theater	5.350	. 496	4.374	6.326
tips today, watching videos on my phone, texting, streaming films.	2-Prefer to watch at home on a TV	4.677	.142	4.398	4.956
	3-Prefer to watch on a mobile device	5.616	. 483	4.667	6.565
	4-Makes no difference, will watch anywhere	5.737	.201	5.341	6.133
	5-Don't care to watch anywhere	5.171	. 273	4.633	5.709
Q29s. I like to see films and TV	1-Prefer to watch in a theater	4.367	.520	3.345	5.388
programs from other countries.	2-Prefer to watch at home on a TV	3.953	.148	3.661	4.245
	3-Prefer to watch on a mobile device	5.098	.505	4.105	6.092
	4-Makes no difference, will watch anywhere	4.658	.211	4.243	5.072
	5-Don't care to watch anywhere	3.580	. 286	3.017	4.143
Q29t. I see myself as a citizen of the	1-Prefer to watch in a theater	5.800	. 483	4.849	6.751
world.	2-Prefer to watch at home on a TV	4.502	.138	4.230	4.773
	3-Prefer to watch on a mobile device	5.321	.470	4.397	6.246
	4-Makes no difference, will watch anywhere	5.093	.196	4.708	5.479
	5-Don't care to watch anywhere	4.183	.266	3.660	4.707

Dependent Variable		5. Gender Q2	Mean	Std. Error	95% Confide	nce Interval
					Lower Bound	Upper Bound
Q29a. I love the options at my finger	1-Male	1-Prefer to watch in a theater	5.500	. 538	4.441	6.55
tips today, watching videos on my phone,	3	2-Prefer to watch at	4.323	.231	3.868	4.77
texting, streaming films.		3-Prefer to watch on	5.375	.659	4.078	6.67
		a mobile device 4-Makes no difference, will	5.730	. 307	5.127	6.33
		watch anywhere 5-Don't care to watch anywhere	4.842	. 428	4.001	5.68
	2-Female	1-Prefer to watch in	5.200	.834	3.560	6.84
		2-Prefer to watch at home on a TV	5.031	.164	4.708	5.35
		3-Prefer to watch on a mobile device	5.857	.705	4.471	7.24
		4-Makes no difference, will watch anywhere	5.745	.261	5.232	6.25
		5-Don't care to	5.500	.340	4.830	6.17
Q29s. I like to see	1-Male	1-Prefer to watch in	4.333	. 564	3.225	5.44
films and TV programs from other countries.		2-Prefer to watch at home on a TV	4.169	. 242	3.693	4.64
		3-Prefer to watch on a mobile device	5.625	. 690	4.268	6.98
		4-Makes no difference, will watch anywhere	4.649	. 321	4.018	5.28
		5-Don't care to watch anywhere	3.526	. 448	2.646	4.40
	2-Female	1-Prefer to watch in	4.400	.873	2.683	6.11
		a theater 2-Prefer to watch at	3.736	.172	3.398	4.07
		home on a TV 3-Prefer to watch on	4.571	. 738	3.120	6.02
		a mobile device 4-Makes no	4.667	.273	4.129	5.20
		difference, will watch anywhere	1.007	.275		5.20
		5-Don't care to watch anywhere	3.633	. 356	2.932	4.33
Q29t. I see myself as a citizen of the	1-Male	1-Prefer to watch in a theater	5.000	. 524	3.969	6.03
world.		2-Prefer to watch at home on a TV	4.554	. 225	4.111	4.99
		3-Prefer to watch on a mobile device	5.500	.642	4.237	6.76
		4-Makes no difference, will watch anywhere	5.108	. 299	4.521	5.69
		5-Don't care to	4.000	.417	3.181	4.81
	2-Female	1-Prefer to watch in	6.600	.812	5.003	8.19
		2-Prefer to watch at	4.450	.160	4.135	4.76
		3-Prefer to watch on	5.143	.686	3.793	6.49
		a mobile device 4-Makes no difference, will	5.078	.254	4.578	5.57
		5-Don't care to watch anywhere	4.367	.332	3.715	5.01

Mependent Variable			Mean Differe	Std. Error	Sig.	Lower	Upper B
29a. I love the Scheffe options at my	1-Prefer to watch	2-Prefer to watch at home	.62	.472	.788	84	2.08
inger tips oday, watching ideos on my	in a theater	on a TV 3-Prefer to	19	.661	. 999	-2.23	1.86
hone, texting, treaming films.		mobile device 4-Nakes no	33	.494	.979	-1.86	1.20
		difference, will watch anywhere					
		5-Don't care to watch anywhere	.17	.525	. 999	-1.46	1.79
	2-Prefer to watch	1-Prefer to watch in a	62	.472	.788	-2.08	.84
	at home on a TV	3-Prefer to watch on a	81	.500	.627	-2.35	.74
		mobile device 4-Nakes no	94	.240	.004	-1.69	20
		difference, will watch anywhere					
		5-Don't care to watch anywhere	45	.298	. 683	-1.37	. 47
	3-Prefer to watch	1-Prefer to watch in a	. 19	.661	. 999	-1.86	2.23
	on a mobile	theater 2-Prefer to	. 81	.500	. 627	74	2.35
	device	on a TV 4-Makes no	14	.521	. 222	-1.75	1.47
		difference, will watch					
		5-Don't care to watch anywhere	. 36	.550	.981	-1.35	2.06
	4-Makes no	1-Prefer to	. 33	.494	.979	-1.20	1.86
	, will watch	watch in a theater 2-Prefer to	94	.240	.004	. 20	1.69
	anywhere	watch at home on a TV 2 Decise to	14	6.21		1.42	1.75
		3-Prefer to watch on a mobile device	. 14	.521	. 999	-1.47	1.75
		5-Don't care to watch anywhere	. 49	.332	. 698	54	1.52
	5-Don't care to	1-Prefer to watch in a	17	.525	. 999	-1.79	1.46
	watch anywhere	theater 2-Prefer to watch at how	. 45	. 298	. 683	47	1.37
		on a TV 3-Prefer to	36	.550	.981	-2.06	1.35
		watch on a mobile device 4-Makes no	49	332	698	-1 53	.54
		difference, will watch					
29s. I like to Scheffe	1-Prefer	anywhere 2-Prefer to watch at home	. 47	.494	.923	-1.06	2.00
rograms from ther countries.	in a theater	on a TV 3-Prefer to	78	.692	.866	-2.92	1.36
		watch on a mobile device A-Maker po	- 31	517	986	-1.91	1 30
		difference, will watch					1.30
		snywhere 5-Don't care to watch anywhere	. 76	.549	.751	94	2.46
	2-Prefer	1-Prefer to	47	.494	.923	-2.00	1.06
	to watch at home on a TV	watch in a theater 3-Prefer to	-1.25	.523	. 223	-2.87	. 37
		watch on a mobile device					
		4-Makes no difference, will watch	78	.251	.050	-1.55	.00
		anywhere 5-Don't care to	. 29	.312	.930	68	1.26
	3-Prefer	watch anywhere	.78	.692	.866	-1.36	2.92
	to watch	watch in a theater	. / 4			-1.30	A. 74
	mobile device	2-Prefer to watch at home on a TV	1.25	.523	. 223	37	2.87
		4-Makes no difference,	. 47	.545	.944	-1.21	2.16
		will watch anywhere 5-Don't care to	1.54	576	130	- 24	
	1.00	watch anywhere					
	difference , will	watch in a theater	. 31	.51/	. 966	-1.30	1.91
	watch anywhere	2-Prefer to watch at home on a TV	. 78	.251	.050	. 00	1.55
		3-Prefer to watch on a	47	.545	.944	-2.16	1.21
		s-Don't care to watch anywhere	1.07	.348	.054	01	2.14
	S-Don't	1-Prefer to	76	.549	.751	-2.46	.94
	care to watch	watch in a theater	20	21.2		1.26	
	anyanere	vatch at home on a TV	29	.312	. 930	-1.20	.00
		3-Prefer to watch on a mobile device	-1.54	.576	.130	-3.33	. 24
		4-Makes no difference,	-1.07	.348	.054	-2.14	.01
194 Tana Pakatéa	1 Decher	will watch anywhere	00	450	221	44	2.41
yself as a straight of the	to watch	watch at home on a TV					
	cneater	s-Prefer to watch on a mobile device	. 14	. 6 4 3	1.000	-1.85	2.13
		4-Makes no difference,	. 38	.481	.960	-1.11	1.87
		will watch anywhere 5-Don't care to	1.25	.511	. 206	34	2.83
	2-86	watch anywhere	. 0.0	450	399	-2 4*	
	to watch at home on	watch in a theater					
	a 1V	3-Prefer to watch on a mobile device	85	.487	. 552	-2.36	- 66
		4-Makes no difference,	61	.233	.152	-1.33	.12
		anywhere 5-Don't care to	. 26	. 290	. 938	64	1.16
	3-Prefer	watch anywhere	14	.649	1.000	-2,13	1.85
	to watch on a mobil-	watch in a theater					
	device	2-Preier to watch at home on a TV	. 85	.487	. 552	86	2.36
		4-Makes no difference, will watch	. 24	.507	.994	-1.33	1.81
		anywhere 5-Don't care to	1.11	.536	. 371	55	2.77
	4-Malen	watch anywhere	38	481	.960	-1 89	1 11
	difference , will	watch in a theater					
	watch anywhere	2-Prefer to watch at home	.61	.233	.152	12	1.33
		3-Prefer to watch on a	24	.507	.994	-1.81	1.33
		mobile device 5-Don't care to watch another	. 87	.324	.130	14	1.87
	S-Don't	1-Prefer to	-1.25	.511	. 206	-2.83	. 34
	care to watch	watch in a theater	24	280			
	anywnere	2-Preter to	26	.290	.938	-1.16	.64
		on a TV					
		on a TV 3-Prefer to watch on a mobile devi	-1.11	.536	. 371	-2.77	.55

Homogeneous Subsets

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

Q20h. Ho Document	ow prefer watch ary films	Ν	Subset
Tukey B ^{a,b,c}	2-Prefer to watch at home on a TV	194	4.79
	5-Don't care to watch anywhere	49	5.24
	l-Prefer to watch in a theater	17	5.41
	3-Prefer to watch on a mobile device	15	5.60
	4-Makes no difference, will watch anywhere	88	5.74
Scheffe ^a ^{b,c}	2-Prefer to watch at home on a TV	194	4.79
	5-Don't care to watch anywhere	49	5.24
	l-Prefer to watch in a theater	17	5.41
	3-Prefer to watch on a mobile device	15	5.60
	4-Makes no difference, will watch anywhere	88	5.74
	Sig.		.414

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = 3.478.

a. Uses Harmonic Mean Sample Size = 30.785.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Alpha = .05.

Q29s. I like to see films and TV programs from other countries.

Q∠UN. How Documenta	y preier watch ary films	N	Subset	
Tukey B ^{a,b,c}	5-Don't care to watch anywhere	49	3.59	
	2-Prefer to watch at home on a TV	194	3.88	3.88
	l-Prefer to watch in a theater	17	4.35	4.35
	4-Makes no difference, will watch	88	4.66	4.66
	3-Prefer to watch on a mobile device	15		5.13
Scheffe ^a '	5-Don't care to watch anywhere	49	3.59	
	2-Prefer to watch at home on a TV	194	3.88	3.88
	l-Prefer to watch in a theater	17	4.35	4.35
	4-Makes no difference, will watch	88	4.66	4.66
	3-Prefer to watch on a mobile device	15		5.13
	Sig.		.333	.178
Means for	groups in homoge	eneous sub	sets are	
diaplace				

displayed. Based on observed means.

The error term is Mean Square(Error) = 3.810.

a. Uses Harmonic Mean Sample Size = 30.785.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Alpha = .05.

Q29t. I see myself as a citizen of the world.

20h. How p	films	N	Subset
ocumencary	111008		
ukey B ^{a,b,c}	5-Don't care to	49	4.22
	watch anywhere		
	2-Prefer to	194	4.48
	watch at home		
	on a TV		
	4-Makes no	88	5.09
	difference,		
	will watch		
	3-Prefer to	15	5.33
	watch on a		
	mobile device		
	1-Prefer to	17	5.47
	watch in a		
	theater		
cheffe ^{a,b,c}	5-Don't care to	49	4.22
	watch anywhere		
	2-Prefer to	194	4.48
	watch at home		
	on a TV		
	4-Makes no	88	5.09
	difference,		
	will watch		
	anvwhere 3-Prefer to	15	5.33
	watch on a	-	
	mobile device		
	1-Prefer to	17	5.47
	watch in a		
	theater		
	Sig.		.126

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) =

3.298.

a. Uses Harmonic Mean Sample Size = 30.785.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Alpha = .05.

Profile Plots

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



Q29s. I like to see films and TV programs from other countries.









Estimated Marginal Means of Q29t. I see myself as a citizen of the world.

IV. TABLING RESULTS

Effect		Value	F- Value	Sig.	Observed Power ^d
	Pillai's Trace	.010	1.212 ^b	.305	.325
Main Effect:	Wilks' Lambda	.990	1.212 ^b	.305	.325
Gender	Hotelling's Trace	.010	1.212 ^b	.305	.325
	Roy's Largest Root	.010	1.212 ^b	.305	.325
	Pillai's Trace	.109	3.322	.000	.997
Main Effect: 020h- How prefer	Wilks' Lambda	.894	3.363	.000	.992
watch Documentary	Hotelling's Trace	.116	3.392	.000	.997
films	Roy's Largest Root	.088	7.758°	.000	.998
	Pillai's Trace	.024	.706	.747	.422
Interaction: Gender * 020h-	Wilks' Lambda	.976	.704	.749	.368
Pref. watching	Hotelling's Trace	.024	.702	.751	.419
Docs films	Roy's Largest Root	.015	1.330°	.258	.415

Table #1: Multivariate Statistics for MANOVA (OVERALL)

a. Design: Intercept + Gender + Q20h + Gender * Q20h

b. Exact statistic

c. The statistic is an upper bound on ${\tt F}$ that yields a lower bound on the significance level.

d. Computed using alpha = .05

Table 2. Two-factor ANOVA predicting Q29a. "I love the options at my finger tips today, watching videos on my phone, texting, streaming films." from Gender and Q20h. "How prefer watch Documentary films."

16

Source		Mean	п	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Main Effect:				3.457	1	3.457	.994	.319	.003
Gender	2- Female	5.29	222						
	1- Male	4.92	141						
Main Effect:				70.826	4	17.707	5.091	.001	.055
Q20hPreference in watching Docs	l-Prefer in a theater	5.41	17						
	2-Prefer home on TV	4.79	194						
	3-Prefer on mobile dvc	5.60	15						
	4-No Diff; watch anywhere	5.74	88						
	5-Don't care to watch	5.24	49						
Interaction: Gender * Q20h				9.383	4	2.346	.674	.610	.008
Prefer. in									
watching Docs									
Error				1227.633	353	3.478			

Table 3. Two-factor ANOVA predicting Q29s. "I like to see films and TV programs from other countries." from Gender and Q20h. "How prefer watch Documentary films."

Source		Mean	n	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Main Effect:				2.371	1	2.371	.622	.431	.002
Gender	2- Female	3.98	222						
	1- Male	4.30	141						
Main Effect:				58.043	4	14.511	3.808	.005	.041
Q20h	1-Prefer in a theater	4.35	17						
Preference in watching Docs	2-Prefer home on TV	3.88	194						
watering bots	3-Prefer on mobile dvc	5.13	15						
	4-No Diff; watch anyw	4.66	88						
	5-Don't care -anywhere	3.59	49						
Interaction: Gender * Q20h- -Prefer. in watching Docs				7.232	4	1.808	.474	.754	.005
Error				1345.102	353	3.810			

Source		Mean	п	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Main Effect:				3.080	1	3.080	.934	.335	.003
Gender	2- Female	4.65	222						
	1- Male	4.72	141						
Main Effect: Q20hPreference in watching Docs				55.332	4	13.833	4.194	.002	.045
	1-Prefer in a theater	5.47	17						
	2-Prefer home on TV	4.48	194						
	3-Prefer on mobile dvc	5.33	15						
	4-No Diff; watch anyw	5.09	88						
	5-Don't care -anywhere	4.22	49						
Interaction: Gender * Q20h Prefer. in watching Docs				11.422	4	2.856	0.866	.485	.010
Error				1164.262	353	3.298			

Table 4. Two-factor ANOVA predicting Q29t. "I see myself as a citizen of the world." from Gender and Q20h. "How prefer watch Documentary films."

V. Write up -MANOVA

From the Jeffres and Neuendorf (2015) data on Film and TV usage national survey, we selected these variables after seeing that they had significant intercorrelations of p < .05:

- Q29a. "I love the options at my fingertips today, watching videos on my phone, texting, streaming films."
- Q29s. "I like to see films and TV programs from other countries."
- Q29t. "I see myself as a citizen of the world."

Each variable has a response scale of 1-7, 1 being "completely disagree" and 7 being "completely agree". These three variables were tested against the independent variables of gender and Q20h, "how you prefer to watch documentary films." This resulted in a 2 x 5 factorial design.

Assumptions

Box's M tested for homoscedasticity, which specifically tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups. It is ideal for M to be non-significant. For this set of variable, Box's M was not significant, p = .402.

Multivariate Tests

The multivariate tests in Table 1 indicate that both the main effect of gender and the interaction of Q20h and gender have no significant effect on the dependent variables. Table 1 does show that Q20h has a significant main effect with Pillai's Trace, Wilks' Lambda, Hotelling's Trace and Roy's Largest Root as each having a significance of p < .001. A series of three ANOVAs was conducted to further examine of the three dependent variables independently.

ANOVAs

Table 2 shows the ANOVA predicting Q29a, "I love the options at my fingertips today, watching videos on my phone, texting, streaming films." The table indicates that the main effect of Q20h, "How you prefer watching documentary films," is significant at p = .001. The means of the five groups differ significantly, with the "prefer [to watch documentaries] at home on TV" group the lowest (M = 4.79) and the "will watch [documentaries] anywhere" group the highest (M = 5.74).

Table 3 shows the ANOVA predicting Q29s, "I like to see films and TV programs from other countries." The table indicates that the main effect of Q20h, "How you prefer watching documentary films," is significant at p = .005. The means of the five groups differ significantly, with the "don't watch [documentaries] anywhere" group the lowest (M = 3.88) and the "prefer [to watch documentaries] on a mobile device" group the highest (M = 5.13).

Table 4 shows the ANOVA predicting Q29t, "I see myself as a citizen of the world." The table indicates that the main effect of Q20h, "How you prefer watching documentary films," is significant at p = .002. The means of the five groups differ significantly, with the "don't watch [documentaries] anywhere" group the lowest (M = 4.22) and the "prefer [to watch documentaries] in a theater" group the highest (M = 5.47).