

## Stepwise—Multiple Regression

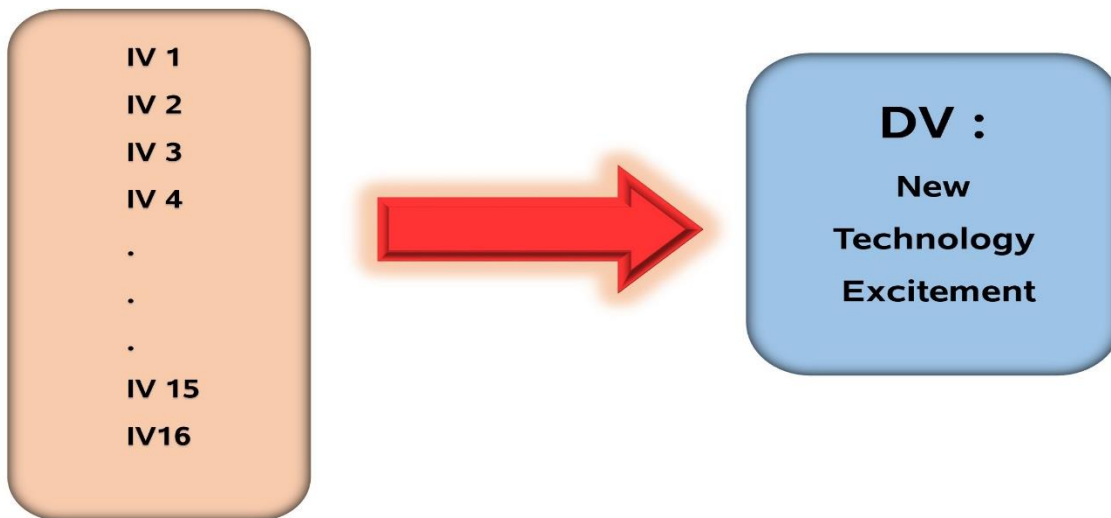
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Com 631, Spring 2017

Data: Film & TV Usage 2015

### I. MODEL

#### ***Multiple Regression Using the Stepwise Method***



### **Independent Variables**

#### ***Demographics***

Item: Age

Item: Income

Dummied Item: Gender (Female)

#### ***Digital Media Habits***

Recoded Item: Watching Film on Device (Q3g reverse coded)

Recoded Item: Surfing the Internet for Fun (Q3h reverse coded)

Recoded Item: Checking Email (Q3i reverse coded)

Recoded Item: Facebook (Q3j reverse coded)

Recoded Item: Video games (Q3k reverse coded)

Recoded Item: Watching Videos on Smartphones (Q3n reverse coded)

#### ***Cosmopolitaness***

Item: Enjoying media from other countries (Q29s)

Item: I see myself as a citizen of the world (Q29t)

### ***Internet Media Use***

Item: I often watch videos on my cellphone (Q28a)

Item: I often search for videos on YouTube to watch (Q28b)

Item: I often share videos via Facebook (Q28c)

Item: I often share videos on Instagram (Q28d)

Item: I like to watch [shows on a mobile device to pass time] (Q28e)

\*Note: All variables were entered in at the same time using this stepwise method.

### **Dependent Variable**

Scale: New Technology Excitement

\*Note: New Technology Excitement is a straight additive scale that is comprised of Q29a (loving the options at my fingertips today), Q29e (I can hardly wait to see what tech comes next), and Q29f (I am getting less patient waiting for new tech). Each was standardized, and the three were summed. The Cronbach's alpha was .70.

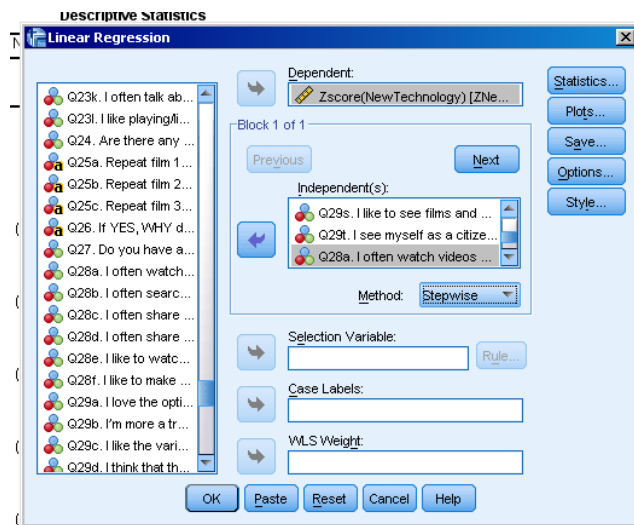
## II. RUNNING SPSS

Analyze → Regression → Linear

Add your DV where it says Dependent

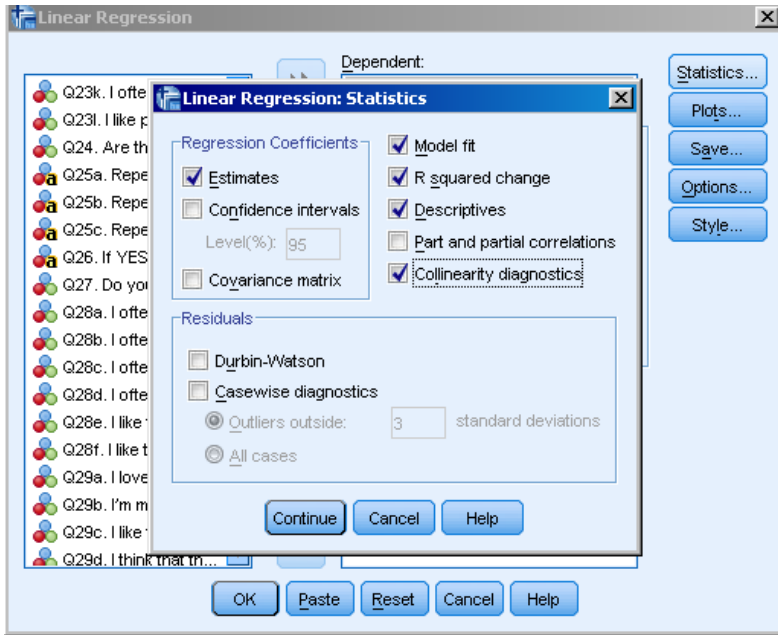
Independents: Enter all items you have selected for your stepwise multiple regression

‘Method’: select ‘Stepwise’



Click the 'Statistics' button on the right.

Make sure that 'Estimate', 'Model fit', 'R squared change', 'Descriptives', and 'Collinearity diagnostics' are checked.

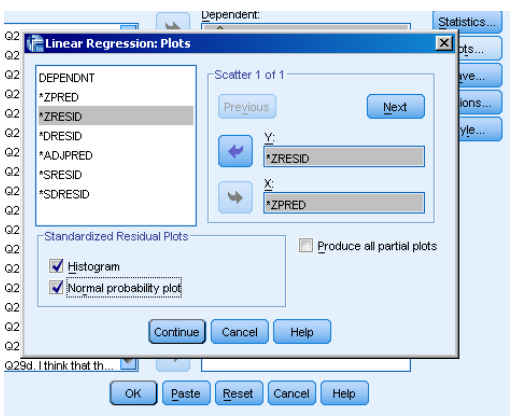


Select Plots (underneath Statistics)

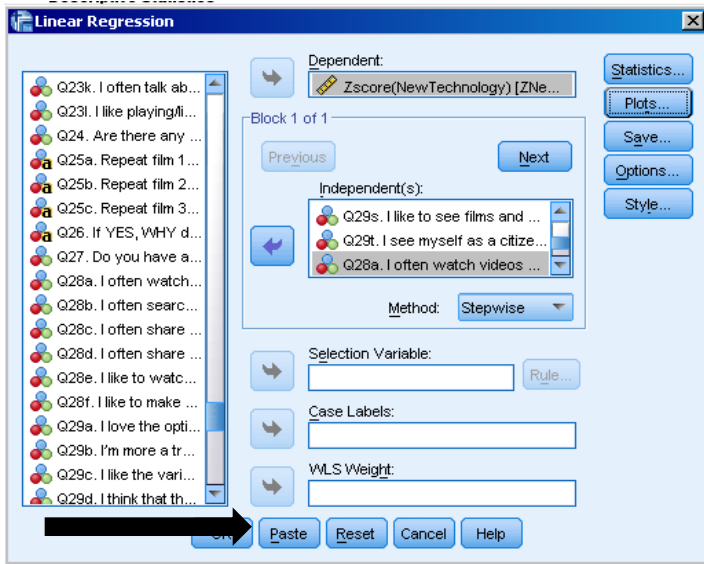
Add \*ZRESID as the Y, and \*ZPRED as the X

Check the 'Histogram' box under 'Standardized Residual Plots'

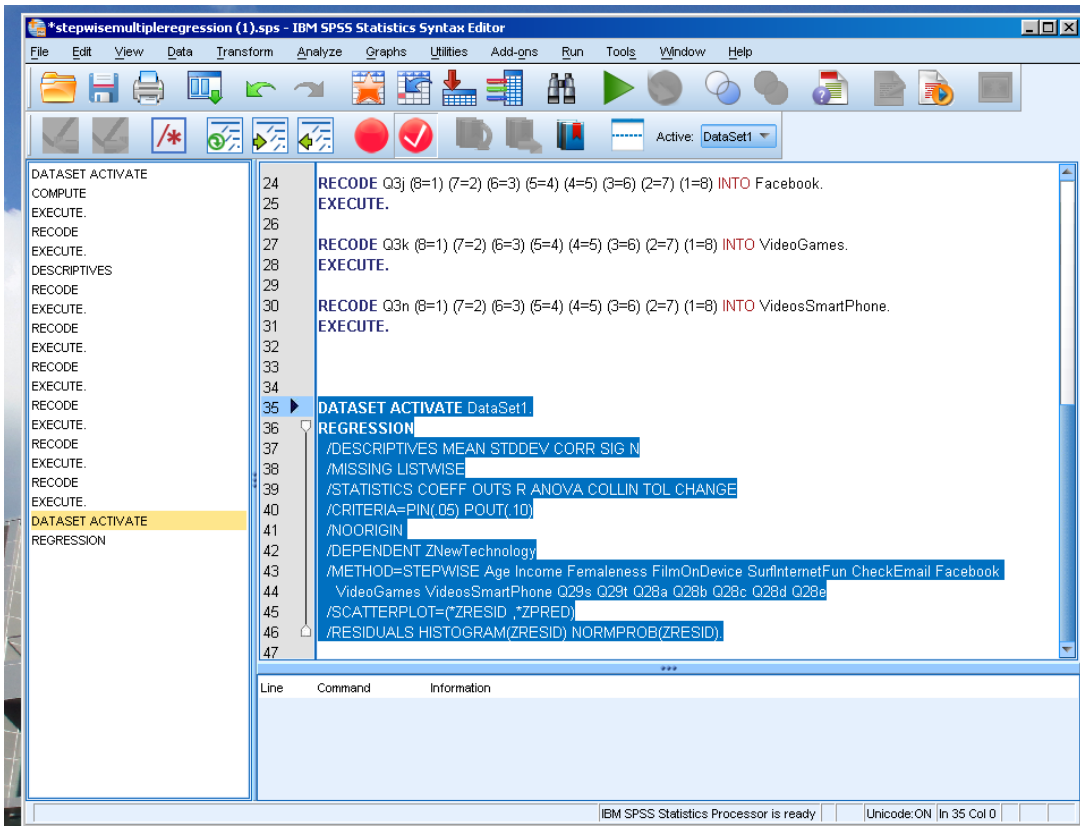
Select 'Continue'



Then hit 'Paste'



Highlight the text in your syntax and then hit Run (green triangle)



## III. SPSS OUTPUT

## Descriptive Statistics

	Mean	Std. Deviation	N
Zscore(NewTechnology)	.0546212	.95583818	325
Age	34.70	11.363	325
Income	4.81	2.322	325
Femaleness	.6185	.48651	325
FilmOnDevice	5.1262	1.47806	325
SurfInternetFun	7.3877	1.09312	325
CheckEmail	7.6615	.78325	325
Facebook	6.4185	2.29673	325
VideoGames	5.3231	2.42230	325
VideosSmartPhone	4.6431	2.40408	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







**Model Summary<sup>a</sup>**

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	.426 <sup>a</sup>	.181	.179	.86620182	.181	71.526	1	323	.000
2	.507 <sup>b</sup>	.257	.253	.82621447	.076	33.022	1	322	.000
3	.529 <sup>c</sup>	.279	.273	.81517184	.022	9.783	1	321	.002
4	.542 <sup>d</sup>	.293	.284	.80854892	.014	6.280	1	320	.013
5	.556 <sup>e</sup>	.309	.298	.80095489	.015	7.097	1	319	.008
6	.566 <sup>f</sup>	.321	.308	.79529894	.012	5.553	1	318	.019

- a. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.
- b. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone
- c. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world.
- d. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames
- e. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames, FilmOnDevice
- f. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames, FilmOnDevice, SurfInternetFun
- g. Dependent Variable: Zscore(NewTechnology)

3	Q29t. I see myself as a citizen of the world.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	VideoGames	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
5	FilmOnDevice	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
6	SurfInternetFun	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Zscore(NewTechnology)

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.666	1	53.666	71.526	.000 <sup>b</sup>
	Residual	242.349	323	.750		
	Total	296.015	324			
2	Regression	76.208	2	38.104	55.819	.000 <sup>c</sup>
	Residual	219.807	322	.683		
	Total	296.015	324			
3	Regression	82.709	3	27.570	41.489	.000 <sup>d</sup>
	Residual	213.306	321	.665		
	Total	296.015	324			
4	Regression	86.815	4	21.704	33.199	.000 <sup>e</sup>
	Residual	209.200	320	.654		
	Total	296.015	324			
5	Regression	91.367	5	18.273	28.484	.000 <sup>f</sup>
	Residual	204.648	319	.642		
	Total	296.015	324			
6	Regression	94.880	6	15.813	25.001	.000 <sup>g</sup>
	Residual	201.135	318	.633		
	Total	296.015	324			

a. Dependent Variable: Zscore(NewTechnology)

b. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.

c. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone

d. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world.

e. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames

f. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames, FilmOnDevice

g. Predictors: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames, FilmOnDevice, SurfInternetFun

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)				-			
				6.713	.000		
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	-.636	.095					
	.185	.022	.426	8.457	.000	1.000	1.000
2 (Constant)				-			
				9.070	.000		
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	-1.011	.111					
	.139	.022	.321	6.240	.000	.873	1.145
VideosSmartPhone	.117	.020	.295	5.746	.000	.873	1.145
3 (Constant)				-			
				8.742	.000		
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	-1.350	.154					
	.130	.022	.299	5.840	.000	.857	1.167
VideosSmartPhone	.118	.020	.296	5.836	.000	.873	1.145
Q29t. I see myself as a citizen of the world.	.079	.025	.150	3.128	.002	.979	1.021
4 (Constant)				-			
				9.092	.000		
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	-1.513	.166					
	.126	.022	.291	5.727	.000	.854	1.171
VideosSmartPhone	.102	.021	.255	4.835	.000	.792	1.263
Q29t. I see myself as a citizen of the world.	.076	.025	.144	3.028	.003	.977	1.024
VideoGames	.050	.020	.126	2.506	.013	.875	1.143
5 (Constant)				-			
				5.891	.000		
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	-1.196	.203					
	.132	.022	.305	6.022	.000	.845	1.183
VideosSmartPhone	.109	.021	.275	5.200	.000	.777	1.287
Q29t. I see myself as a citizen of the world.	.080	.025	.151	3.196	.002	.974	1.027
VideoGames	.057	.020	.145	2.889	.004	.856	1.168
FilmOnDevice	-.084	.032	-.130	-	.008	.907	1.103
				2.664			

6 (Constant)		-1.812	.330		-	5.492	.000		
Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.		.135	.022	.310	6.158	.000	.844	1.185	
VideosSmartPhone		.103	.021	.260	4.928	.000	.766	1.305	
Q29t. I see myself as a citizen of the world.		.078	.025	.147	3.133	.002	.973	1.028	
VideoGames		.053	.020	.133	2.654	.008	.847	1.180	
FilmOnDevice		-.097	.032	-.150	-	.003	.881	1.136	
SurfInternetFun		.099	.042	.114	3.043	.019	.918	1.089	

a. Dependent Variable: Zscore(NewTechnology)

#### Excluded Variables<sup>a</sup>

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
1 Age	-.028 <sup>b</sup>	-.544	.587	-.030	.975	1.025	.975
Income	.016 <sup>b</sup>	.327	.744	.018	.999	1.001	.999
Femaleness	.043 <sup>b</sup>	.849	.396	.047	1.000	1.000	1.000
FilmOnDevice	-.044 <sup>b</sup>	-.861	.390	-.048	.963	1.038	.963
SurfInternetFun	.157 <sup>b</sup>	3.148	.002	.173	.996	1.004	.996
CheckEmail	.046 <sup>b</sup>	.909	.364	.051	.997	1.003	.997
Facebook	.096 <sup>b</sup>	1.896	.059	.105	.988	1.012	.988
VideoGames	.207 <sup>b</sup>	4.134	.000	.224	.967	1.034	.967
VideosSmartPhone	.295 <sup>b</sup>	5.746	.000	.305	.873	1.145	.873
Q29s. I like to see films and TV programs from other countries.	.033 <sup>b</sup>	.655	.513	.036	.986	1.015	.986
Q29t. I see myself as a citizen of the world.	.149 <sup>b</sup>	2.958	.003	.163	.979	1.021	.979
Q28a. I often watch videos on my cell phone.	.198 <sup>b</sup>	3.663	.000	.200	.836	1.196	.836
Q28b. I often search for videos on YouTube to watch.	.102 <sup>b</sup>	1.882	.061	.104	.854	1.171	.854
Q28c. I often share videos via Facebook.	-.008 <sup>b</sup>	-.151	.880	-.008	.889	1.124	.889
Q28d. I often share videos on Instagram.	.048 <sup>b</sup>	.917	.360	.051	.929	1.076	.929
2 Age	.051 <sup>c</sup>	1.002	.317	.056	.906	1.104	.811
Income	.014 <sup>c</sup>	.285	.776	.016	.999	1.001	.873
Femaleness	.040 <sup>c</sup>	.841	.401	.047	1.000	1.000	.873
FilmOnDevice	-.100 <sup>c</sup>	-2.018	.044	-.112	.930	1.076	.843

	SurfInternetFun	.110 <sup>c</sup>	2.259	.025	.125	.963	1.038	.844
	CheckEmail	.012 <sup>c</sup>	.249	.804	.014	.981	1.019	.860
	Facebook	.024 <sup>c</sup>	.482	.630	.027	.919	1.088	.813
	VideoGames	.133 <sup>c</sup>	2.623	.009	.145	.877	1.140	.792
	Q29s. I like to see films and TV programs from other countries.	.043 <sup>c</sup>	.882	.378	.049	.984	1.016	.860
	Q29t. I see myself as a citizen of the world.	.150 <sup>c</sup>	3.128	.002	.172	.979	1.021	.857
	Q28a. I often watch videos on my cell phone.	.079 <sup>c</sup>	1.344	.180	.075	.669	1.494	.669
	Q28b. I often search for videos on YouTube to watch.	.060 <sup>c</sup>	1.149	.252	.064	.836	1.196	.783
	Q28c. I often share videos via Facebook.	-.063 <sup>c</sup>	-1.218	.224	-.068	.860	1.162	.814
	Q28d. I often share videos on Instagram.	-.013 <sup>c</sup>	-.260	.795	-.014	.888	1.126	.834
3	Age	.073 <sup>d</sup>	1.457	.146	.081	.889	1.125	.810
	Income	.031 <sup>d</sup>	.644	.520	.036	.987	1.013	.857
	Femaleness	.046 <sup>d</sup>	.971	.333	.054	.999	1.001	.857
	FilmOnDevice	-.110 <sup>d</sup>	-2.243	.026	-.124	.926	1.080	.843
	SurfInternetFun	.103 <sup>d</sup>	2.133	.034	.118	.961	1.041	.844
	CheckEmail	.016 <sup>d</sup>	.325	.745	.018	.981	1.019	.857
	Facebook	.032 <sup>d</sup>	.648	.517	.036	.917	1.090	.813
	VideoGames	.126 <sup>d</sup>	2.506	.013	.139	.875	1.143	.792
	Q29s. I like to see films and TV programs from other countries.	-.038 <sup>d</sup>	-.690	.491	-.039	.758	1.319	.754
	Q28a. I often watch videos on my cell phone.	.060 <sup>d</sup>	1.025	.306	.057	.661	1.512	.661
	Q28b. I often search for videos on YouTube to watch.	.036 <sup>d</sup>	.688	.492	.038	.816	1.226	.778
	Q28c. I often share videos via Facebook.	-.074 <sup>d</sup>	-1.450	.148	-.081	.856	1.168	.803
	Q28d. I often share videos on Instagram.	-.024 <sup>d</sup>	-.476	.634	-.027	.884	1.132	.831
4	Age	.073 <sup>e</sup>	1.467	.143	.082	.889	1.125	.739
	Income	.033 <sup>e</sup>	.690	.491	.039	.986	1.014	.791
	Femaleness	.052 <sup>e</sup>	1.100	.272	.061	.996	1.004	.791
	FilmOnDevice	-.130 <sup>e</sup>	-2.664	.008	-.148	.907	1.103	.777
	SurfInternetFun	.089 <sup>e</sup>	1.844	.066	.103	.946	1.058	.776
	CheckEmail	.016 <sup>e</sup>	.337	.737	.019	.981	1.019	.781
	Facebook	.017 <sup>e</sup>	.334	.738	.019	.902	1.109	.754
	Q29s. I like to see films and TV programs from other countries.	-.027 <sup>e</sup>	-.500	.617	-.028	.753	1.327	.749
	Q28a. I often watch videos on my cell phone.	.072 <sup>e</sup>	1.236	.218	.069	.657	1.521	.631
	Q28b. I often search for videos on YouTube to watch.	.032 <sup>e</sup>	.617	.538	.035	.815	1.227	.776
	Q28c. I often share videos via Facebook.	-.072 <sup>e</sup>	-1.422	.156	-.079	.856	1.168	.767

	Q28d. I often share videos on Instagram.	-.020 <sup>e</sup>	-.390	.697	-.022	.883	1.133	.756
5	Age	.080 <sup>f</sup>	1.617	.107	.090	.887	1.128	.723
	Income	.025 <sup>f</sup>	.540	.590	.030	.983	1.017	.776
	Femaleness	.050 <sup>f</sup>	1.068	.286	.060	.996	1.004	.776
	SurfInternetFun	.114 <sup>f</sup>	2.357	.019	.131	.918	1.089	.766
	CheckEmail	.028 <sup>f</sup>	.590	.556	.033	.972	1.028	.768
	Facebook	.009 <sup>f</sup>	.191	.848	.011	.899	1.112	.738
	Q29s. I like to see films and TV programs from other countries.	-.016 <sup>f</sup>	-.294	.769	-.016	.749	1.336	.749
	Q28a. I often watch videos on my cell phone.	.053 <sup>f</sup>	.912	.363	.051	.646	1.547	.611
	Q28b. I often search for videos on YouTube to watch.	.029 <sup>f</sup>	.565	.572	.032	.815	1.227	.763
	Q28c. I often share videos via Facebook.	-.075 <sup>f</sup>	-1.485	.139	-.083	.856	1.168	.752
	Q28d. I often share videos on Instagram.	-.024 <sup>f</sup>	-.479	.632	-.027	.882	1.134	.741
6	Age	.084 <sup>g</sup>	1.708	.089	.096	.886	1.129	.715
	Income	.020 <sup>g</sup>	.434	.665	.024	.981	1.020	.766
	Femaleness	.048 <sup>g</sup>	1.038	.300	.058	.996	1.004	.766
	CheckEmail	-.018 <sup>g</sup>	-.356	.722	-.020	.823	1.215	.763
	Facebook	.009 <sup>g</sup>	.184	.854	.010	.899	1.112	.729
	Q29s. I like to see films and TV programs from other countries.	-.022 <sup>g</sup>	-.405	.686	-.023	.747	1.339	.747
	Q28a. I often watch videos on my cell phone.	.063 <sup>g</sup>	1.093	.275	.061	.643	1.555	.599
	Q28b. I often search for videos on YouTube to watch.	.014 <sup>g</sup>	.266	.791	.015	.801	1.248	.756
	Q28c. I often share videos via Facebook.	-.065 <sup>g</sup>	-1.287	.199	-.072	.849	1.178	.739
	Q28d. I often share videos on Instagram.	-.003 <sup>g</sup>	-.051	.959	-.003	.852	1.174	.723

a. Dependent Variable: Zscore(NewTechnology)

b. Predictors in the Model: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.

c. Predictors in the Model: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone

d. Predictors in the Model: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world.

e. Predictors in the Model: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames

f. Predictors in the Model: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames, FilmOnDevice

g. Predictors in the Model: (Constant), Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time., VideosSmartPhone, Q29t. I see myself as a citizen of the world., VideoGames, FilmOnDevice, SurfInternetFun

Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	Q28e. I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	VideosSmartPhone	Q29t. I see myself as a citizen of the world.	VideoGames	FilmOnDevice	SurfInternetFun
1	1	1.862	1.000	.07	.07					
	2	.138	3.672	.93	.93					
2	1	2.733	1.000	.02	.03	.02				
	2	.157	4.172	.08	.93	.32				
	3	.110	4.976	.89	.04	.66				
3	1	3.601	1.000	.01	.01	.01	.01			
	2	.190	4.349	.05	.48	.10	.25			
	3	.151	4.884	.00	.50	.74	.04			
	4	.057	7.929	.95	.00	.15	.70			
4	1	4.469	1.000	.00	.01	.01	.01	.01		
	2	.196	4.779	.03	.68	.04	.12	.06		
	3	.168	5.159	.01	.17	.35	.22	.18		
	4	.115	6.241	.00	.13	.55	.08	.62		
	5	.053	9.212	.96	.01	.04	.57	.14		
5	1	5.394	1.000	.00	.01	.00	.00	.00	.00	
	2	.203	5.157	.01	.67	.07	.09	.03	.02	
	3	.168	5.662	.00	.20	.34	.19	.20	.00	
	4	.115	6.854	.00	.13	.54	.07	.63	.00	
	5	.086	7.932	.04	.00	.05	.48	.13	.40	
	6	.034	12.602	.93	.00	.00	.18	.02	.58	
6	1	6.351	1.000	.00	.00	.00	.00	.00	.00	.00
	2	.215	5.435	.00	.62	.10	.06	.01	.01	.01
	3	.169	6.132	.00	.25	.32	.15	.22	.00	.00
	4	.115	7.423	.00	.11	.52	.03	.66	.00	.00
	5	.093	8.262	.01	.01	.06	.65	.10	.19	.02
	6	.047	11.634	.07	.00	.00	.08	.00	.79	.10
	7	.010	24.690	.91	.00	.01	.02	.00	.00	.88

a. Dependent Variable: Zscore(NewTechnology)

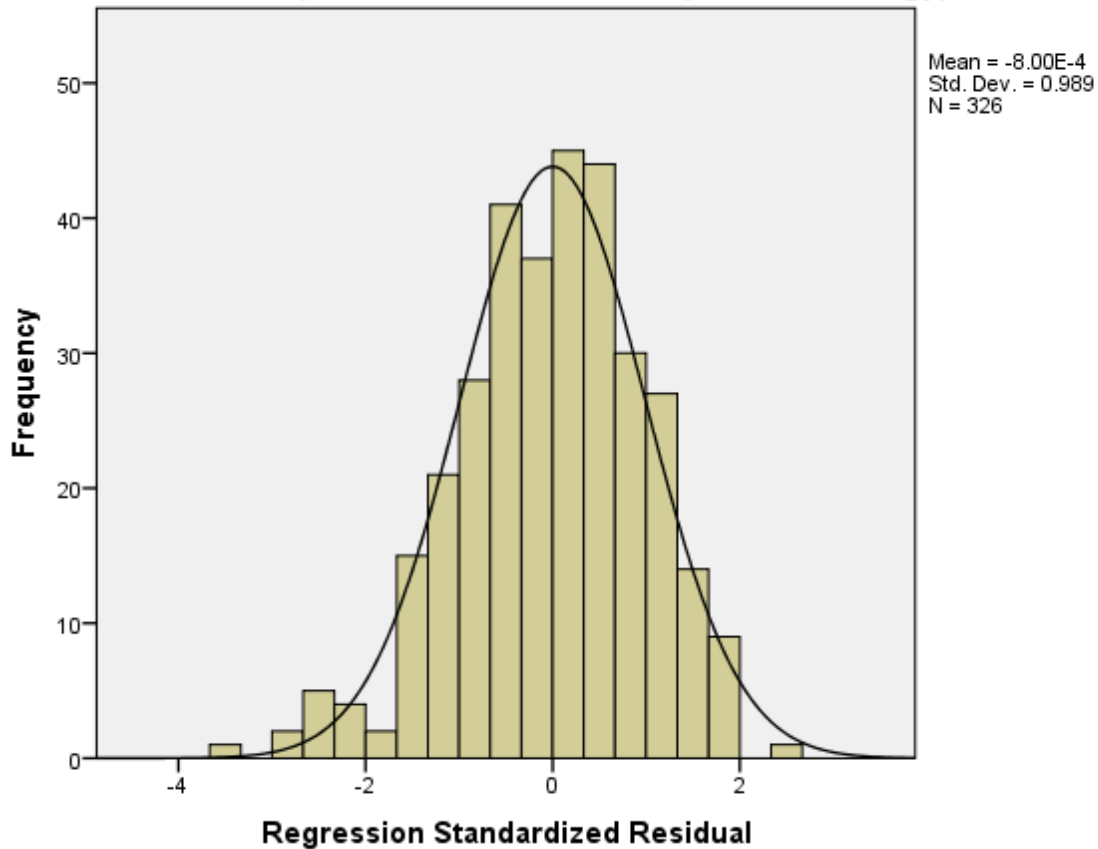
Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-1.4531686	1.2189310	.0560710	.54094671	326
Residual	-2.87200761	1.97514808	-.00063619	.78677142	326
Std. Predicted Value	-2.786	2.152	.003	1.000	326
Std. Residual	-3.611	2.484	-.001	.989	326

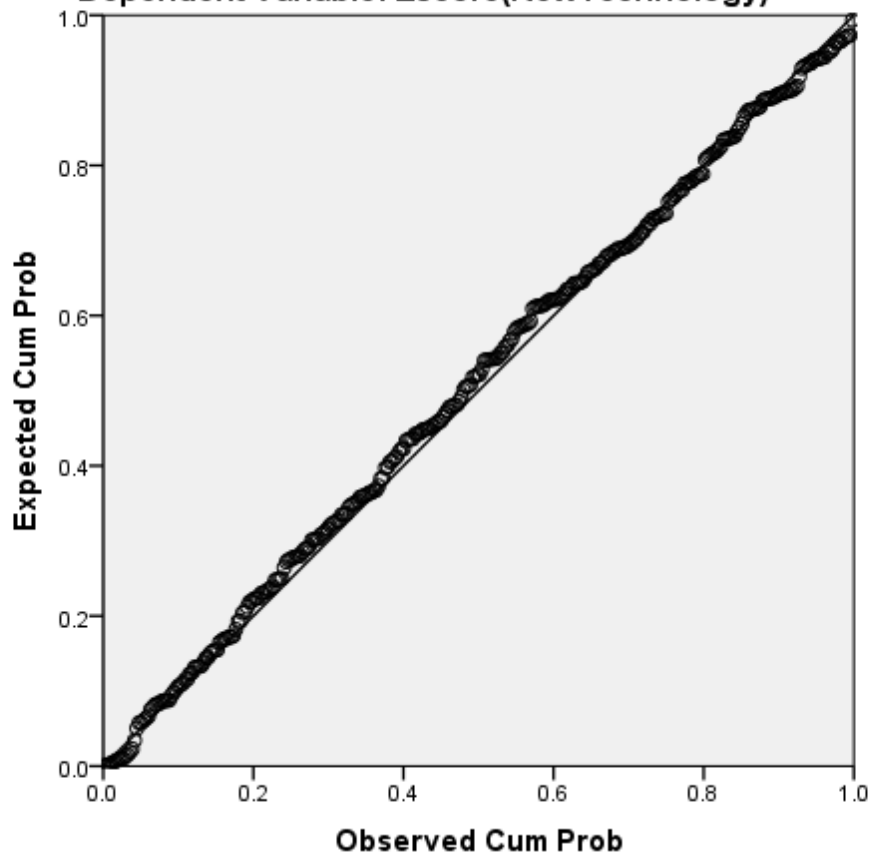
a. Dependent Variable: Zscore(NewTechnology)

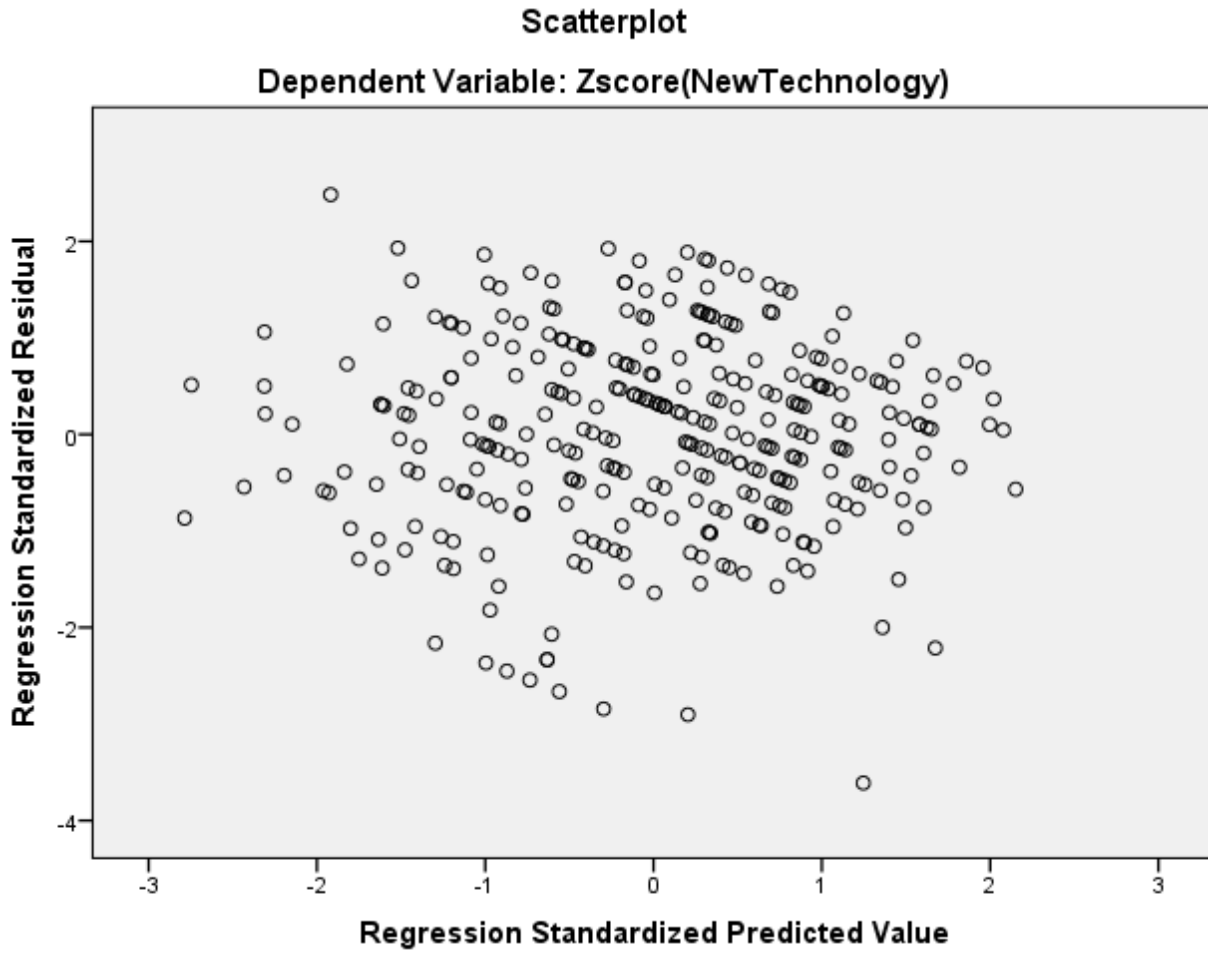
Histogram

Dependent Variable: Zscore(NewTechnology)





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



#### IV. TABLING RESULTS

##### *Summary of Stepwise Regression Model Predicting New Technology Excitement*

<i>Step #</i>	<i>Predictor Variable</i>	<i>r</i>	<i>Final Beta</i>	<i>R2 Change</i>
1	Using mobile device to pass time (Q28e)	.426***	.310***	.181***
2	Watching videos on smart phone	.409***	.260***	.076***
3	Citizen of the world (Q29t)	.207***	.147**	.022**
4	Playing video games	.277***	.133**	.014*
5	Watching films on a device	.039	-.150**	.015**
6	Surfing the internet for fun	.181**	.114*	.012*

Note:  $p < .05^*$ ,  $p < .01^{**}$ ,  $p < .001^{***}$

Total Equation:  $R^2 = .321$  Adjusted  $R^2 = .308$

F 25.001 df: 6, 318  $p < .001$

## V. WRITE UP

Multicollinearity diagnostics using condition indexes and tolerances/VIFs indicated that the analysis has no substantive multicollinearity problems. All tolerances are greater than .75 and all VIFs are less than 1.35.

The stepwise regression inserted six of the original sixteen variables in the final model. All six variables have beta values that are significant at the 0.05 level; while most are significant at 0.01 or even 0.001 level. The overall fit of the model is good, with an R<sup>2</sup> of .321. This means that this model explains 32.1% of the variance in New Technology Excitement. The number of cases in this test is limited to 325. Notably, of the demographic variables included originally, no demographic factors show up in the final model. Equally notable, the correlation of watching films on a device had a small, positive correlation before controlling for other variables, and once the control was applied it changed to a small, negative correlation. Liking to watch TV shows on a mobile device when one is stuck somewhere and needs to pass the time is a strong unique positive indicator of New Technology Excitement ( $\beta = .310, p < .001$ ). This indicates that one's need for mobile technology to pass the time plays an important role in how excited one is for new technology. Watching videos on a smart phone ( $\beta = .260, p < .001$ ) is also a strong indicator that shows that the more one watches videos on a smart phone, the excitement for new technology increases. In addition, seeing oneself as a citizen of the world ( $\beta = .147, p < .01$ ) is significant because it reveals that as seeing oneself as a 'global' citizen increases, one's excitement for new technology also increases. Another significant variable, playing video games ( $\beta = .133, p < .01$ ), indicates that playing video games is uniquely important to New Technology excitement. Furthermore, watching films on a device ( $\beta = -.150, p < .01$ ) is significant in that it shows the more one watches films on a device, the less excited they will be over new technology. Lastly, surfing the internet for fun ( $\beta = .114, p < .05$ ) is a unique predictor in that it shows that the more one uses the internet for fun, excitement over new technology increases. Overall, holding other variables in the model constant, liking

to watch tv shows on a mobile device to pass the time when stuck somewhere is the most important predictor of New Technology Excitement. Other factors such as watching videos on smartphones, seeing oneself as a citizen of the world, playing video games, watching films on a device, and surfing the internet for fun are also important in predicting New Technology Excitement.